1983 Editor & Publisher Market Guide

THE
FOURTH
ESTATE

Exclu[redacted]
and Canadian daily newspaper market

Easy-to-use E&P 4-section format

I. E&P Exclusive 1983 Market Rankings

of leading U.S. cities, counties and Standard Metropolitan Statistical Areas by 1983 estimates of population, personal income, total retail sales, food sales, per household income.

II. Comprehensive 14-item Market Surveys

Standardized surveys of over 1600 U.S. daily newspaper markets, with data on location, transportation, climate, population, banking, utilities, auto registrations, industries, retailing information, daily newspapers and circulation.

III. Canadian Newspaper Market Surveys

Standardized 14-item surveys providing profiles of all Canadian daily newspaper markets, including data on transportation, climate, utilities, industries, banking and retailing, with daily newspaper names and circulation.

IV. Population, Income, Retail Sales Tables

1983 estimates of population, income—total, per household and per capita, crop and livestock value. E&P 1983 retail sales estimates—total and in 9 categories. U.S. tables by state, SMSA and city; Canadian data by province and city.

In this issue...Canadian
population estimates based on
1981 Canadian census figures.

Published by Editor & Publisher in the
interest of the newspaper industry for
more than 55 years

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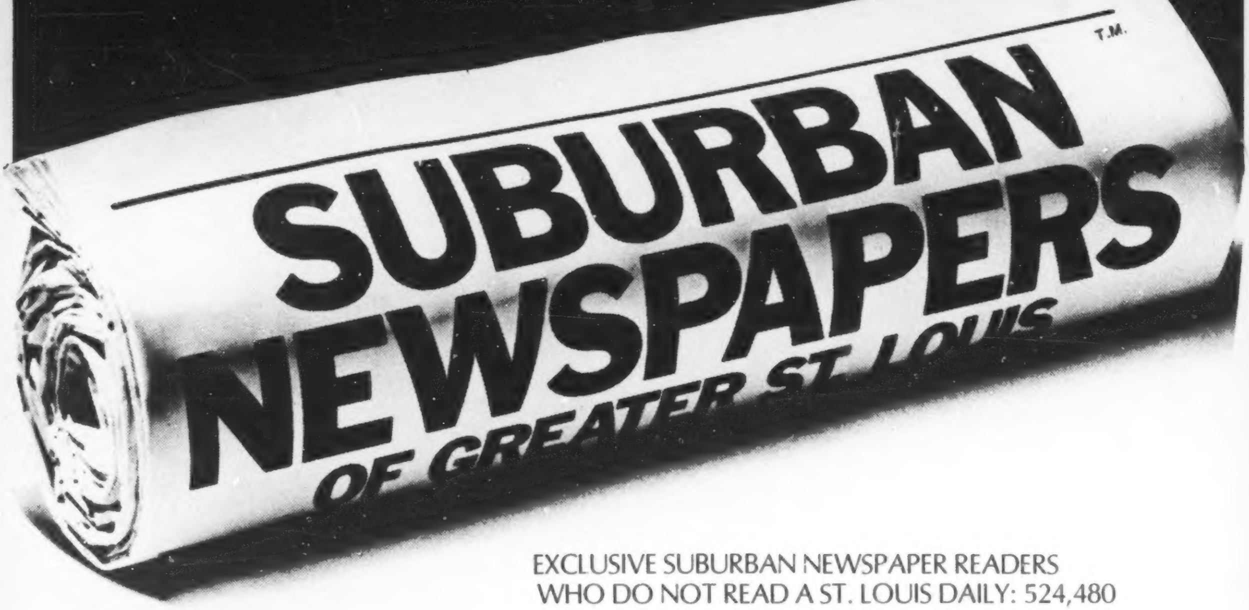
575 Lexington Avenue, New York, N.Y. 10022

1/3
OF ALL ST. LOUIS ADULTS READ ONLY



EXCLUSIVE SUBURBAN NEWSPAPER READERS WHO DO NOT READ A ST. LOUIS DAILY: 524,480

7 out of 10 Adults read us weekly.

Average weekday issue audience-SMSA-1,156,421

Source: Simmons readership study, May, 1982.

Suburban Newspapers of Greater St. Louis

'News was meant to be Free'

North County Journal
Northwest County Journal
Northside Journal
St. Louis County Star
South Side Journal
South County Journal
West County Journal
Press Journal
Clayton Citizen
West County Citizen
St. Charles Journal
Granite City Journal
Jefferson County Journal
Fenton Journal
Meramec Community Press
Neighborhood News
Belleville Journal
Collinsville Journal
Fairview Heights Journal
O'Fallon Journal
Tri-County Journal
Courier News
Warrenton News
Cahokia Journal
Edwardsville Journal
County Journal
Dupo Journal
East St. Louis News
Alton Citizen
Clinton County Journal
Bethalto American
Wood River Journal

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"The best of times, the worst of times"

This oft-quoted opening to Charles Dickens' *A Tale of Two Cities* might well apply to today's marketing conditions. While the automobile business is suffering from lack of sales, the sales of expensive video toys are booming. While unemployment is up, disposable personal income is at a record high.

Futurist John Naisbitt, in his recent book entitled *Megatrends*, published by Warner Books, says, "I do not believe that the United States is, or has recently been, in a recession. In the United States we have parts of the country that are in prosperity and parts that are in a depression, some business sectors are doing very well, and some are depressed. Economists have averaged the two together and declared the nation is in a recession." Naisbitt notes that one of his clients has begun to look at the economic health of each state, state by state. The idea is to learn from the mosaic and not mindlessly average everything and be left wholly uninstructed.

This is the 58th edition of the *Market Guide* that was first conceived at a time when there was no single source of information about individual markets and national marketing was, by necessity, "wholly uninstructed."

Users of this edition will find its contents are accurate and up-to-date and a reliable source of data and statistics that can be integrated into any marketing program with confidence. The individual 14-point market surveys on all U.S. and Canadian markets in which a daily newspaper is published—the heart of the Market Guide—provide users with unduplicated information gathered by our staff from a variety of sources, including the daily newspapers.

Users of our Canadian section will note that the newly released data on population and number of farms from the 1981 Statistics Canada Census provide new benchmarks for our Canadian estimates.

Additional information about any of the newspaper markets listed may be obtained by contacting the newspaper or newspapers listed in item 14 of each market survey, or by contacting the newspaper's national representative. The addresses and phone numbers of the representatives are listed on pages 37-38, section I.

We welcome any suggestions for improvement or additions that would make future Market Guides more useful.

Ferdinand C. Teubner
Publisher

How to use the 1983 Editor & Publisher Market Guide

Preceded by pages of general information designed to facilitate its use, the data in this MARKET GUIDE is presented in four sections:

1. Market Ranking Tables
These tables show, ranked by size according to E&P estimates for 1983, the population, disposable income, total retail sales, total food sales, and income per household of all SMSAs (Standard Metropolitan Statistical Areas as defined by the Office of Management and Budget) and larger counties and cities of the U.S.A.

2. Individual Market Surveys-United States
Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing SMSAs, county boundaries, location of all daily newspaper cities, and county seat cities without daily newspapers.

3. Individual Market Surveys-Canada
Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

4. Sales, Population and Income Tables
E&P 1983 retail sales estimates, total, and in nine categories, with number of stores in each, for all SMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state, followed by tables of estimated 1983 population, personal income—total, per capita and per household; also number of farms and value of crops and livestock.

SAMPLE SURVEY

1 - LOCATION: Johnson County, E&P Map D-7. County Seat. Manufacturing, agriculture and military center. NE portion of the state. 65 mi. E of Postville; on U.S. Hwy. 17; State Hwy. 95.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville.
Motor Freight Carriers-19.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Delta; USAir.

3 - POPULATION:
Corp. City 80 Cen. 71,483; Loc. Est. 72,291
CZ-ABC: (70) 75,834; (82) 90,300
RTZ-ABC: (70) 156,343; (82) 209,100
County 80 Cen. 94,930; Loc. Est. 95,326
SMSA 80 Cen. 203,269; Loc. Est. 205,109
CZ & RTZ-ABC: (70) 232,177; (82) 299,400

4 - HOUSEHOLDS:
City 80 Cen. 27,654; Loc. Est. 28,406
CZ-ABC: (70) 25,564; (82) 35,000
RTZ-ABC: (70) 51,202; (82) 79,100
County 80 Cen. 35,686; Loc. Est. 36,366
SMSA 80 Cen. 73,209; Loc. Est. 74,987
CZ & RTZ-ABC: (70) 76,766; (82) 114,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$190,772,493
Savings & Loan	1	$110,991,777
Commercial	1	$207,905,795

6 - PASSENGER AUTOS: County 52,453

7 - ELECTRIC METERS: Residence 21,457

8 - GAS METERS: Residence 19,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 6,750 ($325); Radio Eqpt. 5,023 ($336); Meat Packing 2,373 ($300); Heavy Machy. 4,927 ($400).
Principal Industrial Pay Days-Thurs.; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-55. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; Findlay Village (17 stores).
Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave.; West Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branch Mall(15)	26	Kwik-Chek
Excelsior(17)	12	Grays', A&P

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9; Sears, Hudson's-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Hudson's; Dobson's; Sears.
Discount Stores-Gibson's; Fedway; Buymart.
Variety Stores-S.H. Kress; Silver's; Woolworth; Rose's.
Chain Drug Stores-Snellgrove; Gray.
Chain Supermarkets-A&P 8; Kroger 5; National Tea 8; Kwik Chek 3; Tobe; Wiseway; Piggly Wiggly
Other Chain Stores-Goodrich; Firestone; Dixie Auto Lee; Economy Auto Store; Busch's Jewelry; Haverty's Furniture; Mangel's; Eleanor Shops.

14 - NEWSPAPERS: JOURNAL (e) 40,125; (S) 45,900; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John M. Smith, Adv. Dir., JOURNAL, 175 Field Place, Milford, NY 10467; Tel. (212) 874-5507.
National Representative: Landon Associates.

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data is indicated in boldface type, with the survey paragraph number following the subject. Page indices for Sections II, III and IV appear on dividers preceding those sections.

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RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972).

The 1977 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1977 Census is the basis for the Retail Sales Estimates included in this 1983 edition. However, strict comparison of the data for the 1972 and 1977 censuses is limited by the following factors:

Geographic boundaries of a number of areas have changed between 1972 and 1977 censuses, because of annexation and redefinition of Standard Metropolitan Statistical Areas and other boundary changes.

In 1977, the Internal Revenue Service assigned a more detailed classification code to business tax returns. As a result, data for certain kinds of business are more detailed than could be shown in 1972.

Omitted from the 1977 sales statistics are sales and other taxes collected from customers as well as carrying charges or other charges for credit. These taxes/charges reported in the 1972 census have been estimated at about $10 billion for the United States as a whole.

In the 1972 census the "legal form of organization" was based on data only for establishments with a total company employment of 250 persons or more. In 1977, this was determined on the basis of the response to the legal form of organization inquiry on the census form.

This **Miscellaneous Retail Store** category is not inclded in the Editor & Publisher Tables of Estimated Retail Sales.

For your quick reference, we publish a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales (numbers following names are SIC codes). PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Lumber, Hardware

(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building materials dealers (5211)
Paint, glass, and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Food

Grocery stores (5411)
Freezer and locker meat provisioners (5422)
Meat markets (5423 PT.)
Fish (seafood) markets (5423 PT.)
Fruit stores and vegetable markets (5431)
Candy, nut, and confectionery stores (5441)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT.)
Dealers with imported car franchise only (5511 PT.)
Dealers with domestic, import car franchises (5511 PT.)
Used car dealers (5521)
Tire, battery, and accessory dealers (5531 PT.)
Other auto and home supply stores (5531 PT.)
Boat dealers (5511)
Recreational and utility trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Gasoline Service Stations

Gasoline service stations (5541)

Apparel and Accessories

Men's and boy's clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT.)
Corset and lingerie stores (5631 PT.)
Other women's accessory, specialty stores (5631 PT.)
Children's and infant's wear stores (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT.)
Women's shoe stores (5661 PT.)
Children's and juveniles' shoe stores (5661 PT.)
Family shoe stores (5661 PT.)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory store (5699)

Furniture, Home Furnishings, and Equipment

Furniture stores (5712)
Floor coverings stores (5713)
Drapery, curtain, and upholstery stores (5714)
Miscellaneous home furnishings stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT.)
Musical instrument stores (5733 PT.)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT.)
Social caterers (5812 PT.)
Cafeterias (5812 PT.)
Refreshment places (5812 PT.)
Contract feeding (5812 PT.)
Ice Cream, frozen custard stands (5812 PT.)
Drinking places (alcoholic beverages) (5813)

Drug Stores

Drug stores (5912 PT.)
Proprietary stores (5912 PT.)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General line sporting goods stores (5941 PT.)
Specialty line sporting goods stores (5941 PT.9
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops 85945)
Camera and photographic supply stores (5946)
Gift, novelty, and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing and needlework stores and piece goods stores (5949)
General merchandise, n.e.c.—mail order (5961 PT.)
Other mail-order houses (5961 PT.)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment—direct selling (5963 PT.)
Mobile food service—direct selling (5963 PT.)
Other direct selling (5963 PT.)
Fuel and ice dealers, n.e.c. (5982)
Fuel oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT.)
Optical goods stores (5999 PT.)
Other retail stores, n.e.c. (5999 PT.)

Please note that **Miscellaneous RetailStores** are not included in the Tables of Estimated Retail Sales.

DEFINITIONS AND NOTES

ABC—Adjacent to certain figures on population and newspapers in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditors' examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appears in paragraph 14 of each "Key Market Survey."

CIRCULATION FIGURES—The March 1982 figures appear in most of the surveys. Where March 1982 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income", is equal to current income received individuals, unincorporated businesses and non-profit institutions, from all sources. It includes all that is received as wages, salaries, and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Basic figures are always U.S. Government figures (U.S. Census) or, in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1978.

State Data: State totals of crops and livestock are released annually by the U.S Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states no county breakdown is available.

PERSONAL INCOME—See "Disposable Personal Income above.

PRIMARY MARKET AREA—Considered to be that geographical area in which the newspaper provides primary editorial and advertising service. Area consists of contiguous census units (none larger than a county), and ABC rules require that paid circulation and ABC current estimate of households within each county or portion thereof shall be considered.

RETAIL SALES ESTIMATE TABLES—Based upon the latest available (1977) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions all listed in this volume) rather than by the products sold. For example, many non-food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales totals and retail sales per household exceed the figures shown for total income per household. this is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boudaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilities, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STANDARD METROPOLITAN STATISTICAL AREA (SMSA)—These are listed as described by the Office of Management and Budget. A complete list of these, with a full explanation, appears in the front of this Market Guide.

STANDARD CONSOLIDATED STATISTICAL AREA (SCSA)—A standard statistical area used to facilitate the presentation and analysis of data on large concentrations of metropolitan population. A complete list of these areas, appears in the front of this Market Guide.

STATISTICS CANADA—Canadian Government agency in Ottawa responsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1977 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments; dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

STANDARD METROPOLITAN STATISTICAL AREAS

STANDARD METROPOLITAN STATISTICAL AREAS definitions were first developed and issued for use by all Federal agencies compiling general purpose statistical data. The definitions made it possible to make better comparison of population, housing, employment, trade and industry statistics. State and local governments, as well as private industry, soon found these definitions most useful.

The Office of Management and Budget considers economic integration as well as the metropolitan character of the counties, communities and towns in determining the standards and criteria established for SMSA designation.

Generally conceived, a Standard Metropolitan Statistical Area is an integrated economic and social unit with a large population nucleus.

In November 1971, a revised set of criteria was released by the Office of Management and Budget.

A Standard Metropolitan Statistical Area always includes a city (or cities) of specified population which constitutes the central city and the county (or counties) in which it is located. An SMSA also includes contiguous counties when the economic and social relationships between the central and contiguous counties meet specific criteria of metropolitan character and integration. An SMSA may cross state lines. In New England, SMSAs are composed of cities and towns instead of counties.

1. Each Standard Metropolitan Statistical Area must include at least:
   (a) One city with 50,000 or more inhabitants, or
   (b) A city having a population of at least 25,000 which with the addition of the population of contiguous places, incorporated or unincorporated, have a population density of at least 1,000 persons per square mile and together constitute, for general economic and social purposes, a single community with a combined population of at least 50,000, provided that the county or counties in which the city and contiguous places are located has a total population of at least 75,000. (This criterion replaced a previous one which referred only to "twin cities" with a combined population of at least 50,000.)

In addition to the county (or counties) containing such a city (or cities), contiguous counties are included in an SMSA if, according to certain criteria (somewhat revised since previous definition), they are socially and economically integrated with the central city.

2. A contiguous county will be included in a Standard Metropolitan Statistical Area if—
   (a) At least 75% of the resident labor force in the county is in the nonagricultural labor force, and
   (b) At least 30% of the employed workers living in the county work in the central county or counties of the area.

3. A contiguous county that does not meet the requirements of Criterion 2 will be included in a Standard Metropolitan Statistical Area if at least 75% of the resident labor force is in the nonagricultural labor force and it meets two of the following additional criteria of metropolitan character and one of the following criteria of integration.
   (a) Criteria of metropolitan character.
      (1) At least 25% of the population is urban.
      (2) The county had an increase of at least 15% in total population during the period covered by the two most recent Censuses of Population.
      (3) The county has a population density of at least 50 persons per square mile.
   (b) Criteria of integration.
      (1) At least 15% of the employed workers living in the county work in the central county or counties of the area, or
      (2) The number of people working in the county who live in the central county or counties of the area is equal at least to 15% of the employed workers living in the county, or
      (3) The sum of the number of workers commuting to and from the central county or counties is equal to 20% of the employed workers living in the county.

The SMSA title always includes the names of the state or states that are included in the SMSA, the name of the largest city (it might include several cities—as many as three), all dependent upon relative and minimum populations of the central city and other cities in the SMSA.

In New England, the requirement with regard to a central city as a nucleus still holds, but the units comprising the area are towns rather than counties. The county (or town in New England) is the basic statistical unit. Since smaller areas are used, a density of at least 100 persons per square mile is used as a measurement.

When two or more adjacent counties each have a city qualifying under Paragraph 1 above and the cities are within 20 miles of each other (city limits to city limits), they will be included in the same area unless there is definite evidence that the two cities are not economically and socially integrated.

If two or more adjacent counties each have a city qualifying under Paragraph 1 above and the cities are more than 20 miles from each other (city limits to city limits), they will not be included in the same area unless there is definite evidence that the two cities are economically and socially integrated.

The foregoing digest of criteria established for qualifications of Standard Metropolitan Statistical Areas will serve most purposes. The complete criteria can be obtained directly from the Office of Statistical Policy, Office of Management and Budget, Executive Office Building, Washington, D.C. 20503.

In June 1981, the Office of Management and Budget announced the designation of 36 new SMSA's based on the results of the 1980 Census of Population. This brings the total number of Standard Metropolitan Statistical Areas to 323.

STANDARD METROPOLITAN STATISTICAL AREAS
(In alphabetical order—not by state)

Abilene, Tex.
Callahan County
Jones County
Taylor County

Akron, O.
Portage County
Summit County

Albany, Ga.
Dougherty County
Lee County

Albany-Schenectady-Troy, N.Y.
Albany County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, N.M.
Bernalillo County
Sandoval County

Alexandria, La.
Grant Parish
Rapides Parish

Allentown-Bethlehem-Easton, Pa.-N.J.
Carbon County, Pa.
Lehigh County, Pa.
Northampton County, Pa.
Warren County, N.J.

Altoona, Pa.
Blair County

Amarillo, Tex.
Potter County
Randall County

Anaheim-Santa Ana-Garden Grove, Calif.
Orange County

Anchorage, Alaska
Anchorage Census Division

Anderson, Ind.
Madison County

Anderson, S.C.
Anderson County

Ann Arbor, Mich.
Washtenaw County

Anniston, Ala.
Calhoun County

Appleton-Oshkosh, Wis.
Calumet County
Outagamie County
Winnebago County

Arecibo, P.R.
Arecibo Municipio
Camuy Municipio
Hatillo Municipio

Asheville, N.C.
Buncombe County
Madison County

Athens, Ga.
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, Ga.
Butts County
Cherokee County
Clayton County
Cobb County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Walton County

Atlantic City, N.J.
Atlantic County

Augusta, Ga.-S.C.
Columbia County, Ga.
Richmond County, Ga.
Aiken County, S.C.

Austin, Tex.
Hays County
Travis County
Williamson County

Bakersfield, Calif.
Kern County

Baltimore, Md.
Baltimore City
Anne Arundel County
Baltimore County
Carroll County
Harford County
Howard County

Bangor, Me.
Bangor, Brewer, Old Town Cities; Edington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington, Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.

Baton Rouge, La.
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, Mich.
Barry County
Calhoun County

Bay City, Mich.
Bay County

Beaumont-Port Arthur-Orange, Tex.
Hardin County
Jefferson County
Orange County

Bellingham, Wash.
Whatcom County

Benton Harbor, Mich.
Berrien County

Billings, Mont.
Yellowstone County

Biloxi-Gulfport, Miss.
Hancock County
Harrison County
Stone County

Binghamton, N.Y.-Pa.
Broome County, N.Y.
Tioga County, N.Y.
Susquehana County, Pa.

Birmingham, Ala.
Jefferson County
Saint Clair County
Shelby County
Walker County

Bismarck, N.D.
Burleigh County
Morton County

Bloomington, Ind.
Monroe County

Bloomington-Normal, Ill.
McLean County

Boise City, Idaho
Ada County

Boston, Mass.
All of Suffolk County, Mass.; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sanbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Mass.; Beverly, Lynn, Peabody, and Salem cities; Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County, Mass.; Quincy city; Bellingham, Braintree, Brookline, Canton,

Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County, Mass.; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland and Scituate towns in Plymouth County, Mass.

Bradenton, Fla.
Manatee County

Bremerton, Wash.
Kitsap County

Bridgeport, Conn.
Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, Conn.; Derby and Milford cities in New Haven County, Conn.

Bristol, Conn.
Bristol city and Burlington town in Hartford County, Conn.; Plymouth town in Litchfield County, Conn.

Brockton, Mass.
Brockton City, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns in Plymouth County, Mass.; Avon town in Norfolk County, Mass.; Easton town in Bristol County, Mass.

Brownsville-Harlingen-San Benito, Tex.
Cameron County

Bryan-College Station, Tex.
Brazos County

Buffalo, N.Y.
Erie County
Niagara County

Burlington, N.C.
Alamance County

Burlington, Vt.
Burlington, South Burlington and Winooski Cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston Towns in Chittenden County, Vt.; Georgia Town in Franklin County, Vt.; South Hero Town in Grand Isle County, Vt.

Caguas, P.R.
Caguas Municipio
Gurabo Municipio
San Lorenzo Municipio

Canton, O.
Carroll County
Stark County

Casper, Wyo.
Natrona County

Cedar Rapids, Iowa
Linn County

Champaign-Urbana-Rantoul, Ill.
Champaign County

Charleston-North Charleston, S.C.
Berkeley County
Charleston County
Dorchester County

Charleston, W. Va.
Kanawha County
Putnam County

Charlotte-Gastonia, N.C.
Gaston County
Mecklenburg County
Union County

Charlottesville, Va.
Charlottesville City
Albemarle County
Fluvanna County
Greene County

Chattanooga, Tenn.-Ga.
Hamilton County, Tenn.
Marion County, Tenn.
Sequatchie County, Tenn.
Catoosa County, Ga.
Dade County, Ga.
Walker County, Ga.

Chicago, Ill.
Cook County
Du Page County
Kane County
Lake County
McHenry County
Will County

Chico, Calif.
Butte County

Cincinnati, O.-Ky.-Ind.
Clermont County, O.
Hamilton County, O.
Warren County, O.
Boone County, Ky.
Campbell County, Ky.
Kenton County, Ky.
Dearborn County, Ind.

Clarksville-Hopkinsville, Tenn.-Ky.
Montgomery County, Tenn.
Christian County, Ky.

Cleveland, O.
Cuyahoga County
Geauga County
Lake County
Medina County

Colorado Springs, Colo.
El Paso County
Teller County

Columbia, Mo.
Boone County

Columbia, S.C.
Lexington County
Richland County

Columbus, Ga.-Ala.
Chattahoochee County, Ga.
Columbus City, Ga. (Consolidated Government with Muscogee County).
Russell County, Ala.

Columbus, O.
Delaware County
Fairfield County
Franklin County
Madison County
Pickaway County

Corpus Christi, Tex.
Nueces County
San Patricio County

Cumberland, Md.-W.Va.
Allegany County, Md.
Mineral County, W.Va.

Dallas-Fort Worth, Tex.
Collin County
Dallas County
Denton County
Ellis County
Hood County
Johnson County
Kaufman County
Parker County
Rockwall County
Tarrant County
Wise County

Danbury, Conn.
Danbury city; Bethel, Brookfield, Newtown, New Fairfield, and Redding towns in Fairfield County, Conn.; New Milford town in Litchfield County, Conn.

Danville, Va.
Danville City
Pittsylvania County

Davenport-Rock Island-Moline, Iowa-Ill.
Scott County, Iowa
Henry County, Ill.
Rock Island County, Ill.

Dayton, O.
Green County
Miami County
Montgomery County
Preble County

Daytona Beach, Fla.
Volusia County

Decatur, Ill.
Macon County

Denver-Boulder, Colo.
Adams County
Arapahoe County
Boulder County
Denver County
Douglas County
Gilpin County
Jefferson County

Des Moines, Iowa
Polk County
Warren County

Detroit, Mich.
Lapeer County
Livingston County
Macomb County
Oakland County
St. Clair County
Wayne County

Dubuque, Iowa
Dubuque County

Duluth-Superior, Minn.-Wis.
St. Louis County, Minn.
Douglas County, Wis.

Eau Claire, Wis.
Eau Claire County
Chippewa County

Elkhart, Ind.
Elkhart County

El Paso, Tex.
El Paso County

Elmira, N.Y.
Chemung County

Enid, Okla.
Garfield County

Erie, Pa.
Erie County

Eugene-Springfield, Ore.
Lane County

Evansville, Ind.-Ky.
Gibson County, Ind.
Posey County, Ind.
Vanderburgh County, Ind.
Warrick County, Ind.
Henderson County, Ky.

Fall River, Mass.-R.I.
Fall River city; Dighton, Somerset, Swansea, and Westport towns in Bristol County, Mass.; Little Compton, Portsmouth, and Tiverton towns in Newport County, R.I.

Fargo-Moorhead, N.D.-Minn.
Cass County, N.D.
Clay County, Minn.

Fayetteville, N.C.
Cumberland County

Fayetteville-Springdale, Ark.
Benton County
Washington County

Fitchburg-Leominster, Mass.
Fitchburg and Leominster cities; Lunenburg and Westminster towns in Worcester County, Mass.; Shirley and Townsend towns in Middlesex County, Mass.

Flint, Mich.
Genessee County
Shiawassee County

Florence, Ala.
Colbert County
Lauderdale County

Florence, S.C.
Florence County

Fort Collins, Colo.
Larimer County

Fort Lauderdale-Hollywood, Fla.
Broward County

Fort Myers-Cape Coral, Fla.
Lee County

Fort Smith, Ark.-Okla.
Crawford County, Ark.
Sebastian County, Ark.
LeFlore County, Okla.
Sequoyah County, Okla.

Fort Walton Beach, Fla.
Okaloosa County

Fort Wayne, Ind.
Adams County
Allen County
De Kalb County
Wells County

Fresno, Calif.
Fresno County

Gadsden, Ala.
Etowah County

Gainesville, Fla.
Alachua County

Galveston-Texas City, Tex.
Galveston County

Gary-Hammond-East Chicago, Ind.
Lake County
Porter County

Glens Falls, N.Y.
Warren County
Washington County

Grand Forks, N.D.-Minn.
Grand Forks County, N.D.
Polk County, Minn.

Grand Rapids, Mich.
Kent County
Ottawa County

Great Falls, Mont.
Cascade County

Greeley, Colo.
Weld County

Green Bay, Wis.
Brown County

Greensboro-Winston-Salem-High Point, N.C.
Davidson County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, S.C.
Greenville County
Pickens County
Spartanburg County

Hagerstown, Md.
Washington County

Hamilton-Middletown, O.
Butler County

Harrisburg, Pa.
Cumberland County
Dauphin County
Perry County

Hartford, Conn.
Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County, Conn.; New Hartford town in Litchfield County; Cromwell, East Hampton and Portland towns in Middlesex County, Conn.; Colchester town in New London County, Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon and Willington towns in Tolland County, Conn.

Hickory, N.C.
Alexander County
Catawba County

Honolulu, Hawaii
Honolulu County

Houston, Tex.
Brazoria County
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County

Huntington-Ashland, W. Va.-Ky.-O.
Cabell County, W. Va.
Wayne County, W. Va.
Boyd County, Ky.
Greenup County, Ky.
Lawrence County, O.

Huntsville, Ala.
Limestone County
Madison County
Marshall County

Indianapolis, Ind.
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, Iowa
Johnson County

Jackson, Mich.
Jackson County

Jackson, Miss.
Hinds County
Rankin County

Jacksonville, Fla.
Baker County
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, N.C.
Onslow County

Janesville-Beloit, Wis.
Rock County

Jersey City, N.J.
Hudson County

Johnson City-Kingsport-Bristol, Tenn.-Va.
Carter County, Tenn.
Hawkins County, Tenn.
Sullivan County, Tenn.
Unicoi County, Tenn.
Washington County, Tenn.
Bristol City, Va.
Scott County, Va.
Washington County, Va.

Johnstown, Pa.
Cambria County
Somerset County

Joplin, Mo.
Jasper County
Newton County

Kalamazoo-Portage, Mich.
Kalamazoo County
Van Buren County

Kankakee, Ill.
Kankakee County

Kansas City, Mo.-Kans.
Cass County, Mo.
Clay County, Mo.
Jackson County, Mo.
Platte County, Mo.
Ray County, Mo.
Johnson County, Kans.
Wyandotte County, Kans.

Kenosha, Wis.
Kenosha County

Killeen-Temple, Tex.
Bell County
Coryell County

Knoxville, Tenn.
Anderson County
Blount County
Knox County
Union County

Kokomo, Ind.
Howard County
Tipton County

La Crosse, Wis.
La Crosse County

Lafayette, La.
Lafayette Parish

Lafayette-West Lafayette, Ind.
Tippecanoe County

Lake Charles, La.
Calcasieu Parish

Lakeland-Winter Haven, Fla.
Polk County

Lancaster, Pa.
Lancaster County

Lansing-East Lansing, Mich.
Clinton County
Eaton County
Ingham County
Ionia County

Laredo, Tex.
Webb County

Las Cruces, N.M.
Dona Ana County

Las Vegas, Nev.
Clark County

Lawrence, Kans.
Douglas County

Lawrence-Haverhill, Mass.-N.H.
Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimac, Methuen, North Andover, Salisbury, and West Newbury towns in Essex County, Mass.; Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem, and Windham towns in Rockingham County, N.H.

Lawton, Okla.
Commanche County

Lewiston-Auburn, Me.
Auburn City, Lewiston city, and Lisbon town in Androscoggin County, Me.

Lexington-Fayette, Ky.
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, O.
Allen County
Auglaize County
Putnam County
Van Wert County

Lincoln, Neb.
Lancaster County

Little rock-North Little Rock, Ark.
Pulaski County
Saline County

Long Branch-Asbury Park, N.J.
Monmouth County

Longview-Marshall, Tex.
Gregg County
Harrison County

Lorain-Elyria, O.
Lorain County

Los Angeles-Long Beach, Calif.
Los Angeles County

Louisville, Ky.-Ind.
Bullitt County, Ky.
Jefferson County, Ky.
Oldham County, Ky.
Clark County, Ind.
Floyd County, Ind.

Lowell, Mass-N.H.
Lowell city; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

Lubbock, Tex.
Lubbock County

Lynchburg, Va.
Lynchburg city
Amherst County
Appomattox County
Campbell County

Macon, Ga.
Bibb County
Houston County
Jones County
Twiggs County

Madison, Wis.
Dane County

Manchester, N.H.
Manchester city; Bedford and Goffstown towns in Hillsborough County, N.H.; Allenstown, Hooksett, and Pembroke towns in Merrimack County, N.H.; Derry and Londonderry towns in Rockingham County, N.H.

Mansfield, O.
Richland County

Mayaguez, P.R.
Anasco Municipio
Hormigueros Municipio
Mayaguez Municipio

McAllen-Pharr-Edinburgh, Tex.
Hidalgo County

Medford, Ore.
Jackson County

Melbourne-Titusville-Cocoa, Fla.
Brevard County

Memphis, Tenn.-Ark.-Miss.
Shelby County, Tenn.
Tipton County, Tenn.
Crittenden County, Ark.
De Soto County, Miss.

Meriden, Conn.
Meriden city in New Haven County, Conn.

Miami, Fla.
Dade County

Midland, Tex.
Midland County

Milwaukee, Wis.
Milwaukee County
Ozaukee County
Washington County
Waukesha County

Minneapolis-St. Paul, Minn.-Wis.
Anoka County, Minn.
Carver County, Minn.
Chisago County, Minn.
Dakota County, Minn.
Hennepin County, Minn.
Ramsey County, Minn.
Scott County, Minn.
Washington County, Minn.
Wright County, Minn.
St. Croix County, Wis.

Mobile, Ala.
Baldwin County
Mobile County

Modesto, Calif.
Stanislaus County

Monroe, La.
Quachita Parish

Montgomery, Ala.
Autauga County
Elmore County
Montgomery County

Muncie, Ind.
Delaware County

Muskegon-Norton Shores-Muskegon Heights, Mich.
Muskegon County
Oceana County

Nashua, N.H.
Nashua city; Amherst, Hudson, Merrimack, and Milford towns in Hillsborough County, N.H.

Nashville-Davidson, Tenn.
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Sumner County
Williamson County
Wilson County

Nassau-Suffolk, N.Y.
Nassau and Suffolk Counties

New Bedford, Mass.
New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County, Mass., Lakeville, Marion and Mattapoisett towns in Plymouth County, Mass.

New Britain, Conn.
New Britain City; Berlin, Plainville, and Southington towns in Hartford County, Conn.

New Brunswick-Perth Amboy-Sayreville, N.J.
Middlesex County

New Haven-West Haven, Conn.
New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford Hamden, Madison, North Branford, North Haven, Orange Wallingford, and Woodbridge towns in New Haven County, Conn.; Clinton town in Middlesax County, Conn.

New London-Norwich, Conn.-R.I.
New London and Norwich cities; Bozrah, Easy Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrooktown in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

New Orleans, La.
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Tammany Parish

New York, N.Y.-N.J.
Bronx County, N.Y.
Kings County, N.Y.
New York County, N.Y.
Queens County, N.Y.
Putnam County, N.Y.
Richmond County, N.Y.
Rockland County, N.Y.
Westchester County, N.Y.
Bergen County, N.J.

Newark, Ohio
Licking County

Newark, N.J.
Essex County
Morris County
Somerset County
Union County

Newburgh-Middletown, N.Y.
Orange County

Newport News-Hampton, Va.
Hampton city
Newport News city
Poquoson city
Williamsburg city
Gloucester County
James City County
York County

Norfolk-Virginia Beach-Portsmouth, Va.-N.C.
Chesapeake city, Va.
Norfolk County, Va.
Portsmouth city, Va.
Suffolk city, Va. (Nansemond city merged with Suffolk city Jan. 1, 1974)
Virginia Beach city, Va.
Currituck County, N.C.

Northeast Pennsylvania, Pa.
Lackawanna County
Luzerne County
Monroe County

Norwalk, Conn.
Norwalk city; Weston, Westport, and Wilton towns in Fairfield County, Conn.

Ocala, Fla.
Marion County

Odessa, Tex.
Ector County

Oklahoma City, Okla.
Canadian County
Cleveland County
McClain County
Oklahoma County
Pottawattomie County

Olympia, Wash.
Thurston County

Omaha, Neb.-Iowa
Douglas County, Neb.
Sarpy County, Neb.
Pottawattamie County, Iowa

Orlando, Fla.
Orange County
Osceola County
Seminole County

Owensboro, Ky.
Daviess County

Oxnard-Simi Valley-Ventura, Calif.
Ventura County
Official city name, San Buenaventura

Panama City, Fla.
Bay County

Parkersburg-Marietta, W.Va.-O.
Wirt County, W.Va.
Wood County, W.Va.
Washington County, O.

Pascagoula-Moss Point, Miss.
Jackson County

Paterson-Clifton-Passaic, N.J.
Passaic County

Pensacola, Fla.
Escambia County
Santa Rosa County

Peoria, Ill.
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, Va.
Petersburg city
Colonial Heights city
Hopewell city
Dinwiddie County
Prince George County

Philadelphia, Pa.-N.J.
Bucks County, Pa.
Chester County, Pa.
Delaware County, Pa.
Montgomery County, Pa.
Philadelphia County, Pa.
Burlington County, N.J.
Camden County, N.J.
Gloucester County, N.J.

Phoenix, Ariz.
Maricopa County

Pine Bluff, Ark.
Jefferson County

Pittsburgh, Pa.
Allegheny County
Beaver County
Washington County
Westmoreland County

Pittsfield, Mass.
Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lee, Lenox, and Stockbridge towns in Berkshire County, Mass.

Ponce, P.R.
Juana Diaz Municipio
Ponce Municipio
Villalba Municipio

Portland, Maine
Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham and Yarmouth towns in Cumberland County, Me.; Saco city and Old Orchard Beach in York County, Me.

Portland, Ore.-Wash.
Clackamas County, Ore.
Multnomah County, Ore.
Washington County, Ore.
Clark County, Wash.

Portsmouth-Dover-Rochester, N.H.-Maine
Portsmouth city, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton and Rye towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities, Barrington, Durham, Farmington, Lee, Madbury, Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, South Berwick and York towns in York County, Maine.

Poughkeepsie, N.Y.
Dutchess County

Providence-Warwick-Pawtucket, R.I.-Mass.
Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County, R.I.; Naragansett, North Kingstown and South Kingstown towns in Washington County, R.I.; Warwick city; Coventry, East Greenwich, and West Warwick towns in Kent County, R.I.; Jamestown town in Newport County, R.I.; Barrington, Bristol and Warren towns in Bristol County, R.I.; Attleboro city; North Attleboro city; North Attleboro, Norton, Rehoboth town, and Seekonk towns in Bristol County, Mass.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.

Provo-Orem, Utah
Utah County

Pueblo, Colo.
Pueblo County

Racine, Wis.
Racine County

Raleigh-Durham, N.C.
Durham County
Orange County
Wake County

Reading, Pa.
Berks County

Redding, Calif.
Shasta County

Reno, Nev.
Washoe County

Richland-Kennewick-Pasco, Wash.
Benton County
Franklin County

Richmond, Va.
Richmond city
Charles City County
Chesterfield County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County

Riverside-San Bernardino-Ontario, Calif.
Riverside County
San Bernardino County

Roanoke, Va.
Roanoke city
Salem city
Botetourt County
Craig County
Roanoke County

Rochester, Minn.
Olmsted County

Rochester, N.Y.
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rock Hill, S.C.
York County

Rockford, Ill.
Boone County
Winnebago County

Sacramento, Calif.
Placer County
Sacramento County
Yolo County

Saginaw, Mich.
Saginaw County

St. Cloud, Minn.
Benton County
Sherburne County
Stearns County

St. Joseph, Mo.
Andrew County
Buchanan County

St. Louis, Mo.-Ill.
St. Louis city, Mo.
Franklin County, Mo.
Jefferson County, Mo.
St. Charles County, Mo.
St. Louis County, Mo.
Clinton County, Ill.
Madison County, Ill.
Monroe County, Ill.
St. Clair County, Ill.

Salem, Ore.
Mari County
Polk County

Salinas-Seaside-Monterey, Calif.
Monterey County

Salisbury-Concord, N.C.
Cabarrus County
Rowan County

Salt Lake Ogden, Utah
Davis County
Salt Lake County
Tooele County
Weber County

San Angelo, Tex.
Tom Green County

San Antonio, Tex.
Bexar County
Comal County
Guadalupe County

San Diego, Calif.
San Diego County

San Francisco-Oakland, Calif.
Almeda County
Contra Costa County
Marin County
San Francisco County
San Mateo County

San Jose, Calif.
Santa Clara County

San Juan, P.R.
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Guaynabo Municipio
Loiza Municipio
San Juan Municipio
Toa Baja Municipio
Trujillo Alto Municipio

Santa Barbara-Santa Maria Lompoc, Calif.
Santa Barbara County

Santa Cruz, Calif.
Santa Cruz County

Santa Rosa, Calif.
Sonoma County

Sarasota, Fla.
Sarasota County

Savannah, Ga.
Bryan County
Chattham County
Effingham County

Seattle-Everett, Wash.
King County
Snohomish County

Sharon, Pa.
Mercer County

Sheboygan, Wis.
Sheboygan County

Sherman-Denison, Tex.
Grayson County

Shreveport, La.
Bossier Parish
Caddo Parish
Webster Parish

Sioux City, Iowa-Neb.
Dakota County, Neb.
Woodbury County, Iowa

Sioux Falls, S.D.
Minnehaha County

South Bend-Mishawaka, Ind.
Marshall County
St. Joseph County

Spokane, Wash.
Spokane County

Springfield, Ill.
Menard County
Sangamon County

Springfield, Mo.
Christian County
Greene County

Springfield, O.
Champaign County
Clark County

Springfield-Chicopee-Holyoke, Mass.-Conn.
Chicopee, Holyoke, Springfield, Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County, Mass.; Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southampton towns in Hampshire County, Mass.; Warren town in Worcester County, Mass.; Somers towns in Tolland County, Conn.

Stamford, Conn.
Stamford City; Darien, Greenwich, and New Canaan towns in Fairfield County, Conn.

State College, Pa.
Centre County

Steubenville-Weirton, O.-W. Va.
Jefferson County, O.
Brooke County, W. Va.
Hancock County, W. Va.

Stockton, Calif.
San Joaquin County

Syracuse, N.Y.
Madison County
Onondaga County
Oswego County

Tacoma, Wash.
Pierce County

Tallahassee, Fla.
Leon County
Wakulla County

Tampa-St. Petersburg, Fla.
Hillsborough County
Pasco County
Pinellas County

Terre Haute, Ind.
Clay County
Sullivan County
Vermillion County
Vigo County

Texarkana, Tex.-Texarkana, Ark.
Bowie County, Tex.
Little River County, Ark.
Miller County, Ark.

Toledo, O.-Mich.
Fulton County, O.
Lucas County, O.
Ottawa County, O.
Wood County, O.
Monroe County, Mich.

Topeka, Kans.
Jefferson County
Osage County
Shawnee County

Trenton, N.J.
Mercer County

Tucson, Ariz.
Pima County

Tulsa, Okla.
Creek County
Mayes County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, Ala.
Tuscaloosa County

Tyler, Tex.
Smith County

Utica-Rome, N.Y.
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, Calif.
Napa County
Solano County

Victoria, Tex.
Victoria County

Vineland-Millville-Bridgeton, N.J.
Cumberland County

Visalia-Tulare-Porterville, Calif.
Tulare County

Waco, Tex.
McLennan County

Washington, D.C.-Md.-Va.
District of Columbia
Charles County, Md.
Montgomery County, Md.
Prince Georges County, Md.
Alexandria City, Va.
Fairfax City, Va.
Falls Church City, Va.
Manassas City, Va.
Manassas Park City, Va.
Arlington County, Va.
Fairfax County, Va.
Loudoun County, Va.
Prince William County, Va.

Waterbury, Conn.
Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury, and Wolcott towns in New Haven County, Conn.; Thomastown, Watertown, and Woodbury towns in Litchfield County, Conn.

Waterloo-Cedar Falls, Iowa
Black Hawk County

Wausau, Wis.
Marathon County

West Palm Beach-Boca Raton, Fla.
Palm Beach County

Wheeling, W. Va.-O.
Marshall County, W. Va.
Ohio County, W. Va.
Belmont County, O.

Wichita, Kans.
Butler County
Sedgwick County

Wichita Falls, Tex.
Clay County
Wichita County

Williamsport, Pa.
Lycoming County

Wilmington, Del.-N.J.-Md.
New Castle County, Del.
Salem County, N.J.
Cecil County, Md.

Wilmington, N.C.
Brunswick County
New Hanover County

Worcester, Mass.
Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough, and West Bolystown towns in Worcester County, Mass.

Yakima, Wash.
Yakima County

York, Pa.
Adams County
York County

Youngstown-Warren, O.
Mahoning County
Trumbull County

Yuba City, Calif.
Sutter County
Yuba County

STANDARD CONSOLIDATED STATISTICAL AREAS

STANDARD CONSOLIDATED STATISTICAL AREAS always include two or more contiguous Standard Metropolitan Statistical Areas which meet the following criteria of size, urban character, integration, and contiguity of urbanized areas:

1. One of the SMSAs has a population of at least 1,000,000.
2. At least 75 percent of the population of each SMSA is urban.
3. The sum of the number of workers commuting between the two SMSAs is equal to:
   (a) at least 15 percent of the employed workers residing in the smaller SMSA, or
   (b) at least 10 percent of the employed workers residing in the smaller SMSA, and
   (1) the urbanized area of a central city of one SMSA is contiguous with the urbanized area of a central city of another SMSA, or
   (2) a central city in one SMSA shares the same urbanized area with a central city in the other SMSA.

The title of a Standard Consolidated Statistical Area includes the name of the largest central city in each SMSA plus any central city of 250,000 or more, except that in no case does the area title include the names of more than three central cities. The cities shall be listed in the order of the population size of the SMSAs with which they are associated. A regional title may be substituted for the title determined by this criterion.

Boston-Lawrence-Lowell, Mass.-N.H.: Includes Boston, Mass. SMSA; Brockton, Mass. SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H. SMSA.

Chicago-Gary-Kenosha, Ill.-Ind.-Wis.: Includes Chicago, Ill. SMSA; Gary-Hammond-East Chicago, Ind. SMSA and the Kenosha, Wis. SMSA.

Cincinnati-Hamilton, O.-Ky.-Ind.: Includes Cincinnati, O.-Ky.-Ind. SMSA; Hamilton-Middletown, O. SMSA.

Cleveland-Akron-Lorain, O.: Includes Cleveland, O. SMSA; Akron, O. SMSA; Lorain-Elyria, O. SMSA.

Dayton-Springfield, O.: includes Dayton, O. SMSA; Springfield, O. SMSA.

Detroit-Ann Arbor, Mich.: Includes Detroit, Mich. SMSA; Ann Arbor, Mich. SMSA.

Houston-Galveston, Tex.: Includes Houston, Tex. SMSA; Galveston-Texas City, Tex. SMSA.

Indianapolis-Anderson, Ind.: Includes Indianapolis, Ind. SMSA and Anderson, Ind. SMSA.

Los Angeles-Long Beach-Anaheim, Calif.: Includes Los Angeles-Long Beach, Calif. SMSA; Anaheim-Santa Ana-Garden Grove, Calif. SMSA; Oxnard-Simi Valley-Ventura, Calif. SMSA; Riverside-San Bernardino-Ontario, Calif. SMSA.

Miami-Fort Lauderdale, Fla.: Includes Miami, Fla. SMSA; Fort Lauderdale-Hollywood, Fla. SMSA.

Milwaukee-Racine, Wis.: Includes Milwaukee, Wis. SMSA; Racine, Wis. SMSA.

New York-Newark-Jersey City, N.Y.-N.J.-Conn.: Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Asbury Park, N.J. SMSA; Patterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayreville, N.J. SMSA; Norwalk, Conn. SMSA; Stamford, Conn. SMSA.

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.: Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

Providence-Fall River, Rhode Island-Mass.: Includes Providence-Warwick-Pawtucket, R.I.-Mass. SMSA and Fall River, Mass.-R.I. SMSA.

San Francisco-Oakland-San Jose, Calif.: Includes San Francisco-Oakland, Calif. SMSA; San Jose, Calif. SMSA; Vallejo-Fairfield-Napa, Calif. SMSA and the Santa Rosa, Calif. SMSA.

San Juan-Caguas, Puerto Rico: Includes San Juan, P.R. SMSA and Caguas, P.R. SMSA.

Seattle-Tacoma, Wash.: Includes Seattle-Everett, Wash. SMSA; Tacoma, Wash. SMSA.

EDITOR & PUBLISHER'S MARKET RANKINGS

This year EDITOR & PUBLISHER has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year.

These tables have been a feature of the E&P Market Guide since they first appeared in the 1964 edition. The rankings, based on E&P estimates for 1983, are shown for five categories: population, disposable personal income, total retail sales, food sales, and income per household.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis for all counties whether daily newspapers are published in them or not, and for all standard metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1977 Census of Business, and our own research estimates for 1983.

Leading U.S. cities, counties and standard metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1983

POPULATION

Standard metropolitan statistical areas	
1 New York, N.Y.-N.J.	9,144,106
2 Los Angeles-Long Beach, Cal.	7,781,764
3 Chicago, Ill.	7,201,528
4 Philadelphia, Pa.-N.J.	4,770,943
5 Detroit, Mich.	4,343,411
6 San Francisco-Oakland, Cal.	3,363,610
7 Houston, Tex.	3,270,198
8 Dallas-Fort Worth, Tex.	3,246,303
9 Washington, D.C.-Md.-Va.	3,158,886
10 Nassau-Suffolk, N.Y.	2,633,803
11 St. Louis, Mo.-Ill.	2,370,652
12 Pittsburgh, Pa.	2,262,674
13 Boston, Mass.	2,237,949
14 Baltimore, Md.	2,226,360
15 Atlanta, Ga.	2,153,791
16 Minneapolis-St. Paul, Minn.-Wis.	2,150,776
17 Anaheim-Santa Ana-Garden Grove, Cal.	2,076,378
18 San Diego, Cal.	1,993,060
19 Newark, N.J.	1,981,757
20 Cleveland, O.	1,884,186
21 Miami, Fla.	1,823,038
22 Tampa-St. Petersburg, Fla.	1,756,617
23 Denver-Boulder, Colo.	1,731,880
24 Riverside-San Bernardino-Ontario, Cal.	1,712,844
25 Seattle-Everett, Wash.	1,704,091
26 Phoenix, Ariz.	1,644,873
27 Milwaukee, Wis.	1,411,160
28 Cincinnati, O.-Ky.-Ind.	1,409,530
29 San Jose, Cal.	1,367,846
30 Kansas City, Mo.-Kans.	1,352,325
31 Portland, Ore.-Wash.	1,282,253
32 Buffalo, N.Y.	1,243,519
33 New Orleans, La.	1,240,868
34 Indianapolis, Ind.	1,175,417
35 San Antonio, Tex.	1,150,627
36 Fort Lauderdale-Hollywood, Fla.	1,140,967
37 Columbus, O.	1,103,057
38 Sacramento, Cal.	1,097,440
39 Salt Lake City-Ogden, Utah	1,028,675
40 Rochester, N.Y.	987,510
41 Memphis, Tenn.-Ark.-Miss.	938,406
42 Providence-Warwick-Pawtucket, R.I.-Mass.	936,129
43 Louisville, Ky.-Ind.	907,829
44 Oklahoma City, Okla.	886,549
45 Nashville-Davidson, Tenn.	868,894
46 Birmingham, Ala.	859,227
47 Greensboro-Winston-Salem-High Point, N.C.	856,360
48 Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	835,842
49 Dayton, O.	832,205
50 Albany-Schenectady-Troy, N.Y.	798,704
51 Toledo, O.-Mich.	793,942
52 Honolulu, Hawaii	792,163
53 Jacksonville, Fla.	790,931
54 Orlando, Fla.	788,775
55 Tulsa, Okla.	740,999
56 Hartford, Conn.	739,966
57 Charlotte-Gastonia, N.C.	667,540
58 Richmond, Va.	666,546
59 West Palm Beach-Boca Raton, Fla.	664,260
60 Akron, O.	660,065
61 Allentown-Bethlehem-Easton, Pa.-N.J.	649,583
62 Syracuse, N.Y.	649,396
63 Gary-Hammond-East Chicago, Ind.	641,268
64 Northeast Pennsylvania, Pa.	641,013
65 Grand Rapids, Mich.	619,098
66 New Brunswick-Perth Amboy-Sayreville, N.J.	607,625
67 Greenville-Spartanburg, S.C.	601,372
68 Austin, Tex.	587,171
69 Omaha, Neb.-Iowa	578,506
70 Tucson, Ariz.	576,082
71 Raleigh-Durham, N.C.	562,134
72 Jersey City, N.J.	557,437
73 Oxnard-Simi Valley-Ventura, Cal.	554,115
74 Fresno, Cal.	551,723
75 Springfield-Chicopee-Holyoke, Mass-Conn.	539,155
76 Wilmington, Del.-N.J.-Md.	535,091
77 Las Vegas, Nev.	533,392
78 Baton Rouge, La.	532,532
79 Youngstown-Warren, O.	529,099
80 Flint, Mich.	521,295
81 Tacoma, Wash.	516,166
82 El Paso, Tex.	516,079
83 Long Branch-Asbury Park, N.J.	509,365
84 Knoxville, Tenn.	487,539
85 Albuquerque, N.M.	478,588
86 Lansing-East Lansing, Mich.	474,033
87 Mobile, Ala.	462,937
88 Harrisburg, Pa.	456,615
89 Paterson-Clifton-Passaic, N.J.	450,883
90 Charleston-North Charleston, S.C.	450,664
91 Johnson City-Kingsport-Bristol, Tenn.-Va.	441,724
92 Chattanooga, Tenn.-Ga.	435,366
93 Bakersfield, Cal.	433,210
94 Columbia, S.C.	430,429
95 Wichita, Kans.	426,293
96 New Haven-West Haven, Conn.	424,818
97 Little Rock-North Little Rock, Ark.	424,455
98 Canton, O.	405,868
99 Bridgeport, Conn.	402,192
100 Beaumont-Port Arthur-Orange, Tex.	395,287
101 Shreveport, La.	394,386
102 York, Pa.	389,100
103 Davenport-Rock Island-Moline, Iowa-Ill.	388,226
104 Fort Wayne, Ind.	385,092
105 Stockton, Cal.	379,337
106 Newport News-Hampton, Va.	375,282
107 Worcester, Mass.	372,017
108 Peoria, Ill.	368,007
109 Lancaster, Pa.	365,543
110 Lakeland-Winter Haven, Fla.	360,458
111 Vallejo-Fairfield-Napa, Cal.	354,546
112 Spokane, Wash.	353,371
113 Augusta, Ga.-S.C.	348,742
114 Corpus Christi, Tex.	346,960
115 Des Moines, Iowa	341,333
116 Colorado Springs, Colo.	335,141
117 Madison, Wis.	332,877
118 Jackson, Miss.	330,389
119 McAllen-Pharr-Edinburg, Tex.	323,645
120 Utica-Rome, N.Y.	321,605
121 Santa Barbara-Santa Maria-Lompoc, Cal.	321,014
122 Santa Rosa, Cal.	319,976
123 Reading, Pa.	319,644
124 Lexington-Fayette, Ky.	319,328
125 Huntsville, Ala.	316,007
126 Evansville, Ind.-Ky.	314,727
127 Huntington-Ashland, W.Va.-Ky.-O.	312,770
128 Pensacola, Fla.	311,998
129 Trenton, N.J.	311,542
130 Salinas-Seaside-Monterey, Cal.	310,156
131 Binghamton, N.Y.-Pa.	305,549
132 Melbourne-Titusville-Cocoa, Fla.	301,763
133 Appleton-Oshkosh, Wis.	300,213
134 Daytona Beach, Fla.	292,724
135 Modesto, Cal.	287,383
136 Montgomery, Ala.	285,393
137 Rockford, Ill.	284,001
138 Erie, Pa.	282,414
139 South Bend-Mishawaka, Ind.	281,747
140 Kalamazoo-Portage, Mich.	281,615
141 Eugene-Springfield, Ore.	276,083
142 Lorain-Elyria, O.	275,569
143 Charleston, W.Va.	270,390
144 Ann Arbor, Mich.	267,732
145 Duluth-Superior, Minn.-Wis.	266,700
146 Macon, Ga.	264,212
147 Visalia-Tulare-Porterville, Cal.	264,126
148 Newburgh-Middletown, N.Y.	264,098
149 Johnstown, Pa.	264,084
150 Hamilton-Middletown, O.	263,296
151 Salem, Ore.	262,106
152 Poughkeepsie, N.Y.	254,513
153 Fayetteville, N.C.	254,245
154 New London-Norwich, Conn-R.I.	251,691
155 Columbus, Ga.-Ala.	244,487
156 Lawrence-Haverhill, Mass.-N.H.	239,661
157 Brownsville-Harlingen-San Benito, Tex.	239,631
158 Provo-Orem, Utah	239,036
159 Savannah, Ga.	238,056
160 Fort Myers-Cape Coral, Fla.	237,805
161 Roanoke, Va.	233,753
162 Sarasota, Fla.	232,434
163 Waterbury, Conn.	231,726
164 Saginaw, Mich.	227,896
165 Lubbock, Tex.	224,781
166 Reno, Nev.	222,511
167 Killeen-Temple, Tex.	220,806
168 Lima, O.	217,939
169 Springfield, Mo.	214,219
170 Galveston-Texas City, Tex.	212,444
171 Fort Smith, Ark.-Okla.	207,215
172 Santa Cruz, Cal.	204,024
173 Stamford, Conn.	201,670
174 Lowell, Mass.-N.H.	197,708
175 Lincoln, Neb.	197,450
176 Biloxi-Gulfport, Miss.	196,643
177 Atlantic City, N.J.	196,505
178 Salisbury-Concord, N.C.	194,326
179 Portland, Me.	192,558
180 Springfield, Ill.	190,190
181 Topeka, Kans.	189,545
182 Amarillo, Tex.	186,628
183 Battle Creek, Mich.	186,299
184 Wheeling, W.Va.-O.	185,683
185 Springfield, O.	185,144
186 Anchorage, Alaska	184,705
187 Asheville, N.C.	184,444
188 Boise City, Ida.	184,376
189 Yakima, Wash.	183,477
190 Fayetteville-Springdale, Ark.	182,900
191 Waco, Tex.	181,860
192 Muskegon-Norton Shores-Muskegon Heights, Mich.	179,783
193 Lake Charles, La.	179,420
194 Green Bay, Wis.	179,378
195 Fall River, Mass.-R.I.	177,503
196 Terre Haute, Ind.	176,849
197 Racine, Wis.	176,846
198 Tallahassee, Fla.	176,528
199 Portsmouth-Dover-Rochester, N.H.-Me.	172,737
200 ®St. Cloud, Minn.	171,000
201 Cedar Rapids, Iowa	170,846
202 Bradenton, Fla.	170,300

203 New Bedford, Mass.	169,867
204 Benton Harbor, Mich.	169,592
205 Gainesville, Fla.	169,338
206 Champaign-Urbana-Rantoul, Ill.	169,239
207 Manchester, N.H.	167,392
208 Brockton, Mass.	166,963
209 Longview-Marshall, Tex.	165,208
210 Parkersburg-Marietta, W.Va.-O.	164,840
211 Lafayette, La.	164,757
212 Steubenville-Weirton, O.-W.Va.	163,909
213 Fort Collins, Colo.	161,591
214 Bremerton, Wash.	160,876
215 Chico, Cal.	160,080
216 Alexandria, La.	158,310
217 Lynchburg, Va.	157,276
218 Richland-Kennewick-Pasco, Wash.	156,994
219 Danbury, Conn.	154,193
220 Clarksville-Hopkinsville, Tenn-Ky.	151,640
221 Jackson, Mich.	150,666
222 Abilene, Tex.	148,540
223 Monroe, La.	148,131
224 Wilmington, N.C.	145,010
225 Ocala, Fla.	143,070
226 New Britain, Conn.	142,368
227 Janesville-Beloit, Wis.	141,242
228 Tuscaloosa, Ala.	141,056
229 Olympia, Wash.	140,928
230 Tyler, Tex.	140,856
231 Florence, Ala.	140,698
232 Fargo-Moorhead, N.D.-Minn.	140,072
233 Anderson, S.C.	139,108
234 Elkhart, Ind.	138,607
235 Anderson, Ind.	137,966
236 Medford, Ore.	137,763
237 Waterloo-Cedar Falls, Iowa	137,401
238 Altoona, Pa.	137,362
239 Eau Claire, Wis.	136,559
240 Vineland-Millville-Bridgeton, N.J.	136,445
241 Hickory, N.C.	135,027
242 Athens, Ga.	133,941
243 Wichita Falls, Tex.	133,939
244 Petersburg-Colonial Heights-Hopewell, Va.	133,457
245 Greeley, Colo.	133,152
246 Decatur, Ill.	133,008
247 Joplin, Mo.	132,072
248 Pueblo, Colo.	130,687
249 Mansfield, O.	130,297
250 Texarkana, Tex.-Ark.	130,160
251 Odessa, Tex.	129,913
252 Sharon, Pa.	129,620
253 Norwalk, Conn.	129,132
254 Muncie, Ind.	126,582
255 Kenosha, Wis.	125,459
256 Newark, O.	124,087
257 Lafayette-West Lafayette, Ind.	123,401
258 Redding, Cal.	123,069
259 Nashua, N.H.	121,934
260 Anniston, Ala.	120,736
261 Bloomington-Normal, Ill.	119,883
262 Williamsport, Pa.	119,108
263 Fort Walton Beach, Fla.	119,031
264 Charlottesville, Va.	118,848
265 Pascagoula-Moss Point, Miss.	118,716
266 Bay City, Mich.	118,241
267 Hagerstown, Md.	117,190
268 Burlington, Vt.	117,027
269 Albany, Ga.	116,754
270 Sioux City, Iowa-Neb.	116,519
271 Lawton, Okla.	115,753
272 Wausau, Wis.	115,651
273 Florence, S.C.	114,549
274 State College, Pa.	114,148
275 Rock Hill, S.C.	113,833
276 Danville, Va.	113,535
277 Jacksonville, N.C.	113,504
278 Billings, Mont.	111,914
279 Bellingham, Wash.	111,685
280 Sioux Falls, S.D.	110,739
281 Glens Falls, N.Y.	109,923
282 Laredo, Tex.	109,911
283 Cumberland, Md.-W.Va.	109,343
284 Bryan-College Station, Tex.	108,114
285 Yuba City, Cal.	108,087
286 Panama City, Fla.	107,156
287 Las Cruces, N.M.	104,697
288 Columbia, Mo.	104,510
289 Gadsden, Ala.	104,452
290 Sheboygan, Wis.	103,856
291 Kankakee, Ill.	103,635
292 St. Joseph, Mo.	102,522
293 Kokomo, Ind.	102,475
294 Burlington, N.C.	101,796
295 Grand Forks, Minn.-N.D.	101,330
296 Bloomington, Ind.	100,407
297 Fitchburg-Leominster, Mass.	99,626
298 Elmira, N.Y.	98,988
299 Sherman-Denison, Tex.	95,602
300 Rochester, Minn.	95,566
301 La Crosse, Wis.	94,759
302 Midland, Tex.	93,126
303 Dubuque, Iowa	92,974
304 San Angelo, Tex.	92,640
305 Pine Bluff, Ark.	91,350
306 Pittsfield, Mass.	90,465
307 Owensboro, Ky.	88,727
308 Bangor, Me.	87,044
309 Bismarck, N.D.	83,846
310 Iowa City, Iowa	82,113
311 Great Falls, Mont.	80,586
312 Casper, Wyo.	79,593
313 Bristol, Conn.	75,923
314 Victoria, Tex.	74,929
315 Lewiston-Auburn, Me.	70,936
316 Lawrence, Kans.	69,268
317 Enid, Okla.	66,525
318 Meriden, Conn.	58,083

Leading counties

1 Los Angeles, Cal.	7,781,764
2 Cook, Ill.	5,291,399
3 Harris, Tex.	2,694,545
4 Wayne, Mich.	2,311,709
5 Kings, N.Y.	2,213,820
6 Orange, Cal.	2,076,378
7 San Diego, Cal.	1,993,060
8 Queens, N.Y.	1,917,623
9 Dade, Fla.	1,823,038
10 Philadelphia, Pa.	1,677,052
11 Dallas, Tex.	1,672,117
12 Maricopa, Ariz.	1,644,873
13 Cuyahoga, Ohio	1,479,590
14 Allegheny, Pa.	1,446,649
15 New York, N.Y.	1,408,710
16 Santa Clara, Cal.	1,367,846
17 Middlesex, Mass.	1,359,897
18 King, Wash.	1,337,364
19 Nassau, N.Y.	1,330,503
20 Suffolk, N.Y.	1,303,300
21 Bronx, N.Y.	1,178,917
22 Alameda, Cal.	1,141,030
23 Broward, Fla.	1,140,967
24 Bexar, Tex.	1,057,978
25 Oakland, Mich.	1,019,285
26 Erie, N.Y.	1,016,326
27 San Bernardino, Cal.	981,229
28 St. Louis, Mo.	979,705
29 Milwaukee, Wisc.	968,345
30 Hennepin, Minn.	951,825
31 Tarrant, Tex.	942,095
32 Westchester, N.Y.	875,612
33 Franklin, Ohio	874,434
34 Hamilton, Ohio	869,329
35 Essex, N.J.	851,748
36 Bergen, N.J.	851,432
37 Sacramento, Cal.	846,304
38 Fairfield, Conn.	824,639
39 Hartford, Conn.	819,628
40 Pinellas, Fla.	814,721
41 Shelby, Tenn.	801,863
42 Honolulu, Hi.	792,163
43 Baltimore City, Md.	787,262
44 New Haven, Conn.	775,098
45 Marion, Ind.	766,136
46 Riverside, Cal.	731,615
47 Hillsborough, Fla.	716,249
48 Monroe, N.Y.	713,799
49 San Francisco, Cal.	700,739
50 Macomb, Mich.	699,870
51 Contra Costa, Cal.	691,721
52 Du Page, Ill.	688,540
53 Jefferson, Ky.	682,777
54 Salt Lake, Utah	681,657
55 Jefferson, Ala.	678,087
56 Baltimore, Md.	676,903
57 Prince Georges, Md.	672,894
58 Palm Beach, Fla.	664,260
59 Montgomery, Pa.	659,436
60 Norfolk, Mass.	657,045
61 Suffolk, Mass.	652,160
62 Worcester, Mass.	648,841
63 Fairfax, Va.	647,541
64 Essex, Mass.	642,384
65 Jackson, Mo.	636,514
66 District of Columbia, D.C.	626,041
67 Fulton, Ga.	607,940
68 Middlesex, N.J.	607,625
69 Montgomery, Md.	606,183
70 San Mateo, Cal.	604,402
71 Duval, Fla.	603,735
72 Oklahoma, Okla.	590,450
73 Providence, R.I.	578,960
74 Pima, Ariz.	576,082
75 Montgomery, Ohio	571,045
76 Orleans, La.	570,214
77 Multnomah, Ore.	565,901
78 Hudson, N.J.	557,437
79 Delaware, Pa.	556,953
80 Ventura, Cal.	554,115
81 Fresno, Cal.	551,723
82 Clark, Nev.	533,392
83 Orange, Fla.	522,855
84 Summit, Ohio	522,331
85 Lake, Ind.	519,888
86 Pierce, Wash.	516,166
87 El Paso, Tex.	516,079
88 Union, N.J.	510,265
89 Monmouth, N.J.	509,365
90 Denver, Colo.	504,412
91 Tulsa, Okla.	500,916
92 De Kalb, Ga.	496,847
93 Bucks. Pa.	489,600
94 Camden, N.J.	482,394
95 Davidson, Tenn.	481,968
96 Bristol, Mass.	480,694
97 Jefferson, La.	477,829
98 Lucas, Ohio	472,350
99 Onondaga, N.Y.	468,098
100 Ramsey, Minn.	467,437
101 Kent, Mich.	457,824
102 Lake, Ill.	452,210
103 Travis, Tex.	451,982
104 Passaic, N.J.	450,883
105 Genesee, Mich.	449,212
106 Hampden, Mass.	446,322
107 St. Louis City, Mo.	445,583
108 Bernalillo, N.M.	442,630
109 Kern, Cal.	433,210
110 Mecklenburg, N.C.	424,068
111 Morris, N.J.	412,886
112 Plymouth, Mass.	406,600
113 New Castle, Del.	405,606
114 Jefferson, Colo.	402,776
115 Douglas, Neb.	401,121
116 Westmoreland, Pa.	393,988
117 East Baton Rouge, La.	391,363
118 Anne Arundel, Md.	387,167
119 Mobile, Ala.	381,783
120 Stark, Ohio	380,205
121 San Joaquin, Cal.	379,337
122 Sedgewick, Kans.	379,236
123 Burlington, N.J.	372,617
124 Pulaski, Ark.	369,192
125 Snohomish, Wash.	366,727
126 Lancaster, Pa.	365,543
127 Polk, Fla.	360,458
128 Richmond, N.Y.	356,393
129 Spokane, Wash.	353,371
130 Ocean, N.J.	353,285
131 Luzerne, Pa.	343,517
132 Dane, Wisc.	332,877
133 Arapahoe, Colo.	331,904
134 Will, Ill.	330,872
135 Cobb, Ga.	327,637
136 Chester, Pa.	327,350
137 Knox, Tenn.	326,491
138 El Paso, Colo.	325,618
139 Guilford, N.C.	324,844
140 Hidalgo, Tex.	323,645
141 Wake, N.C.	322,653
142 Santa Barbara, Cal.	321,014
143 Sonoma, Cal.	319,976
144 Berks, Pa.	319,644
145 York, Pa.	318,057
146 Mercer, N.J.	311,542
147 Monterey, Cal.	310,156
148 Polk, Ia.	305,456
149 Greenville, S.C.	304,925
150 Brevard, Fla.	301,763
151 Allen, Ind.	295,661
152 Volusia, Fla.	292,724
153 Hamilton, Tenn.	291,621
154 Hillsborough, N.H.	290,805
155 Kane, Ill.	288,528
156 Stanislaus, Cal.	287,383
157 Albany, N.Y.	287,350
158 Waukesha, Wisc.	287,210
159 Mahoning, Ohio	286,291
160 Nueces, Tex.	283,943
161 Charleston, S.C.	283,902
162 Erie, Pa.	282,414
163 Richland, S.C.	281,525
164 Johnson, Kans.	281,482
165 Virginia Beach, Va.	281,095
166 Lehigh, Pa.	278,546
167 Lane, Ore.	276,083
168 Lorain, Ohio	275,569
169 Ingham, Mich.	274,320
170 St. Clair, Ill.	268,782
171 Washtenaw, Mich.	267,732
172 Norfolk, Va.	267,503
173 Tulare, Cal.	264,126
174 Orange, N.Y.	264,098
175 Washington, Ore.	263,368
176 Butler, Ohio	263,296
177 Rockland, N.Y.	262,493
178 Caddo, La.	262,315
179 Jefferson, Tex.	260,409
180 Adams, Colo.	257,668
181 Hinds, Miss.	255,020
182 Dutchess, N.Y.	254,513
183 Winnebago, Ill.	254,472
184 Oneida, N.Y.	254,291
185 Cumberland, N.C.	254,245
186 Forsyth, N.C.	253,959
187 Escambia, Fla.	250,492
188 Solano, Cal.	249,520
189 Clackamas, Ore.	248,502
190 Madison, Ill.	247,992
191 Trumbull, Ohio	242,808
192 St. Joseph, Ind.	242,022
193 New London, Conn.	241,128
194 Cameron, Tex.	239,631
195 Utah, Utah	239,036
196 Lee, Fla.	237,805
197 Dauphin, Pa.	236,309
198 Sarasota, Fla.	232,434
199 Kanawha, W.Va.	231,024
200 Northampton, Pa.	230,640
201 Saginaw, Mich.	227,896
202 Cumberland, Me.	227,222
203 Niagara, N.Y.	227,193
204 Lackawanna, Pa.	226,638
205 Marin, Cal.	225,718
206 Pasco, Fla.	225,647
207 Lubbock, Tex.	224,781
208 Washoe, Nev.	222,511
209 Richmond, Va.	222,132
210 St. Louis, Minn.	221,774
211 Washington, Pa.	218,342
212 Marion, Ore.	216,796
213 Broome, N.Y.	215,470
214 Kalamazoo, Mich.	213,346
215 Lake, Ohio	213,317
216 Spartanburg, S.C.	213,302
217 Galveston, Tex.	212,444
218 Chatham, Ga.	208,199
219 Somerset, N.J.	206,858
220 Seminole, Fla.	206,657
221 Montgomery, Ala.	206,286
222 Gloucester, N.J.	205,541
223 Fayette, Ky.	205,126
224 Clark, Wash.	204,482
225 Santa Cruz, Cal.	204,024
226 Beaver, Pa.	203,695
227 Boulder, Colo.	203,379
228 Madison, Ala.	202,203
229 Rockingham, N.H.	201,073
230 Dakota, Minn.	200,573
231 Peoria, Ill.	200,338
232 Anoka, Minn.	197,764
233 Lancaster, Neb.	197,450
234 Atlantic, N.J.	196,505
235 Richmond, Ga.	193,881
236 Brazoria, Tex.	191,278
237 Greene, Mo.	191,120
238 Henrico, Va.	190,161
239 Gwinnett, Ga.	185,779
240 Anchorage, Ak.	184,705
241 Ada, Ida.	184,376
242 Yakima, Wash.	183,477
243 Cumberland, Pa.	183,446
244 Cambria, Pa.	182,261
245 McLennan, Tex.	181,860
246 Calcasieu, La.	179,420
247 Brown, Wisc.	179,378
248 Sangamon, Ill.	178,462
249 Racine, Wisc.	176,846
250 Muscogee, Ga.	174,258
251 Wyandotte, Kans.	173,569
252 Linn, Ia.	170,846
253 Manatee, Fla.	170,300
254 Berrien, Mich.	169,592
255 Alachua, Fla.	169,338
256 Champaign, Ill.	169,239
257 Gaston, N.C.	168,820
258 San Luis Obispo, Cal.	168,665
259 Vanderburgh, Ind.	168,175
260 Rock Island, Ill.	167,809
261 Buncombe, N.C.	167,389
262 Denton, Tex.	166,861
263 Lafayette, La.	164,757
264 Collin, Tex.	164,713
265 Leon, Fla.	164,528
266 Davis, Utah	164,255
267 Bell, Tex.	163,009
268 Scott, Ia.	162,063
269 Litchfield, Conn.	162,046
270 Ulster, N.Y.	161,592
271 Larimer, Colo.	161,591
272 Ottawa, Mich.	161,274
273 Kitsap, Wash.	160,876
274 Schuylkill, Pa.	160,163
275 Butte, Cal.	160,080
276 Harrison, Miss.	160,017
277 Fort Bend, Tex.	159,257

POPULATION

278	Fayette, Pa.	158,922
279	Durham, N.C.	158,327
280	Kent, R.I.	158,227
281	Clayton, Ga.	158,069
282	Muskegon, Mich.	157,457
283	Shawnee, Kans.	157,319
284	Chesterfield, Va.	157,210
285	Saratoga, N.Y.	155,463
286	Arlington, Va.	154,831
287	Bibb, Ga.	154,775
288	Weber, Utah	154,525
289	Prince William, Va.	154,073
290	Rensselaer, N.Y.	153,809
291	Barnstable, Mass.	153,628
292	Jackson, Mich.	150,668
293	Jefferson, Mo.	150,636
294	Clark, Ohio	150,229
295	McHenry, Ill.	149,979
296	Harford, Md.	149,476
297	Montgomery, Tex.	149,433
298	Schenectady, N.Y.	149,295
299	Newport News, Va.	149,211
300	St. Charles, Mo.	149,176
301	Butler, Pa.	148,904
302	Lexington, S.C.	148,904
303	Chautauqua, N.Y.	148,596
304	Ouachita, La.	148,131
305	Cleveland, Okla.	147,701
306	Merced, Cal.	146,497
307	Hampshire, Mass.	146,472
308	Berkshire, Mass.	146,231
309	Sullivan, Tenn.	144,780
310	Penobscot, Me.	143,418
311	Marion, Fla.	143,070
312	York, Me.	142,926
313	Rock, Wisc.	141,242
314	Tuscaloosa, Ala.	141,056
315	Thurston, Wash.	140,928
316	Smith, Tex.	140,856
317	Calhoun, Mich.	140,388
318	Rapides, La.	140,353
319	St. Clair, Mich.	139,900
320	Clay, Mo.	139,623
321	Anderson, S.C.	139,108
322	Kenton, Ky.	138,078
323	Elkhart, Ind.	138,007
324	Madison, Ind.	137,966
325	Jackson, Ore.	137,763
326	Portage, Ohio	137,734
327	Black Hawk, Ia.	137,401
328	Blair, Pa.	137,362
329	Cumberland, N.J.	136,445
330	Monroe, Mich.	135,457
331	Middlesex, Conn.	134,634
332	Outagamie, Wisc.	133,884
333	Tazewell, Ill.	133,858
334	Winnebago, Wisc.	133,852
335	Weld, Colo.	133,152
336	Macon, Ill.	133,008
337	Clermont, Ohio	132,250
338	Greene, Ohio	130,974
339	Pueblo, Colo.	130,687
340	Richland, Ohio	130,297
341	Ector, Tex.	129,913
342	Placer, Cal.	129,728
343	Mercer, Pa.	129,620
344	Delaware, Ind.	126,582
345	Howard, Md.	125,762
346	Kenosha, Wisc.	125,459
347	St. Tammany, La.	125,132
348	Licking, Ohio	124,087
349	Wichita, Tex.	123,591
350	Tippecanoe, Ind.	123,401
351	Hampton, Va.	123,328
352	Shasta, Cal.	123,069
353	Frederick, Md.	122,597
354	Yolo, Cal.	121,408
355	Porter, Ind.	121,380
356	Chesapeake, Va.	121,223
357	Calhoun, Ala.	120,736
358	McLean, Ill.	119,883
359	Sussex, N.J.	119,175
360	Lycoming, Pa.	119,108
361	Okaloosa, Fla.	119,031
362	Benton, Wash.	118,902
363	Jackson, Miss.	118,716
364	Chittenden, Vt.	118,572
365	Taylor, Tex.	118,315
366	Bay, Mich.	118,241
367	Davidson, N.C.	117,555
368	Washington, Md.	117,190
369	Tolland, Conn.	117,013
370	Washington, Minn.	116,669
371	Medina, Ohio	116,168
372	Comanche, Okla.	115,753
373	Lake, Fla.	115,680
374	Marathon, Wisc.	115,651
375	St. Lawrence, N.Y.	115,557
376	Kennebec, Me.	114,891
377	Franklin, Pa.	114,736
378	Oswego, N.Y.	114,608
379	Florence, S.C.	114,549
380	Columbiana, Ohio	114,332
381	Centre, Pa.	114,148
382	York, S.C.	113,833
383	Onslow, N.C.	113,504
384	Humboldt, Cal.	112,846
385	La Salle, Ill.	112,844
386	Stearns, Minn.	112,544
387	Vigo, Ind.	112,210
388	Allen, Ohio	111,952
389	Yellowstone, Mont.	111,914
390	Whatcom, Wash.	111,685
391	Minnehaha, S.D.	110,739
392	Webb, Tex.	109,911
393	Aiken, S.C.	109,723
394	Lebanon, Pa.	109,294
395	La Porte, Ind.	108,487
396	Catawba, N.C.	108,463
397	Gregg, Tex.	108,334
398	Lawrence, Pa.	108,129
399	Brazos, Tex.	108,114
400	Wood, Ohio	107,661
401	New Hanover, N.C.	107,189
402	Bay, Fla.	107,156
403	Horry, S.C.	107,016
404	Cabell, W.Va.	106,834
405	Portsmouth, Va.	105,504
406	Napa, Cal.	105,026
407	Dona Ana, N.M.	104,697
408	Boone, Mo.	104,510
409	Etowah, Ala.	104,452
410	Ashtabula, Ohio	104,039
411	Washington, Ark.	103,966
412	Dougherty, Ga.	103,952
413	Alexandria, Va.	103,903
414	Sheboygan, Wisc.	103,856
415	Rowan, N.C.	103,827
416	Kankakee, Ill.	103,635
417	Robeson, N.C.	103,351
418	Terrebonne, La.	103,165
419	Potter, Tex.	103,154
420	Merrimack, N.H.	103,050
421	Roanoke, Va.	103,021
422	Berkeley, S.C.	102,878
423	Livingston, Mich.	102,047
424	Warren, Ohio	101,904
425	Northumberland, Pa.	101,904
426	Alamance, N.C.	101,796
427	Carroll, Md.	101,790
428	St. Lucie, Fla.	101,247
429	Hawaii, Hi.	100,701
430	Sussex, Del.	100,601
431	Androscoggin, Me.	100,586
432	Monroe, Ind.	100,407
433	Imperial, Cal.	100,371

Leading cities

1	New York City, N.Y.	7,075,463
2	Los Angeles, Cal.	3,080,158
3	Chicago, Ill.	2,944,137
4	Houston, Tex.	1,751,834
5	Philadelphia, Pa.	1,677,052
6	San Fernando Valley, Cal.	1,326,728
7	Detroit, Mich.	1,145,591
8	Dallas, Tex.	943,053
9	San Diego, Cal.	915,756
10	San Antonio, Tex.	841,014
11	Phoenix, Ariz.	801,749
12	Baltimore, Md.	787,262
13	San Francisco, Cal.	700,739
14	Indianapolis, Ind.	694,358
15	San Jose, Cal.	664,919
16	Memphis, Tenn.	658,034
17	Washington, D.C.	651,358
18	Milwaukee, Wisc.	630,288
19	South Bay, Cal.	582,178
20	Columbus, Ohio	568,195
21	New Orleans, La.	567,837
22	Boston, Mass.	563,178
23	Jacksonville, Fla.	561,188
24	Cleveland, Ohio	539,680
25	Denver, Colo.	504,412
26	Seattle, Wash.	489,812
27	El Paso, Tex.	455,894
28	Nashville, Tenn.	451,947
29	St. Louis, Mo.	445,568
30	1Kansas City, Mo.	438,212
31	Oklahoma City, Okla.	420,164
32	2Atlanta, Ga.	415,653
33	Pittsburgh, Pa.	407,195
34	Fort Worth, Tex.	393,325
35	Tulsa, Okla.	375,267
36	Honolulu, Hi.	370,589
37	Austin, Tex.	369,359
38	Long Beach, Cal.	368,869
39	Cincinnati, Ohio	368,762
40	Miami, Fla.	363,681
41	Portland, Ore.	361,296
42	Minneapolis, Minn.	355,195
43	Albuquerque, N.M.	349,893
44	Toledo, Ohio	347,854
45	Tucson, Ariz.	342,501
46	Oakland, Cal.	337,965
47	Buffalo, N.Y.	336,662
48	Charlotte, N.C.	329,846
49	Newark, N.J.	322,919
50	Omaha, Neb.	301,891
51	Wichita, Kans.	286,172
52	Sacramento, Cal.	285,081
53	Louisville, Ky.	278,326
54	San Gabriel Valley, Cal.	277,412
55	Birmingham, Ala.	277,157
56	Tampa, Fla.	273,235
57	St. Paul, Minn.	264,045
58	St. Petersburg, Fla.	247,380
59	Corpus Christi, Tex.	245,604
60	Baton Rouge, La.	234,591
61	Anaheim, Cal.	234,107
62	Fresno, Cal.	232,777
63	Rochester, N.Y.	228,726
64	Akron, Ohio	227,581
65	Colorado Springs, Colo.	226,064
66	Jersey City, N.J.	218,537
67	Santa Ana, Cal.	216,800
68	Shreveport, La.	213,990
69	Jackson, Miss.	206,146
70	1Lexington, Ky.	205,126
71	Mobile, Ala.	204,181
72	Yonkers, N.Y.	196,318
73	Huntington Beach, Cal.	186,736
74	Amarillo, Tex.	186,628
75	Montgomery, Ala.	186,205
76	Anchorage, Ak.	184,705
77	Des Moines, Ia.	184,694
78	Lubbock, Tex.	184,126
79	Dayton, Ohio	181,246
80	Riverside, Cal.	179,788
81	Las Vegas, Nev.	179,554
82	Grand Rapids, Mich.	176,466
83	Lincoln, Neb.	176,002
84	Arlington, Tex.	175,216
85	Columbus, Ga.	173,332
86	Little Rock, Ark.	171,756
87	Knoxville, Tenn.	170,275
88	Madison, Wisc.	168,463
89	Fort Wayne, Ind.	167,623
90	Spokane, Wash.	167,406
91	Chattanooga, Tenn.	166,558
92	Mesa, Ariz.	166,287
93	Syracuse, N.Y.	163,701
94	Stockton, Cal.	163,576
95	Kansas City, Kans.	162,302
96	Tacoma, Wash.	160,760
97	Salt Lake City, Utah	159,936
98	Greensboro, N.C.	158,506
99	Raleigh, N.C.	157,840
100	Worcester, Mass.	156,320
101	Fort Lauderdale, Fla.	155,545
102	Providence, R.I.	152,138
103	Springfield, Mass.	150,996
104	Garland, Tex.	149,151
105	Flint, Mich.	147,448
106	Fremont, Cal.	146,422
107	Savannah, Ga.	145,817
108	Gary, Ind.	145,273
109	Huntsville, Ala.	145,222
110	Glendale, Cal.	143,971
111	Orlando, Fla.	140,337
112	Bridgeport, Conn.	139,694
113	Rockford, Ill.	137,983
114	Paterson, N.J.	137,891
115	Springfield, Mo.	133,573
116	Torrance, Cal.	132,712
117	Hartford, Conn.	131,470
118	Winston-Salem, N.C.	131,118
119	Lansing, Mich.	128,861
120	Evansville, Ind.	128,310
121	San Bernardino, Cal.	125,102
122	New Haven, Conn.	123,250
123	Pasadena, Tex.	122,853
124	Beaumont, Tex.	122,278
125	Pasadena Cal.	122,140
126	Peoria, Ill	121,862
127	Hollywood, Fla.	118,888
128	Irving, Tex.	116,754
129	Tempe, Ariz.	116,429
130	Macon, Ga.	115,401
131	Oxnard, Cal.	115,285
132	Modesto, Cal.	114,677
133	Erie, Pa.	114,135
134	Bakersfield, Cal.	113,636
135	Topeka, Kans.	113,529
136	Independence, Mo.	112,685
137	Reno, Nev.	112,068
138	Cedar Rapids, Ia.	109,202
139	Elizabeth, N.J.	108,087
140	Youngstown, Ohio	107,839
141	Ann Arbor, Mich.	106,595
142	Eugene, Ore.	105,953
143	Boise City, Ida.	105,767
144	Fullerton, Cal.	105,662
145	South Bend, Ind.	104,933
146	Waco, Tex.	104,883
147	Pueblo, Colo.	104,716
148	Abilene, Tex.	103,752
149	Waterbury, Conn.	102,492
150	Davenport, Ia.	102,251
151	Stamford, Conn.	101,614
152	Springfield, Ill.	101,365
153	Durham, N.C.	101,179
154	Allentown, Pa.	100,979
155	Berkeley, Cal.	100,827
156	Bellevue-Kirkland, Wash.	100,628
157	Laredo, Tex.	100,562

DISPOSABLE PERSONAL INCOME

Standard metropolitan statistical areas (thousands)

1	New York, N.Y.-N.J.	106,683,453
2	Chicago, Ill.	77,164,887
3	Los Angeles-Long Beach, Cal.	64,955,274
4	Philadelphia, Pa.-N.J.	51,127,742
5	San Francisco-Oakland, Cal.	50,554,659
6	Washington, D.C.-Md.-Va.	48,001,462
7	Detroit, Mich.	46,111,750
8	Houston, Tex.	43,457,679
9	Dallas-Fort Worth, Tex.	38,113,678
10	Nassau-Suffolk, N.Y.	34,334,173
11	Anaheim-Santa Ana-Garden Grove, Cal.	32,027,891
12	Boston, Mass.	27,017,748
13	St. Louis, Mo.-Ill.	26,985,178
14	Minneapolis-St. Paul, Minn.-Wis.	26,085,999
15	Pittsburgh, Pa.	23,634,331
16	Newark, N.J.	22,099,875
17	Atlanta, Ga.	21,613,502
18	San Diego, Cal.	21,254,368
19	San Jose, Cal.	20,607,802
20	Denver-Boulder, Colo.	20,097,234
21	Seattle-Everett, Wash.	20,075,147
22	Cleveland, O.	19,442,449
23	Riverside-San Bernardino-Ontario, Cal.	18,362,248
24	Miami, Fla.	17,651,428
25	Baltimore, Md.	17,644,595
26	Cincinnati, O.-Ky.-Ind.	15,900,660
27	Milwaukee, Wis.	15,824,299
28	Phoenix, Ariz.	15,657,865
29	Kansas City, Mo.-Kans.	15,650,548
30	Tampa-St. Petersburg, Fla.	15,353,689
31	New Orleans, La.	13,981,933
32	Portland, Ore.-Wash.	13,671,605
33	Fort Lauderdale-Hollywood, Fla.	12,903,768
34	Sacramento, Cal.	12,355,712
35	Indianapolis, Ind.	11,884,817
36	Columbus, O.	11,187,941
37	Buffalo, N.Y.	10,690,064
38	Rochester, N.Y.	9,510,739

39 Oklahoma City, Okla.	9,316,607
40 Louisville, Ky.-Ind.	9,289,506
41 Providence-Warwick-Pawtucket, R.I.-Mass.	9,269,030
42 San Antonio, Tex.	8,995,442
43 Memphis, Tenn.-Ark.-Miss.	8,955,619
44 Toledo, O.-Mich.	8,618,158
45 Salt Lake City-Ogden, Utah	8,340,295
46 Honolulu, Hawaii	8,285,609
47 Tulsa, Okla.	8,254,039
48 Greensboro-Winston-Salem-High Point, N.C.	8,141,188
49 Dayton, O.	8,098,716
50 Nashville-Davidson, Tenn.	8,080,067
51 Hartford, Conn.	7,723,740
52 West Palm Beach-Boca Raton, Fla.	7,667,471
53 New Brunswick-Perth Amboy-Sayreville, N.J.	7,521,470
54 Birmingham, Ala.	7,461,019
55 Oxnard-Simi Valley-Ventura, Cal.	7,206,750
56 Jersey City, N.J.	7,199,040
57 Albany-Schenectady-Troy, N.Y.	7,138,527
58 Orlando, Fla.	7,102,404
59 Grand Rapids, Mich.	7,082,048
60 Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	6,824,021
61 Allentown-Bethlehem-Easton, Pa.-N.J.	6,742,621
62 Richmond, Va.	6,629,095
63 Charlotte-Gastonia, N.C.	6,605,409
64 Jacksonville, Fla.	6,366,336
65 Omaha, Neb.-Iowa	6,254,403
66 Akron, O.	6,227,640
67 Long Branch-Asbury Park, N.J.	6,105,498
68 Syracuse, N.Y.	5,682,619
69 Northeast Pennsylvania, Pa.	5,553,661
70 Gary-Hammond-East Chicago, Ind.	5,523,596
71 Wilmington, Del.-N.J.-Md.	5,507,053
72 Raleigh-Durham, N.C.	5,366,105
73 Fresno, Cal.	5,340,763
74 Flint, Mich.	5,227,044
75 Tucson, Ariz.	5,127,326
76 Greenville-Spartanburg, S.C.	5,122,965
77 Austin, Tex.	5,100,053
78 Las Vegas, Nev.	4,939,932
79 Knoxville, Tenn.	4,922,356
80 Baton Rouge, La.	4,902,358
81 Wichita, Kans.	4,882,870
82 Harrisburg, Pa.	4,846,198
83 Springfield-Chicopee-Holyoke, Mass-Conn.	4,825,485
84 Davenport-Rock Island-Moline, Iowa-Ill.	4,790,984
85 Youngstown-Warren, O.	4,729,294
86 Bridgeport, Conn.	4,718,642
87 Vallejo-Fairfield-Napa, Cal.	4,660,633
88 Beaumont-Port Arthur-Orange, Tex.	4,632,904
89 Lansing-East Lansing, Mich.	4,580,851
90 New Haven-West Haven, Conn.	4,519,644
91 Paterson-Clifton-Passaic, N.J.	4,476,145
92 Tacoma, Wash.	4,406,345
93 Peoria, Ill.	4,378,039
94 Bakersfield, Cal.	4,298,231
95 Albuquerque, N.M.	3,999,605
96 Santa Barbara-Santa Maria-Lompoc, Cal.	3,968,455
97 Des Moines, Iowa	3,954,500
98 Little Rock-North Little Rock, Ark.	3,901,259
99 Shreveport, La.	3,867,371
100 Charleston-North Charleston, S.C.	3,843,197
101 Chattanooga, Tenn.-Ga.	3,723,326
102 Canton, O.	3,694,755
103 Santa Rosa, Cal.	3,641,784
104 Jackson, Miss.	3,595,444
105 Fort Wayne, Ind.	3,579,489
106 York, Pa.	3,573,729
107 Columbia, S.C.	3,538,018
108 Lancaster, Pa.	3,481,020
109 Stockton, Cal.	3,473,123
110 Spokane, Wash.	3,432,959
111 Madison, Wis.	3,392,978
112 Worcester, Mass.	3,376,450
113 Trenton, N.J.	3,320,637
114 Reading, Pa.	3,289,172
115 Johnson City-Kingsport-Bristol, Tenn.-Va.	3,265,766
116 Mobile, Ala.	3,237,374
117 Newport News-Hampton, Va.	3,170,361
118 Rockford, Ill.	3,163,249
119 Modesto, Cal.	3,075,790
120 Salinas-Seaside-Monterey, Cal.	3,054,083
121 Corpus Christi, Tex.	2,994,823
122 Ann Arbor, Mich.	2,990,851
123 Evansville, Ind.-Ky.	2,979,239
124 Melbourne-Titusville-Cocoa, Fla.	2,882,411
125 Huntington-Ashland, W.Va.-Ky.-O.	2,873,132
126 New London-Norwich, Conn-R.I.	2,795,821
127 El Paso, Tex.	2,789,073
128 Saginaw, Mich.	2,775,721
129 Augusta, Ga.-S.C.	2,773,469
130 Lakeland-Winter Haven, Fla.	2,766,755
131 Stamford, Conn.	2,762,835
132 Colorado Springs, Colo.	2,756,323
133 Lawrence-Haverhill, Mass.-N.H.	2,727,696
134 Charleston, W.Va.	2,716,205
135 Kalamazoo-Portage, Mich.	2,685,775
136 Lexington-Fayette, Ky.	2,682,481
137 Appleton-Oshkosh, Wis.	2,655,207
138 Anchorage, Alaska	2,643,382
139 Waterbury, Conn.	2,557,732
140 Huntsville, Ala.	2,538,593
141 Erie, Pa.	2,501,935
142 Binghamton, N.Y.-Pa.	2,493,047
143 Visalia-Tulare-Porterville, Cal.	2,475,960
144 Hamilton-Middletown, O.	2,466,118
145 Eugene-Springfield, Ore.	2,443,071
146 Utica-Rome, N.Y.	2,438,953
147 Lorain-Elyria, O.	2,436,687
148 Roanoke, Va.	2,423,100
149 Sarasota, Fla.	2,414,222
150 Daytona Beach, Fla.	2,389,452
151 Reno, Nev.	2,365,157
152 Santa Cruz, Cal.	2,355,411
153 Pensacola, Fla.	2,334,943
154 South Bend-Mishawaka, Ind.	2,289,049
155 Fort Myers-Cape Coral, Fla.	2,278,531
156 Amarillo, Tex.	2,234,309
157 Duluth-Superior, Minn.-Wis.	2,228,517
158 Lowell, Mass.-N.H.	2,205,978
159 Poughkeepsie, N.Y.	2,173,663
160 Springfield, Ill.	2,113,945
161 Salem, Ore.	2,097,393
162 Atlantic City, N.J.	2,088,040
163 Topeka, Kans.	2,068,847
164 Montgomery, Ala.	2,058,807
165 Johnstown, Pa.	1,976,126
166 Galveston-Texas City, Tex.	1,970,516
167 Battle Creek, Mich.	1,926,343
168 Lincoln, Neb.	1,888,271
169 Portland, Me.	1,885,367
170 Lafayette, La.	1,880,758
171 Macon, Ga.	1,867,501
172 Boise City, Ida.	1,861,701
173 Danbury, Conn.	1,854,689
174 Columbus, Ga.-Ala.	1,848,270
175 Newburgh-Middletown, N.Y.	1,830,215
176 Lima, O.	1,817,925
177 Champaign-Urbana-Rantoul, Ill.	1,809,867
178 Richland-Kennewick-Pasco, Wash.	1,794,959
179 Racine, Wis.	1,794,357
180 Cedar Rapids, Iowa	1,784,802
181 Lake Charles, La.	1,782,304
182 Odessa, Tex.	1,752,837
183 Manchester, N.H.	1,724,344
184 Salisbury-Concord, N.C.	1,712,980
185 Wheeling, W.Va.-O.	1,711,332
186 Springfield, Mo.	1,705,364
187 Lubbock, Tex.	1,695,351
188 Green Bay, Wis.	1,692,941
189 Steubenville-Weirton, O.-W.Va.	1,684,391
190 Springfield, O.	1,681,739
191 McAllen-Pharr-Edinburg, Tex.	1,654,874
192 Norwalk, Conn.	1,648,887
193 Tallahassee, Fla.	1,644,992
194 Fort Smith, Ark.-Okla.	1,642,513
195 Savannah, Ga.	1,634,326
196 Portsmouth-Dover-Rochester, N.H.-Me.	1,634,266
197 Brockton, Mass.	1,629,263
198 Chico, Cal.	1,626,713
199 Bremerton, Wash.	1,616,698
200 Yakima, Wash.	1,608,732
201 Fayetteville-Springdale, Ark.	1,608,274
202 Terre Haute, Ind.	1,582,040
203 Olympia, Wash.	1,579,135
204 Benton Harbor, Mich.	1,573,459
205 Abilene, Tex.	1,571,699
206 New Britain, Conn.	1,552,787
207 Asheville, N.C.	1,529,460
208 Fort Collins, Colo.	1,495,767
209 Fall River, Mass.-R.I.	1,495,[illegible]40
210 Decatur, Ill.	1,492,539
211 Longview-Marshall, Tex.	1,491,587
212 Waco, Tex.	1,490,189
213 Midland, Tex.	1,485,810
214 Parkersburg-Marietta, W.Va.-O.	1,468,431
215 Waterloo-Cedar Falls, Iowa	1,448,935
216 Fayetteville, N.C.	1,438,011
217 Lynchburg, Va.	1,433,867
218 Bradenton, Fla.	1,426,951
219 Tyler, Tex.	1,421,752
220 New Bedford, Mass.	1,417,207
221 Fargo-Moorhead, N.D.-Minn.	1,415,259
222 Muskegon-Norton Shores-Muskegon Heights, Mich.	1,412,312
223 Provo-Orem, Utah	1,391,808
224 Gainesville, Fla.	1,390,756
225 Bloomington-Normal, Ill.	1,387,495
226 Nashua, N.H.	1,383,135
227 Brownsville-Harlingen-San Benito, Tex.	1,380,193
228 Biloxi-Gulfport, Miss.	1,378,825
229 Wichita Falls, Tex.	1,362,588
230 Florence, Ala.	1,331,127
231 Killeen-Temple, Tex.	1,311,723
232 Elkhart, Ind.	1,300,672
233 Anderson, Ind.	1,292,527
234 Jackson, Mich.	1,291,675
235 Redding, Cal.	1,288,286
236 St. Cloud, Minn.	1,253,726
237 Hickory, N.C.	1,234,738
238 Sharon, Pa.	1,213,533
239 Sioux Falls, S.D.	1,210,518
240 Wilmington, N.C.	1,204,966
241 Janesville-Beloit, Wis.	1,196,263
242 Billings, Mont.	1,188,053
243 Athens, Ga.	1,175,701
244 Newark, O.	1,174,787
245 Monroe, La.	1,169,621
246 Medford, Ore.	1,150,464
247 Sioux City, Iowa-Neb.	1,149,623
248 Lafayette-West Lafayette, Ind.	1,141,514
249 Texarkana, Tex.-Ark.	1,133,367
250 Mansfield, O.	1,125,464
251 Bay City, Mich.	1,122,720
252 Charlottesville, Va.	1,120,157
253 Altoona, Pa.	1,119,511
254 Bellingham, Wash.	1,113,370
255 Yuba City, Cal.	1,108,447
256 Alexandria, La.	1,094,906
257 Burlington, Vt.	1,092,700
258 Muncie, Ind.	1,089,100
259 Greeley, Colo.	1,081,484
260 Kenosha, Wis.	1,066,061
261 Eau Claire, Wis.	1,062,209
262 Vineland-Millville-Bridgeton, N.J.	1,060,758
263 Pueblo, Colo.	1,035,768
264 Anderson, S.C.	1,018,596
265 Bismarck, N.D.	1,001,719
266 Williamsport, Pa.	994,151
267 Fort Walton Beach, Fla.	993,256
268 Petersburg-Colonial Heights-Hopewell, Va.	986,555
269 Ocala, Fla.	985,523
270 Burlington, N.C.	983,324
271 Casper, Wyo.	975,318
272 Kokomo, Ind.	968,244
273 Anniston, Ala.	964,164
274 State College, Pa.	961,761
275 Rochester, Minn.	955,524
276 Sherman-Denison, Tex.	954,089
277 Tuscaloosa, Ala.	953,062
278 Pascagoula-Moss Point, Miss.	945,067
279 Clarksville-Hopkinsville, Tenn-Ky.	940,131
280 Grand Forks, Minn.-N.D.	939,151
281 Joplin, Mo.	938,524
282 Sheboygan, Wis.	929,796
283 Fitchburg-Leominster, Mass.	929,755
284 Wausau, Wis.	923,655
285 Columbia, Mo.	912,230
286 Kankakee, Ill.	912,111
287 Bryan-College Station, Tex.	901,518
288 La Crosse, Wis.	897,488
289 Bloomington, Ind.	889,298
290 Albany, Ga.	878,454
291 Pittsfield, Mass.	872,965
292 Rock Hill, S.C.	856,179
293 San Angelo, Tex.	839,622
294 Iowa City, Iowa	834,903
295 Hagerstown, Md.	827,884
296 Panama City, Fla.	827,419
297 Dubuque, Iowa	818,770
298 Bristol, Conn.	806,505
299 Las Cruces, N.M.	800,442
300 Danville, Va.	794,979
301 St. Joseph, Mo.	787,602
302 Florence, S.C.	772,976
303 Great Falls, Mont.	747,544
304 Cumberland, Md.-W.Va.	747,513
305 Gadsden, Ala.	735,271
306 Lawton, Okla.	734,064
307 Bangor, Me.	733,350
308 Glens Falls, N.Y.	729,059
309 Owensboro, Ky.	723,138
310 Enid, Okla.	719,153
311 Pine Bluff, Ark.	696,115
312 Elmira, N.Y.	694,401
313 Victoria, Tex.	689,489
314 Jacksonville, N.C.	689,429
315 Meriden, Conn.	658,956
316 Lawrence, Kans.	633,226
317 Lewiston-Auburn, Me.	615,119
318 Laredo, Tex.	606,105

Leading counties (thousands)

1 Los Angeles, Cal.	64,955,274
2 Cook, Ill.	52,218,470
3 Harris, Tex.	37,336,118
4 Orange, Cal.	32,027,891
5 Queens, N.Y.	23,620,180
6 Dallas, Tex.	22,927,356
7 Wayne, Mich.	22,316,689
8 San Diego, Cal.	21,254,368
9 Kings, N.Y.	21,063,308
10 Santa Clara, Cal.	20,607,802
11 New York, N.Y.	19,547,864
12 Nassau, N.Y.	19,350,070
13 Dade, Fla.	17,651,428
14 King, Wash.	16,338,662
15 Allegheny, Pa.	15,953,524
16 Alameda, Cal.	15,885,623
17 Maricopa, Ariz.	15,657,865
18 Cuyahoga, Ohio	15,443,305
19 Philadelphia, Pa.	15,158,317
20 Suffolk, N.Y.	14,984,103
21 Middlesex, Mass.	14,176,038
22 St. Louis, Mo.	13,454,656
23 Oakland, Mich.	13,108,923
24 Broward, Fla.	12,903,768
25 Hennepin, Minn.	12,665,300
26 Westchester, N.Y.	12,628,987
27 Montgomery, Md.	11,881,469
28 Bergen, N.J.	11,339,125
29 Milwaukee, Wisc.	10,754,864
30 Contra Costa, Cal.	10,710,667
31 Hamilton, Ohio	10,596,288
32 Bronx, N.Y.	10,561,597
33 San Bernardino, Cal.	10,491,293
34 Fairfield, Conn.	10,403,961
35 Fairfax, Va.	10,269,931
36 Du Page, Ill.	10,251,971
37 San Mateo, Cal.	10,186,127
38 Prince Georges, Md.	10,067,707
39 Sacramento, Cal.	9,776,176
40 San Francisco, Cal.	9,608,501
41 Franklin, Ohio	9,181,778
42 Tarrant, Tex.	9,181,246
43 Hartford, Conn.	9,015,435

DISPOSABLE INCOME

44 Erie, N.Y.	8,791,462
45 New Haven, Conn.	8,643,748
46 Montgomery, Pa.	8,543,448
47 Essex, N.J.	8,413,146
48 Bexar, Tex.	8,356,426
49 Honolulu, Hi.	8,285,609
50 Marion, Ind.	8,057,577
51 Shelby, Tenn.	8,035,534
52 Riverside, Cal.	7,870,955
53 District of Columbia, D.C.	7,853,296
54 Pinellas, Fla.	7,690,897
55 Palm Beach, Fla.	7,667,471
56 Macomb, Mich.	7,665,432
57 Middlesex, N.J.	7,521,470
58 Monroe, N.Y.	7,350,928
59 Jefferson, Ky.	7,333,907
60 Norfolk, Mass.	7,246,910
61 Ventura, Cal.	7,206,750
62 Hudson, N.J.	7,199,040
63 Jackson, Mo.	6,946,203
64 Oklahoma, Okla.	6,686,392
65 Delaware, Pa.	6,436,670
66 Baltimore, Md.	6,432,067
67 Fulton, Ga.	6,347,282
68 Tulsa, Okla.	6,262,115
69 Jefferson, Ala.	6,184,419
70 Essex, Mass.	6,170,499
71 Jefferson, La.	6,149,039
72 Hillsborough, Fla.	6,133,423
73 Monmouth, N.J.	6,105,498
74 Union, N.J.	5,996,785
75 Multnomah, Ore.	5,940,244
76 Worcester, Mass.	5,891,625
77 Lake Ill.	5,811,540
78 Orleans, La.	5,802,107
79 Montgomery, Ohio	5,795,335
80 Denver, Colo.	5,731,891
81 De Kalb, Ga.	5,666,127
82 Ramsey, Minn.	5,645,873
83 Providence, R.I.	5,576,255
84 Camden, N.J.	5,530,048
85 Suffolk, Mass.	5,529,492
86 Salt Lake, Utah	5,511,518
87 Kent, Mich.	5,368,755
88 Bucks, Pa.	5,340,894
89 Fresno, Cal.	5,340,763
90 Pima, Ariz.	5,127,326
91 Lucas, Ohio	5,110,017
92 Baltimore City, Md.	5,092,913
93 Davidson, Tenn.	5,051,640
94 Summit, Ohio	5,015,408
95 Duval, Fla.	4,995,563
96 Jefferson, Colo.	4,970,330
97 Morris, N.J.	4,945,216
98 Clark, Nev.	4,939,932
99 Orange, Fla.	4,836,250
100 Douglas, Neb.	4,536,661
101 Genesee, Mich.	4,514,958
102 New Castle, Del.	4,476,812
103 Passaic, N.J.	4,476,145
104 Mecklenburg, N.C.	4,443,120
105 Sedgewick, Kans.	4,439,670
106 Lake, Ind.	4,409,211
107 Pierce, Wash.	4,406,345
108 Onondaga, N.Y.	4,322,655
109 Kern, Cal.	4,298,231
110 Burlington, N.J.	4,248,037
111 Johnson, Kans.	4,196,103
112 Travis, Tex.	4,183,499
113 Marin, Cal.	4,163,741
114 Bristol, Mass.	4,133,728
115 Arapahoe, Colo.	4,111,075
116 Richmond, N.Y.	4,090,382
117 Hampden, Mass.	4,044,816
118 Plymouth, Mass.	4,012,170
119 Santa Barbara, Cal.	3,968,455
120 St. Louis City, Mo.	3,900,084
121 East Baton Rouge, La.	3,893,260
122 Westmoreland, Pa.	3,804,335
123 Bernalillo, N.M.	3,793,409
124 Will, Ill.	3,746,464
125 Snohomish, Wash.	3,736,485
126 Chester, Pa.	3,718,153
127 Sonoma, Cal.	3,641,784
128 Polk, Ia.	3,601,345
129 Ocean, N.J.	3,554,143
130 Stark, Ohio	3,487,961
131 Lancaster, Pa.	3,481,020
132 San Joaquin, Cal.	3,473,123
133 Pulaski, Ark.	3,470,421
134 Spokane, Wash.	3,432,959
135 Cobb, Ga.	3,402,791
136 Dane, Wisc.	3,392,978
137 Knox, Tenn.	3,360,374
138 Kane, Ill.	3,351,602
139 Waukesha, Wisc.	3,337,834
140 Mercer, N.J.	3,320,637
141 Berks, Pa.	3,289,172
142 Guilford, N.C.	3,280,999
143 Jefferson, Tex.	3,202,443
144 Rockland, N.Y.	3,194,227
145 Solano, Cal.	3,167,328
146 Hillsborough, N.H.	3,140,853
147 Anne Arundel, Md.	3,103,747
148 Wake, N.C.	3,078,579
149 Stanislaus, Cal.	3,075,790
150 Monterey, Cal.	3,054,083
151 York, Pa.	3,009,767
152 Washington, Ore.	3,002,227
153 Lehigh, Pa.	2,994,569
154 Washtenaw, Mich.	2,990,851
155 Luzerne, Pa.	2,909,413
156 Brevard, Fla.	2,882,411
157 Hinds, Miss.	2,876,656
158 Winnebago, Ill.	2,850,652
159 Allen, Ind.	2,837,040
160 Greenville, S.C.	2,810,764
161 El Paso, Tex.	2,789,073
162 Madison, Ill.	2,781,564
163 Albany, N.Y.	2,775,907
164 Saginaw, Mich.	2,775,721
165 Polk, Fla.	2,766,755
166 Somerset, N.J.	2,744,728
167 Arlington, Va.	2,731,649
168 New London, Conn.	2,726,893
169 Adams, Colo.	2,715,806
170 Hamilton, Tenn.	2,710,588
171 Ingham, Mich.	2,697,175
172 Caddo, La.	2,695,253
173 El Paso, Colo.	2,693,429
174 Mobile, Ala.	2,692,659
175 St. Clair, Ill.	2,689,897
176 Virginia Beach, Va.	2,676,448
177 Anchorage, Ak.	2,643,382
178 Charleston, S.C.	2,628,978
179 Clackamas, Ore.	2,599,493
180 Nueces, Tex.	2,532,298
181 Dakota, Minn.	2,525,675
182 Mahoning, Ohio	2,511,068
183 Erie, Pa.	2,501,935
184 Forsyth, N.C.	2,487,251
185 Dauphin, Pa.	2,478,082
186 Tulare, Cal.	2,475,960
187 Butler, Ohio	2,466,118
188 Lane, Ore.	2,443,071
189 Lorain, Ohio	2,436,687
190 Brazoria, Tex.	2,423,665
191 Kanawha, W.Va.	2,419,753
192 Sarasota, Fla.	2,414,222
193 Peoria, Ill.	2,391,159
194 Volusin, Fla.	2,389,452
195 Washoe, Nev.	2,365,157
196 Santa Cruz, Cal.	2,355,411
197 Northampton, Pa.	2,318,194
198 Richland, S.C.	2,314,870
199 Rock Island, Ill.	2,283,459
200 Cumberland, Me.	2,281,471
201 Lee, Fla.	2,278,531
202 Boulder, Colo.	2,242,446
203 Trumbull, Ohio	2,218,226
204 Henrico, Va.	2,214,759
205 Lake, Ohio	2,208,733
206 Anoka, Minn.	2,198,871
207 Dutchess, N.Y.	2,173,663
208 Gloucester, N.J.	2,152,175
209 Clark, Wash.	2,129,641
210 Kalamazoo, Mich.	2,094,819
211 Atlantic, N.J.	2,088,040
212 Richmond, Va.	2,083,915
213 Cumberland, Pa.	2,059,072
214 Sangamon, Ill.	2,007,849
215 St. Joseph, Ind.	1,995,645
216 Galveston, Tex.	1,970,516
217 Lackawanna, Pa.	1,962,626
218 Norfolk, Va.	1,960,460
219 Beaver, Pa.	1,952,121
220 Oneida, N.Y.	1,947,450
221 Washington, Pa.	1,924,351
222 Escambia, Fla.	1,902,005
223 Rockingham, N.H.	1,901,487
224 Niagara, N.Y.	1,898,602
225 Lancaster, Neb.	1,888,271
226 Lafayette, La.	1,880,758
227 Seminole, Fla.	1,870,660
228 Ada, Ida.	1,861,701
229 St. Louis, Minn.	1,830,319
230 Orange, N.Y.	1,830,215
231 Scott, Ia.	1,817,003
232 Shawnee, Kans.	1,810,051
233 Champaign, Ill.	1,809,867
234 Broome, N.Y.	1,808,720
235 Racine, Wisc.	1,794,357
236 Litchfield, Conn.	1,789,380
237 McHenry, Ill.	1,784,840
238 Linn, Ia.	1,784,802
239 Calcasieu, La.	1,782,304
240 San Luis Obispo, Cal.	1,773,489
241 Madison, Ala.	1,753,791
242 Ector, Tex.	1,752,837
243 Denton, Tex.	1,752,656
244 Collin, Tex.	1,747,547
245 Marion, Ore.	1,730,598
246 Fayette, Ky.	1,727,291
247 Vanderburgh, Ind.	1,720,783
248 Ottawa, Mich.	1,713,293
249 Kent, R.I.	1,707,010
250 Lubbock, Tex.	1,695,351
251 Brown, Wisc.	1,692,941
252 Monroe, Mich.	1,684,027
253 Wyandotte, Kans.	1,682,307
254 Hidalgo, Tex.	1,654,874
255 Clay, Mo.	1,651,815
256 Barnstable, Mass.	1,642,700
257 Alexandria, Va.	1,641,653
258 Spartanburg, S.C.	1,631,806
259 Butte, Cal.	1,626,713
260 Tazewell, Ill.	1,623,168
261 Kitsap, Wash.	1,616,698
262 Yakima, Wash.	1,608,732
263 Prince William, Va.	1,588,054
264 Gaston, N.C.	1,580,240
265 St. Charles, Mo.	1,579,143
266 Thurston, Wash.	1,579,135
267 Berrien, Mich.	1,573,459
268 Leon, Fla.	1,571,970
269 Chesterfield, Va.	1,567,591
270 Montgomery, Tex.	1,567,138
271 Greene, Mo.	1,550,561
272 Middlesex, Conn.	1,548,213
273 Gwinnett, Ga.	1,547,803
274 Clayton, Ga.	1,534,210
275 Pasco, Fla.	1,529,369
276 Montgomery, Ala.	1,523,025
277 Calhoun, Mich.	1,507,025
278 Larimer, Colo.	1,495,767
279 Napa, Cal.	1,493,325
280 Macon, Ill.	1,492,539
281 McLennan, Tex.	1,490,189
282 Midland, Tex.	1,485,810
283 Durham, N.C.	1,483,044
284 Fort Bend, Tex.	1,475,691
285 Clermont, Ohio	1,449,242
286 Black Hawk, Ia.	1,448,935
287 Cleveland, Okla.	1,439,076
288 Cumberland, N.C.	1,438,011
289 Jefferson, Mo.	1,431,034
290 Chatham, Ga.	1,430,008
291 Manatee, Fla.	1,428,951
292 Buncombe, N.C.	1,427,967
293 Smith, Tex.	1,421,752
294 Benton, Wash.	1,411,118
295 Schenectady, N.Y.	1,404,534
296 Merced, Cal.	1,398,229
297 Utah, Utah	1,391,808
298 Alachua, Fla.	1,390,756
299 McLean, Ill.	1,387,495
300 Cambria, Pa.	1,385,325
301 Richmond, Ga.	1,384,265
302 Cameron, Tex.	1,380,193
303 Berkshire, Mass.	1,372,069
304 Muscogee, Ga.	1,366,511
305 Clark, Ohio	1,353,902
306 St. Clair, Mich.	1,341,600
307 Weber, Utah	1,336,105
308 Saratoga, N.Y.	1,331,184
309 Placer, Cal.	1,330,463
310 Sussex, N.J.	1,322,387
311 Butler, Pa.	1,316,207
312 Taylor, Tex.	1,302,078
313 Elkhart, Ind.	1,300,672
314 Madison, Ind.	1,292,527
315 Jackson, Mich.	1,291,675
316 Shasta, Cal.	1,288,286
317 Newport News, Va.	1,281,297
318 Washington, Minn.	1,279,886
319 Tolland, Conn.	1,275,184
320 Hampshire, Mass.	1,274,418
321 Wichita, Tex.	1,269,578
322 Kenton, Ky.	1,258,318
323 Davis, Utah	1,254,435
324 Rensselaer, N.Y.	1,253,480
325 St. Tammany, La.	1,251,386
326 Fayette, Pa.	1,250,862
327 Muskegon, Mich.	1,249,581
328 Yolo, Cal.	1,249,073
329 Sullivan, Tenn.	1,244,257
330 Greene, Ohio	1,230,748
331 Lexington, S.C.	1,223,148
332 Howard, Md.	1,218,913
333 Winnebago, Wisc.	1,217,894
334 Schuylkill, Pa.	1,213,621
335 Mercer, Pa.	1,213,533
336 Portage, Ohio	1,212,232
337 Minnehaha, S.D.	1,210,518
338 Rock, Wisc.	1,196,263
339 Yellowstone, Mont.	1,188,053
340 Humboldt, Cal.	1,185,917
341 Outagamie, Wisc.	1,175,711
342 Licking, Ohio	1,174,787
343 Ouachita, La.	1,169,621
344 York, Me.	1,166,378
345 Penobscot, Me.	1,164,430
346 Ulster, N.Y.	1,164,403
347 Harrison, Miss.	1,162,235
348 Warren, Ohio	1,152,062
349 Jackson, Ore.	1,150,464
350 Tippecanoe, Ind.	1,141,514
351 Randall, Tex.	1,140,466
352 La Salle, Ill.	1,127,441
353 Richland, Ohio	1,125,464
354 Chittenden, Vt.	1,123,028
355 Bay, Mich.	1,122,720
356 Collier, Fla.	1,120,494
357 Blair, Pa.	1,119,511
358 Porter, Ind.	1,114,385
359 Whatcom, Wash.	1,113,370
360 Livingston, Mich.	1,108,757
361 Harford, Md.	1,107,749
362 Aiken, S.C.	1,097,084
363 Potter, Tex.	1,093,843
364 Delaware, Ind.	1,089,100
365 Wood, Ohio	1,085,679
366 Weld, Colo.	1,081,484
367 Bibb, Ga.	1,079,233
368 Kenosha, Wisc.	1,066,061
369 Davidson, N.C.	1,065,940
370 Cumberland, N.J.	1,060,738
371 El Dorado, Cal.	1,060,251
372 Cabell, W.Va.	1,058,392
373 Hunterdon, N.J.	1,055,141
374 Hampton, Va.	1,052,698
375 Lebanon, Pa.	1,050,920
376 Orange, Tex.	1,046,264
377 Medina, Ohio	1,045,574
378 Vigo, Ind.	1,044,271
379 Pueblo, Colo.	1,035,768
380 Catawba, N.C.	1,034,724
381 Gregg, Tex.	1,030,341
382 Bell, Tex.	1,026,737
383 Roanoke, Va.	1,025,545
384 Anderson, S.C.	1,018,596
385 Cass, N.D.	1,017,793
386 Chautauqua, N.Y.	1,017,126
387 Franklin, Pa.	1,010,789
388 Columbiana, Ohio	1,004,733
389 Lycoming, Pa.	994,151
390 Rapides, La.	993,261
391 Okaloosa, Fla.	993,256
392 Vermilion, Ill.	993,029
393 Marion, Fla.	985,523
394 Alamance, N.C.	983,324
395 Woodbury, Ia.	982,775
396 Ashtabula, Ohio	981,693
397 Warren, N.J.	979,125
398 Natrona, Wyo.	975,318
399 Kennebec, Me.	975,179
400 La Porte, Ind.	969,109
401 Terrebonne, La.	964,507
402 Calhoun, Ala.	964,104
403 Centre, Pa.	961,761
404 Allen, Ohio	961,078
405 Olmsted, Minn.	955,524
406 Grayson, Tex.	954,089
407 Tuscaloosa, Ala.	953,062
408 Jackson, Miss.	945,067
409 New Hanover, N.C.	944,900
410 Merrimack, N.H.	940,130
411 Chesapeake, Va.	936,913
412 Lawrence, Pa.	935,015
413 Washington, Ark.	933,831
414 Sheboygan, Wisc.	929,796
415 Marathon, Wisc.	923,655
416 Sebastian, Ark.	918,203
417 Eaton, Mich.	917,946
418 Roanoke, Va.	915,956
419 Washington, R.I.	912,978
420 Boone, Mo.	912,230
421 Kankakee, Ill.	912,111
422 Jefferson, Ohio	911,778
423 Brazos, Tex.	901,518
424 Rowan, N.C.	900,147
425 Wayne, Ohio	900,140
426 La Crosse, Wisc.	897,438
427 Washington, Wisc.	889,922
428 Monroe, Ind.	889,298
429 Midland, Mich.	888,609
430 Sarpy, Neb.	886,039
431 Cowlitz, Wash.	877,471
432 Windham, Conn.	877,323
433 Frederick, Md.	876,908
434 Lake, Fla.	872,547
435 Fairfield, Ohio	863,986
436 Wood, W.Va.	859,429
437 Morgan, Ala.	856,556
438 York, S.C.	856,179
439 Lenawee, Mich.	854,725
440 Oswego, N.Y.	844,525
441 Ozaukee, Wisc.	841,679
442 Tom Green, Tex.	839,622
443 Randolph, N.C.	838,818
444 Clark, Ind.	837,569
445 Johnson, Ia.	834,903
446 Hamilton, Ind.	833,530
447 Pottawattamie, Ia.	831,703
448 Washington, Md.	827,884
449 Bay, Fla.	827,419
450 Portsmouth, Va.	820,934
451 Dubuque, Ia.	818,770
452 Bossier, La.	814,391
453 Howard, Ind.	814,019
454 Cabarrus, N.C.	812,833
455 Lafourche, La.	809,152
456 Mesa, Colo.	808,483
457 Cape May, N.J.	807,753
458 Lauderdale, Ala.	807,641
459 Laramie, Wyo.	806,332

460 Orange, N.C.	804,482
461 Yuma, Ariz.	802,561
462 Dona Ana, N.M.	800,442
463 Stearns, Minn.	800,120
464 Androscoggin, Me.	798,668
465 Indiana, Pa.	795,894
466 Berkeley, S.C.	795,859
467 Erie, Ohio	792,639
468 Dougherty, Ga.	790,047
469 Linn, Ore.	789,101
470 Fond du Lac, Wisc.	787,519
471 Strafford, N.H.	784,537
472 Imperial, Cal.	782,587
473 Hawaii, Hi.	782,377
474 St. Bernard, La.	779,401
475 Belmont, Ohio	778,974
476 Douglas, Ore.	778,375
477 St. Lucie, Fla.	775,409
478 Miami, Ohio	773,788
479 Florence, S.C.	772,976
480 Crawford, Pa.	772,237
481 Cochise, Ariz.	770,080
482 Bowie, Tex.	768,213
483 Northumberland, Pa.	764,020
484 Sumner, Tenn.	761,953
485 Missoula, Mont.	760,496
486 Blount, Tenn.	755,818
487 Santa Fe, N.M.	755,332
488 Sussex, Del.	748,133
489 Cascade, Mont.	747,544
490 Kent, Del.	747,177
491 Geauga, Ohio	744,837
492 Anderson, Tenn.	743,440
493 Knox, Ill.	742,864
494 Clarke, Ga.	739,545
495 Tuscarawas, Ohio	739,107
496 Lee, Ala.	738,598
497 Burleigh, N.D.	738,223
498 Johnson, Ind.	737,719
499 Etowah, Ala.	735,271
500 Comanche, Okla.	734,064
501 Campbell, Ky.	733,294
502 Manitowoc, Wisc.	728,026
503 Daviess, Ky.	723,138
504 Iredell, N.C.	722,769
505 Pitt, N.C.	722,102
506 Cleveland, N.C.	721,767
507 Garfield, Okla.	719,153
508 Rankin, Miss.	718,788
509 De Kalb, Ill.	718,725
510 Pinal, Ariz.	718,584
511 Fairbanks North Star, Ak.	718,129
512 Skagit, Wash.	717,748
513 Horry, S.C.	715,555
514 Wayne, N.C.	715,333
515 Shiawassee, Mich.	712,086
516 Mendocino, Cal.	711,867
517 Grays Harbor, Wash.	709,176
518 Tompkins, N.Y.	704,740
519 Grant, Ind.	704,432
520 Rockingham, N.C.	703,634
521 San Juan, N.M.	703,476
522 Adams, Ill.	703,444
523 Muskingum, Ohio	702,717
524 Story, Ia.	702,179
525 Washington, Okla.	701,573
526 Floyd, Ga.	699,327
527 Wayne, N.Y.	699,181
528 Steuben, N.Y.	698,096
529 Washington, Tenn.	697,952
530 Jefferson, Ark.	696,115
531 Hendricks, Ind.	695,334
532 Chemung, N.Y.	694,401
533 Houston, Ala.	692,091
534 Henry, Ill.	690,522
535 Buchanan, Mo.	689,980
536 Victoria, Tex.	689,489
537 Onslow, N.C.	689,429
538 Carroll, Md.	689,206
539 St. Lawrence, N.Y.	688,796
540 Ontario, N.Y.	685,891
541 Wayne, Ind.	685,007
542 Kings, Cal.	684,715
543 Monroe, Pa.	681,622
544 Clearfield, Pa.	681,113
545 Pickens, S.C.	680,395
546 Hall, Ga.	680,306
547 Newport, R.I.	679,816
548 Hancock, Ohio	676,168
549 Canyon, Ida.	675,505
550 Benton, Ark.	674,443
551 Raleigh, W.Va.	673,802
552 Monroe, Fla.	672,577
553 Allegan, Mich.	670,745
554 Pennington, S.D.	670,541
555 Benton, Ore.	668,566
556 Lynchburg, Va.	668,012
557 Mohave, Ariz.	667,925
558 Eau Claire, Wisc.	667,355
559 Rutherford, Tenn.	661,973
560 Jasper, Mo.	653,778
561 Yavapai, Ariz.	652,951
562 Grand Forks, N.D.	650,710
563 Scioto, Ohio	648,425
564 Martin, Fla.	647,212
565 Bonneville, Ida.	646,304
566 Marquette, Mich.	645,222
567 Franklin, Mo.	641,305
568 Warren, Ky.	640,060
569 Monongalia, W.Va.	639,795
570 Wood, Wisc.	639,678
571 Harrison, W.Va.	639,250
572 Putnam, N.Y.	637,783
573 Burke, N.C.	635,963
574 Madera, Cal.	635,750
575 Sutter, Cal.	635,651
576 Dodge, Wisc.	635,387
577 Reno, Kans.	634,211
578 Coconino, Ariz.	633,718
579 Douglas, Kans.	633,226
580 St. Mary, La.	632,540
581 Aroostook, Me.	629,060
582 Hardin, Ky.	627,719
583 Mercer, W.Va.	627,525
584 Walworth, Wisc.	626,175
585 Williamson, Ill.	625,517
586 Ward, N.D.	623,562
587 Salem, N.J.	621,467
588 Bartholomew, Ind.	616,582
589 Armstrong, Pa.	615,564
590 Indian River, Fla.	613,882
591 Marion, Ohio	611,469
592 Loudoun, Va.	611,161
593 Payne, Okla.	610,464
594 Nevada, Cal.	609,868
595 Jackson, Ill.	609,419
596 Houston, Ga.	608,440
597 McCracken, Ky.	608,179
598 Kay, Okla.	607,578
599 Webb, Tex.	606,105
600 Whiteside, Ill.	602,951
601 Pike, Ky.	602,868
602 Charlotte, Fla.	602,175
603 Grafton, N.H.	593,144
604 Albemarle, Va.	592,004
605 Maui, Hi.	591,701
606 Sandusky, Ohio	591,445
607 Van Buren, Mich.	590,956
608 Somerset, Pa.	590,801
609 Bannock, Ida.	590,366
610 Lauderdale, Miss.	590,277
611 Boyd, Ky.	589,725
612 Whitfield, Ga.	588,952
613 Clallam, Wash.	588,729
614 Ellis, Tex.	588,120
615 Charles, Md.	586,332
616 Robeson, N.C.	585,938
617 Garland, Ark.	583,569
618 Union, N.C.	582,049
619 Ohio, W.Va.	580,668
620 Washington, Ohio	580,033
621 Clay, Fla.	579,646
622 Madison, Tenn.	579,179
623 Floyd, Ind.	574,024
624 St. Landry, La.	572,962
625 Angelina, Tex.	572,539
626 Williamson, Tex.	570,856
627 Lapeer, Mich.	570,349
628 Canadian, Okla.	570,170
629 Cheshire, N.H.	569,347
630 Muskogee, Okla.	568,994
631 Ross, Ohio	568,523
632 Coos, Ore.	567,218
633 Jefferson, Wisc.	565,502
634 Adams, Pa.	563,962
635 Glynn, Ga.	561,782
636 Platte, Mo.	561,123
637 Deschutes, Ore.	557,470
638 Seneca, Ohio	556,611
639 Iberia, La.	556,329
640 Talladega, Ala.	556,007
641 Franklin, Mass.	555,474
642 Sumter, S.C.	554,757
643 Clinton, Ia.	554,498
644 Kosciusko, Ind.	552,542
645 Tangipahoa, La.	551,373
646 Nash, N.C.	551,058
647 Cattaraugus, N.Y.	550,720
648 Grand Traverse, Mich.	550,076
649 Baldwin, Ala.	544,715
650 Caldwell, N.C.	543,979
651 Jefferson, N.Y.	543,758
652 Lewis, Wash.	542,757
653 Cayuga, N.Y.	542,462
654 Johnson, Tex.	541,493
655 Kootenai, Ida.	541,344
656 Montgomery, Tenn.	540,335
657 Allegany, Md.	539,289
638 Cole, Mo.	537,928
659 Carson City, Nev.	536,506
660 Marion, W.Va.	535,945
661 Hunt, Tex.	534,392
662 Venango, Pa.	533,529
663 Henderson, N.C.	531,959
664 St. Joseph, Mich.	531,562
665 Montgomery, Va.	529,691
666 Craighead, Ark.	529,559
667 Lea, N.M.	527,203
668 Creek, Okla.	526,144
669 Forrest, Miss.	525,047
670 Colbert, Ala.	523,486
671 Lawrence, Ohio	521,805
672 Lowndes, Ga.	521,386
673 Bradley, Tenn.	518,2[illegible]8
674 Bradford, Pa.	516,520
675 Madison, N.Y.	515,439
676 Marshall, Ala.	515,185
677 Craven, N.C.	514,728
678 Tuscola, Mich.	509,259
679 Douglas, Ga.	506,014
680 Clinton, Mich.	505,296
681 Williamson, Tenn.	504,449
682 Lenoir, N.C.	503,355
683 Bristol, R.I.	502,401
684 Coles, Ill.	501,987
685 Huron, Ohio	500,141
686 Orangeburg, S.C.	498,503
687 Hall, Neb.	497,410
688 Riley, Kans.	496,302
689 Columbia, Pa.	494,930
690 Liberty, Tex.	494,213
691 Delaware, Ohio	491,532
692 Shelby, Ala.	491,518
693 Herkimer, N.Y.	491,303
694 Chelan, Wash.	491,259
695 Saline, Kans.	490,002
696 Leavenworth, Kans.	489,868
697 Clinton, N.Y.	487,857
698 Wilson, N.C.	484,507
699 Klamath, Ore.	482,793
700 Valencia, N.M.	482,519
701 Johnston, N.C.	481,995
702 Crawford, Ohio	481,561
703 Cullman, Ala.	481,384
704 Lee, Miss.	481,318
705 Cass, Mich.	481,049
706 Hanover, Va.	478,957
707 Yamhill, Ore.	477,411
708 Umatilla, Ore.	477,313
709 Cape Girardeau, Mo.	475,403
710 Livingston, La.	474,741
711 Yuba, Cal.	472,796
712 Twin Falls, Ida.	472,405
713 Cerro Gordo, Ia.	471,747
714 Cherokee, Ga.	471,353
715 Washington, Miss.	469,906
716 Wilson, Tenn.	469,858
717 Darke, Ohio	468,414
718 Carroll, Ga.	466,673
719 Sweetwater, Wyo.	466,319
720 Flathead, Mont.	465,146
721 Livingston, N.Y.	464,746
722 Island, Wash.	463,654
723 Jones, Miss.	463,450
724 Lewis and Clark, Mont.	463,273
725 San Patricio, Tex.	462,525
726 Des Moines, Ia.	462,467
727 Hancock, W.Va.	462,173
726 Morgan, Ind.	461,765
729 Harrison, Tex.	461,246
730 Ionia, Mich.	460,434
731 Pottawatomie, Okla.	460,101
732 Blue Earth, Minn.	459,169
733 Marion, Ill.	458,890
734 Henry, Ind.	458,884
735 Cass, Mo.	458,552
736 Stephenson, Ill.	458,416
737 Henry, Va.	458,415
738 Portage, Wisc.	458,320
739 Surry, N.C.	456,200
740 Beaufort, S.C.	456,175
741 Josephine, Ore.	456,023
742 Walla Walla, Wash.	454,994
743 Sullivan, N.Y.	454,774
744 Greenwood, S.C.	454,495
745 Walker, Ala.	453,910
746 Wicomico, Md.	453,696
747 Chaves, N.M.	453,458
748 Boone, Ky.	452,581
749 Fulton, Ill.	451,639
750 Tehama, Cal.	451,205
751 Carbon, Pa.	450,733
752 Citrus, Fla.	449,061
753 Rutland, Vt.	448,618
754 Stephens, Okla.	447,707
755 Warren, Pa.	444,835
756 Wright, Minn.	443,690
757 Butler, Kans.	443,200
758 Webster, Ia.	441,618
759 Rutherford, N.C.	441,008
760 Rogers, Okla.	439,952
761 Nacogdoches, Tex.	439,471
762 Siskiyou, Cal.	439,169
763 Franklin, Ky.	438,305
764 Cache, Utah	437,864
765 Bureau, Ill.	437,199
766 Macoupin, Ill.	436,991
767 Isabella, Mich.	436,283
768 Campbell, Va.	436,161
769 Kendall, Ill.	435,663
770 Windsor, Vt.	434,740
771 Parker, Tex.	433,667
772 Ogle, Ill.	433,290
773 Augusta, Va.	433,247
774 Walker, Ga.	432,964
775 Santa Rosa, Fla.	432,938
776 Franklin, Ill.	432,687
777 Saline, Ark.	430,838
778 Lancaster, S.C.	430,648
779 Union, Ark.	430,555
780 Rockingham, Va.	430,443
781 Spalding, Ga.	429,735
782 Athens, Ohio	428,644
783 St. Johns, Fla.	427,285
784 Lowndes, Miss.	427,061
785 McKean, Pa.	425,585
786 Grant, Wash.	425,478
787 Ashland, Ohio	425,387
788 Washington, Vt.	422,248
789 Warren, Miss.	420,724
790 Livingston, Ill.	420,649
791 Acadia, La.	420,159
792 Wilkes, N.C.	420,043
793 Harnett, N.C.	419,339
794 Barry, Mich.	419,318
795 Dorchester, S.C.	418,360
796 Pittsylvania, Va.	410,257
797 Genesee, N.Y.	418,023
798 Marshall, Ia.	417,209
799 Knox, Ohio	416,164
800 Columbia, N.Y.	416,097
801 Stanly, N.C.	414,626
802 Navajo, Ariz.	414,030
803 Tazewell, Va.	413,555
804 Darlington, S.C.	412,909
805 Eddy, N.M.	412,801
806 Dallas, Ala.	411,784
807 Troup, Ga.	409,811
808 Berkeley, W.Va.	409,737
809 Hancock, Ind.	409,595
810 Fayette, W.Va.	409,447
811 Cecil, Md.	408,774
812 Vermilion, La.	408,307
813 Jefferson, Pa.	407,315
814 Dale, Ala.	405,936
815 Charlottesville, Va.	405,174
816 Montcalm, Mich.	404,903
817 Madison, Ky.	404,461
818 Tioga, N.Y.	403,617
819 Moore, N.C.	402,299
820 Lee, Ia.	400,883
821 Jackson, Ala.	400,294
822 Gallatin, Mont.	399,967
823 Christian, Ky.	399,796
824 Ascension, La.	398,687
825 Osage, Okla.	398,546
826 Douglas, Wisc.	398,198
827 Jefferson, Ill.	397,906
828 Clay, Minn.	397,466
829 Belknap, N.H.	397,141
830 Oxford, Me.	396,913
831 Muscatine, Ia.	396,752
832 St. Croix, Wisc.	396,598
833 St. Marys, Md.	396,250
834 Otero, N.M.	396,234
835 Osceola, Fla.	395,494
836 McDonough, Ill.	395,168
837 Edgecombe, N.C.	395,153
838 Fremont, Wyo.	394,964
839 Chippewa, Wisc.	394,854
840 White, Ark.	393,248
841 De Soto, Miss.	392,235
842 Carter, Okla.	392,228
843 Mifflin, Pa.	392,168
844 Scott, Minn.	390,714
845 Henderson, Tex.	390,162
846 Haywood, N.C	389,880
847 Lincoln, N.C.	389,693
848 Auglaize, Ohio	389,132
849 Warren, N.Y.	389,125
850 Putnam, Fla.	388,848
851 Sauk, Wisc.	386,285
852 Hardin, Tex.	384,197
853 Franklin, Wash.	383,841
854 Mississippi, Ark.	383,514
855 Ottawa, Ohio	383,487
856 De Kalb, Ala.	382,666
857 Otsego, N.Y.	381,929
858 Tuolumne, Cal.	381,871
859 Morgan, Ill.	380,468
860 Warrick, Ind.	378,247
861 Scotts Bluff, Neb.	377,921
862 Danville, Va.	376,722
863 Columbia, Wisc.	376,391
864 Grant, Wisc.	376,204
865 Maury, Tenn.	375,805
866 Mower, Minn.	375,528
867 Kenai Peninsula, Ak.	375,221
868 Logan, W.Va.	375,168
869 Halifax, N.C.	375,015
870 Faulkner, Ark.	374,923
871 Rice, Minn.	374,272
872 Henderson, Ky.	374,120
873 Defiance, Ohio	373,683
874 Montgomery, N.Y.	373,422

DISPOSABLE INCOME

875	Laurens, S.C.	372,532
876	Fulton, N.Y.	372,496
877	Highlands, Fla.	369,982
878	Hamblen, Tenn.	369,923
879	Otter Tail, Minn.	369,379
880	Lake, Cal.	369,129
881	Shelby, Ohio	368,761
882	Russell, Ala.	368,479
883	Polk, Ore.	366,995
884	Mason, Wash.	366,838
885	Kaufman, Tex.	366,148
886	Wapello, Ia.	366,053
887	McKinley, N.M.	364,633
888	Woodford, Ill.	363,712
889	Campbell, Wyo.	363,046
890	Randolph, Ill.	362,983
891	Oconee, S.C.	362,544
892	Branch, Mich.	362,143
893	Montgomery, Kans.	361,865
894	Cass, Ind.	361,820
895	Roane, Tenn.	361,786
896	Matagorda, Tex.	361,259
897	Wayne, W.Va.	360,207
898	Curry, N.M.	360,013
899	Hernando, Fla.	359,393
900	Jasper, Ia.	358,674
901	Greene, Tenn.	358,277
902	Webster, La.	357,727
903	Bedford, Pa.	357,099
904	Grady, Okla.	356,908
905	Hillsdale, Mich.	356,637
906	St. Charles, La.	356,592
907	Juneau, Ak.	355,448
908	Fulton, Ohio	354,948
909	Guadalupe, Tex.	353,459
910	Warren, Ia.	353,155
911	Rockdale, Ga.	353,151
912	Whitman, Wash.	352,934
913	Hancock, Me.	352,697
914	Pickaway, Ohio	352,137
915	Gibson, Tenn.	351,852
916	Marshall, W.Va.	351,690
917	Clarion, Pa.	351,493
918	Suffolk, Va.	351,406
919	Gratiot, Mich.	350,870
920	Lincoln, Neb.	350,121
921	Henry, Ga.	349,755
922	Floyd, Ky.	349,699
923	Delta, Mich.	349,223
924	Rusk, Tex.	348,806
925	Waupaca, Wisc.	348,030
926	Guernsey, Ohio	346,702
927	Wharton, Tex.	345,831
928	Hays, Tex.	345,698
929	Wagoner, Okla.	345,354
930	Coweta, Ga.	344,953
931	Shelby, Ind.	344,674
932	Boone, Ind.	344,623
933	Lamar, Tex.	344,508
934	Brown, S.D.	344,224
935	Dodge, Neb.	344,051
936	Carver, Minn.	343,971
937	Greenup, Ky.	343,003
938	Grundy, Ill.	342,572
939	Coffee, Ala.	342,260
940	Washington, La.	341,761
941	Putnam, Tenn.	341,177
942	Stafford, Va.	341,095
943	Winona, Minn.	341,080
944	Washington, N.Y.	339,934
945	Hopkins, Ky.	338,807
946	Williams, Ohio	338,696
947	Knox, Ind.	337,323
948	Carteret, N.C.	337,232
949	Logan, Ohio	336,900
950	Cortland, N.Y.	335,876
951	Sanilac, Mich.	335,829
952	Albany, Wyo.	335,721
953	Bartow, Ga.	335,666
954	Richmond, N.C.	335,665
955	Lincoln, La.	335,382
956	Crittenden, Ark.	334,895
957	Lee, Ill.	334,734
958	Barton, Kans.	334,397
959	Carter, Tenn.	334,001
960	Pittsburg, Okla.	333,457
961	Mercer, Ohio	333,290
962	Wabash, Ind.	333,004
963	Los Alamos, N.M.	331,454
964	St. Clair, Ala.	331,172
965	Christian, Ill.	330,448
966	Wise, Va.	328,991
967	Ottawa, Okla.	328,802
968	Champaign, Ohio	327,837
969	Chenango, N.Y.	326,678
970	Lawrence, Ind.	325,946
971	Pope, Ark.	325,233
972	Montgomery, Ind.	325,077
973	Somerset, Me.	324,739
974	Goodhue, Minn.	322,698
975	Lincoln, Ore.	322,675
976	Pulaski, Ky.	322,640
977	Iroquois, Ill.	321,967
978	Cowley, Kans.	321,944
979	Allegany, N.Y.	321,638
980	Tioga, Pa.	320,804
981	Gila, Ariz.	320,270
982	Nez Perce, Ida.	319,619
983	Logan, Ill.	319,208
984	Crawford, Kans.	319,094
985	Columbus, N.C.	318,510
986	Crow Wing, Minn.	318,282
987	Fauquier, Va.	318,110
988	McDowell, W.Va.	317,905
989	York, Va.	317,728
990	Walker, Tex.	317,560
991	Bullitt, Ky.	317,334
992	Coshocton, Ohio	316,904
993	Coffee, Tenn.	316,730
994	Itasca, Minn.	316,462
995	Douglas, Nev.	315,630
996	Fayette, Ga.	315,348
997	Howard, Tex.	315,283
998	Fairfax, Va.	315,203
999	Buffalo, Neb.	313,076
1000	Pontotoc, Okla.	312,943
1001	Boone, Ill.	312,597
1002	Greene, Pa.	312,566
1003	Madison, Neb.	311,491
1004	Cherokee, Tex.	311,438
1005	Columbia, Ore.	310,858
1006	Chambers, Ala.	310,465
1007	Brooke, W.Va.	310,440
1008	Orleans, N.Y.	309,993
1009	Huntingdon, Pa.	309,960
1010	Clinton, Pa.	309,916
1011	Catoosa, Ga.	309,145
1012	Harvey, Kans.	309,080
1013	Perry, Pa.	309,044
1014	Washington, Va.	308,972
1015	Baldwin, Ga.	308,887
1016	Sullivan, N.H.	308,682
1017	Sampson, N.C.	308,252
1018	Marinette, Wisc.	308,043
1019	Scott, Mo.	307,704
1020	Anderson, Tex.	307,186
1021	St. Francois, Mo.	306,932
1022	Ware, Ga.	306,398
1023	Windham, Vt.	305,689
1024	Miami, Ind.	304,663
1025	Lyon, Kans.	304,117
1026	Beaufort, N.C.	303,893
1027	Kauai, Hi.	302,615
1028	Kershaw, S.C.	302,610
1029	Douglas, Colo.	302,470
1030	Clatsop, Ore.	300,527
1031	Elk, Pa.	300,478
1032	Lee, N.C.	300,224
1033	Brown, Tex.	300,201
1034	Delaware, N.Y.	299,868
1035	Freeborn, Minn.	299,097
1036	Kandiyohi, Minn.	299,074
1037	Adams, Miss.	299,008
1038	Preble, Ohio	298,845
1039	Huntington, Ind.	298,800
1040	Madison, Ohio	298,508
1041	Van Zandt, Tex.	298,333
1042	Navarro, Tex.	298,107
1043	Saline, Ill.	297,967
1044	Box Elder, Utah	297,577
1045	Cherokee, S.C.	297,450
1046	Putnam, W.Va.	296,452
1047	Kerr, Tex.	296,417
1048	Barron, Wisc.	296,247
1049	Clinton, Ohio	295,628
1050	Clinton, Ill.	295,568
1051	Silver Bow, Mont.	295,472
1052	Sevier, Tenn.	295,243
1053	Newton, Ga.	295,231
1054	Jackson, Ind.	294,709
1055	Newaygo, Mich.	294,388
1056	Hale, Tex.	293,940
1057	Tallapoosa, Ala.	293,612
1058	Petersburg, Va.	293,602
1059	Marshall, Ind.	293,404
1060	Adams, Neb.	293,138
1061	Effingham, Ill.	292,972
1062	Huron, Mich.	292,816
1063	Okmulgee, Okla.	292,457
1064	Columbia, Ga.	292,120
1065	Okanogan, Wash.	291,811
1066	Escambia, Ala.	291,724
1067	Alpena, Mich.	291,577
1068	Covington, Ala.	291,523
1069	St. John the Baptist, La.	290,443
1070	Jim Wells, Tex.	290,324
1071	Laurens, Ga.	289,767
1072	McMinn, Tenn.	289,455
1073	Polk, Minn.	288,441
1074	Williams, N.D.	287,933
1075	Platte, Neb.	287,131
1076	Harlan, Ky.	286,567
1077	Shawano, Wisc.	285,742
1078	Comal, Tex.	285,557
1079	Gibson, Ind.	285,554
1080	Noble, Ind.	285,303
1081	Coryell, Tex.	284,986
1082	Newton, Mo.	284,746
1083	Knox, Me.	284,674
1084	Vernon, La.	284,454
1085	Bingham, Ida.	284,277
1086	Pulaski, Va.	283,745
1087	Dallas, Ia.	283,373
1088	Wayne, Pa.	282,086
1089	Mayes, Okla.	281,928
1090	Mecosta, Mich.	281,719
1091	Susquehanna, Pa.	280,710
1092	St. Martin, La.	280,665
1093	Columbia, Fla.	280,046
1094	Greenbrier, W.Va.	279,636
1095	Buchanan, Va.	279,060
1096	Blount, Ala.	279,020
1097	Hawkins, Tenn.	278,181
1098	Union, Ohio	277,138
1099	Montgomery, Ill.	276,963
1100	Cooke, Tex.	276,536
1101	Miller, Ark.	275,780
1102	Spotsylvania, Va.	274,778
1103	Chatham, N.C.	273,337
1104	De Kalb, Ind.	271,376
1105	Graves, Ky.	271,266
1106	Salem, Va.	271,099
1107	Greene, N.Y.	271,098
1108	Autauga, Ala.	270,267
1109	Custer, Okla.	270,233
1110	Henry, Ohio	269,637
1111	Limestone, Ala.	269,617
1112	Hardin, Ohio	269,521
1113	Ford, Kans.	269,420
1114	Frederick, Va.	269,209
1115	Monroe, Wisc.	267,654
1116	Bennington, Vt.	266,662
1117	Garvin, Okla.	266,268
1118	Franklin, Vt.	265,679
1119	Latah, Ida.	265,628
1120	Elmore, Ala.	265,515
1121	Le Flore, Okla.	265,389
1122	Steele, Minn.	264,736
1123	Thomas, Ga.	264,692
1124	Gray, Tex.	264,617
1125	Marion, Ia.	264,527
1126	Coos, N.H.	264,216
1127	Houghton, Mich.	263,706
1128	Morton, N.D.	263,496
1129	Kittitas, Wash.	263,154
1130	Natchitoches, La.	263,138
1131	Oktibbeha, Miss.	263,058
1132	Barren, Ky.	262,722
1133	Highland, Ohio	262,616
1134	Clinton, Ind.	262,612
1135	Jefferson Davis, La.	262,424
1136	Sheridan, Wyo.	261,979
1137	Calumet, Wisc.	261,602
1138	Bulloch, Ga.	261,568
1139	Johnson, Mo.	261,549
1140	Wyoming, N.Y.	261,355
1141	Union, Pa.	260,920
1142	Palo Pinto, Tex.	260,904
1143	Snyder, Pa.	260,878
1144	Vance, N.C.	260,368
1145	Brunswick, N.C.	260,066
1146	McPherson, Kans.	259,812
1147	Dubois, Ind.	259,333
1148	Leflore, Miss.	259,198
1149	Hutchinson, Tex.	258,920
1150	Dearborn, Ind.	258,875
1151	Nassau, Fla.	258,715
1152	Wyoming, W.Va.	258,617
1153	Oneida, Wisc.	258,496
1154	Chesterfield, S.C.	258,434
1155	Kleberg, Tex.	258,374
1156	Cass, Tex.	257,671
1157	Franklin, N.Y.	257,237
1158	Avoyelles, La.	257,147
1159	Laurel, Ky.	256,393
1160	Jefferson, W.Va.	256,329
1161	Green, Wisc.	256,307
1162	Bolivar, Miss.	256,226
1163	Robertson, Tenn.	256,218
1164	Walton, Ga.	255,843
1165	Stark, N.D.	255,439
1166	Val Verde, Tex.	255,410
1167	McDowell, N.C.	255,348
1168	Georgetown, S.C.	255,337
1169	Finney, Kans.	254,976
1170	Pettis, Mo.	254,965
1171	Colquitt, Ga.	254,531
1172	Ellis, Kans.	254,420
1173	Calloway, Ky.	254,312
1174	Bryan, Okla.	253,782
1175	La Plata, Colo.	253,758
1176	Bedford, Va.	253,261
1177	Greene, Ind.	252,729
1178	Crawford, Ark.	252,668
1179	Stokes, N.C.	252,560
1180	Liberty, Ga.	252,547
1181	Duplin, N.C.	252,382
1182	Tift, Ga.	252,180
1183	Alcorn, Miss.	252,102
1184	Crawford, Ill.	251,838
1185	Jasper, Tex.	250,717
1186	Garfield, Colo.	249,909
1187	Carroll, N.H.	249,531
1188	Stutsman, N.D.	248,141
1189	Mason, Mich.	247,590
1190	Dunn, Wisc.	247,497
1191	Calaveras, Cal.	247,326
1192	Jackson, Okla.	247,144
1193	Franklin, Va.	246,524
1194	Iberville, La.	246,310
1195	Sherburne, Minn.	246,182
1196	Forsyth, Ga.	246,175
1197	Amherst, Va.	245,904
1198	Pierce, Wisc.	245,763
1199	Hopkins, Tex.	245,518
1200	Boone, Ia.	245,399
1201	Randolph, Ind.	245,013
1202	Polk, Wisc.	244,577
1203	Putnam, Ind.	244,388
1204	Gordon, Ga.	244,220
1205	Smyth, Va.	244,102
1206	Clark, Ky.	244,068
1207	Watauga, N.C.	244,061
1208	Lawrence, Tenn.	244,003
1209	Pearl River, Miss.	243,233
1210	Brown, Ohio	243,218
1211	Hancock, Ill.	242,900
1212	Butler, Mo.	242,866
1213	McLeod, Minn.	242,764
1214	Jefferson, Ind.	242,262
1215	Polk, Ga.	241,885
1216	San Benito, Cal.	241,243
1217	Dyer, Tenn.	241,042
1218	Adams, Ind.	241,012
1219	Carlton, Minn.	240,986
1220	Addison, Vt.	240,037
1221	Callaway, Mo.	239,342
1222	Park, Wyo.	239,093
1223	Upshur, Tex.	238,795
1224	Newberry, S.C.	238,458
1225	Perry, Ill.	238,263
1226	Tooele, Utah	238,237
1227	Monroe, Miss.	238,199
1228	Woodward, Okla.	238,136
1229	Wise, Tex.	237,634
1230	Calvert, Md.	237,403
1231	Plaquemines, La.	237,013
1232	Van Wert, Ohio	236,647
1233	Jackson, Fla.	236,573
1234	Washington, Me.	236,073
1235	Ouachita, Ark.	235,839
1236	Baxter, Ark.	235,802
1237	Geary, Kans.	235,473
1238	Seneca, N.Y.	234,786
1239	Fayette, Ind.	234,732
1240	Pike, Miss.	234,500
1241	Marion, Ala.	234,129
1242	Dickinson, Mich.	233,243
1243	Apache, Ariz.	233,195
1244	Caddo, Okla.	232,880
1245	Whitley, Ky.	232,514
1246	Lafayette, Mo.	232,463
1247	Boone, Ark.	232,269
1248	Carbon, Wyo.	232,016
1249	Madison, Miss.	232,003
1250	Glenn, Cal.	231,719
1251	Clark, Wisc.	231,649
1252	Putnam, Ohio	231,068
1253	Sagadahoc, Me.	230,773
1254	Morehouse, La.	230,626
1255	Wells, Ind.	230,061
1256	Bell, Ky.	229,997
1257	Lassen, Cal.	229,409
1258	Chippewa, Mich.	229,228
1259	Obion, Tenn.	228,941
1260	Matanuska-Susitna, Ak.	228,913
1261	Weakley, Tenn.	228,292
1262	Warren, Tenn.	228,101
1263	Elko, Nev.	227,971
1264	Pasquotank, N.C.	227,598
1265	Lonoke, Ark.	227,582
1266	Logan, Okla.	227,475
1267	Lincoln, Okla.	227,404
1268	Waldo, Me.	227,292
1269	Bremer, Ia.	226,986
1270	Scotland, N.C.	226,918
1271	Iosco, Mich.	226,847
1272	Oldham, Ky.	226,672
1273	Greene, Ark.	226,341
1274	Cherokee, Okla.	226,262
1275	McCurtain, Okla.	225,716
1276	Franklin, Ala.	225,184
1277	Gadsden, Fla.	225,161
1278	Essex, N.Y.	224,933
1279	Warren, Ill.	224,507
1280	Wood, Tex.	224,409
1281	Grant, N.M.	224,289
1282	Union, S.C.	224,200
1283	Franklin, Me.	223,851
1284	Morrow, Ohio	223,680
1285	Jackson, W.Va.	223,516
1286	Sumner, Kans.	223,493
1287	Paulding, Ga.	223,449
1288	Boyle, Ky.	223,109
1289	Nicollet, Minn.	222,812
1290	Daviess, Ind.	222,699

1291	Chilton, Ala.	222,614
1292	Amador, Cal.	222,539
1293	Independence, Ark.	222,278
1294	Seminole, Okla.	222,075
1295	Sioux, Ia.	221,972
1296	Brown, Minn.	221,723
1297	Upson, Ga.	221,551
1298	Perry, Ky.	221,280
1299	Whitley, Ind.	221,184
1300	Hot Spring, Ark.	220,983
1301	Mingo, W.Va.	220,597
1302	Posey, Ind.	220,535
1303	Douglas, Wash.	220,273
1304	Dunklin, Mo.	219,702
1305	Beltrami, Minn.	219,600
1306	Marshall, Ky.	219,487
1307	Perry, Ohio	219,108
1308	Sumter, Ga.	218,508
1309	Granville, N.C.	218,345
1310	Bastrop, Tex.	218,132
1311	Gage, Neb.	217,861
1312	Gallia, Ohio	217,813
1313	Brookings, S.D.	217,133
1314	Franklin, Tenn.	217,036
1315	Martin, Minn.	216,774
1316	Door, Wisc.	216,174
1317	Labette, Kans.	216,156
1318	Muhlenberg, Ky.	216,150
1319	Lafayette, Miss.	215,896
1320	Stevens, Wash.	215,786
1321	White, Ind.	215,771
1322	Boone, W.Va.	215,744
1323	Yadkin, N.C.	215,620
1324	Montrose, Colo.	215,442
1325	Fremont, Colo.	215,417
1326	Jasper, Ind.	214,904
1327	Clay, Ind.	214,826
1328	Jackson, Ohio	214,740
1329	Emmet, Mich.	214,460
1330	Columbia, Ark.	214,387
1331	Inyo, Cal.	214,153
1332	Dickson, Tenn.	213,875
1333	Carroll, Tenn.	213,613
1334	Fayette, Ohio	213,546
1335	Person, N.C.	213,531
1336	Benton, Ia.	213,446
1337	Dawson, Neb.	213,132
1338	Transylvania, N.C.	212,516
1339	Monroe, Ill.	211,927
1340	Audrain, Mo.	211,375
1341	Hardin, Ia.	211,292
1342	Jessamine, Ky.	211,190
1343	Lincoln, Me.	210,888
1344	Marion, Mo.	210,810
1345	Clarke, Ala.	210,480
1346	Accomac, Va.	209,889
1347	Phelps, Mo.	209,847
1348	Jefferson, Tenn.	209,717
1349	Wexford, Mich.	208,751
1350	Mineral, W.Va.	208,224
1351	Evangeline, La.	207,634
1352	Loudon, Tenn.	207,550
1353	Benton, Minn.	207,424
1354	Chester, S.C.	207,054
1355	Carroll, Ohio	206,794
1356	Staunton, Va.	206,667
1357	Henry, Tenn.	206,306
1358	Sequoyah, Okla.	206,253
1359	Sandoval, N.M.	206,196
1360	Texas, Okla.	206,166
1361	Washington, Utah	205,874
1362	Lincoln, Wisc.	205,822
1363	Ashley, Ark.	205,148
1364	Coahoma, Miss.	204,934
1365	Washington, Tex.	204,369
1366	Franklin, N.C.	204,128
1367	Douglas, Ill.	204,123
1368	Pike, Ala.	203,790
1369	Bee, Tex.	203,680
1370	Fayette, Ia.	203,643
1371	Letcher, Ky.	203,634
1372	Fayette, Ill.	203,480
1373	Calhoun, Tex.	203,352
1374	Shelby, Ill.	203,183
1375	Seward, Kans.	202,717
1376	Carbon, Utah	202,190
1377	Hopewell, Va.	202,132
1378	Lincoln, Miss.	201,835
1379	Edgar, Ill.	201,732
1380	Wyoming, Pa.	201,479
1381	Phillips, Ark.	201,060
1382	Lawrence, Ala.	200,965
1383	Plumas, Cal.	200,917
1384	Bonner, Ida.	200,871
1385	Ketchikan Gateway, Ak.	200,360
1386	Steuben, Ind.	200,228
1387	Harrison, Ind.	200,059
1388	Alexander, N.C.	200,014

Leading cities (thousands)

1	New York City, N.Y.	78,883,331
2	Los Angeles, Cal.	30,606,352
3	Chicago, Ill.	28,377,628
4	Houston, Tex.	25,879,462
5	Philadelphia, Pa.	15,158,317
6	Dallas, Tex.	13,267,412
7	San Fernando Valley, Cal.	12,596,442
8	San Diego, Cal.	10,475,064
9	Detroit, Mich.	10,150,628
10	San Francisco, Cal.	9,608,501
11	San Jose, Cal.	9,320,969
12	Washington, D.C.	7,863,296
13	Phoenix, Ariz.	7,841,974
14	Indianapolis, Ind.	7,326,875
15	Memphis, Tenn.	6,904,760
16	Seattle, Wash.	6,582,302
17	San Antonio, Tex.	6,570,357
18	South Bay, Cal.	6,566,303
19	Milwaukee, Wisc.	6,422,006
20	New Orleans, La.	5,802,107
21	Columbus, Ohio	5,773,156
22	Denver, Colo.	5,731,891
23	Tulsa, Okla.	5,222,453
24	Baltimore, Md.	5,092,913
25	Nashville, Tenn.	5,025,679
26	Jacksonville, Fla.	4,953,892
27	Honolulu, Hi.	4,926,209
28	Oklahoma City, Okla.	4,757,200
29	1Kansas City, Mo.	4,740,333
30	Boston, Mass.	4,739,772
31	Cincinnati, Ohio	4,692,785
32	Pittsburgh, Pa.	4,488,699
33	Cleveland, Ohio	4,477,965
34	Oakland, Cal.	4,477,564
35	Minneapolis, Minn.	4,261,682
36	Portland, Ore.	4,019,399
37	2Atlanta, Ga.	3,932,793
38	St. Louis, Mo.	3,900,084
39	Fort Worth, Tex.	3,846,831
40	Toledo, Ohio	3,777,613
41	Long Beach, Cal.	3,743,826
42	Sacramento, Cal.	3,680,256
43	Wichita, Kans.	3,625,489
44	Anaheim, Cal.	3,596,513
45	Charlotte, N.C.	3,589,771
46	Austin, Tex.	3,552,641
47	Omaha, Neb.	3,528,533
48	Albuquerque, N.M.	3,320,791
49	Tucson, Ariz.	3,255,705
50	Miami, Fla.	3,214,521
51	Huntington Beach, Cal.	3,176,847
52	St. Paul, Minn.	3,123,098
53	Louisville, Ky.	3,106,092
54	Buffalo, N.Y.	3,054,270
55	Yonkers, N.Y.	2,770,929
56	Jersey City, N.J.	2,769,709
57	Anchorage, Ak.	2,667,573
58	Tampa, Fla.	2,656,765
59	Fresno, Cal.	2,631,552
60	El Paso, Tex.	2,589,419
61	Baton Rouge, La.	2,585,476
62	Jackson, Miss.	2,493,762
63	Birmingham, Ala.	2,443,622
64	Santa Ana, Cal.	2,442,203
65	Rochester, N.Y.	2,397,945
66	St. Petersburg, Fla.	2,374,015
67	Shreveport, La.	2,365,045
68	Newark, N.J.	2,301,361
69	Corpus Christi, Tex.	2,290,482
70	Amarillo, Tex.	2,234,309
71	Fort Lauderdale, Fla.	2,228,349
72	Des Moines, Ia.	2,217,099
73	Akron, Ohio	2,212,537
74	Riverside, Cal.	2,202,094
75	Fremont, Cal.	2,150,186
76	San Gabriel Valley, Cal.	2,125,357
77	Grand Rapids, Mich.	2,114,542
78	Knoxville, Tenn.	2,103,410
79	Colorado Springs, Colo.	2,101,616
80	Arlington, Tex.	2,094,423
81	Garland, Tex.	2,001,380
82	Pasadena, Tex.	1,949,183
83	Las Vegas, Nev.	1,945,473
84	Madison, Wisc.	1,914,335
85	Spokane, Wash.	1,908,387
86	Fullerton, Cal.	1,879,508
87	Little Rock, Ark.	1,852,827
88	Dayton, Ohio	1,829,926
89	Greensboro, N.C.	1,825,100
90	Raleigh, N.C.	1,817,253
91	Salt Lake City, Utah	1,793,405
92	Fort Wayne, Ind.	1,775,584
93	1Lexington, Ky.	1,769,334
94	Irving, Tex.	1,746,572
95	Lincoln, Neb.	1,746,076
96	Mesa, Ariz.	1,738,527
97	Rockford, Ill.	1,724,850
98	Mobile, Ala.	1,704,571
99	Torrance, Cal.	1,686,843
100	Glendale, Cal.	1,664,177
101	Syracuse, N.Y.	1,651,757
102	Newport Beach, Cal.	1,651,559
103	Peoria, Ill.	1,613,969
104	Stockton, Cal.	1,608,434
105	Kansas City, Kans.	1,595,357
106	Tacoma, Wash.	1,569,105
107	Flint, Mich.	1,567,215
108	Beaumont, Tex.	1,558,564
109	Modesto, Cal.	1,558,146
110	Chattanooga, Tenn.	1,515,809
111	Woodbridge, N.J.	1,508,617
112	Lubbock, Tex.	1,502,784
113	San Mateo, Cal.	1,499,242
114	Worcester, Mass.	1,498,680
115	Thousand Oaks, Cal.	1,485,679
116	Huntsville, Ala.	1,466,718
117	Providence, R.I.	1,464,388
118	Hollywood, Fla.	1,463,904
119	Winston-Salem, N.C.	1,461,447
120	Odessa, Tex.	1,453,971
121	Scottsdale, Ariz.	1,450,467
122	Bakersfield, Cal.	1,441,843
123	Montgomery, Ala.	1,438,958
124	Stamford, Conn.	1,436,733
125	Topeka, Kans.	1,435,240
126	Orlando, Fla.	1,404,841
127	Lansing, Mich.	1,387,428
128	Schaumberg, Ill.	1,387,312
129	Columbus, Ga.	1,361,906
130	Berkeley, Cal.	1,360,184
131	Evansville, Ind.	1,356,060
132	Richardson, Tex.	1,354,920
133	Hayward, Cal.	1,347,982
134	Bridgeport, Conn.	1,346,553
135	Costa Mesa, Cal.	1,335,771
136	Pasadena, Cal.	1,334,114
137	Bellevue-Kirkland, Wash.	1,331,487
138	Midland, Tex.	1,328,751
139	Ann Arbor, Mich.	1,313,734
140	Reno, Nev.	1,303,194
141	San Bernardino, Cal.	1,295,405
142	Springfield, Ill.	1,286,157
143	Springfield, Mass.	1,285,628
144	Boise City, Ida.	1,285,191
145	Walnut Creek, Cal.	1,284,699
146	Santa Rosa, Cal.	1,281,242
147	Oxnard, Cal.	1,262,462
148	Independence, Mo.	1,258,385
149	Cedar Rapids, Ia.	1,245,833
150	New Haven, Conn.	1,235,145
151	Allentown, Pa.	1,228,189
152	Springfield, Mo.	1,219,338
153	Vallejo, Cal.	1,197,418
154	Abilene, Tex.	1,191,728
155	Tempe, Ariz.	1,188,326
156	Davenport, Ia.	1,183,168
157	Lafayette, La.	1,181,542
158	Gary, Ind.	1,163,392
159	Hartford, Conn.	1,159,474
160	Decatur, Ill.	1,155,227
161	Erie, Pa.	1,140,307
162	Santa Barbara, Cal.	1,131,373
163	Santa Monica, Cal.	1,129,625
164	Waterbury, Conn.	1,122,402
165	Eugene, Ore.	1,113,647
166	Elizabeth, N.J.	1,098,769
167	Paterson, N.J.	1,097,404
168	Clearwater, Fla.	1,085,839
169	San Buenaventura, Cal. Ventura, Cal.	1,067,145
170	New Rochelle, N.Y.	1,055,718
171	Albany, N.Y.	1,050,980
172	Wichita Falls, Tex.	1,050,919
173	Joliet, Ill.	1,037,168
174	Manchester, N.H.	1,028,650
175	Boca Raton, Fla.	1,026,409
176	Durham, N.C.	1,025,738
177	Downey, Cal.	1,017,623
178	Simi Valley, Cal.	1,016,243
179	Burbank, Cal.	1,003,265
180	Sioux Falls, S.D.	994,275
181	Richmond, Cal.	994,196
182	Savannah, Ga.	988,870
183	Quincy, Mass.	988,437
184	South Bend, Ind.	985,193
185	Aurora, Ill.	982,140
186	Arlington Heights, Ill.	980,864
187	Greenwich, Conn.	980,607
188	Waco, Tex.	977,813
189	Norwalk, Conn.	975,555
190	Alameda, Cal.	974,198
191	Ontario, Cal.	972,139
192	Saginaw, Mich.	969,964
193	Youngstown, Ohio	962,581
194	West Covina, Cal.	961,892
195	Pompano Beach, Fla.	960,215
196	Tallahassee, Fla.	953,333
197	Salinas, Cal.	952,733
198	Grand Prairie, Tex.	950,094
199	Tyler, Tex.	944,036
200	Clifton, N.J.	943,301
201	Boulder, Colo.	939,916
202	Racine, Wisc.	935,137
203	1Salem, Ore.	933,013
204	El Cajon, Cal.	930,458
205	Green Bay, Wisc.	929,920
206	Redwood City, Cal.	929,601
207	Royal Oak, Mich.	925,726
208	San Rafael, Cal.	921,529
209	Oceanside, Cal.	916,879
210	Baytown, Tex.	908,644
211	Palo Alto, Cal.	905,842
212	Nashua, N.H.	902,637
213	Brockton, Mass.	898,899
214	Mount Prospect, Ill.	889,553
215	Canton, Ohio	889,400
216	Waukegan, Ill.	887,478
217	Palm Springs, Cal.	882,012
218	Trenton, N.J.	879,664
219	Lake Charles, La.	878,839
220	Pueblo, Colo.	877,809
221	Macon, Ga.	870,575
222	Charleston, W.Va.	867,314
223	Elgin, Ill.	864,921
224	Mesquite, Tex.	862,875
225	Columbia, S.C.	860,086
226	1Bethlehem, Pa.	856,044
227	Reading, Pa.	852,113
228	Hammond, Ind.	849,563
229	Napa, Cal.	849,362
230	Norman, Okla.	848,606
231	Billings, Mont.	847,817
232	Sioux City, Ia.	841,796
233	Whittier, Cal.	841,260
234	Mount Vernon, N.Y.	839,057
235	Waterloo, Ia.	830,877
236	Scranton, Pa.	824,154
237	Cherry Hill, N.J.	813,365
238	Gainesville, Fla.	807,900
239	Middletown, N.J.	800,180
240	New Bedford, Mass.	800,014
241	Framingham, Mass.	796,308
242	Fargo, N.D.	788,359
243	Duluth, Minn.	788,243
244	Fort Smith, Ark.	780,286
245	Wheaton, Ill.	779,732
246	Camden, N.J.	768,691
247	Pomona, Cal.	768,669
248	Lowell, Mass.	767,556
249	Charleston, S.C.	764,051
250	New Britain, Conn.	762,745
251	Fairfield, Cal.	759,901
252	Fall River, Mass.	759,674
253	La Habra, Cal.	759,641
254	Livermore, Cal.	752,586
255	Upland, Cal.	752,275
256	Kalamazoo, Mich.	750,545
257	White Plains, N.Y.	750,384
258	Casper, Wyo.	750,219
259	Wilmington, Del.	743,730
260	Escondido, Cal.	742,869
261	San Angelo, Tex.	740,450
262	Longview, Tex.	729,331
263	Moline, Ill.	719,990
264	Arcadia, Cal.	704,030
265	Visalia, Cal.	701,249
266	Danbury, Conn.	701,111
267	Champaign, Ill.	697,135
268	Redondo Beach, Cal.	694,500
269	1Huntington, W.Va.	689,477
270	Rochester, Minn.	688,706
271	Lynn, Mass.	684,314
272	Pawtucket, R.I.	682,744
273	Kenosha, Wisc.	682,542
274	North Little Rock, Ark.	682,297
275	West Palm Beach, Fla.	681,243
276	Port Arthur, Tex.	680,488
277	Muncie, Ind.	678,752
278	Rock Island, Ill.	675,006
279	Springfield, Ohio	674,541
280	Everett, Wash.	672,774
281	Lorain, Ohio	671,521
282	Schenectady, N.Y.	668,766
283	Des Plaines, Ill.	665,254
284	Greenville, S.C.	661,642
285	Hicksville, N.Y.	660,242
286	Meriden, Conn.	658,956
287	Anderson, Ind.	658,069
288	Pleasanton, Cal.	656,890

289	Antioch, Cal.	655,907
290	Brick Township, N.J.	655,770
291	Union City, N.J.	655,636
292	Bismarck, N.D.	654,956
293	Fort Collins, Colo.	650,135
294	Appleton, Wisc.	647,935
295	Plano, Tex.	643,212
296	High Point, N.C.	643,001
297	Sarasota, Fla.	641,780
298	Waukesha, Wisc.	641,059
299	Pontiac, Mich.	640,025
300	Denton, Tex.	636,069
301	Ogden, Utah	633,808
302	Portland, Me.	633,771
303	Redlands, Cal.	630,097
304	Cheyenne, Wyo.	627,766
305	Columbia, Mo.	627,114
306	Cape Coral, Fla.	624,666
307	Niagara Falls, N.Y.	622,536
308	Bristol, Conn.	620,698
309	Tuscaloosa, Ala.	619,961
310	St. Joseph, Mo.	619,122
311	Dubuque, Ia.	617,635
312	Vancouver, Wash.	616,564
313	Enid, Okla.	614,237
314	Levittown, Pa.	608,294
315	Milford, Conn.	606,644
316	Bloomington, Ill.	605,145
317	Utica, N.Y.	599,590
318	Great Falls, Mont.	593,998
319	Terre Haute, Ind.	593,035
320	Hamilton, Ohio	592,786
321	Elyria, Ohio	592,541
322	Harrisburg, Pa.	587,307
323	Albany, Ga.	586,807
324	Midwest City, Okla.	586,606
325	Council Bluffs, Ia.	586,320
326	Manchester, Conn.	586,052
327	Brea, Cal.	582,020
328	Midland, Mich.	581,951
329	Waltham, Mass.	581,693
330	Belleville, Ill.	580,540
331	Galveston, Tex.	580,510
332	Saratoga, Cal.	580,069
333	Hempstead, N.Y.	577,540
334	Pensacola, Fla.	577,074
335	Warren, Ohio	576,028
336	Hoffman Estates, Ill.	575,787
337	Lawton, Okla.	574,153
338	Yakima, Wash.	573,976
339	Parsippany, N.J.	570,377
340	Gastonia, N.C.	567,101
341	Greeley, Colo.	566,048
342	Santa Maria, Cal.	565,865
343	Lakeland, Fla.	560,328
344	Bartlesville, Okla.	560,313
345	Redding, Cal.	559,742
346	Victoria, Tex.	554,764
347	Asheville, N.C.	554,727
348	McAllen, Tex.	551,414
349	Camarillo, Cal.	551,126
350	Medford, Mass.	549,020
351	Laredo, Tex.	548,324
352	South Gate, Cal.	543,324
353	Santa Fe, N.M.	543,289
354	Lawrence, Mass.	541,113
355	Brownsville, Tex.	540,079
356	Santa Cruz, Cal.	537,524
357	Mansfield, Ohio	537,342
358	Iowa City, Ia.	537,147
359	Richland, Wash.	536,831
360	Carson City, Nev.	536,506
361	Dothan, Ala.	534,344
362	Lancaster, Pa.	530,700
363	Binghamton, N.Y.	529,002
364	Daytona Beach, Fla.	527,816
365	La Crosse, Wisc.	526,748
366	Lawrence, Kans.	526,014
367	Owensboro, Ky.	525,220
368	Texarkana, Ark.-Texarkana, Tex., Ark.	523,314
369	1Texarkana, Tex.	523,314
370	Pittsfield, Mass.	519,357
371	Malden, Mass.	511,616
372	San Clemente, Cal.	510,658
373	Hackensack, N.J.	508,803
374	Monroe, La.	506,968
375	Davis, Cal.	506,234
376	Longmont, Colo.	504,038
377	Pine Bluff, Ark.	503,060
378	Altoona, Pa.	502,914
379	Janesville, Wisc.	501,542
380	Las Cruces, N.M.	499,481
381	San Pedro, Cal.	497,320
382	Bellingham, Wash.	495,084
383	Sheboygan, Wisc.	494,061
384	Decatur, Ala.	492,752
385	Grand Forks, N.D.	492,366
386	Provo, Utah	492,337
387	Mentor, Ohio	492,067
388	Kennewick, Wash.	488,860
389	Wilkes-Barre, Pa.	485,676
390	Middletown, Conn.	485,374
391	Kokomo, Ind.	484,318
392	Fayetteville, N.C.	483,822
393	San Luis Obispo, Cal.	482,606
394	Eau Claire, Wisc.	481,644
395	Troy, N.Y.	479,394
396	Rapid City, S.D.	479,285
397	Fairbanks, Ak.	478,993
398	Elkhart, Ind.	477,894
399	Galesburg, Ill.	476,857
400	Ames, Ia.	476,514
401	Bloomington, Ind.	473,935
402	Lafayette, Ind.	473,131
403	Passaic, N.J.	470,680
404	Danville, Ill.	470,551
405	Oak Ridge, Tenn.	470,547
406	Merced, Cal.	469,381
407	Monroeville, Pa.	469,312
408	Middletown, Ohio	468,323
409	Pekin, Ill.	468,259
410	Sun City, Ariz.	467,410
411	Norwich, Conn.	465,718
412	Palatine, Ill.	461,920
413	Spartanburg, S.C.	461,601
414	Burlington, N.C.	460,345
415	Petaluma, Cal.	459,676
416	Pocatello, Ida.	459,384
417	Quincy, Ill.	459,374
418	Newark, Ohio	458,517
419	Vineland, N.J.	458,430
420	Florence, Ala.	456,214
421	New Brunswick, N.J.	453,120
422	Oshkosh, Wisc.	452,201
423	Idaho Falls, Ida.	450,970
424	Olympia, Wash.	449,893
425	Peabody, Mass.	449,424
426	Naples, Fla.	449,267
427	Fontana, Cal.	448,863
428	Olathe, Kans.	447,778
429	Salina, Kans.	447,117
430	Marietta, Ga.	440,621
431	Alexandria, La.	439,872
432	Bremerton, Wash.	439,666
433	York, Pa.	438,470
434	Chester, Pa.	438,273
435	Corona, Cal.	436,821
436	Manhartan Beach, Cal.	436,775
437	Wallingford, Conn.	436,540
438	Lancaster, Cal.	435,848
439	Wheeling, W.Va.	435,562
440	Willingboro, N.J.	435,512
441	Garden City, N.Y.	434,214
442	Vista, Cal.	433,720
443	Corvallis, Ore.	432,588
444	Findlay, Ohio	432,505
445	Hutchinson, Kans.	431,992
446	Bryan, Tex.	429,812
447	Hurst, Tex.	427,883
448	Medford, Ore.	427,331
449	Taunton, Mass.	427,242
450	Minot, N.D.	427,231
451	Jackson, Tenn.	426,717
452	Perth Amboy, N.J.	425,033
453	Yuma, Ariz.	424,981
454	Bay City, Mich.	424,039
455	Lodi, Cal.	423,377
456	Trumbull, Conn.	422,863
457	East Lansing, Mich.	422,553
458	Lima, Ohio	422,060
459	Athens, Ga.	418,810
460	Normal, Ill.	418,260
461	Lake Jackson, Tex.	416,139
462	Haverhill, Mass.	414,827
463	Meridian, Miss.	414,611
464	Broken Arrow, Okla.	414,321
465	Parkersburg, W.Va.	414,091
466	Bowling Green, Ky.	413,699
467	Chapel Hill, N.C.	413,489
468	Covington, Ky.	413,060
469	Newark, Cal.	413,007
470	Houma, La.	412,583
471	Stillwater, Okla.	412,472
472	Rocky Mount, N.C.	411,737
473	Cedar Falls, Ia.	409,743
474	Urbana, Ill.	409,138
475	Palm Beach, Fla.	408,966
476	Muskogee, Okla.	408,877
477	Longview, Wash.	408,649
478	Lewisville, Tex.	405,969
479	Gadsden, Ala.	405,186
480	Fayetteville, Ark.	404,565
481	Richmond, Ind.	403,945
482	Farmington, N.M.	399,183
483	Enfield, Conn.	395,609
484	Alton, Ill.	395,399
485	Woonsocket, R.I.	394,871
486	1St. Cloud, Minn.	393,876
487	Jefferson City, Mo.	393,740
488	Battle Creek, Mich.	393,733
489	Pittsburg, Cal.	393,109
490	Wilmington, N.C.	392,553
491	Clarksville, Tenn.	392,355
492	Norristown, Pa.	392,060
493	Slidell, La.	391,001
494	Texas City, Tex.	390,741
495	Elk Grove Village, Ill.	389,531
496	Lancaster, Ohio	388,931
497	College Station, Tex.	388,170
498	Edmond, Okla.	387,821
499	Kent, Wash.	385,769
500	Ponca City, Okla.	385,679
501	Biloxi, Miss.	385,354
502	Bridgewater, N.J.	385,056
503	Sherman, Tex.	384,687
504	Roswell, N.M.	383,206
505	Bettendorf, Ia.	381,477
506	Fort Myers, Fla.	380,581
507	Vernon, Conn.	380,376
508	Warminster, Pa.	378,509
509	Warner Robins, Ga.	377,748
510	Kingsport, Tenn.	377,405
511	Missoula, Mont.	376,468
512	Beverly, Mass.	375,791
513	Monterey, Cal.	375,336
514	Hattiesburg, Miss.	374,606
515	New Albany, Ind.	374,213
516	Grand Island, Neb.	374,090
517	Covina, Cal.	373,138
518	Woburn, Mass.	371,605
519	Mishawaka, Ind.	370,962
520	Johnson City, Tenn.	370,813
521	Fond du Lac Wisc.	370,786
522	Martinez, Cal.	369,537
523	Bristol, Tenn.-Bristol, Va., Tenn.	368,253
524	Augusta, Ga.	368,250
525	Holyoke, Mass.	368,099
526	Ocala, Fla.	367,951
527	Atlantic City, N.J.	366,592
528	Turlock, Cal.	365,313
529	Clinton, Ia.	364,154
530	Marion, Ohio	363,765
531	Burlington, Vt.	362,756
532	Port Huron, Mich.	362,563
533	Rome, N.Y.	359,844
534	Harlingen, Tex.	359,145
535	Woodland, Cal.	358,901
536	Wheeling, Ill.	355,230
537	Torrington, Conn.	355,162
538	Columbus, Ind.	355,086
539	Gulfport, Miss.	354,333
540	Westfield, Mass.	353,106
541	Lompoc, Cal.	353,088
542	Killeen, Tex.	352,553
543	Hilo, Hi.	352,463
544	Monroe, Mich.	352,138
545	Fitchburg, Mass.	351,707
546	Marion, Ind.	351,691
547	Auburn, Wash.	351,223
548	Jackson, Mich.	351,139
549	Salem, Mass.	350,696
550	2Joplin, Mo.	349,108
551	Attleboro, Mass.	349,035
552	Grand Junction, Colo.	348,574
553	Wausau, Wisc.	348,400
554	Greenville, N.C.	347,947
555	New London, Conn.	345,772
556	Holland, Mich.	342,661
557	Chico, Cal.	341,752
558	Manhattan, Kans.	341,622
559	Lewiston, Me.	340,359
560	Michigan City, Ind.	339,690
561	Ashland, Ky.	339,372
562	Annapolis, Md.	336,748
563	Orange, Tex.	336,555
564	Sandusky, Ohio	336,258
565	Muskegon, Mich.	336,099
566	Temple, Tex.	335,349
567	New Iberia, La.	335,286
568	Concord, N.H.	334,340
569	Manitowoc, Wisc.	334,333
570	De Kalb, Ill.	333,932
571	Juneau, Ak.	333,375
572	Fairborn, Ohio	333,237
573	Melrose, Mass.	332,460
574	North Las Vegas, Nev.	330,497
575	Valdosta, Ga.	329,776
576	2Weirton, W.Va.	329,235
577	Murfreesboro, Tenn.	328,513
578	Jonesboro, Ark.	327,991
579	Rock Hill, S.C.	324,728
580	Cape Girardeau, Mo.	323,565
581	North Tonawanda, N.Y.	321,916
582	Wilson, N.C.	321,391
583	Flagstaff, Ariz.	319,802
584	Marlborough, Mass.	316,589
585	Kankakee, Ill.	316,197
586	Fort Dodge, Ia.	314,742
587	Steubenville, Ohio	314,515
588	Beloit, Wisc.	314,463
589	Paducah, Ky.	313,782
590	Frankfort, Ky.	313,534
591	Bangor, Me.	312,871
592	Hot Springs, Ark.	312,433
593	Auburn, Ala.	312,421
594	Naugatuck, Conn.	311,841
595	Eureka, Cal.	311,423
596	East Moline, Ill.	310,919
597	Albany, Ore.	310,671
598	Blue Springs, Mo.	310,314
599	Loveland, Colo.	308,948
600	Lufkin, Tex.	308,691
601	State College, Pa.	308,515
602	Pascagoula, Miss.	307,934
603	Huntington Park, Cal.	307,437
604	Watsonville, Cal.	307,187
605	New Castle, Pa.	306,454
606	Leavenworth, Kans.	306,080
607	Hobbs, N.M.	305,756
608	Burlington, Ia.	305,643
609	Mason City, Ia.	304,907
610	Poughkeepsie, N.Y.	302,403
611	East Chicago, Ind.	300,860
612	Haltom City, Tex.	300,721
613	Rome, Ga.	300,671
614	College Park, Md.	299,479
615	Marshalltown, Ia.	299,380
616	Johnstown, Pa.	298,974
617	Butte, Mont.	298,895
618	Williamsport, Pa.	297,543
619	Greenville, Miss.	296,874
620	Conroe, Tex.	296,242
621	Panama City, Fla.	296,048
622	Fort Pierce, Fla.	295,671
623	Buffalo Grove, Ill.	294,685
624	Alvin, Tex.	293,551
625	Crystal Lake, Ill.	293,337
626	Duncan, Okla.	292,803
627	Northampton, Mass.	292,678
628	Anniston, Ala.	291,874
629	McKeesport, Pa.	291,684
630	Massillon, Ohio	290,992
631	Fort Chester, N.Y.	290,329
632	Beaver Creek, Ohio	290,056
633	Nacogdoches, Tex.	289,903
634	Manteca, Cal.	289,836
635	Kannapolis, N.C.	289,265
636	Newark, Del.	289,015
637	Hagerstown, Md.	288,558
638	Frederick, Md.	287,138
639	Clovis, N.M.	286,971
640	El Dorado, Ark.	286,953
641	Yuba City, Cal.	286,255
642	Lebanon, Pa.	285,261
643	Freeport, Ill.	285,206
644	Dedham, Mass.	283,140
645	Bradenton, Fla.	282,608
646	Carbondale, Ill.	282,220
647	Hermosa Beach, Cal.	281,734
648	West Bend, Wisc.	280,524
649	Laramie, Wyo.	280,259
650	North Chicago, Ill.	279,907
651	Helena, Mont.	278,551
652	Mankato, Minn.	278,326
653	Gloucester, Mass.	278,194
654	Twin Falls, Ida.	277,530
655	Gilroy, Cal.	277,071
656	Hickory, N.C.	275,736
657	West Warwick, R.I.	275,469
658	Lewiston, Ida.	275,241
659	Pottstown, Pa.	275,108
660	Chillicothe, Ohio	274,508
661	Euless, Tex.	274,084
662	Florence, S.C.	273,254
663	Hemet, Cal.	273,139
664	Mamaroneck, N.Y.	273,061
665	Shawnee, Okla.	272,608
666	Winter Haven, Fla.	272,102
667	Willoughby, Ohio	272,021
668	Tupelo, Miss.	270,951
669	Wakefield, Mass.	269,943
670	Hazleton, Pa.	269,583
671	South Lake Tahoe, Cal.	269,260
672	Roseville, Cal.	268,930
673	Ottumwa, Ia.	268,702
674	Renton, Wash.	268,099
675	Moorhead, Minn.	267,752
676	Hanford, Cal.	267,717

677	Walla Walla, Wash.	266,456
678	Aberdeen, S.D.	266,446
679	Rolling Meadows, Ill.	266,179
680	Jamestown, N.Y.	266,045
681	Rosenberg, Tex.	265,537
682	Morgantown, W.Va.	265,274
683	Ossining, N.Y.	264,394
684	El Centro, Cal.	263,872
685	Henderson, Ky.	262,092
686	Portsmouth, Ohio	261,288
687	Rock Springs, Wyo.	260,816
688	Jacksonville, Ark.	260,566
689	Springdale, Ark.	260,211
690	Cleveland, Tenn.	259,962
691	Zanesville, Ohio	258,329
692	Goldsboro, N.C.	258,042
693	Roswell, Ga.	257,782
694	Anderson, S.C.	257,759
695	Austin, Minn.	257,163
696	Denison, Tex.	256,185
697	Vero Beach, Fla.	255,982
698	Kent, Ohio	255,937
699	Neenah, Wisc.	255,053
700	Bethpage, N.Y.	254,648
701	Greenville, Tex.	254,498
702	North Platte, Neb.	254,209
703	Ardmore, Okla.	253,429
704	West Lafayette, Ind.	252,666
705	Madera, Cal.	252,493
706	Superior, Wisc.	252,445
707	Indio, Cal.	251,755
708	Salisbury, N.C.	251,399
709	Logan, Utah	251,000
710	Fremont, Neb.	250,909
711	Bowling Green, Ohio	250,776
712	Selma, Ala.	249,537
713	Dover, Del.	249,433
714	Muscatine, Ia.	248,554
715	Wooster, Ohio	248,438
716	Fairmont, W.Va.	248,378
717	Marshall, Tex.	248,288
718	Niles, Ohio	247,748
719	Tulare, Cal.	247,712
720	Dublin, Cal.	247,106
721	Fort Walton Beach, Fla.	245,978
722	Portsmouth, N.H.	244,630
723	Ypsilanti, Mich.	244,160
724	West Memphis, Ark.	244,114
725	Big Spring, Tex.	243,879
726	Dalton, Ga.	243,504
727	Elmira, N.Y.	242,164
728	Newport, R.I.	241,614
729	Hanover Park, Ill.	241,256
730	Easton, Pa.	240,628
731	Lockport, N.Y.	240,108
732	Beckley, W.Va.	239,823
733	Carlsbad, N.M.	239,137
734	Ashtabula, Ohio	237,867
735	Hastings, Neb.	237,151
736	Alliance, Ohio	236,473
737	Carlisle, Pa.	236,052
738	Alamogordo, N.M.	236,007
739	Kinston, N.C.	235,481
740	Clarksburg, W.Va.	235,314
741	Mount Vernon, Ill.	235,141
742	Dover, N.H.	234,924
743	Peekskill, N.Y.	234,320
744	Columbus, Miss.	233,682
745	Barstow, Cal.	233,667
746	Xenia, Ohio	233,026
747	Paris, Tex.	232,693
748	Emporia, Kans.	231,762
749	Saratoga Springs, N.Y.	231,177
750	Marquette, Mich.	230,908
751	Chandler, Ariz.	230,724
752	Port Angeles, Wash.	230,466
753	Morristown, N.J.	230,325
754	Norfolk, Neb.	229,686
755	Millville, N.J.	228,386
756	Porterville, Cal.	228,307
757	Victorville, Cal.	228,024
758	Macomb, Ill.	227,868
759	Myrtle Beach, S.C.	227,218
760	Opelika, Ala.	226,982
761	Marion, Ia.	226,948
762	Columbia, Tenn.	226,676
763	La Grange, Ga.	226,449
764	Valparaiso, Ind.	226,111
765	Jeffersonville, Ind.	225,802
766	Auburn, N.Y.	225,671
767	Greensburg, Pa.	225,080
768	Jacksonville, Ill.	224,906
769	Nampa, Ida.	224,170
770	Ashland, Ohio	224,014
771	Mattoon, Ill.	223,978
772	Hopkinsville, Ky.	223,538
773	Pampa, Tex.	222,397
774	Ithaca, N.Y.	222,383
775	La Porte, Ind.	222,184
776	Vicksburg, Miss.	222,120
777	Ottawa, Ill.	221,152
778	Streamwood, Ill.	220,820
779	Adrian, Mich.	220,818
780	Griffin, Ga.	219,422
781	North Attleboro, Mass.	218,525
782	Maryville, Tenn.	217,719
783	Pasco, Wash.	216,481
784	Dodge City, Kans.	216,180
785	Santa Paula, Cal.	215,974
786	Auburn, Me.	215,434
787	Corsicana, Tex.	215,179
788	Prichard, Ala.	214,8[illegible]8
789	Sierra Vista, Ariz.	214,712
790	Port Hueneme, Cal.	214,503
791	Great Bend, Kans.	213,582
792	League City, Tex.	213,571
793	Kearney, Neb.	212,280
794	Ruston, La.	211,167
795	Aiken, S.C.	211,127
796	Sanford, Fla.	210,952
797	Winona, Minn.	210,405
798	Stevens Point, Wisc.	210,178
799	Augusta, Me.	209,925
800	Sharon, Pa.	209,838
801	Phillipsburg, N.J.	209,669
802	Sumter, S.C.	209,284
803	Keene, N.H.	208,850
804	Aberdeen, Wash.	208,448
805	Prescott, Ariz.	208,433
806	Cumberland, Md.	207,726
807	Milford, Mass.	206,247
808	Bozeman, Mont.	205,269
809	Asheboro, N.C.	204,687
810	Gainesville, Ga.	204,685
811	Enterprise, Ala.	204,525
812	Owosso, Mich.	203,858
813	Centralia, Ill.	203,834
814	Pullman, Wash.	203,668
815	Westerly, R.I.	203,451
816	Garden City, Kans.	203,413
817	Key West, Fla.	203,305
818	Freeport, Tex.	201,805
819	Conway, Ark.	201,741
820	Morgan City, La.	201,602
821	Laurel, Miss.	201,429
822	Del Rio, Tex.	201,271
823	Altus, Okla.	201,266

TOTAL RETAIL SALES

Standard metropolitan statistical areas (thousands)

1 Los Angeles-Long Beach, Cal.	38,925,135
2 New York, N.Y.-N.J.	34,138,663
3 Chicago, Ill.	33,697,129
4 Houston, Tex.	22,906,253
5 Philadelphia, Pa.-N.J.	21,552,340
6 Detroit, Mich.	20,238,824
7 Dallas-Fort Worth, Tex.	19,358,320
8 San Francisco-Oakland, Cal.	18,820,417
9 Washington, D.C.-Md.-Va.	18,407,927
10 Nassau-Suffolk, N.Y.	16,712,862
11 Boston, Mass.	15,635,850
12 Minneapolis-St. Paul, Minn.-Wis.	12,151,597
13 Anaheim-Santa Ana-Garden Grove, Cal.	12,011,426
14 Atlanta, Ga.	11,921,558
15 St. Louis, Mo.-Ill.	11,278,025
16 Pittsburgh, Pa.	10,938,023
17 Denver-Boulder, Colo.	10,449,749
18 Seattle-Everett, Wash.	10,329,160
19 Baltimore, Md.	10,286,178
20 Tampa-St. Petersburg, Fla.	10,204,729
21 Miami, Fla.	9,911,685
22 San Diego, Cal.	9,673,253
23 Cleveland, O.	9,429,868
24 Newark, N.J.	8,838,949
25 Phoenix, Ariz.	8,203,773
26 San Jose, Cal.	8,046,688
27 Riverside-San Bernardino-Ontario, Cal.	8,015,594
28 Indianapolis, Ind.	7,748,144
29 Portland, Ore.-Wash.	7,422,611
30 Fort Lauderdale-Hollywood, Fla.	7,384,823
31 Cincinnati, O.-Ky.-Ind.	7,251,826
32 Kansas City, Mo.-Kans.	6,636,447
33 New Orleans, La.	6,584,754
34 Milwaukee, Wis.	6,405,726
35 San Antonio, Tex.	5,841,830
36 Oklahoma City, Okla.	5,589,467
37 Sacramento, Cal.	5,505,638
38 Columbus, O.	5,424,053
39 Buffalo, N.Y.	5,387,051
40 Rochester, N.Y.	5,294,344
41 Memphis, Tenn.-Ark.-Miss.	4,818,745
42 Orlando, Fla.	4,668,035
43 Birmingham, Ala.	4,427,954
44 Salt Lake City-Ogden, Utah	4,425,922
45 West Palm Beach-Boca Raton, Fla.	4,401,262
46 Louisville, Ky.-Ind.	4,325,967
47 Nashville-Davidson, Tenn.	4,304,127
48 Greensboro-Winston-Salem-High Point, N.C.	4,089,091
49 Hartford, Conn.	4,044,190
50 Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	3,959,021
51 Honolulu, Hawaii	3,915,633
52 Richmond, Va.	3,856,192
53 Toledo, O.-Mich.	3,841,872
54 Jacksonville, Fla.	3,836,449
55 Tulsa, Okla.	3,763,338
56 Charlotte-Gastonia, N.C.	3,700,137
57 Providence-Warwick-Pawtucket, R.I.-Mass.	3,636,902
58 Grand Rapids, Mich.	3,611,226
59 Tucson, Ariz.	3,563,653
60 Dayton, O.	3,488,641
61 Syracuse, N.Y.	3,350,946
62 Las Vegas, Nev.	3,168,523
63 Albany-Schenectady-Troy, N.Y.	3,110,208
64 Allentown-Bethlehem-Easton, Pa.-N.J.	2,936,699
65 Akron, O.	2,911,300
66 Youngstown-Warren, O.	2,899,680
67 Omaha, Neb.-Iowa	2,895,225
68 New Brunswick-Perth Amboy-Sayreville, N.J.	2,867,563
69 Austin, Tex.	2,846,708
70 Greenville-Spartanburg, S.C.	2,831,232
71 Long Branch-Asbury Park, N.J.	2,801,280
72 Oxnard-Simi Valley-Ventura, Cal.	2,796,961
73 Raleigh-Durham, N.C.	2,794,685
74 Gary-Hammond-East Chicago, Ind.	2,775,929
75 Corpus Christi, Tex.	2,766,120
76 Fresno, Cal.	2,754,768
77 Wilmington, Del.-N.J.-Md.	2,737,135
78 Wichita, Kans.	2,631,218
79 Beaumont-Port Arthur-Orange, Tex.	2,575,205
80 Albuquerque, N.M.	2,534,201
81 Lansing-East Lansing, Mich.	2,515,435
82 Northeast Pennsylvania, Pa.	2,427,113
83 Little Rock-North Little Rock, Ark.	2,380,805
84 Knoxville, Tenn.	2,346,603
85 Flint, Mich.	2,303,650
86 Bakersfield, Cal.	2,265,331
87 Columbia, S.C.	2,254,528
88 Atlantic City, N.J.	2,162,489
89 Des Moines, Iowa	2,092,530
90 Springfield-Chicopee-Holyoke, Mass-Conn.	2,089,709
91 Johnson City-Kingsport-Bristol, Tenn.-Va.	2,080,693
92 Harrisburg, Pa.	2,067,420
93 Bridgeport, Conn.	2,058,424
94 Mobile, Ala.	2,057,737
95 Tacoma, Wash.	2,038,121
96 Lakeland-Winter Haven, Fla.	2,022,710
97 Paterson-Clifton-Passaic, N.J.	2,012,908
98 Davenport-Rock Island-Moline, Iowa-Ill.	1,955,885
99 Newport News-Hampton, Va.	1,951,781
100 New Haven-West Haven, Conn.	1,950,312
101 Baton Rouge, La.	1,938,762
102 Fort Wayne, Ind.	1,922,825
103 Ann Arbor, Mich.	1,914,473
104 Charleston, W.Va.	1,871,629
105 El Paso, Tex.	1,867,800
106 Canton, O.	1,863,126
107 Chattanooga, Tenn.-Ga.	1,839,595
108 York, Pa.	1,825,919
109 Santa Barbara-Santa Maria-Lompoc, Cal.	1,811,557
110 Peoria, Ill.	1,795,191
111 Brownsville-Harlingen-San Benito, Tex.	1,770,022
112 Lancaster, Pa.	1,731,198
113 Santa Rosa, Cal.	1,672,939
114 Fort Myers-Cape Coral, Fla.	1,670,031
115 Stockton, Cal.	1,654,543
116 Lubbock, Tex.	1,643,669
117 Jackson, Miss.	1,618,571
118 Poughkeepsie, N.Y.	1,617,614
119 Worcester, Mass.	1,614,492
120 Colorado Springs, Colo.	1,606,336
121 Melbourne-Titusville-Cocoa, Fla.	1,599,156
122 Shreveport, La.	1,586,896
123 Evansville, Ind.-Ky.	1,585,069
124 Madison, Wis.	1,582,345
125 Lafayette, La.	1,581,683
126 Laredo, Tex.	1,565,951
127 Sarasota, Fla.	1,553,748
128 McAllen-Pharr-Edinburg, Tex.	1,550,704
129 Reno, Nev.	1,549,594
130 Spokane, Wash.	1,539,488
131 Kalamazoo-Portage, Mich.	1,528,514
132 Daytona Beach, Fla.	1,521,665
133 Charleston-North Charleston, S.C.	1,510,642
134 Stamford, Conn.	1,492,658
135 Vallejo-Fairfield-Napa, Cal.	1,490,129
136 Salinas-Seaside-Monterey, Cal.	1,476,337
137 New London-Norwich, Conn-R.I.	1,456,746
138 Appleton-Oshkosh, Wis.	1,448,281
139 Trenton, N.J.	1,430,878
140 Lawrence-Haverhill, Mass.-N.H.	1,417,969
141 Newburgh-Middletown, N.Y.	1,408,297
142 Lexington-Fayette, Ky.	1,396,791
143 Jersey City, N.J.	1,389,269
144 Portsmouth-Dover-Rochester, N.H.-Me.	1,361,369
145 Rockford, Ill.	1,354,451
146 Lake Charles, La.	1,333,537
147 Amarillo, Tex.	1,314,747
148 Modesto, Cal.	1,300,423
149 Huntington-Ashland, W.Va.-Ky.-O.	1,295,972

150 Roanoke, Va.	1,295,355
151 Odessa, Tex.	1,290,092
152 Eugene-Springfield, Ore.	1,286,101
153 Reading, Pa.	1,280,507
154 Augusta, Ga.-S.C.	1,279,555
155 Tyler, Tex.	1,268,104
156 Utica-Rome, N.Y.	1,266,052
157 Binghamton, N.Y.-Pa.	1,257,917
158 Saginaw, Mich.	1,230,143
159 Erie, Pa.	1,217,121
160 Portland, Me.	1,212,158
161 Huntsville, Ala.	1,182,629
162 South Bend-Mishawaka, Ind.	1,180,315
163 Springfield, Mo.	1,175,762
164 Pensacola, Fla.	1,165,741
165 Savannah, Ga.	1,140,868
166 Visalia-Tulare-Porterville, Cal.	1,134,704
167 Salem, Ore.	1,111,726
168 ⊙St. Cloud, Minn.	1,097,824
169 Boise City, Ida.	1,067,852
170 Abilene, Tex.	1,063,292
171 Anchorage, Alaska	1,057,106
172 Midland, Tex.	1,043,957
173 Duluth-Superior, Minn.-Wis.	1,029,156
174 Macon, Ga.	1,018,255
175 Montgomery, Ala.	1,007,553
176 Lowell, Mass.-N.H.	1,007,037
177 Longview-Marshall, Tex.	1,004,025
178 Fayetteville, N.C.	998,776
179 Johnstown, Pa.	997,832
180 Lorain-Elyria, O.	995,896
181 Fort Smith, Ark.-Okla.	992,951
182 Provo-Orem, Utah	972,645
183 Norwalk, Conn.	970,906
184 Lima, O.	965,530
185 Terre Haute, Ind.	954,891
186 Wheeling, W.Va.-O.	952,650
187 Bradenton, Fla.	950,614
188 Columbus, Ga.-Ala.	944,954
189 Santa Cruz, Cal.	937,551
190 Gainesville, Fla.	937,053
191 Cedar Rapids, Iowa	927,183
192 Manchester, N.H.	923,253
193 Springfield, Ill.	920,920
194 Billings, Mont.	915,275
195 Green Bay, Wis.	903,592
196 San Angelo, Tex.	893,360
197 Biloxi-Gulfport, Miss.	877,282
198 Lincoln, Neb.	875,573
199 Waco, Tex.	874,784
200 Hamilton-Middletown, O.	860,209
201 Asheville, N.C.	858,825
202 Waterbury, Conn.	858,823
203 Tallahassee, Fla.	847,919
204 Fargo-Moorhead, N.D.-Minn.	843,002
205 Fayetteville-Springdale, Ark.	828,993
206 Topeka, Kans.	827,784
207 Galveston-Texas City, Tex.	821,495
208 Mansfield, O.	812,247
209 Wilmington, N.C.	809,883
210 Wichita Falls, Tex.	783,391
211 Richland-Kennewick-Pasco, Wash.	780,322
212 Texarkana, Tex.-Ark.	775,464
213 Champaign-Urbana-Rantoul, Ill.	764,465
214 Lynchburg, Va.	758,559
215 Waterloo-Cedar Falls, Iowa	757,601
216 Salisbury-Concord, N.C.	747,490
217 Nashua, N.H.	745,287
218 Muskegon-Norton Shores-Muskegon Heights, Mich.	741,595
219 Parkersburg-Marietta, W.Va.-O.	737,590
220 Fort Collins, Colo.	720,218
221 Danbury, Conn.	718,189
222 Jackson, Mich.	718,107
223 Sioux Falls, S.D.	717,858
224 Yakima, Wash.	715,806
225 Olympia, Wash.	710,482
226 Hickory, N.C.	705,670
227 Joplin, Mo.	700,798
228 Medford, Ore.	697,728
229 Brockton, Mass.	688,460
230 Ocala, Fla.	682,069
231 Racine, Wis.	675,653
232 Enid, Okla.	669,975
233 Williamsport, Pa.	657,744
234 Killeen-Temple, Tex.	652,198
235 Florence, Ala.	640,931
236 Janesville-Beloit, Wis.	640,402
237 Bangor, Me.	639,971
238 Steubenville-Weirton, O.-W.Va.	636,892
239 Decatur, Ill.	632,928
240 Chico, Cal.	631,051
241 Redding, Cal.	630,464
242 Benton Harbor, Mich.	623,628
243 Sharon, Pa.	621,745
244 Bloomington-Normal, Ill.	616,624
245 Owensboro, Ky.	609,790
246 New Britain, Conn.	608,809
247 Battle Creek, Mich.	599,080
248 Eau Claire, Wis.	596,511
249 Victoria, Tex.	596,329
250 Elkhart, Ind.	594,628
251 Altoona, Pa.	590,345
252 Muncie, Ind.	587,602
253 Athens, Ga.	577,117
254 Springfield, O.	576,694
255 Charlottesville, Va.	576,001
256 Pueblo, Colo.	572,352
257 Sioux City, Iowa-Neb.	571,032
258 Anderson, S.C.	567,050
259 Petersburg-Colonial Heights-Hopewell, Va.	566,304
260 Monroe, La.	562,241
261 La Crosse, Wis.	559,588
262 Bremerton, Wash.	558,656
263 Bryan-College Station, Tex.	547,771
264 Panama City, Fla.	544,969
265 Fall River, Mass.-R.I.	543,305
266 Florence, S.C.	533,073
267 New Bedford, Mass.	532,695
268 Rochester, Minn.	530,707
269 Lafayette-West Lafayette, Ind.	528,826
270 Kenosha, Wis.	524,470
271 Hagerstown, Md.	521,992
272 Anderson, Ind.	519,589
273 Bellingham, Wash.	514,132
274 Tuscaloosa, Ala.	512,801
275 Greeley, Colo.	512,753
276 Columbia, Mo.	507,567
277 Bay City, Mich.	494,959
278 Alexandria, La.	489,781
279 Burlington, Vt.	489,352
280 Bismarck, N.D.	489,037
281 Dubuque, Iowa	487,859
282 Grand Forks, Minn.-N.D.	483,792
283 Burlington, N.C.	483,293
284 Clarksville-Hopkinsville, Tenn-Ky.	482,957
285 Casper, Wyo.	478,826
286 Kokomo, Ind.	476,159
287 Glens Falls, N.Y.	470,020
288 Albany, Ga.	469,121
289 Fort Walton Beach, Fla.	468,729
290 Sherman-Denison, Tex.	467,440
291 Rock Hill, S.C.	456,970
292 Great Falls, Mont.	453,230
293 State College, Pa.	453,213
294 Gadsden, Ala.	451,936
295 Vineland-Millville-Bridgeton, N.J.	446,928
296 Fitchburg-Leominster, Mass.	445,937
297 Danville, Va.	445,754
298 Anniston, Ala.	433,062
299 Yuba City, Cal.	430,512
300 St. Joseph, Mo.	401,159
301 Elmira, N.Y.	400,623
302 Kankakee, Ill.	399,857
303 Sheboygan, Wis.	392,055
304 Wausau, Wis.	385,760
305 Lawton, Okla.	385,546
306 Cumberland, Md.-W.Va.	385,369
307 Bloomington, Ind.	384,377
308 Newark, O.	382,456
309 Iowa City, Iowa	381,871
310 Pittsfield, Mass.	371,436
311 Las Cruces, N.M.	368,193
312 Jacksonville, N.C.	356,135
313 Lewiston-Auburn, Me.	353,477
314 Pine Bluff, Ark.	317,329
315 Lawrence, Kans.	263,564
316 Meriden, Conn.	233,710
317 Bristol, Conn.	217,369
318 Pascagoula-Moss Point, Miss.	206,079

Leading counties (thousands)

1 Los Angeles, Cal.	38,925,135
2 Cook, Ill.	24,417,949
3 Harris, Tex.	19,492,422
4 Orange, Cal.	12,011,426
5 New York, N.Y.	10,256,748
6 Dallas, Tex.	10,153,666
7 Dade, Fla.	9,911,685
8 San Diego, Cal.	9,673,253
9 Nassau, N.Y.	9,215,984
10 Wayne, Mich.	8,511,300
11 King, Wash.	8,466,533
12 Maricopa, Ariz.	8,203,773
13 Middlesex, Mass.	8,121,600
14 Santa Clara, Cal.	8,046,688
15 Suffolk, N.Y.	7,496,878
16 Oakland, Mich.	7,430,474
17 Cuyahoga, Ohio	7,446,312
18 Broward, Fla.	7,384,823
19 Allegheny, Pa.	7,250,129
20 Tarrant, Tex.	6,550,331
21 Marion, Ind.	6,350,770
22 Hennepin, Minn.	6,155,869
23 Westchester, N.Y.	5,867,541
24 Alameda, Cal.	5,664,030
25 St. Louis, Mo.	5,357,506
26 Bexar, Tex.	5,277,830
27 Philadelphia, Pa.	5,040,132
28 Hillsborough, Fla.	4,805,256
29 Franklin, Ohio	4,736,631
30 Fairfield, Conn.	4,706,718
31 Bergen, N.J.	4,594,174
32 Queens, N.Y.	4,588,345
33 Hamilton, Ohio	4,574,867
34 Erie, N.Y.	4,563,180
35 Pinellas, Fla.	4,515,189
36 San Bernardino, Cal.	4,511,155
37 Oklahoma, Okla.	4,502,279
38 San Francisco, Cal.	4,489,628
39 Palm Beach, Fla.	4,401,262
40 Shelby, Tenn.	4,353,778
41 Hartford, Conn.	4,285,575
42 Sacramento, Cal.	4,278,738
43 Milwaukee, Wisc.	4,229,357
44 Baltimore, Md.	4,222,618
45 Kings, N.Y.	4,152,429
46 Du Page, Ill.	4,088,258
47 Prince Georges, Md.	3,994,672
48 Montgomery, Md.	3,969,811
49 Honolulu, Hi.	3,915,633
50 Monroe, N.Y.	3,899,259
51 Jefferson, Ala.	3,871,164
52 Fulton, Ga.	3,846,965
53 Montgomery, Pa.	3,812,883
54 Jefferson, La.	3,736,970
55 San Mateo, Cal.	3,734,033
56 Orange, Fla.	3,719,046
57 Pima, Ariz.	3,563,653
58 Norfolk, Mass.	3,555,771
59 Jefferson, Ky.	3,515,672
60 Riverside, Cal.	3,504,439
61 Contra Costa, Cal.	3,486,893
62 New Haven, Conn.	3,458,719
63 Fairfax, Va.	3,315,110
64 Salt Lake, Utah	3,295,604
65 Macomb, Mich.	3,247,486
66 Essex, Mass.	3,189,354
67 De Kalb, Ga.	3,179,424
68 Clark, Nev.	3,168,523
69 Multnomah, Ore.	3,062,260
70 Tulsa, Okla.	3,042,998
71 Denver, Colo.	2,963,147
72 Davidson, Tenn.	2,940,354
73 Bucks, Pa.	2,911,761
74 Jackson, Mo.	2,896,744
75 Middlesex, N.J.	2,867,563
76 Morris, N.J.	2,842,691
77 District of Columbia, D.C.	2,817,211
78 Duval, Fla.	2,806,963
79 Kent, Mich.	2,806,377
80 Monmouth, N.J.	2,801,280
81 Ventura, Cal.	2,796,961
82 Delaware, Pa.	2,784,957
83 Mecklenburg, N.C.	2,778,084
84 Suffolk, Mass.	2,757,052
85 Fresno, Cal.	2,754,768
86 Essex, N.J.	2,721,095
87 Worcester, Mass.	2,712,831
88 Arapahoe, Colo.	2,613,750
89 Baltimore City, Md.	2,598,600
90 Montgomery, Ohio	2,596,353
91 Lucas, Ohio	2,568,835
92 Nueces, Tex.	2,552,949
93 Onondaga, N.Y.	2,546,690
94 Ramsey, Minn.	2,517,574
95 Bernalillo, N.M.	2,505,453
96 Summit, Ohio	2,465,336
97 Lake, Ind.	2,447,865
98 Camden, N.J.	2,417,111
99 Travis, Tex.	2,416,498
100 Sedgwick, Kans.	2,399,426
101 New Castle, Del.	2,341,266
102 Lake, Ill.	2,324,213
103 Washington, Ore.	2,316,018
104 Douglas, Neb.	2,275,065
105 Kern, Cal.	2,265,331
106 Pulaski, Ark.	2,242,031
107 Bronx, N.Y.	2,238,455
108 Atlantic, N.J.	2,162,489
109 Providence, R.I.	2,143,655
110 Anne Arundel, Md.	2,132,635
111 Union, N.J.	2,111,500
112 Jefferson, Colo.	2,094,662
113 Pierce, Wash.	2,038,121
114 Polk, Fla.	2,022,710
115 Cobb, Ga.	2,015,273
116 Genesee, Mich.	2,013,553
117 Passaic, N.J.	2,012,908
118 Polk, Ia.	1,997,583
119 Burlington, N.J.	1,949,093
120 Westmoreland, Pa.	1,942,947
121 Washtenaw, Mich.	1,914,473
122 Rockingham, N.H.	1,898,430
123 Guilford, N.C.	1,895,892
124 Orleans, La.	1,886,982
125 Jefferson, Tex.	1,876,352
126 El Paso, Tex.	1,867,800
127 Snohomish, Wash.	1,862,627
128 Santa Barbara, Cal.	1,811,557
129 Cameron, Tex.	1,770,022
130 Kanawha, W.Va.	1,768,971
131 Johnson, Kans.	1,758,217
132 Stark, Ohio	1,754,696
133 Hampden, Mass.	1,753,456
134 Greenville, S.C.	1,734,624
135 Wake, N.C.	1,732,020
136 Lancaster, Pa.	1,731,198
137 Ingham, Mich.	1,707,336
138 Lehigh, Pa.	1,705,553
139 Plymouth, Mass.	1,698,382
140 Knox, Tenn.	1,687,803
141 Sonoma, Cal.	1,672,939
142 Lee, Fla.	1,670,031
143 Chester, Pa.	1,666,686
144 Bristol, Mass.	1,656,202
145 Mobile, Ala.	1,655,368
146 San Joaquin, Cal.	1,654,543
147 Adams, Colo.	1,644,643
148 Lubbock, Tex.	1,643,669
149 Waukesha, Wisc.	1,636,002
150 Richland, S.C.	1,618,916
151 Dutchess, N.Y.	1,617,614
152 York, Pa.	1,611,705
153 Brevard, Fla.	1,599,156
154 Hillsborough, N.H.	1,588,109
155 Dane, Wisc.	1,582,345
156 Lafayette, La.	1,581,683
157 El Paso, Colo.	1,571,543
158 Webb, Tex.	1,565,951
159 Mahoning, Ohio	1,554,413
160 Sarasota, Fla.	1,553,748
161 Allen, Ind.	1,551,285
162 Hidalgo, Tex.	1,550,704
163 Washoe, Nev.	1,549,594
164 Spokane, Wash.	1,539,488
165 Volusia, Fla.	1,521,665
166 St. Louis City, Mo.	1,506,285
167 East Baton Rouge, La.	1,491,118
168 Monterey, Cal.	1,476,337
169 Albany, N.Y.	1,471,082
170 Hamilton, Tenn.	1,462,224
171 Marin, Cal.	1,445,033
172 Virginia Beach, Va.	1,433,763
173 Mercer, N.J.	1,430,878
174 Orange, N.Y.	1,408,297
175 Madison, Ill.	1,402,914
176 Hudson, N.J.	1,389,269
177 Norfolk, Va.	1,389,018
178 Forsyth, N.C.	1,388,977
179 Hinds, Miss.	1,385,658
180 Cumberland, Me.	1,365,989
181 Clackamas, Ore.	1,364,023
182 Anoka, Minn.	1,346,923
183 Trumbull, Ohio	1,345,267
184 Calcasieu, La.	1,333,537
185 Stanislaus, Cal.	1,300,423
186 Richmond, Va.	1,296,233
187 Kalamazoo, Mich.	1,293,605
188 Ector, Tex.	1,290,092
189 Lane, Ore.	1,286,101
190 Lake, Ohio	1,282,103
191 Berks, Pa.	1,280,507
192 Barnstable, Mass.	1,271,818
193 Smith, Tex.	1,268,104
194 Kane, Ill.	1,263,299
195 Winnebago, Ill.	1,249,423
196 New London, Conn.	1,231,739
197 Saginaw, Mich.	1,230,143
198 Erie, Pa.	1,217,121
199 Brazoria, Tex.	1,194,573
200 Luzerne, Pa.	1,189,876
201 Henrico, Va.	1,188,256
202 Caddo, La.	1,186,611
203 Arlington, Va.	1,182,068
204 Somerset, N.J.	1,163,663
205 Rockland, N.Y.	1,163,337
206 Peoria, Ill.	1,146,916
207 St. Clair, Ill.	1,142,762

208 Tulare, Cal.	1,134,704
209 Dauphin, Pa.	1,123,288
210 Greene, Mo.	1,116,385
211 Charleston, S.C.	1,115,367
212 Oneida, N.Y.	1,097,687
213 Chatham, Ga.	1,074,530
214 Ada, Ida.	1,067,852
215 Boulder, Colo.	1,063,292
216 Ocean, N.J.	1,061,252
217 Anchorage, Ak.	1,057,106
218 Solano, Cal.	1,056,546
219 Midland, Tex.	1,043,957
220 Broome, N.Y.	1,034,800
221 Richmond, N.Y.	1,023,182
222 Fayette, Ky.	1,013,581
223 Marion, Ore.	1,012,388
224 St. Joseph, Ind.	1,010,275
225 Clayton, Ga.	998,921
226 Cumberland, N.C.	998,776
227 Lorain, Ohio	995,896
228 Clay, Mo.	995,353
229 Montgomery, Tex.	994,388
230 Dakota, Minn.	988,192
231 St. Charles, Mo.	979,460
232 Utah, Utah	972,645
233 Gloucester, N.J.	969,717
234 Will, Ill.	966,779
235 Vanderburgh, Ind.	965,052
236 Escambia, Fla.	963,918
237 Manatee, Fla.	950,614
238 Santa Cruz, Cal.	937,551
239 Alachua, Fla.	937,053
240 Taylor, Tex.	936,511
241 Linn, Ia.	927,183
242 Yellowstone, Mont.	915,275
243 Chesterfield, Va.	912,178
244 Scott, Ia.	911,587
245 Stearns, Minn.	911,129
246 Brown, Wisc.	903,592
247 Sangamon, Ill.	898,980
248 Washington, Pa.	893,725
249 Tom Green, Tex.	893,360
250 Lackawanna, Pa.	893,013
251 Spartanburg, S.C.	884,958
252 Pasco, Fla.	884,284
253 Lancaster, Neb.	875,573
254 Outagamie, Wisc.	875,198
255 McLennan, Tex.	874,784
256 Ulster, N.Y.	869,680
257 Cumberland, Pa.	869,131
258 Potter, Tex.	862,288
259 Butler, Ohio	860,209
260 Beaver, Pa.	851,222
261 Collin, Tex.	847,643
262 Rock Island, Ill.	843,078
263 Muscogee, Ga.	834,651
264 St. Louis, Minn.	833,781
265 Buncombe, N.C.	831,735
266 Leon, Fla.	826,996
267 Niagara, N.Y.	823,871
268 Gwinnett, Ga.	822,905
269 Galveston, Tex.	821,495
270 Montgomery, Ala.	819,586
271 Richland, Ohio	812,247
272 Richmond, Ga.	806,954
273 Sullivan, Tenn.	805,006
274 Ottawa, Mich.	804,849
275 Penobscot, Me.	802,563
276 Madison, Ala.	796,484
277 Durham, N.C.	787,465
278 St. Tammany, La.	786,323
279 Butler, Pa.	782,838
280 Prince William, Va.	771,425
281 Harrison, Miss.	770,569
282 Fort Bend, Tex.	765,858
283 Shawnee, Kans.	764,622
284 Champaign, Ill.	764,465
285 Alexandria, Va.	761,204
286 Kent, R.I.	759,286
287 Black Hawk, Ia.	757,601
288 Mesa, Colo.	755,121
289 Northampton, Pa.	750,656
290 Chautauqua, N.Y.	749,868
291 Terrebonne, La.	748,790
292 Wichita, Tex.	747,538
293 Denton, Tex.	737,169
294 Clermont, Ohio	736,635
295 San Luis Obispo, Cal.	735,789
296 Hawaii, Hi.	724,364
297 Larimer, Colo.	720,218
298 Jackson, Mich.	718,107
299 Minnehaha, S.D.	717,858
300 Hampton, Va.	716,055
301 Yakima, Wash.	715,806
302 Cambria, Pa.	715,002
303 Bibb, Ga.	710,828
304 Thurston, Wash.	710,482
305 Vigo, Ind.	702,752
306 Weber, Utah	699,253
307 Gregg, Tex.	698,893
308 Jackson, Ore.	697,728
309 New Hanover, N.C.	696,859
310 Collier, Fla.	693,205
311 Placer, Cal.	692,852
312 Sebastian, Ark.	688,339
313 Marion, Fla.	682,069
314 Clark, Wash.	680,310
315 Racine, Wisc.	675,653
316 Muskegon, Mich.	673,270
317 Garfield, Okla.	669,975
318 Cass, N.D.	667,603
319 Fayette, Pa.	662,730
320 Lycoming, Pa.	657,744
321 Horry, S.C.	653,185
322 Catawba, N.C.	650,570
323 Wyandotte, Kans.	649,540
324 Newport News, Va.	644,448
325 Seminole, Fla.	643,556
326 Rock, Wisc.	640,402
327 McHenry, Ill.	636,631
328 Gaston, N.C.	635,700
329 Lexington, S.C.	635,612
330 Macon, Ill.	632,928
331 Washington, Okla.	631,174
332 Butte, Cal.	631,051
333 Shasta, Cal.	630,464
334 Berrien, Mich.	623,628
335 Schenectady, N.Y.	623,018
336 Mercer, Pa.	621,745
337 Raleigh, W.Va.	616,726
338 McLean, Ill.	616,624
339 Roanoke, Va.	613,278
340 Daviess, Ky.	609,790
341 Kenton, Ky.	605,282
342 Cleveland, Okla.	604,084
343 Litchfield, Conn.	598,468
344 Victoria, Tex.	595,329
345 Elkhart, Ind.	594,628
346 Sussex, Del.	594,228
347 Bowie, Tex.	590,746
348 Blair, Pa.	590,345
349 Delaware, Ind.	587,602
350 Frederick, Md.	579,809
351 Allen, Ohio	577,104
352 Bell, Tex.	575,974
353 Imperial, Cal.	574,565
354 Belmont, Ohio	573,214
355 Pueblo, Colo.	572,352
356 Benton, Wash.	572,078
357 Fairfax, Va.	567,988
358 Anderson, S.C.	567,050
359 Berkshire, Mass.	564,216
360 Iberia, La.	562,964
361 Ontario, N.Y.	562,780
362 La Salle, Ill.	562,710
363 Ouachita, La.	562,241
364 La Crosse, Wisc.	559,588
365 Merrimack, N.H.	559,236
366 Kitsap, Wash.	558,656
367 Tazewell, Ill.	558,426
368 Wayne, N.Y.	555,770
369 Oswego, N.Y.	547,906
370 Brazos, Tex.	547,771
371 Jasper, Mo.	547,387
372 Kennebec, Me.	545,996
373 Cape May, N.J.	545,535
374 Bay, Fla.	544,969
375 Merced, Cal.	543,246
376 Cabell, W.Va.	542,344
377 Missoula, Mont.	539,407
378 Howard, Md.	537,149
379 Yolo, Cal.	534,048
380 Florence, S.C.	533,073
381 Lake, Fla.	531,952
382 Olmsted, Minn.	530,707
383 Tippecanoe, Ind.	528,826
384 Humboldt, Cal.	525,227
385 Kenosha, Wisc.	524,470
386 Washington, Md.	521,992
387 Madison, Ind.	519,589
388 Washington, Ark.	515,148
389 Calhoun, Mich.	514,265
390 Whatcom, Wash.	514,132
391 Tuscaloosa, Ala.	512,801
392 Weld, Colo.	512,753
393 Indian River, Fla.	509,785
394 Wood, Ohio	508,006
395 Boone, Mo.	507,567
396 St. Lucie, Fla.	507,319
397 Middlesex, Conn.	504,790
398 Boone, Ky.	504,486
399 Winnebago, Wisc.	497,714
400 Harford, Md.	497,687
401 Wood, W.Va.	495,151
402 Bay, Mich.	494,959
403 Chesapeake, Va.	492,612
404 Clay, Fla.	492,584
405 Chittenden, Vt.	492,197
406 Dubuque, Ia.	487,859
407 York, Me.	487,638
408 St. Clair, Mich.	487,615
409 Orange, Tex.	486,654
410 Alamance, N.C.	483,293
411 Scioto, Ohio	483,113
412 Hunterdon, N.J.	482,347
413 Grand Traverse, Mich.	480,706
414 Pennington, S.D.	479,475
415 Clark, Ohio	478,972
416 Natrona, Wyo.	478,826
417 Warren, Ky.	477,467
418 San Juan, N.M.	476,965
419 Washington, Tenn.	474,333
420 Clarke, Ga.	474,167
421 Madison, Tenn.	473,215
422 Lynchburg, Va.	473,125
423 El Dorado, Cal.	472,248
424 Rapides, La.	471,152
425 Jefferson, Mo.	469,958
426 Ward, N.D.	469,933
427 Woodbury, Ia.	469,141
428 Okaloosa, Fla.	468,729
429 Monroe, Fla.	468,078
430 Grayson, Tex.	467,440
431 Canyon, Ida.	466,208
432 Lebanon, Pa.	465,180
433 Clinton, N.Y.	464,220
434 Dougherty, Ga.	461,989
435 Pitt, N.C.	461,563
436 Portsmouth, Va.	459,991
437 York, S.C.	456,970
438 Cascade, Mont.	453,230
439 Centre, Pa.	453,213
440 Washington, Minn.	452,676
441 Randall, Tex.	452,459
442 Washington, R.I.	451,969
443 Etowah, Ala.	451,936
444 Deschutes, Ore.	451,187
445 Wayne, Ohio	449,846
446 Cumberland, N.J.	446,928
447 Portage, Ohio	445,964
448 Steuben, N.Y.	445,798
449 Charlottesville, Va.	443,577
450 Saratoga, N.Y.	442,745
451 St. Landry, La.	440,302
452 Hampshire, Mass.	439,403
453 Nash, N.C.	438,720
454 Clearfield, Pa.	438,584
455 Greene, Ohio	437,572
456 Eaton, Mich.	437,386
457 Lawrence, Pa.	436,331
458 Stephens, Okla.	434,884
459 Franklin, Pa.	434,257
460 Napa, Cal.	433,583
461 Calhoun, Ala.	433,062
462 Hancock, Ohio	431,169
463 Santa Fe, N.M.	427,550
464 La Porte, Ind.	425,771
465 Sussex, N.J.	425,029
466 Martin, Fla.	423,290
467 Columbiana, Ohio	422,865
468 Forrest, Miss.	422,245
469 Tolland, Conn.	422,153
470 Yavapai, Ariz.	421,244
471 Lauderdale, Miss.	421,185
472 Hall, Ga.	417,527
473 Rensselaer, N.Y.	415,865
474 Medina, Ohio	414,494
475 Howard, Ind.	411,932
476 Clark, Ind.	411,914
477 Monroe, Mich.	411,202
478 St. Mary, La.	410,992
479 Kent, Del.	410,080
480 Coconino, Ariz.	406,949
481 Guadalupe, Tex.	404,918
482 Beaufort, S.C.	404,254
483 Maui, Hi.	402,803
484 Laramie, Wyo.	402,671
485 Baldwin, Ala.	402,369
486 Lafourche, La.	400,793
487 Chemung, N.Y.	400,623
488 Kankakee, Ill.	399,857
489 Cabarrus, N.C.	399,741
490 Aiken, S.C.	398,545
491 Lowndes, Ga.	396,552
492 Jefferson, N.Y.	393,352
493 Sheboygan, Wisc.	392,055
494 Androscoggin, Me.	391,652
495 McCracken, Ky.	391,179
496 Lea, N.M.	390,772
497 Marathon, Wisc.	385,760
498 Comanche, Okla.	385,546
499 Monroe, Ind.	384,377
500 Schuylkill, Pa.	382,853
501 Licking, Ohio	382,456
502 Warren, Ohio	382,304
503 Johnson, Ia.	381,871
504 Tompkins, N.Y.	379,259
505 Vermilion, Ill.	379,061
506 Wayne, Ind.	378,132
507 Fond du Lac, Wisc.	377,047
508 Aroostook, Me.	376,536
509 Sumter, S.C.	375,846
510 Buchanan, Mo.	374,099
511 Danville, Va.	373,727
512 Newport, R.I.	372,951
513 Yuma, Ariz.	372,874
514 Wood, Wisc.	371,844
515 Colbert, Ala.	371,650
516 Pottawattamie, Ia.	370,844
517 Burleigh, N.D.	369,314
518 Dona Ana, N.M.	368,193
519 Warren, Pa.	366,785
520 Lenawee, Mich.	366,095
521 St. Lawrence, N.Y.	364,465
522 Indiana, Pa.	362,494
523 Carter, Okla.	361,961
524 Strafford, N.H.	361,708
525 Davidson, N.C.	361,109
526 Davis, Utah	360,084
527 Eau Claire, Wisc.	359,999
528 Grand Forks, N.D.	357,576
529 St. Johns, Fla.	357,218
530 Roanoke, Va.	356,515
531 Onslow, N.C.	356,135
532 Sweetwater, Wyo.	355,499
533 Harrison, W.Va.	354,711
534 Bannock, Ida.	354,372
535 Tangipahoa, La.	353,780
536 Washington, Miss.	353,214
537 Cole, Mo.	353,163
538 Jim Wells, Tex.	352,896
539 Twin Falls, Ida.	351,779
540 Boyd, Ky.	351,649
541 Iredell, N.C.	349,470
542 Charlotte, Fla.	348,688
543 Jackson, Ill.	348,411
544 Rowan, N.C.	347,749
545 Rutherford, Tenn.	347,137
546 Liberty, Tex.	346,716
547 Flathead, Mont.	345,671
548 Jefferson, Ohio	345,394
549 Robeson, N.C.	344,467
550 Monroe, Pa.	344,224
551 Wayne, N.C.	342,745
552 Mendocino, Cal.	341,700
553 Warren, N.Y.	341,329
554 Story, Ia.	340,091
555 Houston, Ala.	339,793
556 Skagit, Wash.	339,418
557 Warren, N.J.	338,448
558 Cape Girardeau, Mo.	336,699
559 Blount, Tenn.	335,380
560 Cayuga, N.Y.	335,056
561 Crawford, Pa.	335,039
562 Miami, Ohio	334,252
563 Bonneville, Ida.	332,716
564 Lee, Miss.	332,505
565 Campbell, Ky.	331,985
566 Loudoun, Va.	329,304
567 Wicomico, Md.	329,043
568 Glynn, Ga.	328,242
569 Sullivan, N.Y.	328,112
570 Porter, Ind.	328,064
571 Franklin, Ky.	327,468
572 Cowlitz, Wash.	327,279
573 Johnson, Ind.	326,548
574 Livingston, Mich.	325,532
575 Washington, Wisc.	324,112
576 Allegany, Md.	323,958
577 Tazewell, Va.	323,567
578 Montgomery, Tenn.	322,708
579 Cleveland, N.C.	322,034
580 Grafton, N.H.	321,231
581 Howard, Tex.	321,183
582 Ashtabula, Ohio	320,267
583 Sandusky, Ohio	317,799
584 Orangeburg, S.C.	317,683
585 Portage, Wisc.	317,550
586 Jefferson, Ark.	317,329
587 Kings, Cal.	316,952
588 Craven, N.C.	316,192
589 Marquette, Mich.	316,153
590 Petersburg, Va.	316,021
591 Spotsylvania, Va.	315,260
592 Kootenai, Ida.	315,129
593 Lee, Ala.	314,493
594 Adams, Ill.	313,878
595 Benton, Ark.	313,845
596 Chaves, N.M.	313,686
597 Midland, Mich.	312,870
598 Hall, Neb.	312,726
599 Whiteside, Ill.	312,040
600 Linn, Ore.	311,438
601 Gallatin, Mont.	311,099
602 Cattaraugus, N.Y.	310,861
603 Bristol, Va.	310,437
604 Anderson, Tenn.	308,348
605 Bradley, Tenn.	307,572
606 Okeechobee, Fla.	307,182
607 Muskingum, Ohio	305,692
608 Osceola, Fla.	305,433
609 Harrison, Tex.	305,132
610 Barton, Kans.	304,813
611 Fairfield, Ohio	304,766
612 McKinley, N.M.	303,828
613 Whitfield, Ga.	303,823
614 Grant, Ind.	303,785
615 Worcester, Md.	303,381
616 Wilson, N.C.	303,063
617 Mercer, W.Va.	302,797
618 Erie, Ohio	302,250
619 Floyd, Ga.	301,628
620 Clinton, Ia.	299,612
621 Washington, Vt.	297,894
622 Carroll, Md.	297,489
623 Bartholomew, Ind.	295,707

624	Bossier, La.	295,429
625	Garland, Ark.	294,992
626	Douglas, Ore.	294,826
627	Grays Harbor, Wash.	293,684
628	Vermilion, La.	293,430
629	Cullman, Ala.	292,882
630	Genesee, N.Y.	292,563
631	Tuscarawas, Ohio	292,262
632	Henderson, N.C.	291,844
633	Pike, Ky.	291,482
634	Craighead, Ark.	290,943
635	Shiawassee, Mich.	290,097
636	Reno, Kans.	290,015
637	Williamson, Tenn.	289,497
638	Rockingham, N.C.	289,118
639	Hanover, Va.	288,983
640	Surry, N.C.	288,465
641	Northumberland, Pa.	288,355
642	Randolph, N.C.	287,749
643	Winchester, Va.	286,961
644	Geauga, Ohio	286,959
645	Union, N.C.	286,353
646	Pottawatomie, Okla.	285,638
647	Cochise, Ariz.	285,330
648	Valencia, N.M.	284,357
649	Sumner, Tenn.	283,111
650	Somerset, Pa.	282,830
651	Marion, W.Va.	282,664
652	Jones, Miss.	282,460
653	Anderson, Tex.	282,291
654	Nevada, Cal.	282,237
655	Fairbanks North Star, Ak.	282,131
656	Manitowoc, Wisc.	281,715
657	Umatilla, Ore.	281,711
658	Allegan, Mich.	281,061
659	Ross, Ohio	280,692
660	Pope, Ark.	279,804
661	Cerro Gordo, Ia.	279,639
662	Charles, Md.	279,285
663	Hendricks, Ind.	279,270
664	Johnston, N.C.	277,346
665	Martinsville, Va.	277,001
666	De Kalb, Ill.	276,316
667	Saline, Kans.	275,273
668	Orange, N.C.	275,200
669	Henderson, Ky.	273,614
670	Houston, Ga.	273,137
671	Klamath, Ore.	272,547
672	Yamhill, Ore.	272,230
673	Kay, Okla.	271,133
674	Walker, Ala.	270,210
675	Angelina, Tex.	270,065
676	Lauderdale, Ala.	269,281
677	Morgan, Ala.	267,073
678	Ohio, W.Va.	266,989
679	Isabella, Mich.	265,999
680	Rutland, Vt.	265,904
681	Jefferson, Wisc.	265,596
682	Custer, Okla.	265,351
683	Williamson, Ill.	264,866
684	Matagorda, Tex.	264,524
685	Madison, Neb.	264,513
686	Franklin, Mo.	263,724
687	Muscatine, Ia.	263,672
688	Douglas, Kans.	263,564
689	Knox, Ill.	263,111
690	Mohave, Ariz.	262,141
691	Falls Church, Va.	261,671
692	Muskogee, Okla.	261,112
693	Warren, Miss.	260,154
694	Beckham, Okla.	259,283
695	Williams, N.D.	258,711
696	Santa Cruz, Ariz.	258,709
697	Salem, Va.	258,448
698	Cecil, Md.	257,896
699	Marion, Ill.	257,850
700	Dodge, Wisc.	257,520
701	Hancock, Me.	257,189
702	Madison, N.Y.	256,350
703	Pulaski, Ky.	256,107
704	Windsor, Vt.	255,658
705	Benton, Ore.	255,646
706	Coffee, Tenn.	255,343
707	Putnam, N.Y.	254,452
708	Williamson, Tex.	254,310
709	Columbia, Pa.	254,208
710	Marshall, Ala.	253,280
711	Hardin, Ky.	252,823
712	Lewis, Wash.	252,539
713	Troup, Ga.	251,766
714	Garfield, Colo.	251,489
715	Sevier, Tenn.	250,650
716	Dorchester, S.C.	250,450
717	Lewis and Clark, Mont.	249,642
718	Windham, Conn.	249,476
719	Sarpy, Neb.	249,316
720	Cheshire, N.H.	248,296
721	Crittenden, Ark.	248,256
722	Walworth, Wisc.	247,748
723	Sutter, Cal.	247,721
724	Creek, Okla.	247,521
725	Webster, Ia.	246,515
726	Lenoir, N.C.	245,877
727	Union, Ark.	243,536
728	Kerr, Tex.	242,658
729	Caldwell, N.C.	242,653
730	Josephine, Ore.	242,143
731	Talladega, Ala.	241,538
732	Des Moines, Ia.	241,083
733	Jefferson Davis, La.	240,802
734	Belknap, N.H.	240,643
735	Clallam, Wash.	239,965
736	Burke, N.C.	239,530
737	Coos, Ore.	239,363
738	Citrus, Fla.	238,165
739	Payne, Okla.	238,161
740	Hunt, Tex.	237,752
741	Parker, Tex.	236,958
742	Putnam, Fla.	236,657
743	Armstrong, Pa.	236,533
744	Chippewa, Wisc.	236,512
745	Washington, Ohio	236,423
746	Marion, Ohio	236,284
747	Van Buren, Mich.	234,909
748	Adams, Miss.	234,326
749	Effingham, Ill.	233,651
750	Rankin, Miss.	232,913
751	Carroll, Ga.	232,875
752	Butler, Kans.	231,792
753	Coles, Ill.	231,577
754	Stark, N.D.	231,408
755	Dallas, Mo.	231,046
756	Spalding, Ga.	230,380
757	Lawrence, Ohio	229,878
758	Bradford, Pa.	229,695
759	Gray, Tex.	229,471
760	Seneca, Ohio	228,549
761	Kosciusko, Ind.	228,209
762	Buffalo, Neb.	227,509
763	Franklin, Mass.	226,897
764	Chelan, Wash.	226,495
765	Itasca, Minn.	226,350
766	Madera, Cal.	226,318
767	Putnam, Tenn.	225,907
768	Harrisonburg, Va.	225,235
769	Hamilton, Ind.	225,219
770	Jefferson, Ill.	225,059
771	Cooke, Tex.	223,624
772	White, Ark.	222,281
773	Bell, Ky.	221,923
774	Montgomery, Kans.	220,933
775	Hamblen, Tenn.	220,473
776	Silver Bow, Mont.	219,888
777	Carson City, Nev.	219,373
778	Brown, S.D.	219,115
779	Pinal, Ariz.	219,060
780	Green, Wisc.	217,684
781	Lowndes, Miss.	217,637
782	Huron, Ohio	217,426
783	Cache, Utah	216,674
784	Ozaukee, Wisc.	216,255
785	Rutherford, N.C.	216,226
786	Greenwood, S.C.	215,749
787	Columbia, N.Y.	215,170
788	Nez Perce, Ida.	214,651
789	Sheridan, Wyo.	214,290
790	Sauk, Wisc.	214,238
791	Adams, Pa.	214,214
792	Crow Wing, Minn.	214,157
793	Woodward, Okla.	213,711
794	Henderson, Tex.	213,420
795	San Patricio, Tex.	213,171
796	Ellis, Tex.	212,801
797	Ascension, La.	212,613
798	Highlands, Fla.	212,456
799	Crawford, Ohio	212,441
800	Carteret, N.C.	212,301
801	Hardin, Tex.	212,199
802	Knox, Ind.	211,789
803	Halifax, N.C.	211,759
804	Pickens, S.C.	211,650
805	Hancock, W.Va.	210,555
806	Cherokee, S.C.	209,552
807	Douglas, Ga.	208,583
808	Bennington, Vt.	208,459
809	Franklin, Wash.	208,244
810	Kandiyohi, Minn.	207,930
811	Edgecombe, N.C.	206,722
812	St. Joseph, Mich.	206,633
813	Navajo, Ariz.	206,198
814	Jackson, Miss.	206,079
815	Val Verde, Tex.	205,792
816	Delaware, N.Y.	205,597
817	Hopkins, Ky.	205,260
818	Natchitoches, La.	204,962
819	Dubois, Ind.	204,761
820	Columbus, N.C.	204,510
821	Monongalia, W.Va.	204,398
822	Beaufort, N.C.	204,327
823	Lee, Ia.	204,230
824	Stephenson, Ill.	204,114
825	Eddy, N.M.	203,842
826	Floyd, Ind.	203,586
827	Oxford, Me.	203,289
828	Johnson, Tex.	202,059
829	Calloway, Mo.	201,895
830	Santa Rosa, Fla.	201,823
831	Windham, Vt.	201,452
832	Hernando, Fla.	201,451
833	Henry, Ill.	201,220
834	Dodge, Neb.	200,954
835	Somerset, Me.	200,697
836	Maury, Tenn.	200,640

Leading cities (thousands)

1	New York City, N.Y.	22,259,159
2	Los Angeles, Cal.	15,227,598
3	Houston, Tex.	14,215,884
4	Chicago, Ill.	12,247,232
5	San Fernando Valley, Cal.	8,770,907
6	Indianapolis, Ind.	6,086,436
7	Dallas, Tex.	5,993,078
8	Philadelphia, Pa.	5,040,132
9	San Diego, Cal.	4,985,984
10	San Antonio, Tex.	4,682,774
11	San Francisco, Cal.	4,489,628
12	Memphis, Tenn.	4,115,168
13	Phoenix, Ariz.	3,874,145
14	South Bay, Cal.	3,750,770
15	Oklahoma City, Okla.	3,273,061
16	Seattle, Wash.	3,163,234
17	San Jose, Cal.	3,047,404
18	Columbus, Ohio	3,022,459
19	Tampa, Fla.	2,981,502
20	Denver, Colo.	2,963,147
21	Fort Worth, Tex.	2,881,862
22	Tucson, Ariz.	2,875,494
23	Nashville, Tenn.	2,838,809
24	Washington, D.C.	2,817,211
25	Jacksonville, Fla.	2,705,014
26	Honolulu, Hi.	2,697,631
27	Tulsa, Okla.	2,636,496
28	Baltimore, Md.	2,598,600
29	Detroit, Mich.	2,577,114
30	[2]Atlanta, Ga.	2,423,499
31	Corpus Christi, Tex.	2,396,656
32	Boston, Mass.	2,384,169
33	Albuquerque, N.M.	2,328,958
34	Austin, Tex.	2,317,477
35	Miami, Fla.	2,211,661
36	Wichita, Kans.	2,144,052
37	Portland, Ore.	2,083,365
38	Omaha, Neb.	2,046,643
39	Charlotte, N.C.	2,002,336
40	Milwaukee, Wisc.	1,929,178
41	New Orleans, La.	1,886,982
42	Cleveland, Ohio	1,827,844
43	El Paso, Tex.	1,804,400
44	[1]Kansas City, Mo.	1,768,951
45	Fresno, Cal.	1,757,506
46	Long Beach, Cal.	1,715,440
47	Birmingham, Ala.	1,681,477
48	Fort Lauderdale, Fla.	1,675,587
49	San Gabriel Valley, Cal.	1,631,932
50	Toledo, Ohio	1,629,402
51	Arlington, Tex.	1,564,727
52	Lubbock, Tex.	1,529,716
53	Minneapolis, Minn.	1,523,934
54	Sacramento, Cal.	1,513,581
55	St. Louis, Mo.	1,506,285
56	Oakland, Cal.	1,477,637
57	Knoxville, Tenn.	1,476,179
58	Hollywood, Fla.	1,459,571
59	Cincinnati, Ohio	1,459,368
60	Anaheim, Cal.	1,435,763
61	Colorado Springs, Colo.	1,417,256
62	Pittsburgh, Pa.	1,416,355
63	Lafayette, La.	1,397,860
64	Des Moines, Ia.	1,358,204
65	Orlando, Fla.	1,346,385
66	Torrance, Cal.	1,345,454
67	Jackson, Miss.	1,303,777
68	Greensboro, N.C.	1,283,334
69	Mobile, Ala.	1,281,929
70	Odessa, Tex.	1,245,405
71	Costa Mesa, Cal.	1,237,152
72	Amarillo, Tex.	1,231,762
73	Little Rock, Ark.	1,223,330
74	Akron, Ohio	1,207,299
75	Bakersfield, Cal.	1,205,409
76	Louisville, Ky.	1,204,111
77	Baton Rouge, La.	1,203,816
78	Grand Rapids, Mich.	1,185,191
79	Fort Wayne, Ind.	1,179,681
80	Reno, Nev.	1,166,938
81	Winston-Salem, N.C.	1,162,351
82	Tyler, Tex.	1,155,878
83	Beaumont, Tex.	1,148,543
84	Pasadena, Cal.	1,141,644
85	Mesa, Ariz.	1,138,427
86	Salt Lake City, Utah	1,131,971
87	Las Vegas, Nev.	1,120,095
88	West Palm Beach, Fla.	1,111,445
89	Santa Ana, Cal.	1,109,572
90	Riverside, Cal.	1,102,483
91	Shreveport, La.	1,092,684
92	Raleigh, N.C.	1,069,547
93	Bellevue-Kirkland, Wash.	1,067,926
94	St. Paul, Minn.	1,062,610
95	Anchorage, Ak.	1,057,106
96	Santa Monica, Cal.	1,052,812
97	Laredo, Tex.	1,047,610
98	Fort Myers, Fla.	1,046,699
99	Springfield, Mo.	1,023,362
100	Midland, Tex.	1,013,630
101	[1]Lexington, Ky.	1,013,581
102	Buffalo, N.Y.	1,013,192
103	Chattanooga, Tenn.	1,008,425
104	Madison, Wisc.	1,003,009
105	Lansing, Mich.	1,002,490
106	Lake Charles, La.	1,001,086
107	Spokane, Wash.	996,441
108	San Bernardino, Cal.	987,807
109	Scottsdale, Ariz.	985,862
110	Schaumberg, Ill.	949,948
111	Tacoma, Wash.	937,444
112	Glendale, Cal.	937,206
113	Huntington Beach, Cal.	924,402
114	Yonkers, N.Y.	906,610
115	Pompano Beach, Fla.	905,271
116	McAllen, Tex.	904,437
117	Peoria, Ill.	902,077
118	Brownsville, Tex.	895,033
119	San Angelo, Tex.	889,939
120	Pasadena, Tex.	878,453
121	Evansville, Ind.	873,676
122	Ann Arbor, Mich.	872,409
123	Stockton, Cal.	871,008
124	Rochester, N.Y.	870,193
125	Rockford, Ill.	863,445
126	Conroe, Tex.	851,606
127	Charleston, W.Va.	847,517
128	Lincoln, Neb.	835,843
129	Columbus, Ga.	834,651
130	Modesto, Cal.	834,339
131	Lakeland, Fla.	831,620
132	Gainesville, Fla.	820,461
133	Monroeville, Pa.	817,478
134	Clearwater, Fla.	814,481
135	Abilene, Tex.	808,182
136	Montgomery, Ala.	787,049
137	[1]St. Cloud, Minn.	780,797
138	El Cajon, Cal.	775,791
139	Billings, Mont.	769,293
140	Cedar Rapids, Ia.	766,524
141	Flint, Mich.	756,677
142	Huntsville, Ala.	752,670
143	Santa Rosa, Cal.	749,447
144	Syracuse, N.Y.	749,154
145	Stamford, Conn.	741,730
146	Boise City, Ida.	740,891
147	Newport Beach, Cal.	728,276
148	Worcester, Mass.	725,376
149	Springfield, Ill.	719,251
150	Irving, Tex.	713,784
151	White Plains, N.Y.	709,351
152	Topeka, Kans.	707,712
153	Santa Barbara, Cal.	706,186
154	Thousand Oaks, Cal.	698,585
155	Springfield, Mass.	697,313
156	Waco, Tex.	692,401
157	Cherry Hill, N.J.	690,432
158	Macon, Ga.	673,405
159	Durham, N.C.	670,892
160	Davenport, Ia.	665,414
161	[1]Salem, Ore.	662,984
162	Hayward, Cal.	661,914
163	Grand Junction, Colo.	660,491
164	Enid, Okla.	656,001
165	Walnut Creek, Cal.	651,281
166	Wichita Falls, Tex.	650,316
167	Palo Alto, Cal.	646,509
168	Providence, R.I.	645,765
169	Downey, Cal.	644,565
170	Fort Smith, Ark.	641,555
171	Daytona Beach, Fla.	640,246
172	San Mateo, Cal.	639,943
173	Fullerton, Cal.	627,444
174	Fremont, Cal.	626,653
175	Dayton, Ohio	624,678
176	Kansas City, Kans.	622,766
177	Greenville, S.C.	621,533

178	Texarkana, Ark.-Texarkana, Tex., Ark.	616,040
179	1Texarkana, Tex.	616,040
180	Bristol, Tenn.-Bristol, Va., Tenn.	612,625
181	Sarasota, Fla.	608,409
182	Burbank, Cal.	607,122
183	Fayetteville, N.C.	605,655
184	Bartlesville, Okla.	604,913
185	Harlingen, Tex.	601,755
186	Columbia, S.C.	601,350
187	Tempe, Ariz.	598,975
188	Berkeley, Cal.	595,486
189	Victoria, Tex.	593,714
190	Oxnard, Cal.	593,122
191	South Bend, Ind.	592,091
192	Green Bay, Wisc.	590,263
193	Independence, Mo.	589,101
194	West Covina, Cal.	586,739
195	San Buenaventura, Cal. Ventura, Cal	586,106
196	Sioux Falls, S.D.	585,348
197	Boulder, Colo.	584,990
198	Hicksville, N.Y.	583,786
199	New Haven, Conn.	583,318
200	Mesquite, Tex.	582,702
201	Escondido, Cal.	577,837
202	Bridgeport, Conn.	575,108
203	Eugene, Ore.	570,215
204	Woodbridge, N.J.	569,565
205	Asheville, N.C.	567,047
206	Owensboro, Ky.	565,260
207	Nashua, N.H.	562,195
208	North Little Rock, Ark.	560,820
209	Everett, Wash.	559,988
210	Joliet, Ill.	559,332
211	Baytown, Tex.	555,540
212	Framingham, Mass.	553,321
213	Spartanburg, S.C.	552,400
214	Fargo, N.D.	552,268
215	Terre Haute, Ind.	551,148
216	Salinas, Cal.	549,702
217	Hartford, Conn.	547,992
218	San Rafael, Cal.	546,718
219	Garland, Tex.	544,292
220	Atlantic City, N.J.	541,735
221	Newark, N.J.	541,364
222	Decatur, Ill.	537,307
223	Allentown, Pa.	537,183
224	Canton, Ohio	535,535
225	Pueblo, Colo.	532,190
226	Visalia, Cal.	529,242
227	Greenwich, Conn.	526,273
228	Longview, Tex.	523,897
229	Manchester, N.H.	523,826
230	Naples, Fla.	522,868
231	Charleston, S.C.	522,198
232	Kalamazoo, Mich.	516,291
233	Ocala, Fla.	512,523
234	Hurst, Tex.	512,482
235	Whittier, Cal.	509,821
236	Boca Raton, Fla.	508,211
237	Norwalk, Conn.	500,460
238	Missoula, Mont:	496,829
239	Aurora, Ill.	494,921
240	Beckley, W.Va.	493,485
241	Brockton, Mass.	487,800
242	Richardson, Tex.	485,553
243*	Waterloo, Ia.	485,412
244	Rochester, Minn.	484,050
245	Hilo, Hi.	483,189
246	New Iberia, La.	483,035
247	Columbia, Mo.	482,746
248	La Crosse, Wisc.	482,619
249	Jersey City, N.J.	479,984
250	Renton, Wash.	479,602
251	Wilmington, N.C.	478,730
252	Waterbury, Conn.	478,672
253	Midwest City, Okla.	478,586
254	Royal Oak, Mich.	477,335
255	Ontario, Cal.	477,011
256	Redwood City, Cal.	472,862
257	Santa Maria, Cal.	472,774
258	Muncie, Ind.	470,489
259	New Rochelle, N.Y.	469,400
260	Frederick, Md.	468,352
261	Mentor, Ohio	468,199
262	Yakima, Wash.	468,153
263	Fort Pierce, Fla.	466,987
264	Jackson, Tenn.	460,971
265	Slidell, La.	460,449
266	Bowling Green, Ky.	457,297
267	Rapid City, S.D.	457,142
268	Hammond, Ind.	456,232
269	Kingsport, Tenn.	455,831
270	Quincy, Mass.	454,947
271	2Joplin, Mo.	454,074
272	Ogden, Utah	453,946
273	Albany, N.Y.	450,377
274	Tallahassee, Fla.	450,224
275	Norman, Okla.	449,922
276	Casper, Wyo.	447,453
277	Medford, Ore.	447,391
278	Johnson City, Tenn.	443,254
279	Denton, Tex.	442,772
280	Dubuque, Ia.	439,704
281	Minot, N.D.	438,366
282	Sioux City, Ia.	437,373
283	Redding, Cal.	437,110
284	Lowell, Mass.	436,343
285	Appleton, Wisc.	435,945
286	Pomona, Cal.	435,864
287	Waltham, Mass.	432,642
288	Bloomington, Ill.	431,133
289	Scranton, Pa.	430,950
290	High Point, N.C.	428,392
291	Waukegan, Ill.	428,339
292	Albany, Ga.	427,091
293	Fort Collins, Colo.	423,500
294	Norwich, Conn.	420,937
295	Portsmouth, N.H.	419,632
296	Gastonia, N.C.	419,099
297	Winter Haven, Fla.	418,791
298	Youngstown, Ohio	418,002
299	Panama City, Fla.	415,402
300	1Huntington, W.Va.	414,976
301	Mansfield, Ohio	414,321
302	Duluth, Minn.	411,590
303	Moline, Ill.	411,403
304	Hempstead, N.Y.	411,164
305	Bangor, Me.	408,718
306	Gary, Ind.	408,347
307	Kenosha, Wisc.	408,316
308	Meridian, Miss.	406,219
309	Erie, Pa.	406,141
310	Racine, Wisc.	403,796
311	Great Falls, Mont.	403,102
312	Monroe, La.	402,112
313	Santa Fe, N.M.	399,622
314	Mount Prospect, Ill.	399,107
315	Kokomo, Ind.	398,766
316	Arcadia, Cal.	397,141
317	Champaign, Ill.	396,724
318	Lafayette, Ind.	396,056
319	Richmond, Cal.	395,419
320	Vallejo, Cal.	394,978
321	Savannah, Ga.	394,919
322	Belleville, Ill.	394,164
323	Lancaster, Pa.	392,861
324	Santa Cruz, Cal.	392,683
325	Port Arthur, Tex.	391,809
326	Gulfport, Miss.	390,017
327	Covina, Cal.	385,528
328	Greenville, N.C.	384,517
329	Farmington, N.M.	383,595
330	Elgin, Ill.	379,771
331	Kennewick, Wash.	374,368
332	Bryan, Tex.	374,260
333	Greeley, Colo.	373,780
334	Binghamton, N.Y.	373,581
335	Milford, Conn.	373,313
336	Findlay, Ohio	372,442
337	Alexandria, La.	371,264
338	Oceanside, Cal.	370,591
339	Tuscaloosa, Ala.	369,644
340	Vero Beach, Fla.	368,214
341	St. Joseph, Mo.	368,047
342	Elkhart, Ind.	367,652
343	Palm Springs, Cal.	367,517
344	Lawton, Okla.	364,803
345	Fayetteville, Ark.	364,683
346	Danbury, Conn.	364,611
347	Bismarck, N.D.	364,418
348	Cheyenne, Wyo.	361,787
349	Rosenberg, Tex.	361,410
350	Pensacola, Fla.	359,557
351	Bellingham, Wash.	358,937
352	Burlington, N.C.	358,581
353	Bloomington, Ind.	357,125
354	Niles, Ohio	355,905
355	Valdosta, Ga.	355,529
356	Fairfield, Cal.	354,279
357	Lancaster, Cal.	353,984
358	Duncan, Okla.	353,814
359	Napa, Cal.	353,350
360	Simi Valley, Cal.	353,239
361	Portland, Me.	353,173
362	Marietta, Ga.	351,215
363	Hattiesburg, Miss.	351,156
364	Anderson, S.C.	350,382
365	Janesville, Wisc.	348,860
366	Gadsden, Ala.	348,274
367	Manchester, Conn.	347,247
368	Las Cruces, N.M.	346,226
369	Myrtle Beach, S.C.	344,799
370	Parkersburg, W.Va.	344,458
371	Elizabeth, N.J.	343,770
372	Mount Vernon, N.Y.	343,097
373	Pocatello, Ida.	342,047
374	Pontiac, Mich.	341,548
375	Galveston, Tex.	340,620
376	Gainesville, Ga.	340,326
377	Arlington Heights, Ill.	340,318
378	Rock Hill, S.C.	338,563
379	Medford, Mass.	338,530
380	Jefferson City, Mo.	337,980
381	Woodbridge, Va.	336,163
382	Dedham, Mass.	335,612
383	Seguin, Tex.	335,474
384	Bradenton, Fla.	335,148
385	Florence, S.C.	334,039
386	Greenville, Miss.	333,014
387	Des Plaines, Ill.	330,803
388	Clifton, N.J.	330,594
389	Biloxi, Miss.	329,747
390	Idaho Falls, Ida.	329,498
391	Twin Falls, Ida.	328,528
392	Annapolis, Md.	328,346
393	Redondo Beach, Cal.	327,648
394	Paducah, Ky.	326,489
395	Athens, Ga.	326,011
396	Frankfort, Ky.	325,855
397	Rocky Mount, N.C.	324,506
398	Sumter, S.C.	322,741
399	Eau Claire, Wisc.	322,380
400	Grand Forks, N.D.	320,864
401	Bremerton, Wash.	319,818
402	Houma, La.	319,370
403	Augusta, Ga.	318,363
404	Orange, Tex.	317,906
405	Ashland, Ky.	315,403
406	St. Augustine, Fla.	315,340
407	Clarksville, Tenn.	315,314
408	Alice, Tex.	315,177
409	Warren, Pa.	315,165
410	Council Bluffs, Ia.	314,948
411	Dothan, Ala.	314,891
412	Concord, N.H.	313,513
413	Big Spring, Tex.	313,287
414	Plano, Tex.	313,163
415	Corona, Cal.	311,955
416	Greensburg, Pa.	311,285
417	Hagerstown, Md.	310,516
418	1Bethlehem, Pa.	310,047
419	Provo, Utah	308,756
420	Peabody, Mass.	308,050
421	Roswell, N.M.	307,469
422	McKinney, Tex.	307,436
423	Anderson, Ind.	306,664
424	Hickory, N.C.	304,778
425	Ardmore, Okla.	303,108
426	Parsippany, N.J.	302,127
427	Richmond, Ind.	302,012
428	Pine Bluff, Ark.	301,691
429	Iowa City, Ia.	301,643
430	Auburn, Wash.	300,525
431	Merced, Cal.	300,451
432	Murfreesboro, Tenn.	298,653
433	Utica, N.Y.	298,082
434	Traverse City, Mich.	297,732
435	Pawtucket, R.I.	296,418
436	Olympia, Wash.	295,638
437	Tupelo, Miss.	295,531
438	Anniston, Ala.	295,200
439	Cape Girardeau, Mo.	295,020
440	Morristown, N.J.	294,171
441	Sanford, Fla.	293,877
442	Hamilton, Ohio	293,300
443	Cleveland, Tenn.	292,271
444	San Luis Obispo, Cal.	291,058
445	Yuma, Ariz.	291,057
446	Monterey, Cal.	290,348
447	Brea, Cal.	290,000
448	Ames, Ia.	289,696
449	Portsmouth, Ohio	289,051
450	Covington, Ky.	288,504
451	Bend, Ore.	288,404
452	Hot Springs, Ark.	288,135
453	Elyria, Ohio	287,035
454	Lynn, Mass.	286,779
455	Oshkosh, Wisc.	286,298
456	Altoona, Pa.	286,246
457	Vancouver, Wash.	285,824
458	Quincy, Ill.	283,943
459	Midland, Mich.	283,403
460	Garden City, N.Y.	283,131
461	Fall River, Mass.	283,070
462	Salisbury, Md.	282,180
463	Nampa, Ida.	281,509
464	Pleasanton, Cal.	281,427
465	Gallup, N.M.	281,128
466	Alton, Ill.	281,123
467	Poughkeepsie, N.Y.	280,703
468	Rome, Ga.	280,419
469	Hackensack, N.J.	278,746
470	Burlington, Vt.	277,933
471	Grand Island, Neb.	277,699
472	Jonesboro, Ark.	277,011
473	Rome, N.Y.	276,383
474	Marshall, Tex.	273,914
475	Eureka, Cal.	273,831
476	Dalton, Ga.	273,358
477	Salina, Kans.	272,368
478	Stevens Point, Wisc.	270,453
479	Great Bend, Kans.	270,214
480	Danville, Ill.	269,994
481	Upland, Cal.	269,374
482	Wilson, N.C.	268,694
483	Bozeman, Mont.	268,602
484	Rock Springs, Wyo.	268,536
485	Hobbs, N.M.	268,202
486	Chico, Cal.	267,268
487	Stuart, Fla.	267,133
488	Carbondale, Ill.	267,109
489	Warren, Ohio	266,084
490	Laurel, Miss.	266,023
491	Killeen, Tex.	265,437
492	La Habra, Cal.	265,260
493	Henderson, Ky.	264,252
494	Fairbanks, Ak.	263,008
495	Marion, Ind.	262,874
496	Hutchinson, Kans.	262,588
497	Indio, Cal.	262,092
498	Chillicothe, Ohio	261,958
499	Sheboygan, Wisc.	261,601
500	Alameda, Cal.	261,494
501	Alvin, Tex.	261,409
502	Columbus, Ind.	261,178
503	Reading, Pa.	260,241
504	Waukesha, Wisc.	259,071
505	Hanover, Pa.	259,037
506	Redlands, Cal.	259,012
507	Russellville, Ark.	258,280
508	Salisbury, N.C.	257,608
509	Vicksburg, Miss.	257,520
510	Saginaw, Mich.	256,552
511	Flagstaff, Ariz.	255,369
512	Newark, Del.	255,201
513	Pittsfield, Mass.	254,714
514	Enfield, Conn.	252,906
515	Haverhill, Mass.	252,773
516	Sherman, Tex.	252,255
517	Temple, Tex.	250,482
518	Holland, Mich.	249,552
519	Longview, Wash.	248,200
520	Lawrence, Mass.	248,129
521	Palestine, Tex.	247,651
522	Roseville, Cal.	247,076
523	Prescott, Ariz.	246,602
524	Michigan City, Ind.	246,228
525	York, Pa.	245,967
526	New Bedford, Mass.	245,657
527	Lawrence, Kans.	245,334
528	Washington, Pa.	245,269
529	Plattsburgh, N.Y.	245,189
530	Cedar Falls, Ia.	244,403
531	Goldsboro, N.C.	243,892
532	Antioch, Cal.	243,742
533	Fort Walton Beach, Fla.	242,308
534	Dover, Del.	242,102
535	Mishawaka, Ind.	242,094
536	Clinton, Ia.	241,601
537	Cullman, Ala.	241,398
538	Muskogee, Okla.	241,274
539	Florence, Ala.	240,698
540	Kingston, N.Y.	240,138
541	Longmont, Colo.	239,910
542	Wheeling, W.Va.	239,818
543	Helena, Mont.	238,546
544	Lancaster, Ohio	237,665
545	Jacksonville, N.C.	237,646
546	Vineland, N.J.	236,939
547	Lufkin, Tex.	236,848
548	Jamestown, N.Y.	236,650
549	Corvallis, Ore.	235,206
550	Uniontown, Pa.	234,824
551	Mount Kisco, N.Y.	234,538
552	Chambersburg, Pa.	234,292
553	Jackson, Mich.	234,212
554	Port Huron, Mich.	233,924
555	Edmond, Okla.	233,737
556	Lodi, Cal.	233,719
557	Meriden, Conn.	233,710
558	Zanesville, Ohio	233,115
559	Jersey Shore, Pa.	232,936
560	Bay City, Tex.	232,574
561	Leesburg, Fla.	232,411
562	Augusta, Me.	232,349
563	Woburn, Mass.	230,682
564	South Gate, Cal.	230,615
565	Williston, N.D.	229,833
566	Niagara Falls, N.Y.	229,815
567	Coeur d'Alene, Ida.	229,428
568	Shawnee, Okla.	228,698
569	South Lake Tahoe, Cal.	228,077
570	Pekin, Ill.	226,620

571	Middletown, Ohio	226,403
572	Middletown, N.J.	226.300
573	Fort Dodge, Ia.	225,545
574	Natchez, Miss.	225,378
575	Huntington Park, Cal.	225,066
576	Newburgh, N.Y.	224,471
577	Victorville, Cal.	224,270
578	Wilmington, Del.	224,233
579	Key West, Fla.	224,156
580	Brunswick, Ga.	223,659
581	Galesburg, Ill.	223,409
582	El Dorado, Ark.	222,823
583	Somerset, Ky.	222,564
584	Grand Prairie, Tex.	222,551
585	Kent, Wash.	222,495
586	Morgan City, La.	222,454
587	Pampa, Tex.	222,433
588	Griffin, Ga.	222,036
589	Beloit, Wisc.	221,703
590	Fitchburg, Mass.	220.771
591	Mason City, Ia.	220,586
592	Carson City, Nev.	219,373
593	Battle Creek, Mich.	219,150
594	Monroe, N.C.	219,092
595	Palm Beach, Fla.	218,346
596	Albany, Ore.	218,279
597	Wausau, Wisc.	218,229
598	Manhattan Beach, Cal.	218,097
599	Kankakee, Ill.	217,072
600	Olathe, Kans.	216,789
601	Newark, Ohio	216,623
602	Wooster, Ohio	216,544
603	Morristown, Tenn.	216,455
604	Orangeburg, S.C.	215,534
605	Auburn, N.Y.	215,242
606	New Britain, Conn.	214,769
607	Lorain, Ohio	214,722
608	Schenectady, N.Y.	214,643
609	Lewiston, Ida.	213,389
610	Newark, Cal.	212,396
611	Oregon City, Ore.	212,389
612	Columbus, Miss.	212,230
613	Yuba City, Cal.	211,799
614	Fairmont, W.Va.	211,659
615	Beverly, Mass.	211,456
616	Kalispell, Mont.	211,017
617	Thibodaux, La.	210,803
618	Mount Vernon, Ill.	210,674
619	Kearney, Neb.	210,480
620	Springfield, Ohio	210,394
621	Warner Robins, Ga.	209,589
622	Abbeville, La.	209,431
623	Hammond, La.	209,156
624	Bay City, Mich.	208,264
625	Cookeville, Tenn.	207,754
626	Woodward, Okla.	207,681
627	El Centro, Cal.	207,373
628	Muskegon, Mich.	206,954
629	Fond du Lac, Wisc.	206,942
630	Decatur, Ala.	206,869
631	Norfolk, Neb.	206,839
632	Hanford, Cal.	206,778
633	Harrisburg, Pa.	206,476
634	Paterson, N.J.	206,389
635	Del Rio, Tex.	205,063
636	Porterville, Cal.	205,007
637	Lawrenceville, Ga.	204,645
638	Hemet, Cal.	204,314
639	Kerrville, Tex.	203,474
640	Effingham, Ill.	201,995
641	Barstow, Cal.	201,966
642	West Memphis, Ark.	201,572
643	Watertown, N.Y.	201,366
644	Warminster, Pa.	201,190
645	Rolling Meadows, Ill.	201,151
646	Malden, Mass.	201,132
647	Logan, Utah	200,799
648	Klamath Falls, Ore.	200,735
649	Ithaca, N.Y.	200,560

TOTAL FOOD SALES

Standard metropolitan statistical areas (thousands)

1	Los Angeles-Long Beach, Cal.	8,913,465
2	New York, N.Y.-N.J.	8,905,815
3	Chicago, Ill.	6,750,516
4	Houston, Tex.	5,348,996
5	Philadelphia, Pa.-N.J.	5,102,156
6	Detroit, Mich.	4,589,448
7	San Francisco-Oakland, Cal.	4,390,076
8	Nassau-Suffolk, N.Y.	4,193,895
9	Washington, D.C.-Md.-Va.	3,936,940
10	Dallas-Fort Worth, Tex.	3,877,699
11	Boston, Mass.	3,625,229
12	St. Louis, Mo.-Ill.	2,665,896
13	Tampa-St. Petersburg, Fla.	2,651,478
14	Pittsburgh, Pa.	2,585,783
15	Baltimore, Md.	2,558,408
16	Anaheim-Santa Ana-Garden Grove, Cal.	2.522,869
17	Atlanta, Ga.	2,503,227
18	Newark, N.J.	2,378,510
19	Seattle-Everett, Wash.	2,353,532
20	Minneapolis-St. Paul, Minn.-Wis.	2,311,508
21	Denver-Boulder, Colo.	2,286,240
22	Cleveland, O.	2,202,482
23	Miami, Fla.	2,167,467
24	San Diego, Cal.	2,025,403
25	Phoenix, Ariz.	1,988,290
26	Riverside-San Bernardino-Ontario, Cal.	1,912,285
27	New Orleans, La.	1,825,776
28	San Jose, Cal.	1,731,215
29	Cincinnati, O.-Ky.-Ind.	1,713,142
30	Fort Lauderdale-Hollywood, Fla.	1,686,875
31	Indianapolis, Ind.	1,545,859
32	Portland, Ore.-Wash.	1,497,039
33	Milwaukee, Wis.	1,436,851
34	Buffalo, N.Y.	1,422,120
35	San Antonio, Tex.	1,361,789
36	Kansas City, Mo.-Kans.	1,352,060
37	Rochester, N.Y.	1,351,433
38	Sacramento, Cal.	1,310,678
39	Oklahoma City, Okla.	1,255,902
40	Columbus, O.	1,151,409
41	Memphis, Tenn.-Ark.-Miss.	1,139,697
42	Orlando, Fla.	1,130,233
43	West Palm Beach-Boca Raton, Fla.	1,095,483
44	Birmingham, Ala.	1,042,536
45	Louisville, Ky.-Ind.	972,021
46	Nashville-Davidson, Tenn.	965,994
47	Hartford, Conn.	956,608
48	Salt Lake City-Ogden, Utah	954,569
49	Syracuse, N.Y.	939,480
50	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	923,057
51	Greensboro-Winston-Salem-High Point, N.C.	915,119
52	Tulsa, Okla.	910,166
53	Providence-Warwick-Pawtucket, R.I.-Mass.	900,480
54	Tucson, Ariz.	888,642
55	Toledo, O.-Mich.	885,958
56	Charlotte-Gastonia, N.C.	865,735
57	Richmond, Va.	865,192
58	Jacksonville, Fla.	850,858
59	Albany-Schenectady-Troy, N.Y.	818,704
60	Dayton, O.	802,177
61	New Brunswick-Perth Amboy-Sayreville, N.J.	760,247
62	Akron, O.	752,938
63	Long Branch-Asbury Park, N.J.	752,686
64	Honolulu, Hawaii	737,845
65	Allentown-Bethlehem-Easton, Pa.-N.J.	735,003
66	Grand Rapids, Mich.	716,837
67	Oxnard-Simi Valley-Ventura, Cal.	713,867
68	Greenville-Spartanburg, S.C.	713,459
69	Corpus Christi, Tex.	708,9[illegible]
70	Las Vegas, Nev.	701,711
71	Gary-Hammond-East Chicago, Ind.	690,097
72	Raleigh-Durham, N.C.	665,714
73	Youngstown-Warren, O.	664,205
74	Austin, Tex.	649,794
75	Fresno, Cal.	635,911
76	Beaumont-Port Arthur-Orange, Tex.	635,760
77	Wilmington, Del.-N.J.-Md.	623,699
78	Northeast Pennsylvania, Pa.	619,865
79	Omaha, Neb.-Iowa	609,982
80	Bakersfield, Cal.	554,454
81	Springfield-Chicopee-Holyoke, Mass-Conn.	548,317
82	Columbia, S.C.	544,537
83	Wichita, Kans.	524,515
84	Bridgeport, Conn.	517,467
85	Atlantic City, N.J.	514,717
86	Lakeland-Winter Haven, Fla.	513,472
87	Knoxville, Tenn.	508,942
88	Lansing-East Lansing, Mich.	504,275
89	Baton Rouge, La.	501,392
90	Flint, Mich.	498,211
91	Little Rock-North Little Rock, Ark.	497,400
92	New Haven-West Haven, Conn.	496,562
93	Albuquerque, N.M.	495,743
94	Poughkeepsie, N.Y.	492,680
95	Harrisburg, Pa.	487,607
96	Mobile, Ala.	484,103
97	Brownsville-Harlingen-San Benito, Tex.	477,521
98	Johnson City-Kingsport-Bristol, Tenn.-Va.	474,209
99	Newburgh-Middletown, N.Y.	468,775
100	York, Pa.	447,331
101	Canton, O.	445,375
102	Des Moines, Iowa	442,598
103	Chattanooga, Tenn.-Ga.	440,276
104	Charleston, W.Va.	437,596
105	Newport News-Hampton, Va.	436,859
106	Paterson-Clifton-Passaic, N.J.	430,618
107	Santa Rosa, Cal.	430,469
108	Tacoma, Wash.	423,334
109	Fort Myers-Cape Coral, Fla.	412,486
110	El Paso, Tex.	402,953
111	Charleston-North Charleston, S.C.	401,039
112	Fort Wayne, Ind.	395,864
113	Worcester, Mass.	395,256
114	Davenport-Rock Island-Moline, Iowa-Ill.	394,086
115	Jersey City, N.J.	393,607
116	Lancaster, Pa.	393,370
117	Santa Barbara-Santa Maria-Lompoc, Cal.	384,161
118	Stockton, Cal.	384,051
119	McAllen-Pharr-Edinburg, Tex.	383,032
120	Melbourne-Titusville-Cocoa, Fla.	374,769
121	Lawrence-Haverhill, Mass.-N.H.	374,139
122	Trenton, N.J.	371,478
123	Jackson, Miss.	369,857
124	Daytona Beach, Fla.	368,350
125	Peoria, Ill.	365,876
126	New London-Norwich, Conn-R.I.	363,041
127	Vallejo-Fairfield-Napa, Cal.	362,140
128	Lake Charles, La.	354,128
129	Ann Arbor, Mich.	352,222
130	Shreveport, La.	350,183
131	Sarasota, Fla.	347,290
132	Huntington-Ashland, W.Va.-Ky.-O.	340,338
133	Binghamton, N.Y.-Pa.	337,599
134	Stamford, Conn.	336,862
135	Utica-Rome, N.Y.	333,623
136	Kalamazoo-Portage, Mich.	332,901
137	Lubbock, Tex.	330,360
138	Evansville, Ind.-Ky.	328,125
139	Lafayette, La.	327,252
140	Spokane, Wash.	326,012
141	Salinas-Seaside-Monterey, Cal.	325,304
142	Lexington-Fayette, Ky.	316,075
143	Colorado Springs, Colo.	314,981
144	Roanoke, Va.	314,338
145	Augusta, Ga.-S.C.	310,952
146	Appleton-Oshkosh, Wis.	309,042
147	Reading, Pa.	307,018
148	Portsmouth-Dover-Rochester, N.H.-Me.	304,975
149	Modesto, Cal.	303,121
150	Pensacola, Fla.	296,906
151	Tyler, Tex.	294,700
152	Madison, Wis.	292,576
153	Rockford, Ill.	292,196
154	Saginaw, Mich.	289,462
155	Visalia-Tulare-Porterville, Cal.	288,133
156	Lowell, Mass.-N.H.	285,705
157	Reno, Nev.	284,671
158	Odessa, Tex.	282,424
159	Portland, Me.	280,402
160	Amarillo, Tex.	278,185
161	Laredo, Tex.	271,643
162	Eugene-Springfield, Ore.	266,972
163	Huntsville, Ala.	264,902
164	Wheeling, W.Va.-O.	262,616
165	Bradenton, Fla.	256,695
166	South Bend-Mishawaka, Ind.	249,959
167	Lorain-Elyria, O.	248,233
168	Longview-Marshall, Tex.	247,315
169	Fort Smith, Ark.-Okla.	245,952
170	Savannah, Ga.	245,853
171	Hamilton-Middletown, O.	242,058
172	Johnstown, Pa.	241,921
173	Erie, Pa.	239,891
174	Macon, Ga.	237,108
175	Galveston-Texas City, Tex.	236,924
176	Santa Cruz, Cal.	236,380
177	Waterbury, Conn.	231,150
178	Salem, Ore.	227,837
179	Duluth-Superior, Minn.-Wis.	226,768
180	Anchorage, Alaska	225,151
181	Boise City, Ida.	225,023
182	Midland, Tex.	224,431
183	Springfield, Mo.	219,845
184	Biloxi-Gulfport, Miss.	219,332
185	Gainesville, Fla.	219,013
186	Wilmington, N.C.	218,980
187	Lima, O.	211,622
188	Abilene, Tex.	209,772
189	Montgomery, Ala.	208,781
190	Norwalk, Conn.	207,038
191	Fayetteville, N.C.	205,772
192	Provo-Orem, Utah	205,695
193	San Angelo, Tex.	205,249
194	Waco, Tex.	202,489
195	Fayetteville-Springdale, Ark.	201,853
196	Nashua, N.H.	200,907
197	Asheville, N.C.	200,783
198	Manchester, N.H.	200,449
199	Cedar Rapids, Iowa	199,817
200	Tallahassee, Fla.	197,678
201	Lynchburg, Va.	195,089
202	Columbus, Ga.-Ala.	192,112
203	Springfield, Ill.	190,090
204	Salisbury-Concord, N.C.	186,978
205	Texarkana, Tex.-Ark.	186,598
206	Olympia, Wash.	185,856
207	Green Bay, Wis.	185,437
208	Mansfield, O.	179,945
209	Billings, Mont.	178,791
210	Steubenville-Weirton, O.-W.Va.	178,687
211	Racine, Wis.	178,157
212	Parkersburg-Marietta, W.Va.-O.	176,868
213	Richland-Kennewick-Pasco, Wash.	176,608
214	Ocala, Fla.	171,807
215	Danbury, Conn.	170,984
216	Topeka, Kans.	170,918
217	New Britain, Conn.	170,547

218	Muskegon-Norton Shores-Muskegon Heights, Mich.	169,927
219	Lincoln, Neb.	168,532
220	Chico, Cal.	167,498
221	Terre Haute, Ind.	165,640
222	Benton Harbor, Mich.	165,074
223	Yakima, Wash.	164,591
224	Brockton, Mass.	163,050
225	Wichita Falls, Tex.	159,945
226	Hickory, N.C.	159,355
227	Florence, Ala.	155,915
228	Redding, Cal.	155,874
229	Sharon, Pa.	155,524
230	Charlottesville, Va.	153,928
231	Bremerton, Wash.	152,122
232	Springfield, O.	150,795
233	Altoona, Pa.	148,560
234	Fort Collins, Colo.	147,567
235	Killeen-Temple, Tex.	147,403
236	Medford, Ore.	147,291
237	Jackson, Mich.	147,022
238	Janesville-Beloit, Wis.	146,725
239	Petersburg-Colonial Heights-Hopewell, Va.	146,085
240	Bangor, Me.	144,844
241	Waterloo-Cedar Falls, Iowa	144,707
242	Battle Creek, Mich.	143,126
243	Champaign-Urbana-Rantoul, Ill.	142,962
244	Pueblo, Colo.	142,478
245	Anderson, S.C.	142,278
246	Enid, Okla.	142,237
247	Joplin, Mo.	140,731
248	Fall River, Mass.-R.I.	138,103
249	Fargo-Moorhead, N.D.-Minn.	136,807
250	Owensboro, Ky.	136,619
251	Glens Falls, N.Y.	135,188
252	Kenosha, Wis.	134,297
253	Sioux City, Iowa-Neb.	133,704
254	Decatur, Ill.	133,169
255	Victoria, Tex.	133,051
256	Vineland-Millville-Bridgeton, N.J.	133,034
257	Williamsport, Pa.	132,373
258	New Bedford, Mass.	131,524
259	Monroe, La.	129,016
260	Danville, Va.	127,642
261	State College, Pa.	127,285
262	Rock Hill, S.C.	126,691
263	Muncie, Ind.	125,912
264	Athens, Ga.	124,045
265	⊛St. Cloud, Minn.	121,951
266	Elkhart, Ind.	121,493
267	Tuscaloosa, Ala.	121,085
268	Bloomington-Normal, Ill.	120,155
269	Alexandria, La.	119,869
270	Florence, S.C.	119,576
271	Burlington, N.C.	119,353
272	Yuba City, Cal.	118,644
273	Bay City, Mich.	118,300
274	Greeley, Colo.	117,563
275	Anderson, Ind.	116,854
276	Fitchburg-Leominster, Mass.	115,366
277	Burlington, Vt.	114,706
278	Hagerstown, Md.	112,898
279	Bryan-College Station, Tex.	112,690
280	Anniston, Ala.	111,741
281	Eau Claire, Wis.	110,454
282	Sherman-Denison, Tex.	109,829
283	Panama City, Fla.	109,371
284	Sioux Falls, S.D.	109,166
285	Lafayette-West Lafayette, Ind.	108,426
286	Gadsden, Ala.	106,080
287	Elmira, N.Y.	105,165
288	La Crosse, Wis.	104,110
289	Cumberland, Md.-W.Va.	103,590
290	Columbia, Mo.	101,781
291	Fort Walton Beach, Fla.	101,155
292	Bellingham, Wash.	100,265
293	Kokomo, Ind.	98,772
294	Dubuque, Iowa	98,163
295	Pittsfield, Mass.	97,195
296	Albany, Ga.	97,116
297	Sheboygan, Wis.	95,424
298	Newark, O.	95,057
299	Casper, Wyo.	94,582
300	Clarksville-Hopkinsville, Tenn-Ky.	94,437
301	Bismarck, N.D.	90,808
302	Rochester, Minn.	89,222
303	Great Falls, Mont.	88,197
304	Wausau, Wis.	87,978
305	St. Joseph, Mo.	87,284
306	Bloomington, Ind.	86,067
307	Las Cruces, N.M.	85,665
308	Lawton, Okla.	85,382
309	Kankakee, Ill.	84,410
310	Lewiston-Auburn, Me.	82,540
311	Iowa City, Iowa	80,680
312	Grand Forks, Minn.-N.D.	79,425
313	Pine Bluff, Ark.	75,109
314	Pascagoula-Moss Point, Miss.	69,071
315	Jacksonville, N.C.	62,815
316	Bristol, Conn.	61,211
317	Lawrence, Kans.	60,034
318	Meriden, Conn.	48,800

Leading counties (thousands)

1	Los Angeles, Cal.	8,913,465
2	Cook, Ill.	4,955,083
3	Harris, Tex.	4,312,254
4	Orange, Cal.	2,522,869
5	Nassau, N.Y.	2,179,806
6	Dade, Fla.	2,167,467
7	San Diego, Cal.	2,025,403
8	Suffolk, N.Y.	2,014,089
9	Wayne, Mich.	1,995,726
10	Maricopa, Ariz.	1,988,290
11	Middlesex, Mass.	1,976,733
12	Dallas, Tex.	1,910,117
13	King, Wash.	1,895,857
14	New York, N.Y.	1,767,773
15	Santa Clara, Cal.	1,731,215
16	Cuyahoga, Ohio	1,718,159
17	Allegheny, Pa.	1,693,434
18	Broward, Fla.	1,686,875
19	Westchester, N.Y.	1,539,384
20	Oakland, Mich.	1,507,595
21	Queens, N.Y.	1,471,613
22	Kings, N.Y.	1,379,276
23	Alameda, Cal.	1,353,492
24	Philadelphia, Pa.	1,278,638
25	Hillsborough, Fla.	1,227,855
26	Tarrant, Tex.	1,223,838
27	St. Louis, Mo.	1,212,087
28	Erie, N.Y.	1,202,607
29	Marion, Ind.	1,199,241
30	Bexar, Tex.	1,197,170
31	Pinellas, Fla.	1,144,250
32	Bergen, N.J.	1,130,968
33	Fairfield, Conn.	1,112,530
34	Palm Beach, Fla.	1,095,483
35	Baltimore, Md.	1,085,033
36	Jefferson, La.	1,068,454
37	San Bernardino, Cal.	1,067,478
38	Hennepin, Minn.	1,057,610
39	Monroe, N.Y.	1,053,837
40	Hamilton, Ohio	1,016,712
41	Hartford, Conn.	1,011,444
42	Shelby, Tenn.	1,003,786
43	Oklahoma, Okla.	980,940
44	Franklin, Ohio	966,297
45	Sacramento, Cal.	966,281
46	San Francisco, Cal.	945,546
47	Prince Georges, Md.	919,942
48	Norfolk, Mass.	895,997
49	New Haven, Conn.	894,004
50	Milwaukee, Wisc.	890,7[illegible]9
51	Pima, Ariz.	888,[illegible]42
52	Jefferson, Ala.	879,6[illegible]
53	San Mateo, Cal.	877,616
54	Orange, Fla.	874,183
55	Morris, N.J.	867,527
56	Montgomery, Md.	865,637
57	Riverside, Cal.	844,807
58	Bronx, N.Y.	842,315
59	Montgomery, Pa.	836,551
60	Contra Costa, Cal.	832,385
61	Macomb, Mich.	824,740
62	Jefferson, Ky.	797,396
63	Middlesex, N.J.	760,247
64	Monmouth, N.J.	752,686
65	Du Page, Ill.	739,509
66	Honolulu, Hi.	737,845
67	Fairfax, Va.	720,751
68	Ventura, Cal.	713,867
69	Clark, Nev.	701,711
70	Essex, N.J.	694,948
71	Onondaga, N.Y.	693,849
72	Salt Lake, Utah	692,526
73	Delaware, Pa.	687,452
74	Essex, Mass.	686,740
75	Worcester, Mass.	683,578
76	Tulsa, Okla.	673,968
77	Fulton, Ga.	665,642
78	Bucks, Pa.	663,176
79	Denver, Colo.	642,525
80	Summit, Ohio	641,415
81	De Kalb, Ga.	637,954
82	Fresno, Cal.	635,911
83	Nueces, Tex.	630,375
84	Mecklenburg, N.C.	610,329
85	Jackson, Mo.	604,760
86	Lake, Ind.	604,453
87	Duval, Fla.	602,038
88	Baltimore City, Md.	601,540
89	Davidson, Tenn.	595,870
90	Lucas, Ohio	589,015
91	Suffolk, Mass.	585,800
92	Camden, N.J.	579,296
93	Montgomery, Ohio	570,984
94	Kent, Mich.	565,604
95	Kern, Cal.	554,454
96	Union, N.J.	536,231
97	New Castle, Del.	533,341
98	Providence, R.I.	531,833
99	Travis, Tex.	530,738
100	Rockingham, N.H.	523,228
101	Anne Arundel, Md.	521,672
102	Atlantic, N.J.	514,717
103	Polk, Fla.	513,472
104	District of Columbia, D.C.	498,937
105	Dutchess, N.Y.	4[illegible]2,680
106	Ramsey, Minn.	490,707
107	Bernalillo, N.M.	488,505
108	Multnomah, Ore.	486,341
109	Cameron, Tex.	477,521
110	Jefferson, Colo.	471,385
111	Arapahoe, Colo.	469,733
112	Orange, N.Y.	468,775
113	Sedgewick, Kans.	465,684
114	Douglas, Neb.	465,673
115	Lake, Ill.	464,919
116	Westmoreland, Pa.	460,457
117	Pulaski, Ark.	460,208
118	Hampden, Mass.	459,524
119	Snohomish, Wash.	457,675
120	Washington, Ore.	456,966
121	Orleans, La.	446,473
122	Chester, Pa.	440,949
123	Jefferson, Tex.	438,837
124	Plymouth, Mass.	436,872
125	Adams, Colo.	436,274
126	Passaic, N.J.	430,618
127	Sonoma, Cal.	430,469
128	Greenville, S.C.	428,774
129	Pierce, Wash.	423,334
130	Cobb, Ga.	422,472
131	Bristol, Mass.	422,152
132	Burlington, N.J.	421,284
133	Stark, Ohio	420,966
134	Genesee, Mich.	416,355
135	Polk, Ia.	412,704
136	Lee, Fla.	412,486
137	Kanawha, W.Va.	409,210
138	Waukesha, Wisc.	407,544
139	Guilford, N.C.	405,626
140	El Paso, Tex.	402,953
141	Wake, N.C.	399,195
142	Hudson, N.J.	393,60[illegible]
143	Lancaster, Pa.	393,370
144	York, Pa.	391,010
145	Hillsborough, N.H.	388,168
146	Santa Barbara, Cal.	384,161
147	San Joaquin, Cal.	384,051
148	Hidalgo, Tex.	383,032
149	Clackamas, Ore.	381,081
150	Lehigh, Pa.	381,044
151	Marin, Cal.	381,037
152	Brazoria, Tex.	380,195
153	Mobile, Ala.	378,908
154	Brevard, Fla.	374,769
155	Mercer, N.J.	371,478
156	Volusia, Fla.	368,350
157	Richmond, N.Y.	367,671
158	Madison, Ill.	365,397
159	Calcasieu, La.	354,128
160	Washtenaw, Mich.	352,222
161	Albany, N.Y.	351,802
162	East Baton Rouge, La.	348,734
163	Sarasota, Fla.	347,290
164	Richland, S.C.	345,953
165	St. Louis City, Mo.	345,552
166	Knox, Tenn.	344,623
167	Mahoning, Ohio	340,694
168	Rockland, N.Y.	336,547
169	Lubbock, Tex.	330,360
170	Lafayette, La.	327,252
171	Spokane, Wash.	326,012
172	Monterey, Cal.	325,304
173	Trumbull, Ohio	323,511
174	Ocean, N.J.	320,572
175	Cumberland, Me.	317,667
176	Montgomery, Tex.	313,689
177	Luzerne, Pa.	311,390
178	New London, Conn.	308,575
179	Virginia Beach, Va.	308,419
180	Hinds, Miss.	307,737
181	Berks, Pa.	307,018
182	El Paso, Colo.	306,857
183	Ingham, Mich.	305,356
184	Barnstable, Mass.	304,922
185	Henrico, Va.	304,346
186	Forsyth, N.C.	303,669
187	Hamilton, Tenn.	303,482
188	Stanislaus, Cal.	303,121
189	Lake, Ohio	300,793
190	Smith, Tex.	294,700
191	Allen, Ind.	292,606
192	Dane, Wisc.	292,576
193	Saginaw, Mich.	289,462
194	Tulare, Cal.	288,133
195	Dauphin, Pa.	286,601
196	Washoe, Nev.	284,671
197	Johnson, Kans.	284,551
198	Oneida, N.Y.	284,494
199	Norfolk, Va.	284,254
200	Ector, Tex.	282,424
201	Somerset, N.J.	279,804
202	Pasco, Fla.	279,373
203	Anoka, Minn.	274,018
204	Webb, Tex.	271,643
205	Lane, Ore.	266,972
206	Broome, N.Y.	266,566
207	Winnebago, Ill.	263,864
208	Kalamazoo, Mich.	257,877
209	Manatee, Fla.	256,695
210	Charleston, S.C.	256,145
211	Gwinnett, Ga.	253,179
212	St. Clair, Ill.	250,039
213	Ulster, N.Y.	248,484
214	Lorain, Ohio	248,233
215	Kane, Ill.	246,180
216	Caddo, La.	243,970
217	Boulder, Colo.	243,578
218	Chesterfield, Va.	243,234
219	Butler, Ohio	242,058
220	Arlington, Va.	242,057
221	Solano, Cal.	241,481
222	Erie, Pa.	239,891
223	Collin, Tex.	239,460
224	Galveston, Tex.	236,924
225	Santa Cruz, Cal.	236,380
226	Dakota, Minn.	231,547
227	Lackawanna, Pa.	229,876
228	St. Tammany, La.	229,810
229	Richmond, Va.	227,153
230	St. Charles, Mo.	226,628
231	Chatham, Ga.	225,579
232	Fort Bend, Tex.	225,537
233	Anchorage, Ak.	225,151
234	Ada, Ida.	225,023
235	Midland, Tex.	224,431
236	Spartanburg, S.C.	221,080
237	Niagara, N.Y.	219,513
238	Alachua, Fla.	219,013
239	Beaver, Pa.	216,741
240	Washington, Pa.	215,151
241	St. Joseph, Ind.	213,330
242	Northampton, Pa.	209,923
243	Will, Ill.	208,233
244	Escambia, Fla.	207,541
245	Clayton, Ga.	206,071
246	Cumberland, N.C.	205,772
247	Utah, Utah	205,695
248	Tom Green, Tex.	205,249
249	Greene, Mo.	204,150
250	Clermont, Ohio	203,261
251	McLennan, Tex.	202,489
252	Linn, Ia.	199,817
253	Clay, Mo.	199,404
254	Hawaii, Hi.	199,106
255	Peoria, Ill.	199,040
256	Lexington, S.C.	198,584
257	Denton, Tex.	197,409
258	Fayette, Ky.	194,926
259	Gloucester, N.J.	194,810
260	Penobscot, Me.	193,358
261	Marion, Ore.	193,261
262	Buncombe, N.C.	192,424
263	Placer, Cal.	189,820
264	Durham, N.C.	189,636
265	San Luis Obispo, Cal.	188,835
266	Leon, Fla.	188,291
267	Vanderburgh, Ind.	187,237
268	Belmont, Ohio	186,615
269	Thurston, Wash.	185,856
270	Brown, Wisc.	185,437
271	St. Louis, Minn.	185,331
272	Butler, Pa.	184,846
273	Outagamie, Wisc.	184,310
274	Sangamon, Ill.	184,003
275	Kenton, Ky.	183,829
276	Chautauqua, N.Y.	183,310
277	Sussex, Del.	181,798
278	Harrison, Miss.	180,961
279	Cumberland, Pa.	180,926
280	Richland, Ohio	179,945
281	Sullivan, Tenn.	179,870
282	Terrebonne, La.	179,678
283	Yellowstone, Mont.	178,791
284	Racine, Wisc.	178,157
285	Scott, Ia.	177,566
286	Gaston, N.C.	177,238
287	Prince William, Va.	175,680
288	Fayette, Pa.	175,083
289	Schenectady, N.Y.	174,194
290	Imperial, Cal.	173,479

TOTAL FOOD SALES

291 Clark, Wash.	172,651
292 Cambria, Pa.	172,505
293 Taylor, Tex.	172,336
294 Marion, Fla.	171,807
295 New Hanover, N.C.	170,852
296 Seminole, Fla.	170,208
297 Lancaster, Neb.	168,562
298 Oswego, N.Y.	168,219
299 Rock Island, Ill.	167,769
300 Butte, Cal.	167,498
301 Kent, R.I.	167,330
302 Richmond, Ga.	166,879
303 Wyandotte, Kans.	165,737
304 Berrien, Mich.	165,074
305 Yakima, Wash.	164,591
306 Gregg, Tex.	164,491
307 Alexandria, Va.	161,519
308 Mesa, Colo.	159,239
309 Jefferson, Mo.	158,702
310 Muscogee, Ga.	158,418
311 Litchfield, Conn.	158,092
312 Iberia, La.	158,036
313 Sussex, N.J.	157,826
314 Madison, Ala.	157,723
315 Collier, Fla.	156,787
316 Hampton, Va.	156,736
317 Bibb, Ga.	156,054
318 Shasta, Cal.	155,874
319 Mercer, Pa.	155,524
320 Chesapeake, Va.	155,009
321 Yolo, Cal.	154,577
322 Raleigh, W.Va.	153,643
323 Weber, Utah	152,672
324 Shawnee, Kans.	152,436
325 Kitsap, Wash.	152,122
326 Berkshire, Mass.	151,589
327 Ottawa, Mich.	151,233
328 Wichita, Tex.	150,260
329 Cape May, N.J.	149,775
330 Blair, Pa.	148,560
331 Larimer, Colo.	147,567
332 Humboldt, Cal.	147,454
333 Jackson, Ore.	147,291
334 Jackson, Mich.	147,022
335 Rock, Wisc.	146,725
336 Montgomery, Ala.	146,555
337 Newport News, Va.	146,445
338 Tazewell, Ill.	146,076
339 Black Hawk, Ia.	144,707
340 Muskegon, Mich.	144,334
341 Indian River, Fla.	143,701
342 Sebastian, Ark.	143,598
343 Potter, Tex.	143,235
344 Champaign, Ill.	142,962
345 Catawba, N.C.	142,768
346 Pueblo, Colo.	142,478
347 Anderson, S.C.	142,278
348 Garfield, Okla.	142,237
349 Lake, Fla.	141,987
350 Orange, Tex.	140,039
351 Harford, Md.	138,862
352 Cleveland, Okla.	138,506
353 Kennebec, Me.	138,074
354 Roanoke, Va.	137,948
355 Rensselaer, N.Y.	137,708
356 Daviess, Ky.	136,619
357 Merced, Cal.	136,479
358 Randall, Tex.	134,950
359 Merrimack, N.H.	134,658
360 McHenry, Ill.	134,592
361 Kenosha, Wisc.	134,297
362 Cabell, W.Va	134,276
363 Tolland, Conn.	134,248
364 Benton, Wash.	133,619
365 Macon, Ill.	133,169
366 Hunterdon, N.J.	133,095
367 Victoria, Tex.	133,051
368 St. Mary, La.	133,043
369 Cumberland, N.J.	133,034
370 Lycoming, Pa.	132,373
371 Washington, Okla.	132,030
372 Horry, S.C.	131,923
373 Scioto, Ohio	130,034
374 Ouachita, La.	129,016
375 Centre, Pa.	127,285
376 La Salle, Ill.	127,046
377 York, S.C.	126,691
378 Lawrence, Pa.	126,608
379 El Dorado, Cal.	126,150
380 Howard, Md.	126,032
381 Delaware, Ind.	125,912
382 Middlesex, Conn.	124,946
383 Portsmouth, Va.	124,794
384 St. Landry, La.	124,702
385 Bell, Tex.	124,116
386 Yavapai, Ariz.	123,777
387 York, Me.	123,741
388 Frederick, Md.	123,487
389 Aiken, S.C.	122,860
390 Greene, Ohio	122,625
391 Bowie, Tex.	122,367
392 Tazewell, Va.	122,335
393 Monroe, Fla.	122,251
394 Elkhart, Ind.	121,493
395 Tuscaloosa, Ala.	121,085
396 Napa, Cal.	120,659
397 St. Clair, Mich.	120,249
398 McLean, Ill.	120,155
399 Martin, Fla.	119,883
400 Florence, S.C.	119,576
401 Alamance, N.C.	119,353
402 San Juan, N.M.	119,134
403 Clark, Ohio	119,128
404 Bay, Mich.	118,300
405 Hampshire, Mass.	118,226
406 Weld, Colo.	117,563
407 Ontario, N.Y.	117,278
408 Steuben, N.Y.	117,209
409 Canyon, Ida.	116,921
410 Madison, Ind.	116,854
411 Lafourche, La.	116,701
412 Columbiana, Ohio	116,448
413 St. Lucie, Fla.	115,697
414 Chittenden, Vt.	115,540
415 Washington, R.I.	114,887
416 Stephens, Okla.	113,899
417 Clinton, N.Y.	113,494
418 Lebanon, Pa.	113,385
419 Saratoga, N.Y.	113,114
420 Calhoun, Mich.	113,050
421 Washington, Md.	112,898
422 Brazos, Tex.	112,690
423 Schuylkill, Pa.	112,430
424 Guadalupe, Tex.	112,054
425 Calhoun, Ala.	111,741
426 Washington, Ark.	111,603
427 Portage, Ohio	111,523
428 Wayne, Ohio	111,392
429 Rapides, La.	111,212
430 Warren, Ky.	111,154
431 Allen, Ohio	110,775
432 Lynchburg, Va.	110,055
433 Grayson, Tex.	109,829
434 Wood, W.Va.	109,801
435 Franklin, Pa.	109,538
436 Bay, Fla.	109,371
437 St. Lawrence, N.Y.	109,272
438 Roanoke, Va.	109,265
439 Minnehaha, S.D.	109,166
440 Jim Wells, Tex.	108,806
441 Tippecanoe, Ind.	108,428
442 Missoula, Mont.	108,377
443 Woodbury, Ia.	108,352
444 Washington, Minn.	107,754
445 Charlottesville, Va.	107,684
446 Hall, Ga.	107,493
447 Deschutes, Ore.	107,416
448 Wood, Ohio	107,032
449 Fairfax, Va.	106,678
450 Etowah, Ala.	106,080
451 Pitt, N.C.	105,937
452 Baldwin, Ala.	105,195
453 Chemung, N.Y.	105,165
454 Maui, Hi.	104,223
455 La Crosse, Wisc.	104,110
456 Vigo, Ind.	104,035
457 Medina, Ohio	102,511
458 Boone, Mo.	101,781
459 Winnebago, Wisc.	101,646
460 Jefferson, N.Y.	101,390
461 Okaloosa, Fla.	101,155
462 Clay, Fla.	101,118
463 Jasper, Mo.	101,096
464 Carter, Okla.	100,989
465 Warren, N.J.	100,803
466 Madison, Tenn.	100,415
467 Washington, Tenn.	100,299
468 Whatcom, Wash.	100,265
469 Danville, Va.	100,036
470 Tompkins, N.Y.	99,714
471 Clearfield, Pa.	99,316
472 Lauderdale, Miss.	99,155
473 Washington, Miss.	98,738
474 Monroe, Mich.	98,705
475 Dubuque, Ia.	98,163
476 Campbell, Ky.	98,121
477 Cayuga, N.Y.	97,918
478 Tangipahoa, La.	97,757
479 Rowan, N.C.	97,454
480 Beaufort, S.C.	97,410
481 Androscoggin, Me.	96,856
482 La Porte, Ind.	96,466
483 Spotsylvania, Va.	96,016
484 Franklin, Ky.	95,620
485 Lea, N.M.	95,570
486 Harrison, W.Va.	95,436
487 Sheboygan, Wisc.	95,424
488 Licking, Ohio	95,057
489 Liberty, Tex.	94,660
490 Natrona, Wyo.	94,582
491 Wayne, N.Y.	94,553
492 Clarke, Ga.	94,514
493 Iredell, N.C.	94,175
494 Dougherty, Ga.	94,133
495 Loudoun, Va.	94,050
496 Jefferson, Ohio	94,042
497 Aroostook, Me.	94,033
498 Mendocino, Cal.	93,727
499 Cass, N.D.	92,638
500 Yuma, Ariz.	92,182
501 Flathead, Mont.	92,036
502 Lenawee, Mich.	91,646
503 Strafford, N.H.	91,547
504 Hancock, Ohio	91,465
505 Stearns, Minn.	91,394
506 Robeson, N.C.	91,284
507 Coconino, Ariz.	90,997
508 Sullivan, N.Y.	90,942
509 St. Johns, Fla.	90,903
510 Warren, Ohio	90,255
511 Benton, Ark.	90,250
512 Boone, Ky.	89,593
513 Rockingham, N.C.	89,539
514 Cabarrus, N.C.	89,524
515 Santa Rosa, Fla.	89,365
516 Sumter, S.C.	89,251
517 Olmsted, Minn.	89,222
518 Creek, Okla.	89,057
519 Grafton, N.H.	88,830
520 Vermilion, Ill.	88,715
521 Washington, Fla.	88,424
522 Allegany, Md.	88,269
523 Cascade, Mont.	88,197
524 Livingston, Mich.	88,140
525 Marathon, Wisc.	87,978
526 Sweetwater, Wyo.	87,873
527 Grand Traverse, Mich.	87,757
528 Colbert, Ala.	87,725
529 Pottawattamie, Ia.	87,391
530 Sumner, Tenn.	87,325
531 Eaton, Mich.	87,216
532 Midland, Mich.	86,911
533 Santa Fe, N.M.	86,780
534 Davis, Utah	86,717
535 Cattaraugus, N.Y.	86,602
536 Warren, N.Y.	86,311
537 Monroe, Ind.	86,067
538 Indiana, Pa.	86,067
539 Pike, Ky.	85,880
540 Osceola, Fla.	85,842
541 Valencia, N.M.	85,815
542 Dona Ana, N.M.	85,665
543 Porter, Ind.	85,644
544 Cleveland, N.C.	85,547
545 Comanche, Okla.	85,382
546 Vermilion, La.	85,319
547 Carroll, Md.	85,269
548 Kootenai, Ida.	84,730
549 Rutherford, Tenn.	84,636
550 Kankakee, Ill.	84,410
551 Miami, Ohio	84,302
552 Washington, Wisc.	83,969
553 Davidson, N.C.	83,772
554 Kings, Cal.	83,718
555 Lowndes, Ga.	83,560
556 Newport, R.I.	83,413
557 Fairfield, Ohio	83,395
558 Buchanan, Mo.	83,268
559 Pennington, S.D.	83,095
560 Harrison, Tex.	82,824
561 Kent, Del.	82,792
562 Henderson, N.C.	82,765
563 Anderson, Tex.	82,378
564 Fond du Lac, Wisc.	82,000
565 Shiawassee, Mich.	81,856
566 Grays Harbor, Wash.	81,395
567 Nevada, Cal.	81,151
568 St. Bernard, La.	81,039
569 Geauga, Ohio	81,019
570 Howard, Ind.	80,910
571 Johnson, Ia.	80,680
572 Sandusky, Ohio	80,601
573 Anderson, Tenn.	80,491
574 Ashtabula, Ohio	80,478
575 Floyd, Ga.	80,421
576 Talladega, Ala.	80,040
577 Skagit, Wash.	79,810
578 Dorchester, S.C.	79,488
579 Jones, Miss.	79,347
580 McCracken, Ky.	79,259
581 Pinal, Ariz.	79,204
582 Dallas, Mo.	78,929
583 Crawford, Pa.	78,808
584 Monroe, Pa.	78,599
585 San Patricio, Tex.	78,587
586 Wicomico, Md.	78,577
587 Glynn, Ga.	78,540
588 Marquette, Mich.	78,492
589 Nash, N.C.	78,422
590 Johnston, N.C.	78,369
591 Union, N.C.	78,168
592 Hendricks, Ind.	78,114
593 Warren, Miss.	78,046
594 Carroll, Ga.	78,042
595 Pottawatomie, Okla.	77,874
596 Boyd, Ky.	77,834
597 Whitfield, Ga.	77,789
598 Worcester, Md.	77,672
599 Madison, N.Y.	77,412
600 Cochise, Ariz.	77,388
601 Mohave, Ariz.	77,228
602 Angelina, Tex.	77,222
603 Blount, Tenn.	77,133
604 Orange, N.C.	76,883
605 Craven, N.C.	76,690
606 Wilson, N.C.	76,649
607 Cullman, Ala.	76,620
608 Pulaski, Ky.	76,193
609 Ward, N.D.	76,177
610 Bannock, Ida.	75,968
611 Kay, Okla.	75,956
612 Williamson, Tex.	75,708
613 Orangeburg, S.C.	75,666
614 Jefferson, Ark.	75,109
615 Citrus, Fla.	75,027
616 Van Buren, Mich.	75,024
617 Muskingum, Ohio	74,847
618 Douglas, Ore.	74,827
619 Cowlitz, Wash.	74,735
620 Genesee, N.Y.	74,460
621 Matagorda, Tex.	74,292
622 Wayne, Ind.	74,191
623 McKinley, N.M.	74,171
624 Hancock, Me.	73,845
625 Beckham, Okla.	73,835
626 Clark, Ind.	73,718
627 Putnam, Fla.	73,675
628 Charlotte, Fla.	73,578
629 Armstrong, Pa.	73,436
630 Garland, Ark.	73,417
631 Bradley, Tenn.	73,348
632 Wayne, N.C.	73,240
633 Bossier, La.	73,231
634 Muskogee, Okla.	73,164
635 Sutter, Cal.	73,155
636 Yamhill, Ore.	72,902
637 Williamson, Tenn.	72,665
638 Wood, Wisc.	72,411
639 Marion, W.Va.	72,392
640 Washington, Vt.	72,374
641 Custer, Okla.	72,343
642 Adams, Ill.	71,717
643 Randolph, N.C.	71,696
644 Mercer, W.Va.	71,269
645 Cheshire, N.H.	71,216
646 Umatilla, Ore.	71,109
647 Tuscarawas, Ohio	70,941
648 Grant, Ind.	70,798
649 Walker, Ala.	70,787
650 Putnam, N.Y.	70,268
651 Lee, Miss.	70,184
652 Ross, Ohio	70,054
653 Jefferson, Wisc.	69,956
654 Ascension, La.	69,837
655 Burke, N.C.	69,814
656 Allegan, Mich.	69,810
657 Story, Ia.	69,788
658 Lee, Ala.	69,753
659 Franklin, Mo.	69,664
660 Somerset, Pa.	69,416
661 Ellis, Tex.	69,216
662 Jackson, Miss.	69,071
663 Burleigh, N.D.	69,064
664 Cole, Mo.	68,993
665 Charles, Md.	68,787
666 Windham, Conn.	68,361
667 Douglas, Ga.	68,291
668 Lauderdale, Ala.	68,190
669 Caldwell, N.C.	68,157
670 Dodge, Wisc.	67,754
671 Northumberland, Pa.	67,620
672 Marshall, Ala.	67,614
673 Manitowoc, Wisc.	67,588
674 Kerr, Tex.	67,435
675 Parker, Tex.	67,354
676 Troup, Ga.	66,969
677 Clinton, Ia.	66,895
678 Reno, Kans.	66,772
679 Houston, Ala.	66,734
680 Santa Cruz, Ariz.	66,618
681 Somerset, Me.	66,446
682 Howard, Tex.	66,031
683 Washington, Ohio	65,990
684 Houston, Ga.	65,959
685 Erie, Ohio	65,835
686 Clallam, Wash.	65,828
687 Columbia, N.Y.	65,797
688 Twin Falls, Ida.	65,791
689 Surry, N.C.	65,721
690 Martinsville, Va.	65,681
691 Hanover, Va.	65,650
692 Carteret, N.C.	65,606
693 Pope, Ark.	65,412
694 Berkeley, S.C.	65,406
695 Bartholomew, Ind.	65,376
696 Madera, Cal.	65,345
697 Cape Girardeau, Mo.	65,268
698 Hernando, Fla.	64,942
699 Delaware, N.Y.	64,921
700 Lawrence, Ohio	64,853
701 Isabella, Mich.	64,700
702 Union, Ark.	64,418
703 Portage, Wisc.	64,341
704 Bonneville, Ida.	64,319
705 Laramie, Wyo.	64,219
706 Gray, Tex.	63,982

707	Adams, Miss.	63,962
708	Columbia, Pa.	63,714
709	Kauai, Hi.	63,637
710	Bell, Ky.	63,611
711	Pickens, S.C.	63,605
712	Highlands, Fla.	63,586
713	Forrest, Miss.	63,371
714	Maury, Tenn.	63,209
715	Marion, Ill.	63,174
716	Belknap, N.H.	63,111
717	Lewis and Clark, Mont.	63,100
718	Petersburg, Va.	62,919
719	Onslow, N.C.	62,815
720	Jefferson Davis, La.	62,720
721	Hancock, W.Va.	62,582
722	Williamson, Ill.	62,455
723	Eau Claire, Wisc.	62,425
724	Walworth, Wisc.	62,422
725	Klamath, Ore.	62,384
726	Halifax, N.C.	62,253
727	Rankin, Miss.	62,120
728	Payne, Okla.	62,015
729	Jackson, Ohio	62,001
730	Craighead, Ark.	61,[illegible]15
731	Huron, Ohio	61,770
732	Cherokee, S.C.	61,584
733	Chaves, N.M.	61,485
734	Spalding, Ga.	61,319
735	Morgan, Ind.	61,278
736	Winchester, Va.	61,226
737	Lewis, Wash.	61,098
738	Rutland, Vt.	61,041
739	Oxford, Me.	60,848
740	Montgomery, Tenn.	60,743
741	Johnson, Tex.	60,720
742	Oconee, S.C.	60,718
743	Barton, Kans.	60,367
744	Whiteside, Ill.	60,249
745	Floyd, Ind.	60,233
746	Douglas, Kans.	60,034
747	Hunt, Tex.	59,953
748	Kleberg, Tex.	59,897
749	Morgan, Ala.	59,835
750	Johnson, Ind.	59,802
751	Gallatin, Mont.	59,790
752	Lenoir, N.C.	59,604
753	De Kalb, Ill.	59,432
754	Windham, Vt.	59,366
755	Navajo, Ariz.	59,288
756	Jackson, Ill.	59,183
757	Clinton, Mich.	59,156
758	Coos, Ore.	59,091
759	Garfield, Colo.	59,085
760	Edgecombe, N.C.	59,064
761	Crawford, Ohio	58,911
762	Butler, Kans.	58,831
763	Linn, Ore.	58,811
764	Moore, N.C.	58,684
765	Hamilton, Ind.	58,649
766	Lake, Cal.	58,606
767	Darlington, S.C.	58,460
768	Henderson, Ky.	58,283
769	De Kalb, Ind.	58,230
770	Hopkins, Ky.	58,230
771	Bradford, Pa.	58,143
772	Knox, Ill.	57,885
773	Harrisonburg, Va.	57,847
774	Benton, Ore.	57,721
775	Vance, N.C.	57,532
776	Crittenden, Ark.	57,503
777	St. Joseph, Mich.	57,474
778	Shelby, Ala.	57,447
779	Greenbrier, W.Va.	57,230
780	Sarpy, Neb.	56,918
781	Hardin, Tex.	56,884
782	Fairbanks North Star, Ak.	56,872
783	Woodward, Okla.	56,813
784	Saline, Kans.	56,750
785	Rutherford, N.C.	56,612
786	White, Ark.	56,414
787	Athens, Ohio	56,375
788	Cerro Gordo, Ia.	56,328
789	Adams, Pa.	56,321
790	Gila, Ariz.	56,320
791	Cecil, Md.	56,294
792	Harnett, N.C.	56,235
793	Seminole, Okla.	56,166
794	Windsor, Vt.	56,036
795	Montgomery, Kans.	55,642
796	Natchitoches, La.	55,639
797	Beaufort, N.C.	55,493
798	Eddy, N.M.	55,423
799	Acadia, La.	55,381
800	Greene, N.Y.	55,042
801	Greenwood, S.C.	55,030
802	Livingston, La.	55,022
803	Harlan, Ky.	54,858
804	Sevier, Tenn.	54,811
805	Des Moines, Ia.	54,720
806	Ozaukee, Wisc.	54,619
807	Kosciusko, Ind.	54,363
808	Salem, Va.	54,198
809	Avoyelles, La.	54,088
810	Seneca, Ohio	54,056
811	Sauk, Wisc.	53,973
812	De Soto, Miss.	53,617
813	Josephine, Ore.	53,614
814	Muscatine, Ia.	53,537
815	Hamblen, Tenn.	53,532
816	Monongalia, W.Va.	53,530
817	Mingo, W.Va.	53,527
818	Nacogdoches, Tex.	53,480
819	Itasca, Minn.	53,152
820	Hendry, Fla.	53,151
821	Silver Bow, Mont.	53,118
822	Lapeer, Mich.	52,998
823	Marion, Ohio	52,871
824	Juneau, Ak.	52,829
825	Madison, Neb.	52,794
826	Palo Pinto, Tex.	52,789
827	Shelby, Tex.	52,652
828	Comal, Tex.	52,565
829	Ionia, Mich.	52,547
830	Fayette, W.Va.	52,355
831	Livingston, N.Y.	52,351
832	Fayette, Tex.	52,196
833	Siskiyou, Cal.	52,161
834	Grant, Wash.	52,119
835	Wharton, Tex.	51,854
836	Wapello, Ia.	51,845
837	Wise, Va.	51,829
838	Henderson, Tex.	51,571
839	Grand Forks, N.D.	51,178
840	Osage, Okla.	51,003
841	Chambers, Ala.	50,873
842	Haywood, N.C.	50,676
843	Pontotoc, Okla.	50,640
844	Lowndes, Miss.	50,593
845	Lancaster, S.C.	50,564
846	Logan, W.Va.	50,526
847	Chelan, Wash.	50,523
848	Lee, Ia.	50,415
849	Lee, N.C.	50,364
850	Chenango, N.Y.	50,363
851	McKean, Pa.	50,235
852	Val Verde, Tex.	50,194
853	Ottawa, Ohio	50,165

Leading cities (thousands)

1	New York City, N.Y.	5,828,648
2	Los Angeles, Cal.	3,425,132
3	Houston, Tex.	2,783,365
4	Chicago, Ill.	2,532,606
5	San Fernando Valley, Cal.	1,901,277
6	Philadelphia, Pa.	1,278,638
7	Indianapolis, Ind.	1,127,824
8	Dallas, Tex.	1,029,954
9	San Antonio, Tex.	1,000,841
10	San Diego, Cal.	995,675
11	San Francisco, Cal.	945,546
12	Memphis, Tenn.	944,547
13	Phoenix, Ariz.	914,381
14	South Bay, Cal.	842,069
15	San Jose, Cal.	686,868
16	Tucson, Ariz.	671,131
17	Detroit, Mich.	651,473
18	Denver, Colo.	642,525
19	Oklahoma City, Okla.	613,422
20	Baltimore, Md.	601,540
21	Nashville, Tenn.	590,611
22	Tampa, Fla.	580,927
23	Jacksonville, Fla.	575,384
24	Corpus Christi, Tex.	573,462
25	Seattle, Wash.	572,295
26	Columbus, Ohio	562,158
27	Tulsa, Okla.	549,499
28	Austin, Tex.	500,260
29	Washington, D.C.	498,937
30	Boston, Mass.	488,806
31	Fort Worth, Tex.	482,455
32	Cleveland, Ohio	464,799
33	Milwaukee, Wisc.	458,337
34	New Orleans, La.	446,473
35	Albuquerque, N.M.	424,202
36	Charlotte, N.C.	420,903
37	Honolulu, Hi.	417,463
38	Wichita, Kans.	404,596
39	Miami, Fla.	402,955
40	Omaha, Neb.	396,595
41	El Paso, Tex.	383,774
42	San Gabriel Valley, Cal.	381,119
43	Toledo, Ohio	380,873
44	2Atlanta, Ga.	376,396
45	Long Beach, Cal.	370,128
46	Sacramento, Cal.	359,232
47	Fresno, Cal.	346,596
48	St. Louis, Mo.	345,552
49	1Kansas City, Mo.	344,242
50	Hollywood, Fla.	342,910
51	Oakland, Cal.	336,321
52	Portland, Ore.	320,541
53	Buffalo, N.Y.	318,976
54	Lubbock, Tex.	313,398
55	Louisville, Ky.	312,014
56	Cincinnati, Ohio	309,416
57	Yonkers, N.Y.	287,870
58	Anaheim, Cal.	285,830
59	Birmingham, Ala.	282,526
60	Lafayette, La.	281,589
61	Arlington, Tex.	280,317
62	Jackson, Miss.	278,981
63	Des Moines, Ia.	277,398
64	Odessa, Tex.	274,811
65	Knoxville, Tenn.	274,243
66	Colorado Springs, Colo.	273,993
67	Pittsburgh, Pa.	270,687
68	Tyler, Tex.	264,785
69	Minneapolis, Minn.	258,779
70	Akron, Ohio	256,234
71	Fort Lauderdale, Fla.	253,590
72	Amarillo, Tex.	252,342
73	Laredo, Tex.	251,822
74	Torrance, Cal.	251,172
75	Greensboro, N.C.	250,215
76	Conroe, Tex.	245,987
77	Las Vegas, Nev.	243,457
78	Winston-Salem, N.C.	239,018
79	Brownsville, Tex.	234,998
80	Orlando, Fla.	232,025
81	Mobile, Ala.	231,368
82	Mesa, Ariz.	229,916
83	Lake Charles, La.	226,911
84	Little Rock, Ark.	226,816
85	Huntington Beach, Cal.	226,674
86	Anchorage, Ak.	225,151
87	Shreveport, La.	224,153
88	Pasadena, Cal.	220,583
89	Fort Myers, Fla.	217,880
90	St. Paul, Minn.	217,489
91	Midland, Tex.	216,540
92	Syracuse, N.Y.	215,561
93	Glendale, Cal.	214,135
94	Grand Rapids, Mich.	214,089
95	Bellevue-Kirkland, Wash.	211,929
96	Baton Rouge, La.	211,727
97	Beaumont, Tex.	209,999
98	San Angelo, Tex.	204,706
99	Rockford, Ill.	202,033
100	Fort Wayne, Ind.	201,376
101	Bakersfield, Cal.	198,985
102	Raleigh, N.C.	195,350
103	Lakeland, Fla.	195,279
104	1Lexington, Ky.	194,926
105	Springfield, Mo.	192,800
106	Santa Ana, Cal.	191,363
107	Riverside, Cal.	186,866
108	Gainesville, Fla.	184,874
109	Spokane, Wash.	183,452
110	Thousand Oaks, Cal.	180,108
111	McAllen, Tex.	179,257
112	Salt Lake City, Utah	179,213
113	Scottsdale, Ariz.	177,965
114	Reno, Nev.	176,607
115	Boise City, Ida.	174,754
116	Ann Arbor, Mich.	172,981
117	West Palm Beach, Fla.	172,975
118	Evansville, Ind.	171,600
119	Rochester, N.Y.	169.495
120	Chattanooga, Tenn.	168,432
121	Tempe, Ariz.	167,716
122	Flint, Mich.	167,569
123	Burbank, Cal.	166,305
124	Pasadena, Tex.	165,592
125	Worcester, Mass.	165,591
126	Durham, N.C.	165,246
127	Stamford, Conn.	163,934
128	Springfield, Mass.	163,243
129	Santa Monica, Cal.	162,730
130	Abilene, Tex.	162,281
131	Modesto, Cal.	160,580
132	Kansas City, Kans.	159,212
133	Lincoln, Neb.	158,889
134	Columbus, Ga.	158,418
135	Garland, Tex.	157,788
136	Lansing, Mich.	157,127
137	Irving, Tex.	156,240
138	Stockton, Cal.	155,436
139	Santa Rosa, Cal.	153,843
140	Santa Barbara, Cal.	152,746
141	Cedar Rapids, Ia.	152,291
142	Madison, Wisc.	152,095
143	Costa Mesa, Cal.	152,034
144	Midwest City, Okla.	149,245
145	Bridgeport, Conn.	147,883
146	Clearwater, Fla.	147,791
147	Springfield, Ill.	145,037
148	Huntsville, Ala.	142,950
149	Macon, Ga.	142,544
150	Charleston, W.Va.	140,259
151	Tacoma, Wash.	139,286
152	Montgomery, Ala.	138,819
153	Billings, Mont.	138,700
154	Enid, Okla.	138,627
155	Pompano Beach, Fla.	137,871
156	Harlingen, Tex.	137,772
157	Topeka, Kans.	136,953
158	Boca Raton, Fla.	135,842
159	Texarkana, Ark.-Texarkana, Tex., Ark.	135,652
160	1Texarkana, Tex.	135,652
161	Boulder, Colo.	135,203
162	Pueblo, Colo.	135,114
163	Salinas, Cal.	134,807
164	Berkeley, Cal.	134,607
165	Fremont, Cal.	134,547
166	Woodbridge, N.J.	133,962
167	Nashua, N.H.	133,818
168	Canton, Ohio	133,607
169	Sarasota, Fla.	132,499
170	Waco, Tex.	132,057
171	Victoria, Tex.	132,035
172	Jersey City, N.J.	130,781
173	Oxnard, Cal.	130,408
174	Baytown, Tex.	128,565
175	Bartlesville, Okla.	128,431
176	Grand Junction, Colo.	126,900
177	Cherry Hill, N.J.	126,140
178	San Mateo, Cal.	123,779
179	New Haven, Conn.	123,525
180	New Iberia, La.	123,299
181	Joliet, Ill.	123,264
182	Newark, N.J.	123,152
183	Greenwich, Conn.	122,877
184	Wichita Falls, Tex.	122,633
185	North Little Rock, Ark.	122,597
186	Longview, Tex.	122,507
187	San Bernardino, Cal.	122,362
188	Peoria, Ill.	121,552
189	Spartanburg, S.C.	121,122
190	Schaumberg, Ill.	120,774
191	Slidell, La.	120,714
192	Ocala, Fla.	120,218
193	Owensboro, Ky.	119,804
194	Simi Valley, Cal.	119,674
195	Newport Beach, Cal.	119,422
196	Providence, R.I.	119,321
197	Ontario, Cal.	119,256
198	Naples, Fla.	119,246
199	Fort Smith, Ark.	119,135
200	Hilo, Hi.	118,506
201	Walnut Creek, Cal.	117,197
202	Davenport, Ia.	117,197
203	Fullerton, Cal.	117,192
204	Green Bay, Wisc.	117,012
205	Norwalk, Conn.	116,614
206	Everett, Wash.	115,868
207	Hayward, Cal.	115,685
208	Norwich, Conn.	115,596
209	Fayetteville, N.C.	115,234
210	Quincy, Mass.	114,528
211	Brockton, Mass.	114,119
212	Hammond, Ind.	114,072
213	Allentown, Pa.	113,349
214	Waterbury, Conn.	113,326
215	South Bend, Ind.	112 849
216	Parsippany, N.J.	112,521
217	El Cajon, Cal.	112,434
218	Eugene, Ore.	111,958
219	Whittier, Cal.	111,484
220	Downey, Cal.	111,372
221	Racine, Wisc.	111,012
222	Charleston, S.C.	109,593
223	Bowling Green, Ky.	109,099
224	Tallahassee, Fla.	108,815
225	Dayton, Ohio	108,124
226	Beckley, W.Va.	108,010
227	Hicksville, N.Y.	107,499
228	Independence, Mo.	107,157
229	Fort Pierce, Fla.	107,018
230	Erie, Pa.	106,748
231	San Buenaventura, Cal. Ventura, Cal.	106,695
232	Clifton, N.J.	106,507
233	Denton, Tex.	106,094
234	Manchester, N.H.	105,652
235	Albany, N.Y.	105,652
236	Decatur, Ill.	105,596
237	Framingham, Mass.	105,539
238	Redwood City, Cal.	105,083
239	Pleasanton, Cal.	104,988

TOTAL FOOD SALES

240	Medford, Mass.	104,894
241	Kenosha, Wisc.	104,489
242	West Covina, Cal.	104,359
243	Palo Alto, Cal.	103,794
244	Youngstown, Ohio	103,269
245	White Plains, N.Y.	103,025
246	Sioux City, Ia.	102,966
247	Yakima, Wash.	102,913
248	Bristol, Tenn.-Bristol, Va., Tenn.	102,690
249	Missoula, Mont.	102,494
250	Greenville, S.C.	102,482
251	Winter Haven, Fla.	101,747
252	Waltham, Mass.	101,702
253	Elizabeth, N.J.	101,244
254	Muncie, Ind.	100,897
255	Manchester, Conn.	100,591
256	Plano, Tex.	100,350
257	Vero Beach, Fla.	99,487
258	Terre Haute, Ind.	99,134
259	Port Arthur, Tex.	99,069
260	Frederick, Md.	97,962
261	Utica, N.Y.	97,695
262	Jackson, Tenn.	97,527
263	1Bethlehem, Pa.	97,238
264	Savannah, Ga.	97,110
265	1Huntington, W.Va.	97,032
266	Appleton, Wisc.	96,721
267	Alice, Tex.	96,670
268	Escondido, Cal.	96,454
269	High Point, N.C.	96,340
270	Meridian, Miss.	96,169
271	Napa, Cal.	95,668
272	Kingsport, Tenn.	95,665
273	Frankfort, Ky.	95,620
274	Rosenberg, Tex.	95,538
275	Gulfport, Miss.	95,515
276	Wilmington, N.C.	95,279
277	Gary, Ind.	95,256
278	Fort Collins, Colo.	95,251
279	Asheville, N.C.	94,908
280	Columbia, Mo.	94,529
281	Lowell, Mass.	94,296
282	Johnson City, Tenn.	93,047
283	Renton, Wash.	92,918
284	Rock Hill, S.C.	91,769
285	Greenville, Miss.	91,658
286	Redondo Beach, Cal.	91,599
287	Royal Oak, Mich.	90,879
288	Houma, La.	90,792
289	Farmington, N.M.	90,792
290	Parkersburg, W.Va.	90,643
291	Waterloo, Ia.	90,532
292	Orange, Tex.	90,401
293	Greeley, Colo.	90,322
294	Gastonia, N.C.	89,274
295	Sioux Falls, S.D.	89,118
296	Vallejo, Cal.	89,083
297	Casper, Wyo.	89,063
298	Visalia, Cal.	88,614
299	Norman, Okla.	88,460
300	Pomona, Cal.	88,390
301	Dubuque, Ia.	88,367
302	Scranton, Pa.	88,192
303	Hartford, Conn.	87,971
304	Albany, Ga.	87,601
305	Lafayette, Ind.	87,572
306	Richardson, Tex.	87,274
307	Daytona Beach, Fla.	86,216
308	New Rochelle, N.Y.	86,178
309	Sequin, Tex.	85,696
310	Binghamton, N.Y.	84,946
311	Santa Fe, N.M.	84,893
312	Duncan, Okla.	84,264
313	Middletown, N.J.	84,039
314	Findlay, Ohio	83,993
315	Portland, Me.	83,935
316	Las Cruces, N.M.	83,714
317	Mentor, Ohio	83,672
318	Rochester, Minn.	83,328
319	St. Augustine, Fla.	83,322
320	Monroeville, Pa.	83,205
321	Ogden, Utah	83,043
322	Greenville, N.C.	82,835
323	La Crosse, Wisc.	82,779
324	Niles, Ohio	82,715
325	Newark, Cal.	82,347
326	Duluth, Minn.	81,800
327	St. Joseph, Mo.	81,734
328	Alvin, Tex.	81,432
329	Columbia, S.C.	81,422
330	Sumter, S.C.	80,965
331	Aurora, Ill.	80,409
332	Rapid City, S.D.	80,054
333	Burlington, N.C.	79,968
334	Mount Vernon, N.Y.	79,800
335	1Salem, Ore.	79,699
336	Greensburg, Pa.	79,373
337	Galveston, Tex.	79,326
338	Great Falls, Mont.	79,267
339	Kokomo, Ind.	79,056
340	Midland, Mich.	78,967
341	San Rafael, Cal.	78,795
342	Bryan, Tex.	78,743
343	Arcadia, Cal.	78,135
344	Altoona, Pa.	77,973
345	Waukegan, Ill.	77,876
346	Covina, Cal.	77,816
347	Bloomington, Ill.	77,671
348	Santa Cruz, Cal	77,590
349	Woodbridge, Va.	77,545
350	Lancaster, Pa.	77,310
351	Hamilton, Ohio	77,294
352	2Joplin, Mo.	77,123
353	Ardmore, Okla.	76,576
354	Corona, Cal.	76,470
355	Vicksburg, Miss.	76,415
356	Council Bluffs, Ia.	76,371
357	Peekskill, N.Y.	76,204
358	Valdosta, Ga.	76,060
359	Antioch, Cal.	75,9[illegible]9
360	Fall River, Mass.	75,968
361	Marshall, Tex.	75,784
362	Panama City, Fla.	75,744
363	Kennewick, Wash.	75,648
364	Lawton, Okla.	75,511
365	Bloomington, Ind.	75,104
366	Mount Prospect, Ill.	74,626
367	Janesville, Wisc.	74,419
368	Rome, Ga.	74,406
369	Laurel, Miss.	73,872
370	Pensacola, Fla.	73,667
371	Milford, Conn.	73,525
372	Bristol, Pa.	73,519
373	Gainesville, Ga.	73,479
374	Lynn, Mass.	72,986
375	Palestine, Tex.	72,880
376	Portsmouth, N.H.	72,752
377	Fargo, N.D.	72,699
378	Alameda, Cal.	72,473
379	Pocatello, Ida.	72,398
380	Anniston, Ala.	72,077
381	Athens, Ga.	71,840
382	Prescott, Ariz.	71,695
383	Waukesha, Wisc.	71,686
384	Washington, Pa.	71,408
385	Gadsden, Ala.	71,185
386	Alexandria, La.	71,106
387	Hickory, N.C.	70,992
388	Mansfield, Ohio	70,683
389	Rocky Mount, N.C.	70,637
390	Oceanside, Cal.	70,610
391	Hot Springs, Ark.	70,582
392	Warminster, Pa.	70,522
393	Stuart, Fla.	70,507
394	Elgin, Ill.	70,495
395	Fayetteville, Ark.	70,424
396	Tuscaloosa, Ala.	70,024
397	Kalamazoo, Mich.	69,902
398	Auburn, N.Y.	69,393
399	Wilson, N.C.	69,345
400	Minot, N.D.	69,067
401	Elkhart, Ind.	69,057
402	Bangor, Me.	68,756
403	Hagerstown, Md.	68,753
404	Niagara Falls, N.Y.	68,579
405	Concord, N.H.	68,517
406	Florence, S.C.	68,478
407	Bismarck, N.D.	68,443
408	Pine Bluff, Ark.	68,393
409	Murfreesboro, Tenn.	68,342
410	Belleville, Ill.	68,294
411	Provo, Utah	68,209
412	Ashland, Ky.	68,089
413	Vineland, N.J.	68,044
414	South Gate, Cal.	68,033
415	Covington, Ky.	67,807
416	Salisbury, Md.	67,802
417	Rome, N.Y.	67,761
418	Quincy, Ill.	67,750
419	Biloxi, Miss.	67,663
420	Redding, Cal.	67,576
421	Anderson, S.C.	67,441
422	Gallup, N.M.	67,243
423	Nampa, Ida.	67,220
424	Bremerton, Wash.	67,168
425	Sanford, Fla.	67,127
426	Mesquite, Tex.	67,090
427	Dalton, Ga.	66,907
428	Longmont, Colo.	66,770
429	Lancaster, Cal.	66,745
430	Des Plaines, Ill.	66,557
431	Monroe, La.	66,542
432	Yuma, Ariz.	66,409
433	Sheboygan, Wisc.	66,306
434	Pittsfield, Mass.	66,178
435	Fitchburg, Mass.	66,162
436	Cleveland, Tenn.	66,087
437	Brea, Cal.	65,901
438	Pekin, Ill.	65,844
439	Rock Springs, Wyo.	65,514
440	Santa Maria, Cal.	65,163
441	Lufkin, Tex.	65,120
442	Monroe, N.C.	65,100
443	Pawtucket, R.I.	65,000
444	Upland, Cal.	64,898
445	Marietta, Ga.	64,676
446	Bend, Ore.	64,643
447	Olympia, Wash.	64,620
448	Middletown, Ohio	64,614
449	Yuba City, Cal.	64,307
450	Grand Prairie, Tex.	64,290
451	Lancaster, Ohio	64,225
452	Saginaw, Mich.	64,144
453	Alton, Ill.	63,992
454	Hobbs, N.M.	63,670
455	Porterville, Cal.	63,666
456	North Las Vegas, Nev.	63,661
457	Hutchinson, Kans.	63,463
458	Champaign, Ill.	63,417
459	Big Spring, Tex.	63,374
460	Paducah, Ky.	63,313
461	Richmond, Cal.	63,197
462	Somerset, Ky.	63,081
463	Jefferson City, Mo.	63,056
464	Idaho Falls, Ida.	62,981
465	Danbury, Conn.	62,887
466	Muskogee, Okla.	62,756
467	Chillicothe, Ohio	62,654
468	Kerrville, Tex.	62,584
469	Chico, Cal.	62,518
470	Bellingham, Wash.	62,181
471	Hurst, Tex.	61,698
472	Myrtle Beach, S.C.	61,641
473	Pampa, Tex.	61,640
474	Brunswick, Ga.	61,636
475	Cullman, Ala.	61,627
476	Moline, Ill.	61,544
477	Hattiesburg, Miss.	61,383
478	Fairfield, Cal.	61,307
479	Huntington Park, Cal.	61,027
480	Woburn, Mass.	60,898
481	Livermore, Cal.	60,890
482	Kalispell, Mont.	60,859
483	Pontiac, Mich.	60,787
484	Roswell, N.M.	60,746
485	Salisbury, N.C.	60,714
486	Haverhill, Mass.	60,706
487	Palm Springs, Cal.	60,584
488	Bradenton, Fla.	60,570
489	Kingston, N.Y.	60,419
490	Morgan City, La.	60,150
491	Natchez, Miss.	60,103
492	Marion, Ind.	60,093
493	Helena, Mont.	60,059
494	Traverse City, Mich.	60,026
495	Anderson, Ind.	59,888
496	Jamestown, N.Y.	59,839
497	Iowa City, Ia.	59,782
498	Medford, Ore.	59,765
499	1St. Cloud, Minn.	59,515
500	Twin Falls, Ida.	59,481
501	Bay City, Tex.	59,365
502	Temple, Tex.	59,231
503	Flugstaff, Ariz.	59,119
504	Wilkes-Barre, Pa.	59,105
505	Richmond, Ind.	59,020
506	Woodland, Cal.	58,680
507	El Dorado, Ark.	58.508
508	Jersey Shore, Pa.	58,499
509	Newburgh, N.Y.	58,487
510	Columbus, Ind.	58,316
511	Ames, Ia.	58,139
512	Lorain, Ohio	58,136
513	Elyria, Ohio	58,109
514	Augusta, Me.	58,009
515	San Luis Obispo, Cal.	57,873
516	South Lake Tahoe, Cal.	57,778
517	Clarksville, Tenn.	57,725
518	Dothan, Ala.	57,586
519	Mishawaka, Ind.	57,435
520	Florence, Ala.	57,429
521	Lewisville, Tex.	57,378
522	Portsmouth, Ohio	57,292
523	Griffin, Ga.	57,250
524	Eau Claire, Wisc.	57,159
525	Hendersonville, N.C.	57,149
526	Merced, Cal.	57,042
527	Auburn, Wash.	56,929
528	Atlantic City, N.J.	56,884
529	Poughkeepsie, N.Y.	56,890
530	Columbia, Tenn.	56,861
531	Beverly, Mass.	56,660
532	Salina, Kans.	56,619
533	Newark, Ohio	56,404
534	Vernon, Conn.	56,389
535	Michigan City, Ind.	56,314
536	Fairmont, W.Va.	56,287
537	Thibodaux, La.	56,270
538	Lawrence, Kans.	56,255
539	Jonesboro, Ark.	56,183
540	New Britain, Conn.	56,077
541	Bristol, Conn.	55,900
542	Stevens Point, Wisc.	55,878
543	Ponca City, Okla.	55,870
544	Edmond, Okla.	55,821
545	Torrington, Conn.	55,723
546	Mamaroneck, N.Y.	55,680
547	New Bedford, Mass.	55,679
548	Key West, Fla.	55,649
549	La Grange, Ga.	55,289
550	Coeur d'Alene, Ida.	55,288
551	Leesburg, Fla.	55,267
552	Woodward, Okla.	55,170
553	Watertown, N.Y.	55,097
554	Beloit, Wisc.	55,071
555	Vancouver, Wash.	54,839
556	Russellville, Ark.	54,759
557	Aberdeen, Wash.	54,666
558	Clute, Tex.	54,631
559	Abbeville, La.	54,603
560	Newton, N.J.	54,269
561	Oshkosh, Wisc.	54,252
562	Orangeburg, S.C.	54,141
563	Tupelo, Miss.	54.020
564	Carrollton, Ga.	53,960
565	Willingboro, N.J.	53,886
566	Cheyenne, Wyo.	53,876
567	2Weirton, W.Va.	53,861
568	Petaluma, Cal.	53,762
569	Hanover, Pa.	53,753
570	Cape Girardeau, Mo.	53,716
571	Kent, Wash.	53,567
572	Plattsburgh, N.Y.	53,431
573	Elk City, Okla.	53,414
574	Rolling Meadows, Ill.	53,375
575	Warren, Ohio	53,260
576	Danville, Ill.	53,010
577	Melrose, Mass.	52,864
578	Juneau, Ak.	52,829
579	Westfield, Mass.	52,741
580	Fremont, Ohio	52,686
581	McKinney, Tex.	52,680
582	Holyoke, Mass.	52,619
583	Butte, Mont.	52,612
584	Enfield, Conn.	52,555
585	Chambersburg, Pa.	52,537
586	Corvallis, Ore.	52,533
587	Salem, Mass.	52,526
588	Homestead, Fla.	52,289
589	Milford, Mass.	52,210
590	Fairbanks, Ak.	52,165
591	New Albany, Ind.	52,139
592	Lodi, Cal.	51,922
593	La Habra, Cal.	51,851
594	Warner Robins, Ga.	51,724
595	Clinton, Ia.	51,540
596	Henderson, Ky.	51,378
597	Wooster, Ohio	51,347
598	Bozeman, Mont.	51,211
599	Shawnee, Okla.	51,188
600	Easton, Pa.	51,146
601	Springfield, Ohio	51,133
602	Manhattan Beach, Cal.	51,120
603	Massillon, Ohio	51,002
604	Hemet, Cal.	50,931
605	Morganton, N.C.	50,817
606	Angleton, Tex.	50,768
607	Annapolis, Md.	50,702
608	Nacogdoches, Tex.	50,533
609	Great Bend, Kans.	50,527
610	Morristown, Tenn.	50,416
611	Lenoir, N.C.	50,384
612	Schenectady, N.Y.	50,354
613	Arlington Heights, Ill.	50,242
614	Sapulpa, Okla.	50,236
615	Ottumwa, Ia.	50,195
616	Del Rio, Tex.	50,080
617	Morgantown, W.Va.	50,018
618	Keene, N.H.	50,009

Editor & Publisher
REACHES
more people now than ever before.

DISPOSABLE INCOME PER HOUSEHOLD

Standard metropolitan statistical areas

1	Midland, Tex.	42,443
2	Anaheim-Santa Ana-Garden Grove, Cal.	41,514
3	San Jose, Cal.	40,653
4	Nassau-Suffolk, N.Y.	40,145
5	Washington, D.C.-Md.-Va.	40,050
6	Anchorage, Alaska	39,479
7	Oxnard-Simi Valley-Ventura, Cal.	38,076
8	Odessa, Tex.	36,789
9	San Francisco-Oakland, Cal.	36,463
10	Stamford, Conn.	36,276
11	Houston, Tex.	35,947
12	New Brunswick-Perth Amboy-Sayreville, N.J.	35,881
13	Vallejo-Fairfield-Napa, Cal.	35,802
14	Norwalk, Conn.	35,007
15	Saginaw, Mich.	34,892
16	Hartford, Conn.	34,891
17	Danbury, Conn.	34,481
18	Long Branch-Asbury Park, N.J.	33,893
19	Honolulu, Hawaii	33,108
20	Jersey City, N.J.	33,094
21	Davenport-Rock Island-Moline, Iowa-Ill.	32,727
22	Bismarck, N.D.	32,722
23	Lowell, Mass.-N.H.	32,538
24	Casper, Wyo.	32,538
25	Lafayette, La.	32,495
26	Santa Barbara-Santa Maria-Lompoc, Cal.	32,446
27	Bridgeport, Conn.	32,366
28	Minneapolis-St. Paul, Minn.-Wis.	32,164
29	Nashua, N.H.	32,056
30	Boston, Mass.	31,983
31	Grand Rapids, Mich.	31,937
32	Beaumont Port Arthur-Orange, Tex.	31,893
33	Peoria, Ill.	31,858
34	Bloomington-Normal, Ill.	31,571
35	Dallas-Fort Worth, Tex.	31,024
36	Jackson, Miss.	31,003
37	Richland-Kennewick-Pasco, Wash.	30,945
38	Newark, N.J.	30,944
39	Amarillo, Tex.	30,861
40	New London-Norwich, Conn-R.I.	30,860
41	St. Louis, Mo.-Ill.	30,628
42	New Orleans, La.	30,594
43	Lawrence-Haverhill, Mass.-N.H.	30,580
44	Ann Arbor, Mich.	30,407
45	Cincinnati, O.-Ky.-Ind.	30,335
46	Waterbury, Conn.	30,058
47	Rockford, Ill.	30,049
48	Milwaukee, Wis.	29,930
49	Kansas City, Mo.-Kans.	29,755
50	Trenton, N.J.	29,661
51	Des Moines, Iowa	29,637
52	Toledo, O.-Mich.	29,592
53	Denver-Boulder, Colo.	29,575
54	Champaign-Urbana-Rantoul, Ill.	29,511
55	Philadelphia, Pa.-N.J.	29,500
56	Meriden, Conn.	29,495
57	Brockton, Mass.	29,431
58	Seattle-Everett, Wash.	29,297
59	Detroit, Mich.	29,292
60	Wichita, Kans.	29,268
61	Chicago, Ill.	29,266
62	Bristol, Conn.	29,193
63	Decatur, Ill.	29,191
64	New York, N.Y.-N.J.	29,107
65	Omaha, Neb.-Iowa	29,005
66	Riverside-San Bernardino-Ontario, Cal.	28,923
67	Santa Cruz, Cal.	28,904
68	Waterloo-Cedar Falls, Iowa	28,895
69	Modesto, Cal.	28,747
70	Olympia, Wash.	28,663
71	Abilene, Tex.	28,662
72	New Britain, Conn.	28,644
73	Sioux Falls, S.D.	28,584
74	Salinas-Seaside-Monterey, Cal.	28,570
75	Wilmington, Del.-N.J.-Md.	28,506
76	Santa Rosa, Cal.	28,476
77	Tulsa, Okla.	28,470
78	Sacramento, Cal.	28,406
79	New Haven-West Haven, Conn.	28,400
80	San Diego, Cal.	28,288
81	Racine, Wis.	28,261
82	Lake Charles, La.	28,071
83	Flint, Mich.	28,071
84	Battle Creek, Mich.	27,879
85	Steubenville-Weirton, O.-W.Va.	27,861
86	Harrisburg, Pa.	27,736
87	Topeka, Kans.	27,731
88	Manchester, N.H.	27,726
89	Paterson-Clifton-Passaic, N.J.	27,700
90	Springfield, Ill.	27,622
91	Billings, Mont.	27,508
92	Yuba City, Cal.	27,443
93	Cedar Rapids, Iowa	27,435
94	Atlantic City, N.J.	27,426
95	Louisville, Ky.-Ind.	27,383
96	Lansing-East Lansing, Mich.	27,378
97	Allentown-Bethlehem-Easton, Pa.-N.J.	27,374
98	Visalia-Tulare-Porterville, Cal.	27,328
99	Bakersfield, Cal.	27,320
100	Pittsburgh, Pa.	27,287
101	Fargo-Moorhead, N.D.-Minn.	27,203
102	Wichita Falls, Tex.	27,191
103	Enid, Okla.	27,158
104	West Palm Beach-Boca Raton, Fla.	27,139
105	Atlanta, Ga.	27,097
106	Cleveland, O.	27,001
107	Indianapolis, Ind.	26,959
108	Redding, Cal.	26,944
109	Tyler, Tex.	26,911
110	Rochester, Minn.	26,881
111	Oklahoma City, Okla.	26,876
112	Reading, Pa.	26,847
113	Burlington, Vt.	26,829
114	Bremerton, Wash.	26,759
115	Columbus, O.	26,708
116	Memphis, Tenn.-Ark.-Miss.	26,700
117	Roanoke, Va.	26,700
118	Fresno, Cal.	26,674
119	Charlotte-Gastonia, N.C.	26,646
120	Lancaster, Pa.	26,623
121	Portland, Ore.-Wash.	26,562
122	Providence-Warwick-Pawtucket, R.I.-Mass.	26,548
123	Shreveport, La.	26,528
124	Richmond, Va.	26,521
125	Baton Rouge, La.	26,516
126	Lafayette-West Lafayette, Ind.	26,483
127	Boise City, Ida.	26,461
128	Green Bay, Wis.	26,411
129	Fort Lauderdale-Hollywood, Fla.	26,365
130	Knoxville, Tenn.	26,312
131	Hamilton-Middletown, O.	26,310
132	Bay City, Mich.	26,296
133	Dubuque, Iowa	26,284
134	Victoria, Tex.	26,270
135	Iowa City, Iowa	26,257
136	Sioux City, Iowa-Neb.	26,198
137	Rochester, N.Y.	26,134
138	Madison, Wis.	26,134
139	Grand Forks, Minn.-N.D.	26,111
140	Charleston, W.Va.	26,047
141	Newark, O.	25,905
142	Kalamazoo-Portage, Mich.	25,832
143	Pittsfield, Mass.	25,825
144	Corpus Christi, Tex.	25,768
145	Dayton, O.	25,746
146	Florence, Ala.	25,742
147	Portsmouth-Dover-Rochester, N.H.-Me.	25,738
148	Sharon, Pa.	25,724
149	La Crosse, Wis.	25,721
150	Elkhart, Ind.	25,717
151	Lynchburg, Va.	25,663
152	Bellingham, Wash.	25,642
153	Nashville-Davidson, Tenn.	25,615
154	Raleigh-Durham, N.C.	25,608
155	Lorain-Elyria, O.	25,608
156	Charleston-North Charleston, S.C.	25,484
157	Reno, Nev.	25,468
158	Burlington, N.C.	25,467
159	Akron, O.	25,464
160	Charlottesville, Va.	25,434
161	Fort Wayne, Ind.	25,339
162	Portland, Me.	25,336
163	Kokomo, Ind.	25,323
164	Fitchburg-Leominster, Mass.	25,245
165	Phoenix, Ariz.	25,197
166	Greensboro-Winston-Salem-High Point, N.C.	25,186
167	Sherman-Denison, Tex.	25,173
168	State College, Pa.	25,170
169	Benton Harbor, Mich.	25,157
170	Galveston-Texas City, Tex.	25,029
171	Anderson, Ind.	24,969
172	Lawrence, Kans.	24,862
173	Hickory, N.C.	24,849
174	Kankakee, Ill.	24,838
175	Worcester, Mass.	24,797
176	Appleton-Oshkosh, Wis.	24,793
177	Poughkeepsie, N.Y.	24,786
178	York, Pa.	24,751
179	Spokane, Wash.	24,730
180	Gary-Hammond-East Chicago, Ind.	24,692
181	Canton, O.	24,691
182	Miami, Fla.	24,667
183	Huntington-Ashland, W.Va.-Ky.-O.	24,656
184	Bloomington, Ind.	24,644
185	Evansville, Ind.-Ky.	24,640
186	Chico, Cal.	24,587
187	Lincoln, Neb.	24,560
188	Tallahassee, Fla.	24,529
189	Springfield, O.	24,509
190	Melbourne-Titusville-Cocoa, Fla.	24,492
191	Erie, Pa.	24,478
192	Salt Lake City-Ogden, Utah	24,429
193	Fort Collins, Colo.	24,396
194	Stockton, Cal.	24,382
195	Jackson, Mich.	24,373
196	Great Falls, Mont.	24,364
197	Sheboygan, Wis.	24,349
198	Little Rock-North Little Rock, Ark.	24,344
199	Youngstown-Warren, O.	24,319
200	Longview-Marshall, Tex.	24,275
201	Wheeling, W.Va.-O.	24,237
202	Columbia, S.C.	24,209
203	Springfield-Chicopee-Holyoke, Mass-Conn.	24,182
204	Bangor, Me.	24,181
205	San Angelo, Tex.	24,144
206	Syracuse, N.Y.	24,051
207	Parkersburg-Marietta, W.Va.-O.	24,011
208	Athens, Ga.	24,004
209	Pascagoula-Moss Point, Miss.	23,905
210	Orlando, Fla.	23,843
211	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	23,734
212	Columbia, Mo.	23,713
213	Muncie, Ind.	23,700
214	Newport News-Hampton, Va.	23,692
215	Albany-Schenectady-Troy, N.Y.	23,653
216	Yakima, Wash.	23,574
217	Las Vegas, Nev.	23,552
218	Greenville-Spartanburg, S.C.	23,462
219	Terre Haute, Ind.	23,437
220	Fort Walton Beach, Fla.	23,436
221	Salisbury-Concord, N.C.	23,427
222	Mansfield, O.	23,324
223	Lima, O.	23,286
224	Lewiston-Auburn, Me.	23,228
225	Kenosha, Wis.	23,221
225	Fayetteville-Springdale, Ark.	23,201
227	Las Cruces, N.M.	23,185
228	Birmingham, Ala.	23,172
229	◉St. Cloud, Minn.	23,149
230	Chattanooga, Tenn.-Ga.	23,148
231	Tucson, Ariz.	23,113
232	Texarkana, Tex.-Ark.	23,101
233	Janesville-Beloit, Wis.	23,059
234	Anniston, Ala.	23,042
235	Buffalo, N.Y.	22,928
236	San Antonio, Tex.	22,924
237	Bryan-College Station, Tex.	22,922
238	Augusta, Ga.-S.C.	22,894
239	Northeast Pennsylvania, Pa.	22,792
240	Fort Myers-Cape Coral, Fla.	22,768
241	Austin, Tex.	22,752
242	Tacoma, Wash.	22,733
243	Sarasota, Fla.	22,620
244	Fall River, Mass.-R.I.	22,576
245	Colorado Springs, Colo.	22,536
246	Wausau, Wis.	22,498
247	Eugene-Springfield, Ore.	22,484
248	Albuquerque, N.M.	22,479
249	Williamsport, Pa.	22,436
250	Lexington-Fayette, Ky.	22,413
251	Greeley, Colo.	22,402
252	Jacksonville, Fla.	22,387
253	Huntsville, Ala.	22,368
254	Vineland-Millville-Bridgeton, N.J.	22,303
255	Monroe, La.	22,239
256	Owensboro, Ky.	22,151
257	Binghamton, N.Y.-Pa.	22,130
258	Columbus, Ga.-Ala.	22,068
259	Wilmington, N.C.	22,065
260	Albany, Ga.	22,022
261	New Bedford, Mass.	22,002
262	Rock Hill, S.C.	21,971
263	Eau Claire, Wis.	21,862
264	South Bend-Mishawaka, Ind.	21,849
265	Los Angeles-Long Beach, Cal.	21,845
266	Muskegon-Norton Shores-Muskegon Heights, Mich.	21,763
267	Baltimore, Md.	21,748
268	Duluth-Superior, Minn.-Wis.	21,713
269	Gainesville, Fla.	21,711
270	Waco, Tex.	21,705
271	Jacksonville, N.C.	21,669
272	Altoona, Pa.	21,666
273	Petersburg-Colonial Heights-Hopewell, Va.	21,658
274	Pine Bluff, Ark.	21,589
275	Medford, Ore.	21,533
276	Asheville, N.C.	21,307
277	Pueblo, Colo.	21,154
278	Salem, Ore.	21,066
279	Fort Smith, Ark.-Okla.	21,031
280	Lubbock, Tex.	20,993
281	Pensacola, Fla.	20,797
282	Utica-Rome, N.Y.	20,791
283	Provo-Orem, Utah	20,784
284	Panama City, Fla.	20,771
285	Lakeland-Winter Haven, Fla.	20,604
286	Johnstown, Pa.	20,592
287	Tampa-St. Petersburg, Fla.	20,500
288	Springfield, Mo.	20,486
289	Newburgh-Middletown, N.Y.	20,429
290	Biloxi-Gulfport, Miss.	20,313
291	Montgomery, Ala.	20,295
292	Laredo, Tex.	20,184
293	Macon, Ga.	19,937
294	Alexandria, La.	19,892
295	Florence, S.C.	19,890

296	Johnson City-Kingsport-Bristol, Tenn.-Va.	19,884
297	Anderson, S.C.	19,877
298	Brownsville-Harlingen-San Benito, Tex.	19,788
299	Mobile, Ala.	19,758
300	St. Joseph, Mo.	19,736
301	Lawton, Okla.	19,442
302	Bradenton, Fla.	19,203
303	Hagerstown, Md.	19,097
304	Daytona Beach, Fla.	19,093
305	Clarksville-Hopkinsville, Tenn-Ky.	19,041
306	Elmira, N.Y.	18,991
307	Tuscaloosa, Ala.	18,969
308	Danville, Va.	18,858
309	Savannah, Ga.	18,853
310	Gadsden, Ala.	18,812
311	Glens Falls, N.Y.	18,627
312	Killeen-Temple, Tex.	18,270
313	McAllen-Pharr-Edinburg, Tex.	18,234
314	Cumberland, Md.-W.Va.	18,023
315	Joplin, Mo.	17,875
316	Fayetteville, N.C.	17,836
317	Ocala, Fla.	17,741
318	El Paso, Tex.	17,605

Leading counties

1	Montgomery, Md.	52,354
2	Ketchikan Gateway, Ak.	45,248
3	Los Alamos, N.M.	44,532
4	Marin, Cal.	44,209
5	Fairfax, Va.	44,110
6	Bristol Bay, Ak.	43,617
7	Nassau, N.Y.	43,390
8	Fairfax, Va.	42,757
9	Midland, Tex.	42,443
10	Prince Georges, Md.	42,320
11	Du Page, Ill.	42,229
12	San Mateo, Cal.	42,032
13	Juneau, Ak.	41,817
14	Orange, Cal.	41,514
15	Santa Clara, Cal.	40,655
16	Contra Costa, Cal.	40,174
17	Valdez-Cordova, Ak.	40,102
18	Hinsdale, Colo.	39,748
19	Johnson, Kans.	39,743
20	Anchorage, Ak.	39,479
21	Prince of Wales-Outer Ketchikan, Ak.	39,417
22	Falls Church, Va.	38,917
23	Westchester, N.Y.	38,867
24	Lake, Ill.	38,724
25	Rockland, N.Y.	38,719
26	Sitka, Ak.	38,700
27	Kodiak Island, Ak.	38,475
28	Kenai Peninsula. Ak.	38,453
29	Somerset, N.J.	38,219
30	Ventura, Cal.	38,076
31	Brazoria, Tex.	38,058
32	Wrangell-Petersburg, Ak.	37,942
33	Logan, N.D.	37,424
34	St. Louis, Mo.	37,117
35	Monroe, Mich.	37,099
36	Ector, Tex.	36,789
37	Napa, Cal.	36,771
38	Yukon-Koyukuk, Ak.	36,768
39	Randall, Tex.	36,686
40	Harris, Tex.	36,681
41	Suffolk, N.Y.	36,609
42	Dakota, Minn.	36,444
43	Carson City, Nev.	36,358
44	Arlington, Va.	35,924
45	Ozaukee, Wisc.	35,919
46	Jefferson, La.	35,916
47	Fairbanks North Star, Ak.	35,892
48	Middlesex, N.J.	35,881
49	Bergen, N.J.	35,816
50	Montgomery, Pa.	35,690
51	Pitkin, Colo.	35,423
52	Morris, N.J.	35,397
53	Solano, Cal.	35,362
54	Rock Island, Ill.	35,307
55	Dallas, Tex.	35,300
56	Waukesha, Wisc.	35,166
57	Oakland, Mich.	35,046
58	Saginaw, Mich.	34,892
59	Campbell, Wyo.	34,835
60	McIntosh, N.D.	34,818
61	Burleigh, N.D.	34,782
62	Fairfield, Conn.	34,705
63	Chattahoochee, Ga.	34,589
64	Haines, Ak.	34,571
65	Alameda, Cal.	34,505
66	Manassas Park, Va.	34,468
67	Burlington, N.J.	34,425
68	Midland, Mich.	34,357
69	Anoka, Minn.	34,338
70	Hunterdon, N.J.	34,320
71	Douglas, Nev.	34,300
72	McHenry, Ill.	34,254
73	St. Bernard, La.	34,165
74	Will, Ill.	34,053
75	Washington, Minn.	33,969
76	Warren, Ohio	33,966
77	Monmouth, N.J.	33,893
78	Archer, Tex.	33,836
79	Washington, Okla.	33,809
80	Mineral, Nev.	33,792
81	Jefferson, Colo.	33,776
82	Slope, N.D.	33,759
83	Richmond, N.Y.	33,731
84	Emmons, N.D.	33,637
85	Matanuska-Susitna, Ak.	33,511
86	Kendall, Ill.	33,487
87	Orange, Tex.	33,361
88	Livingston, Mich.	33,247
89	Honolulu, Hi.	33,108
90	Hudson, N.J.	33,094
91	Sussex, N.J.	33,093
92	Manassas, Va.	33,068
93	Tolland, Conn.	33,064
94	Tazewell, Ill.	33,030
95	Kane, Ill.	32,935
96	Chester, Pa.	32,811
97	Arapahoe, Colo.	32,801
98	Hennepin, Minn.	32,788
99	Roanoke, Va.	32,772
100	Jefferson, Tex.	32,667
101	Prince William, Va.	32,548
102	Natrona, Wyo.	32,538
103	Lafayette, La.	32,495
104	Santa Barbara, Cal.	32,446
105	Platte, Mo.	32,422
106	Clermont, Ohio	32,193
107	Kent, Mich.	32,008
108	Henry, Ill.	31,936
109	Douglas, Colo.	31,923
110	Bucks, Pa.	31,898
111	Delaware, Pa.	31,885
112	Union, N.J.	31,837
113	Camden, N.J.	31,811
114	Alexandria, Va.	31,806
115	Benton, Wash.	31,796
116	Jackson, Colo.	31,761
117	Ottawa, Mich.	31,718
118	Teton, Wyo.	31,680
119	Macomb, Mich.	31,655
120	Stevens, Kans.	31,594
121	New London, Conn.	31,591
122	Hamilton, Ohio	31,585
123	Collin, Tex.	31,582
124	McLean, Ill.	31,571
125	Hinds, Miss.	31,536
126	St. Charles, Mo.	31,409
127	Queens, N.Y.	31,283
128	Peoria, Ill.	31,220
129	Washington, Wisc.	31,159
130	Bristol, R.I.	31,141
131	Woodford, Ill.	31,110
132	Ramsey, Minn.	31,105
133	Clay, Mo.	31,061
134	Montgomery, Tex.	31,053
135	Warren, N.J.	31,031
136	Knox, Ill.	30.971
137	Sublette, Wyo.	30,961
138	Tulsa, Okla.	30,947
139	Golden Valley, N.D.	30,881
140	Geauga, Ohio	30,880
141	Middlesex, Conn.	30,860
142	Williams, N.D.	30,798
143	Norfolk, Mass.	30,734
144	Gloucester, N.J.	30,703
145	Morton, Kans.	30,699
146	Grant, Kans.	30,531
147	Sarpy, Neb.	30,486
148	De Kalb, Ga.	30,471
149	Cumberland, Pa.	30,470
150	Washtenaw, Mich.	30,407
151	Elko, Nev.	30,392
152	Nome, Ak.	30,328
153	District of Columbia, D.C.	30,307
154	Seward, Kans.	30,292
155	Taylor, Tex.	30,288
156	Scott, Ia.	30,235
157	New Castle, Del.	30,218
158	Hancock, W.Va.	30,203
159	Nye, Nev.	30,200
160	Steele, N.D.	30,122
161	Winnebago, Ill.	30,060
162	Henrico, Va.	30,010
163	Boone, Ill.	29,948
164	New Haven, Conn.	29,902
165	Adams, N.D.	29,877
166	Hughes, S.D.	29,875
167	Kobuk, Ak.	29,834
168	Madison, Ill.	29,824
169	King, Wash.	29,809
170	Hillsborough, N.H.	29,805
171	Camas, Ida.	29,799
172	Sutter, Cal.	29,771
173	Sedgwick, Kans.	29,769
174	San Francisco, Cal.	29,752
175	Kimball, Neb.	29,748
176	Loudoun, Va.	29,747
177	Polk, Ia.	29,746
178	Litchfield, Conn.	29,704
179	Grundy, Ill.	29,704
180	Borden, Tex.	29,690
181	St. Tammany, La.	29,671
182	Mercer, N.J.	29,661
183	San Bernardino, Cal.	29,599
184	Grant, Neb.	29,584
185	Ward, N.D.	29,575
186	Foster, N.D.	29,554
187	Champaign, Ill.	29,511
188	Washington, Ore.	29,449
189	Pershing, Nev.	29,432
190	Adams, Colo.	29,404
191	Texas, Okla.	29,402
192	McDonough, Ill.	29,385
193	Chesterfield, Va.	29,379
194	Douglas, Neb.	29,377
195	Kent, R.I.	29,350
196	San Benito, Cal.	29,345
197	McCone, Mont.	29,342
198	Hartford, Conn.	29,320
199	Williamsburg, Va.	29,319
200	Bureau, Ill.	29,311
201	Marshall, Ill.	29,210
202	Lake, Ohio	29,204
203	Scott, Kans.	29,197
204	Macon, Ill.	29,191
205	Wood, Ohio	29,186
206	Uinta, Wyo.	29,183
207	Denton, Tex.	29,168
208	Haskell, Kans.	29,140
209	Hamilton, Ind.	29,137
210	Grand, Utah	29,127
211	Alpine, Cal.	29,102
212	Rankin, Miss.	29,038
213	Fort Bend, Tex.	29,036
214	Cass, N.D.	29,019
215	Banner, Neb.	29,000
216	Shawnee, Kans.	28,976
217	Boulder, Colo.	28,969
218	Lyon, Nev.	28,963
219	Plymouth, Mass.	28,913
220	Santa Cruz, Cal.	28,904
221	Black Hawk, Ia.	28,895
222	Sacramento, Cal.	28,836
223	Crawford, Ill.	28,831
224	McKenzie, N.D.	28,821
225	Randolph, Ill.	28,769
226	St. Mary, La.	28,768
227	Terrebonne, La.	28,756
228	Kay, Okla.	28,754
229	Stanislaus, Cal.	28,747
230	Gray, Kans.	28,743
231	Shiawassee, Mich.	28,709
232	Colusa, Cal.	28,697
233	Thurston, Wash.	28,663
234	Southeast Fairbanks, Ak.	28,649
235	Putnam, Ill.	28,644
236	Liberty, Mont.	28,630
237	Kingfisher, Okla.	28,608
238	Middlesex, Mass.	28,598
239	Albany, Wyo.	28,587
240	Minnehaha, S.D.	28,584
241	Churchill, Nev.	28,575
242	Rockwall, Tex.	28,573
243	Monterey, Cal.	28,570
244	Warren, Ia.	28,563
245	Albemarle, Va.	28,556
246	Clackamas, Ore.	28,537
247	Summit, Colo.	28,516
248	Salem, Va.	28,480
249	Sonoma, Cal.	28,476
250	Bonneville, Ida.	28,474
251	North Slope, Ak.	28,457
252	Calhoun, Mich.	28,454
253	Cimarron, Okla.	28,431
254	Eaton, Mich.	28,401
255	Wichita, Kans.	28,351
256	Sheridan, N.D.	28,350
257	Beaver, Okla.	28,336
258	Stark, Ill.	28,335
259	Lucas, Ohio	28,330
260	San Diego, Cal.	28,288
261	Allegheny, Pa.	28,284
262	Finney, Kans.	28,268
263	Racine, Wisc.	28,261
264	Humboldt, Nev.	28,224
265	Stark, N.D.	28,179
266	Franklin, Wash.	28,174
267	Story, Ia.	28,173
268	Milwaukee, Wisc.	28,169
269	St. Charles, La.	28,160
270	Laramie, Wyo.	28,160
271	Mono, Cal.	28,157
272	Bowman, N.D.	28,152
273	Anderson, Tenn.	28,151
274	St. Clair, Ill.	28,147
275	Jefferson, Mo.	28,124
276	Livingston, Ill.	28,105
277	Boyd, Ky.	28,094
278	Jefferson, Ky.	28,088
279	Hendricks, Ind.	28,085
280	Calcasieu, La.	28,071
281	Riverside, Cal.	28,069
282	Morton, N.D.	28,064
283	Grand Forks, N.D.	28,056
284	Fredericksburg, Va.	28,055
285	Jasper, Ill.	28,043
286	Hettinger, N.D.	28,011
287	East Baton Rouge, La.	28,008
288	De Kalb, Ill.	28,003
289	Virginia Beach, Va.	28,000
290	Dakota, Neb.	27,995
291	Inyo, Cal.	27,987
292	Lincoln, Nev.	27,986
293	Lafourche, La.	27,982
294	Hancock, Ohio	27,980
295	Genesee, Mich.	27,974
296	Weston, Wyo.	27,969
297	Davidson, Tenn.	27,967
298	Greenlee, Ariz.	27,958
299	Kearney, Neb.	27,932
300	Oklahoma, Okla.	27,910
301	Wright, Ia.	27,839
302	Sangamon, Ill.	27,832
303	Plaquemines, La.	27,831
304	Clark, Wash.	27,820
305	Campbell, S.D.	27,799
306	Chouteau, Mont.	27,781
307	Oliver, N.D.	27,732
308	Clearwater, Ida.	27,724
309	Cobb, Ga.	27,716
310	Mason, Wash.	27,711
311	Ford, Kans.	27,704
312	Passaic, N.J.	27,700
313	Clayton, Ga.	27,684
314	Clear Creek, Colo.	27,675
315	King, Tex.	27,655
316	Perry, Ill.	27,654
317	Piatt, Ill.	27,652
318	Shelby, Tenn.	27,650
319	Lehigh, Pa.	27,642
320	Aiken, S.C.	27,639
321	Plumas, Cal.	27,625
322	Meade, S.D.	27,620
323	Calhoun, Tex.	27,611
324	Mercer, Ill.	27,568
325	Wichita, Tex.	27,552
326	Mecklenburg, N.C.	27,542
327	Merced, Cal.	27,521
328	Yellowstone, Mont.	27,508
329	Keith, Neb.	27,505
330	Lewis, Ida.	27,504
331	Howard, Md.	27,486
332	Bossier, La.	27,472
333	Brooke, W.Va.	27,463
334	Monroe, Ill.	27,441
335	Linn, Ia.	27,435
336	Atlantic, N.J.	27,426
337	Park, Wyo.	27,416
338	Monroe, N.Y.	27,409
339	Tuolumne, Cal.	27,396
340	Meade, Kans.	27,395
341	Boone, Ky.	27,371
342	Cowlitz, Wash.	27,364
343	Erie, Ohio	27,355
344	Leavenworth, Kans.	27,341
345	La Moure, N.D.	27,337
346	Hodgeman, Kans.	27,333
347	Tulare, Cal.	27,328
348	Caddo, La.	27,328
349	Ramsey, N.D.	27,322
350	Baldwin, Ga.	27,321
351	Kern, Cal.	27,320
352	Dunn, N.D.	27,314
353	Sweetwater, Wyo.	27,308
354	Logan, Neb.	27,299
355	Snohomish, Wash.	27,249
356	Ingham, Mich.	27,246
357	Greeley, Kans.	27,237
358	Lenawee, Mich.	27,236
359	Collier, Fla.	27,219
360	Grand Traverse, Mich.	27,198
361	Chittenden, Vt.	27,183
362	Clark, Ill.	27,164
363	Garfield, Okla.	27,158
364	Luce, Mich.	27,154
365	Fayette, Ga.	27,150
366	Clallam, Wash.	27,145
367	Palm Beach, Fla.	27,139
368	Stutsman, N.D.	27,134
369	Perkins, Neb.	27,132
370	Jackson, Mo.	27,115
371	Charleston, S.C.	27,101
372	Island, Wash.	27,095
373	Johnson, Ind.	27,085
374	Medina, Ohio	27,073
375	Tehama, Cal.	27,070
376	Greene, Ohio	27,064

377	Lassen, Cal.	27,063
378	Cleveland, Okla.	27,061
379	Washington, R.I.	27,054
380	Northampton, Pa.	27,042
381	Storey, Nev.	27,040
382	Franklin, Ohio	27,031
383	Morgan, Utah	27,028
384	Jefferson, Ill.	26,995
385	Glasscock, Tex.	26,995
386	Glenn, Cal.	26,994
387	Yolo, Cal.	26,994
388	Marion, Ind.	26,987
389	Klickitat, Wash.	26,985
390	Fulton, Ill.	26,964
391	Orange, N.C.	26,960
392	Ochiltree, Tex.	26,948
393	Shasta, Cal.	26,944
394	Jefferson, Ohio	26,936
395	St. John the Baptist, La.	26,918
396	New York, N.Y.	26,914
397	Smith, Tex.	26,911
398	St. Clair, Mich.	26,910
399	St. James, La.	26,909
400	Douglas, Ga.	26,906
401	Clarke, Ga.	26,890
402	Clinton, Mich.	26,883
403	Olmsted, Minn.	26,881
404	Warren, Ill.	26,871
405	Towner, N.D.	26,867
406	Hancock, Ind.	26,862
407	Logan, Ill.	26,858
408	Berks, Pa.	26,847
409	West Feliciana, La.	26,846
410	Guilford, N.C.	26,845
411	Cumberland, Ill.	26,833
412	Lewis and Clark, Mont.	26,808
413	Barton, Kans.	26,799
414	Kanawha, W.Va.	26,795
415	San Luis Obispo, Cal.	26,789
416	Placer, Cal.	26,788
417	Davis, Utah	26,785
418	Essex, N.J.	26,767
419	Ward, Tex.	26,762
420	Carbon, Wyo.	26,761
421	Campbell, Va.	26,760
422	Kitsap, Wash.	26,759
423	Porter, Ind.	26,757
424	Ionia, Mich.	26,755
425	El Dorado, Cal.	26,749
426	Scott, Minn.	26,745
427	Rockdale, Ga.	26,740
428	Phelps, Neb.	26,724
429	Defiance, Ohio	26,724
430	Cameron, La.	26,717
431	Douglas, Ill.	26,693
432	Williamson, Ill.	26,681
433	Fresno, Cal.	26,674
434	Knox, Tenn.	26,673
435	Carver, Minn.	26,671
436	Otsego, Mich.	26,668
437	Lincoln, Mont.	26,645
438	Lyman, S.D.	26,638
439	Divide, N.D.	26,635
440	Deuel, S.D.	26,634
441	Muscatine, Ia.	26,628
442	Vermilion, Ill.	26,624
443	Lancaster, Pa.	26,623
444	Henderson, Ill.	26,582
445	Kings, Cal.	26,561
446	Fulton, Ohio	26,554
447	Cuyahoga, Ohio	26,549
448	Morgan, Ill.	26,539
449	Cass, Mich.	26,538
450	York, Va.	26,537
451	Dawson, Mont.	26,525
452	Stonewall, Tex.	26,520
453	Hall, Neb.	26,516
454	McLean, N.D.	26,510
455	Hooker, Neb.	26,504
456	King George, Va.	26,498
457	Kearny, Kans.	26,486
458	Tippecanoe, Ind.	26,483
459	Potter, Tex.	26,478
460	San Juan, Colo.	26,471
461	Kidder, N.D.	26,469
462	Ada, Ida.	26,461
463	Eagle, Colo.	26,460
464	Lane, Kans.	26,460
465	Fremont, Wyo.	26,460
466	Kalamazoo, Mich.	26,446
467	Hanover, Va.	26,440
468	Renville, N.D.	26,434
469	Dauphin, Pa.	26,422
470	Box Elder, Utah	26,414
471	Brown, Wisc.	26,411
472	Cook, Ill.	26,373
473	Henry, Ohio	26,370
474	Wayne, Ohio	26,367
475	Barber, Kans.	26,366
476	Broward, Fla.	26,365
477	Hartley, Tex.	26,356
478	Sheridan, Mont.	26,355
479	Cumberland, Me.	26,354
480	Franklin, Ky.	26,348
481	Tuscola, Mich.	26,336
482	Tooele, Utah	26,336
483	Clinton, Ia.	26,333
484	Clark, Kans.	26,330
485	Butler, Ohio	26,310
486	Lebanon, Pa.	26,303
487	Skagway-Yakutat-Angoon, Ak.	26,301
488	Wabash, Ill.	26,300
489	Nueces, Tex.	26,299
490	Bay, Mich.	26,296
491	Carter, Mont.	26,295
492	Woodford, Ky.	26,287
493	Dubuque, Ia.	26,284
494	Orleans, La.	26,275
495	Victoria, Tex.	26,270
496	Delaware, Ohio	26,263
497	Johnson, Ia.	26,257
498	De Witt, Ill.	26,253
499	Kiowa, Kans.	26,235
500	Humboldt, Cal.	26,210
501	Deuel, Neb.	26,208
502	Sandusky, Ohio	26,208
503	Ford, Ill.	26,204
504	Lynchburg, Va.	26,204
505	Ashtabula, Ohio	26,195
506	Henry, Ga.	26,185
507	Wayne, Mich.	26,181
508	Montgomery, Ohio	26,180
509	Johnson, Wyo.	26,175
510	Platte, Neb.	26,172
511	Mercer, Ohio	26,171
512	Union, Ky.	26,170
513	Lander, Nev.	26,137
514	Woodward, Okla.	26,137
515	Fulton, Ga.	26,136
516	Dane, Wisc.	26,134
517	Stanton, Kans.	26,122
518	Lauderdale, Ala.	26,117
519	Beaver, Pa.	26,111
520	Kittitas, Wash.	26,099
521	Benton, Ind.	26,086
522	Bottineau, N.D.	26,086
523	Rockingham, N.H.	26,085
524	La Salle, Ill.	26,084
525	Hampshire, Mass.	26,084
526	Effingham, Ill.	26,060
527	Madison, Ohio	26,052
528	Oldham, Ky.	26,051
529	Skagit, Wash.	26,029
530	Waynesboro, Va.	26,020
531	Stafford, Kans.	26,008
532	Grays Harbor, Wash.	26,000
533	Santa Fe, N.M.	25,998
534	Westmoreland, Pa.	25,994
535	Barry, Mich.	25,991
536	Graham, Kans.	25,984
537	Union, Ohio	25,983
538	Salem, N.J.	25,978
539	Gratiot, Mich.	25,948
540	Palo Pinto, Tex.	25,943
541	Ocean, N.J.	25,928
542	Woodbury, Ia.	25,916
543	Powder River, Mont.	25,913
544	Wahkiakum, Wash.	25,909
545	Licking, Ohio	25,905
546	Bartholomew, Ind.	25,901
547	Portage, Ohio	25,890
548	Yoakum, Tex.	25,882
549	Pottawattamie, Ia.	25,877
550	Allen, Ind.	25,860
551	Harper, Okla.	25,852
552	Barnstable, Mass.	25,845
553	Loup, Neb.	25,841
554	Ellis, Kans.	25,837
555	Scurry, Tex.	25,835
556	Gaston, N.C.	25,833
557	Tarrant, Tex.	25,826
558	Grant, N.D.	25,825
559	Hill, Mont.	25,817
560	Glynn, Ga.	25,816
561	Otero, N.M.	25,815
562	Madera, Cal.	25,785
563	Mountrail, N.D.	25,781
564	Wake, N.C.	25,768
565	Lake, Colo.	25,766
566	Morgan, Ala.	25,758
567	Cedar, Ia.	25,757
568	Ellis, Tex.	25,741
569	Ottawa, Ohio	25,739
570	Mercer, Pa.	25,724
571	La Crosse, Wisc.	25,721
572	Elkhart, Ind.	25,717
573	Wallace, Kans.	25,715
574	Jefferson, Wash.	25,711
575	Grand, Colo.	25,703
576	Catawba, N.C.	25,701
577	Isabella, Mich.	25,692
578	Champaign, Ohio	25,678
579	Liberty, Tex.	25,675
580	Teton, Mont.	25,671
581	Scotts Bluff, Neb.	25,670
582	Clark, Ind.	25,666
583	Daggett, Utah	25,663
584	Clinton, Ill.	25,646
585	Burke, N.D.	25,642
586	Whatcom, Wash.	25,642
587	Stafford, Va.	25,640
588	Wells, N.D.	25,638
589	Andrews, Tex.	25,637
590	Bowie, Tex.	25,629
591	Chambers, Tex.	25,626
592	Hamilton, Kans.	25,615
593	Lorain, Ohio	25,608
594	Hancock, Ill.	25,587
595	Auglaize, Ohio	25,587
596	Harvey, Kans.	25,584
597	Marion, Ill.	25,578
598	Hansford, Tex.	25,574
599	Vanderburgh, Ind.	25,572
600	Seneca, Ohio	25,561
601	Caribou, Ida.	25,550
602	Barnes, N.D.	25,543
603	Eureka, Nev.	25,534
604	Mohave, Ariz.	25,517
605	Stanley, S.D.	25,513
606	Marquette, Mich.	25,509
607	Pennington, S.D.	25,507
608	Amador, Cal.	25,500
609	Lapeer, Mich.	25,494
610	Bond, Ill.	25,484
611	Jasper, Ia.	25,483
612	Lincoln, Wyo.	25,471
613	Essex, Mass.	25,470
614	Washoe, Nev.	25,468
615	Pratt, Kans.	25,467
616	Alamance, N.C.	25,467
617	Logan, Kans.	25,458
618	Des Moines, Ia.	25,455
619	Woods, Okla.	25,454
620	Hand, S.D.	25,451
621	Marshall, Ia.	25,444
622	Beadle, S.D.	25,442
623	Benton, Ore.	25,440
624	Pecos, Tex.	25,439
625	Douglas, Wash.	25,439
626	Dale, Ala.	25,435
627	Camden, Ga.	25,427
628	Morgan, Ind.	25,421
629	Kewaunee, Wisc.	25,418
630	Coles, Ill.	25,411
631	Comanche, Kans.	25,398
632	Howard, Ind.	25,380
633	Canadian, Okla.	25,374
634	Summit, Ohio	25,363
635	Mercer, N.D.	25,362
636	Monroe, Pa.	25,362
637	St. Croix, Wisc.	25,360
638	Butler, Pa.	25,356
639	Crawford, Ohio	25,352
640	Colonial Heights, Va.	25,343
641	Calaveras, Cal.	25,338
642	Garfield, Colo.	25,338
643	Fairfield, Ohio	25,328
644	Siskiyou, Cal.	25,325
645	Culberson, Tex.	25,325
646	Poquoson, Va.	25,320
647	Wabash, Ind.	25,318
648	Dillingham, Ak.	25,316
649	Forsyth, N.C.	25,309
650	Mineral, Colo.	25,308
651	Madison, Neb.	25,292
652	Greenup, Ky.	25,288
653	Moore, Tex.	25,287
654	Denver, Colo.	25,285
655	Refugio, Tex.	25,283
656	Bremer, Ia.	25,274
657	Iroquois, Ill.	25,262
658	Outagamie, Wisc.	25,257
659	Blaine, Ida.	25,247
660	St. Joseph, Mich.	25,232
661	Lee, Ala.	25,223
662	Crane, Tex.	25,219
663	Pawnee, Kans.	25,212
664	Putnam, Ind.	25,208
665	Gregg, Tex.	25,204
666	Adams, Ill.	25,200
667	Maricopa, Ariz.	25,197
668	York, Pa.	25,197
669	Warrick, Ind.	25,196
670	Walsh, N.D.	25,195
671	Moultrie, Ill.	25,194
672	Ogle, Ill.	25,187
673	Colbert, Ala.	25,183
674	Del Norte, Cal.	25,179
675	Sumner, Tenn.	25,174
676	Grayson, Tex.	25,173
677	Centre, Pa.	25,170
678	Wyandotte, Kans.	25,167
679	Berrien, Mich.	25,157
680	Bingham, Ida.	25,151
681	Emmet, Mich.	25,145
682	Cabell, W.Va.	25,127
683	Weber, Utah	25,120
684	Trumbull, Ohio	25,113
685	Lexington, Va.	25,113
686	Brookings, S.D.	25,111
687	Mendocino, Cal.	25,105
688	Reagan, Tex.	25,099
689	Chelan, Wash.	25,096
690	White, Ill.	25,088
691	Iberia, La.	25,085
692	Providence, R.I.	25,084
693	Baltimore, Md.	25,082
694	Ashland, Ohio	25,057
695	Leon, Fla.	25,053
696	Butler, Kans.	25,047
697	Webster, Ia.	25,034
698	Galveston, Tex.	25,029
699	Tipton, Ind.	25,028
700	Jackson, Ill.	25,020
701	Washington, Ill.	24,999
702	Floyd, Ind.	24,999
703	Warren, Pa.	24,988
704	Kosciusko, Ind.	24,984
705	Mason, Ill.	24,983
706	Greenville, S.C.	24,974
707	Williams, Ohio	24,970
708	Madison, Ind.	24,969
709	Belmont, Ohio	24,961
710	Madison, Ida.	24,958
711	Radford, Va.	24,957
712	Ida, Ia.	24,953
713	Cherry, Neb.	24,951
714	Alfalfa, Okla.	24,950
715	Sedgwick, Colo.	24,948
716	Blaine, Neb.	24,941
717	Dallas, Ia.	24,940
718	Bethel, Ak.	24,938
719	Uintah, Utah	24,931
720	McPherson, Kans.	24,929
721	Power, Ida.	24,926
722	Kane, Utah	24,922
723	Cole, Mo.	24,919
724	Amherst, Va.	24,919
725	Lincoln, N.C.	24,915
726	Huron, Ohio	24,909
727	Sherman, Tex.	24,906
728	Worcester, Mass.	24,905
729	Lea, N.M.	24,904
730	Dolores, Colo.	24,903
731	Blount, Tenn.	24,900
732	Crockett, Tex.	24,900
733	Adams, Wash.	24,896
734	Windham, Conn.	24,894
735	Mills, Ia.	24,892
736	Lee, Ill.	24,889
737	Gallatin, Mont.	24,881
738	Modoc, Cal.	24,869
739	Upton, Tex.	24,866
740	Sterling, Tex.	24,864
741	Douglas, Kans.	24,862
742	Indiana, Pa.	24,849
743	Lawrence, Ill.	24,846
744	Osage, Okla.	24,844
745	Kankakee, Ill.	24,838
746	Berkshire, Mass.	24,838
747	Yuba, Cal.	24,832
748	La Porte, Ind.	24,832
749	Kenton, Ky.	24,827
750	Richland, Ill.	24,825
751	Thomas, Kans.	24,822
752	Vigo, Ind.	24,821
753	Sioux, N.D.	24,816
754	Morris, Tex.	24,809
755	Alpena, Mich.	24,805
756	Poweshiek, Ia.	24,804
757	Richland, S.C.	24,804
758	Whitman, Wash.	24,800
759	Missoula, Mont.	24,798
760	Stark, Ohio	24,797
761	Albany, N.Y.	24,794
762	Dutchess, N.Y.	24,786
763	McCracken, Ky.	24,776
764	Haakon, S.D.	24,765
765	Pembina, N.D.	24,758
766	Sherburne, Minn.	24,749
767	Union, Pa.	24,746
768	Hamilton, Tenn.	24,740
769	Coconino, Ariz.	24,734
770	Spokane, Wash.	24,730
771	Ottawa, Okla.	24,729
772	Boone, Ind.	24,725
773	Knox, Ohio	24,725
774	Onondaga, N.Y.	24,718
775	Prince George, Va.	24,715
776	Oldham, Tex.	24,709
777	Winkler, Tex.	24,695
778	Merrimack, N.H.	24,684
779	Dade, Fla.	24,667
780	Washakie, Wyo.	24,660
781	Edwards, Kans.	24,649
782	Dawson, Neb.	24,648
783	Monroe, Ind.	24,644
784	Sierra, Cal.	24,642
785	Sherman, Kans.	24,638
786	Lincoln, Neb.	24,636
787	Brown, S.D.	24,631
788	Durham, N.C.	24,621
789	Washington, Ia.	24,620
790	Shelby, Ohio	24,619
791	Delta, Mich.	24,600

792	Cochise, Ariz.	24,592
793	Marion, Ohio	24,591
794	Saline, Kans.	24,590
795	Cameron, Pa.	24,590
796	Butte, Cal.	24,587
797	Clay, Ill.	24,585
798	Seminole, Fla.	24,584
799	Gove, Kans.	24,580
800	Pulaski, Ark.	24,579
801	Lincoln, Wash.	24,570
802	Lincoln, La.	24,567
803	Williamson, Tenn.	24,561
804	Lancaster, Neb.	24,560
805	Lee, Ia.	24,556
806	Washington, Ohio	24,548
807	Campbell, Ky.	24,540
808	Dodge, Neb.	24,540
809	Fauquier, Va.	24,540
810	Nicollet, Minn.	24,536
811	Davidson, N.C.	24,532
812	Carson, Tex.	24,528
813	Custer, Okla.	24,522
814	Jersey, Ill.	24,512
815	Kings, N.Y.	24,505
816	Leelanau, Mich.	24,496
817	Brevard, Fla.	24,492
818	Payne, Okla.	24,492
819	Erie, Pa.	24,478
820	Charlottesville, Va.	24,470
821	Bannock, Ida.	24,468
822	Cass, Mo.	24,467
823	Fond du Lac, Wisc.	24,460
824	Clay, Ia.	24,447
825	Putnam, N.Y.	24,442
826	Imperial, Cal.	24,441
827	Winnebago, Wisc.	24,440
828	Franklin, Mo.	24,426
829	San Juan, N.M.	24,426
830	Whiteside, Ill.	24,424
831	Calumet, Wisc.	24,421
832	Aleutian Islands, Ak.	24,420
833	Sebastian, Ark.	24,414
834	Fremont, Ida.	24,413
835	Codington, S.D.	24,406
836	Jones, Tex.	24,406
837	Nevada, Cal.	24,402
838	Putnam, Ga.	24,397
839	Larimer, Colo.	24,396
840	Converse, Wyo.	24,391
841	Custer, S.D.	24,387
842	Wells, Ind.	24,386
843	Transylvania, N.C.	24,385
844	San Joaquin, Cal.	24,382
845	Orange, Fla.	24,380
846	Greene, Ia.	24,379
847	Jackson, Mich.	24,373
848	Norton, Va.	24,370
849	Cascade, Mont.	24,364
850	Sheboygan, Wisc.	24,349
851	Henry, Ia.	24,342
852	Walla Walla, Wash.	24,323
853	Madison, Ala.	24,322
854	Edwards, Ill.	24,318
855	Niobrara, Wyo.	24,318
856	Iron, Utah	24,316
857	Saline, Ill.	24,312
858	Pacific, Wash.	24,312
859	Grant, Ind.	24,311
860	Powell, Mont.	24,309
861	Riley, Kans.	24,306
862	Autauga, Ala.	24,305
863	Fergus, Mont.	24,304
864	Hampden, Mass.	24,285
865	Cheshire, N.H.	24,273
866	Shoshone, Ida.	24,270
867	Blue Earth, Minn.	24,270
868	San Juan, Wash.	24,266
869	Saratoga, N.Y.	24,244
870	Clark, Ohio	24,242
871	Multnomah, Ore.	24,235
872	Lake, Ind.	24,219
873	Houston, Ala.	24,217
874	Jasper, Ind.	24,217
875	Major, Okla.	24,217
876	Hardin, Tex.	24,214
877	Marion, Ia.	24,202
878	Russell, Kans.	24,202
879	Cerro Gordo, Ia.	24,201
880	Branch, Mich.	24,201
881	Hardin, Ia.	24,192
882	Harrisonburg, Va.	24,192
883	Berkeley, S.C.	24,188
884	Washington, Neb.	24,176
885	Menard, Ill.	24,162
886	Valley, Mont.	24,153
887	Tom Green, Tex.	24,144
888	Pulaski, Ind.	24,134
889	Strafford, N.H.	24,134
890	Ross, Ohio	24,120
891	Grundy, Ia.	24,111
892	Yuma, Ariz.	24,105
893	Cabarrus, N.C.	24,095
894	Adair, Ia.	24,085
895	Reno, Kans.	24,084
896	Stephens, Okla.	24,069
897	Shelby, Ind.	24,066
898	Cavalier, N.D.	24,066
899	Wood, W.Va.	24,055
900	Gwinnett, Ga.	24,054
901	Aransas, Tex.	24,054
902	Mecosta, Mich.	24,050
903	Staunton, Va.	24,039
904	Jefferson, Ia.	24,031
905	Kaufman, Tex.	24,022
906	Terry, Tex.	24,019
907	Redwillow, Neb.	24,014
908	Mower, Minn.	24,012
909	Paulding, Ohio	24,007
910	Pierce, N.D.	24,003
911	Hampton, Va.	24,002
912	Schenectady, N.Y.	23,998
913	Matagorda, Tex.	23,998
914	Howard, Tex.	23,989
915	Parker, Tex.	23,983
916	Wayne, Ill.	23,982
917	Ohio, W.Va.	23,980
918	Buena Vista, Ia.	23,977
919	Griggs, N.D.	23,973
920	Jefferson, Ala.	23,966
921	Whitfield, Ga.	23,964
922	Toole, Mont.	23,959
923	Franklin, Pa.	23,955
924	Reeves, Tex.	23,951
925	Buffalo, Neb.	23,946
926	Dodge, Wisc.	23,936
927	Manitowoc, Wisc.	23,930
928	Big Horn, Wyo.	23,917
929	Sheridan, Wyo.	23,910
930	Charles, Md.	23,909
931	Wood, Wisc.	23,906
932	Jackson, Miss.	23,905
933	Henry, Ind.	23,904
934	Darke, Ohio	23,901
935	Washington, Ark.	23,897
936	Dundy, Neb.	23,895
937	Boone, Ia.	23,883
938	Wayne, Ind.	23,870
939	Van Buren, Mich.	23,867
940	Fallon, Mont.	23,864
941	Pickens, S.C.	23,860
942	Carbon, Utah	23,860
943	Kit Carson, Colo.	23,853
944	Henderson, Ky.	23,846
945	Morrow, Ohio	23,846
946	Roanoke, Va.	23,843
947	Adams, Ind.	23,841
948	Sheridan, Neb.	23,835
949	Winneshiek, Ia.	23,827
950	Columbiana, Ohio	23,827
951	Richland, N.D.	23,822
952	Miami, Kans.	23,812
953	Livingston, N.Y.	23,805
954	Portage, Wisc.	23,804
955	Gaines, Tex.	23,803
956	Rice, Minn.	23,800
957	Lewis, Wash.	23,789
958	Nez Perce, Ida.	23,788
959	Rogers, Okla.	23,788
960	Adams, Neb.	23,772
961	Gray, Tex.	23,771
962	Washington, Pa.	23,768
963	Monroe, Ga.	23,761
964	Humphreys, Tenn.	23,750
965	Daniels, Mont.	23,741
966	Salt Lake, Utah	23,722
967	Boone, Mo.	23,713
968	Gosper, Neb.	23,711
969	Cheyenne, Neb.	23,702
970	Delaware, Ind.	23,700
971	Traill, N.D.	23,678
972	Crawford, Pa.	23,676
973	Walworth, Wisc.	23,672
974	Mahoning, Ohio	23,658
975	Jim Wells, Tex.	23,656
976	Jefferson, Wisc.	23,643
977	Cooke, Tex.	23,636
978	Montgomery, Ind.	23,635
979	Crook, Wyo.	23,634
980	Spalding, Ga.	23,631
981	Hamilton, Ia.	23,629
982	Lawrence, Pa.	23,620
983	Nemaha, Neb.	23,616
984	Valencia, N.M.	23,616
985	Tripp, S.D.	23,615
986	Dewey, Okla.	23,601
987	Lynn, Tex.	23,593
988	Martinsville, Va.	23,583
989	Scott, Ky.	23,580
990	Yakima, Wash.	23,574
991	Pickaway, Ohio	23,567
992	Wyandot, Ohio	23,561
993	Rio Blanco, Colo.	23,552
994	Clark, Nev.	23,552
995	Stephenson, Ill.	23,550
996	Philadelphia, Pa.	23,545
997	Waller, Tex.	23,544
998	Fayette, Ill.	23,540
999	Trinity, Cal.	23,539
1000	James City, Va.	23,536
1001	Clarion, Pa.	23,529
1002	Idaho, Ida.	23,527
1003	Platte, Wyo.	23,524
1004	Logan, Colo.	23,519
1005	Alamosa, Colo.	23,510
1006	Newton, Ga.	23,508
1007	Allen, Ohio	23,504
1008	Perkins, S.D.	23,499
1009	Huntington, Ind.	23,483
1010	Curry, N.M.	23,483
1011	Anne Arundel, Md.	23,479
1012	Cass, Ind.	23,473
1013	Sauk, Wisc.	23,460
1014	Benton, Ia.	23,453
1015	Montgomery, Va.	23,449
1016	Clay, Minn.	23,447
1017	Nacogdoches, Tex.	23,447
1018	Charlevoix, Mich.	23,438
1019	Hillsdale, Mich.	23,437
1020	Okaloosa, Fla.	23,436
1021	Dawson, Tex.	23,436
1022	Mineral, Mont.	23,435
1023	Butte, S.D.	23,434
1024	Jackson, Tex.	23,434
1025	Duchesne, Utah	23,432
1026	Potter, S.D.	23,420
1027	Winnebago, Ia.	23,419
1028	Gunnison, Colo.	23,415
1029	Isanti, Minn.	23,415
1030	Travis, Tex.	23,407
1031	Hawaii, Hi	23,396
1032	Bristol, Mass.	23,383
1033	Jefferson, W.Va.	23,381
1034	Hall, Ga.	23,374
1035	Worth, Ia.	23,361
1036	Randolph, N.C.	23,355
1037	Walton, Ga.	23,354
1038	Deaf Smith, Tex.	23,352
1039	Humboldt, Ia.	23,342
1040	Warren, Ky.	23,341
1041	Rolette, N.D.	23,341
1042	Clark, Ky.	23,340
1043	Coffee, Ala.	23,339
1044	Lake, Minn.	23,334
1045	Butte, Ida.	23,330
1046	Ascension, La.	23,327
1047	Richland, Ohio	23,324
1048	Valley, Ida.	23,322
1049	Hays, Tex.	23,322
1050	Jessamine, Ky.	23,320
1051	Bronx, N.Y.	23,319
1052	Peach, Ga.	23,314
1053	Montour, Pa.	23,306
1054	Latah, Ida.	23,305
1055	Franklin, Ill.	23,305
1056	Routt, Colo.	23,292
1057	Maui, Hi.	23,286
1058	Hutchinson, Tex.	23,286
1059	Bexar, Tex.	23,279
1060	Palo Alto, Ia.	23,273
1061	White, Ind.	23,269
1062	Bennett, S.D.	23,264
1063	Cleveland, N.C.	23,260
1064	Chesapeake, Va.	23,252
1065	Louisa, Ia.	23,246
1066	Carroll, Ind.	23,239
1067	Grant, N.M.	23,230
1068	Bailey, Tex.	23,226
1069	Kenosha, Wisc.	23,221
1070	Hall, Tex.	23,220
1071	Clark, Ida.	23,214
1072	Jones, Ia.	23,206
1073	Parmer, Tex.	23,206
1074	Iberville, La.	23,204
1075	San Patricio, Tex.	23,203
1076	Cherokee, Ga.	23,197
1077	Newport News, Va.	23,195
1078	Hot Springs, Wyo.	23,193
1079	Goshen, Wyo.	23,190
1080	Okanogan, Wash.	23,189
1081	Boyle, Ky.	23,185
1082	Dona Ana, N.M.	23,185
1083	Houston, Minn.	23,179
1084	Berkeley, W.Va.	23,175
1085	Faulk, S.D.	23,173
1086	Nantucket, Mass.	23,172
1087	Lawrence, S.D.	23,169
1088	Newport, R.I.	23,162
1089	Pondera, Mont.	23,161
1090	Marshall, W.Va.	23,159
1091	Lexington, S.C.	23,157
1092	Walworth, S.D.	23,153
1093	Bedford, Va.	23,148
1094	Jackson, Ia.	23,145
1095	Madison, N.Y.	23,145
1096	Spotsylvania, Va.	23,137
1097	Addison, Vt.	23,136
1098	Penobscot, Me.	23,135
1099	Perry, Pa.	23,130
1100	Grafton, N.H.	23,127
1101	Grant, Wash.	23,123
1102	Shackelford, Tex.	23,120
1103	New Hanover, N.C.	23,116
1104	Pima, Ariz.	23,113
1105	Edgar, Ill.	23,111
1106	Union, Fla.	23,108
1107	Whitley, Ind.	23,093
1108	Kennebec, Me.	23,090
1109	Shelby, Ky.	23,083
1110	Arenac, Mich.	23,080
1111	Union, Ind.	23,074
1112	Clay, Tex.	23,074
1113	Montcalm, Mich.	23,067
1114	Seward, Neb.	23,060
1115	Rock, Wisc.	23,059
1116	Schleicher, Tex.	23,055
1117	Sanilac, Mich.	23,049
1118	Newton, Ind.	23,046
1119	Merrick, Neb.	23,044
1120	York, Neb.	23,043
1121	Calhoun, Ala.	23,042
1122	Flathead, Mont.	23,034
1123	Carroll, Ohio	23,033
1124	Pinal, Ariz.	23,031
1125	Pierce, Wisc.	23,031
1126	Hardin, Ky.	23,029
1127	Noble, Okla.	23,027
1128	Dickinson, Ia.	23,026
1129	Rio Grande, Colo.	23,019
1130	Allegan, Mich.	23,015
1131	Wayne, N.Y.	23,006
1132	Coweta, Ga.	23,001
1133	Cherokee, Ia.	22,997
1134	Steele, Minn.	22,997
1135	De Soto, Miss.	22,994
1136	Erie, N.Y.	22,991
1137	Lackawanna, Pa.	22,991
1138	Skamania, Wash.	22,991
1139	Dukes, Mass.	22,972
1140	Pope, Minn.	22,966
1141	Mason, Mich.	22,961
1142	Tuscarawas, Ohio	22,961
1143	Morrow, Ore.	22,959
1144	Rush, Ind.	22,951
1145	Washington, Tex.	22,950
1146	Pontotoc, Okla.	22,945
1147	Crawford, Mich.	22,944
1148	Clinton, Ohio	22,944
1149	Coshocton, Ohio	22,941
1150	Hunt, Tex.	22,932
1151	Hardin, Ohio	22,928
1152	Bullitt, Ky.	22,922
1153	Brazos, Tex.	22,922
1154	Union, N.C.	22,914
1155	Snyder, Pa.	22,914
1156	Ontonagon, Mich.	22,913
1157	Kleberg, Tex.	22,910
1158	Richmond, Va.	22,910
1159	Mesa, Colo.	22,900
1160	Warren, Miss.	22,899
1161	Fall River, S.D.	22,889
1162	Posey, Ind.	22,879
1163	Columbia, Ore.	22,872
1164	Wilson, Tenn.	22,872
1165	Stearns, Minn.	22,863
1166	Rowan, N.C.	22,854
1167	Ransom, N.D.	22,853
1168	Dawes, Neb.	22,845
1169	Tazewell, Va.	22,842
1170	Madison, Ky.	22,837
1171	Wheeler, Tex.	22,824
1172	Clay, S.D.	22,823
1173	Miami, Ohio	22,814
1174	Waseca, Minn.	22,811
1175	Custer, Mont.	22,810
1176	Duval, Fla.	22,806
1177	Cassia, Ida.	22,801
1178	Wibaux, Mont.	22,788
1179	Douglas, Wisc.	22,785
1180	Schuyler, Ill.	22,771
1181	Lee, Fla.	22,768
1182	Cape May, N.J.	22,768
1183	Jefferson Davis, La.	22,766
1184	Buchanan, Ia.	22,765
1185	Archuleta, Colo.	22,762
1186	Bernalillo, N.M.	22,762
1187	Kossuth, Ia.	22,759
1188	Burke, N.C.	22,758
1189	Catron, N.M.	22,753
1190	Emmet, Ia.	22,751
1191	Upson, Ga.	22,740
1192	Sac, Ia.	22,736
1193	Wapello, Ia.	22,735
1194	McKinley, N.M.	22,734
1195	Pierce, Wash.	22,733
1196	Christian, Ill.	22,724
1197	Sullivan, Tenn.	22,724
1198	Fayette, Ind.	22,723
1199	Ballard, Ky.	22,712
1200	Glacier, Mont.	22,712
1201	Linn, Ore.	22,712
1202	Moffat, Colo.	22,707
1203	Macoupin, Ill.	22,707
1204	Pope, Ark.	22,704
1205	Floyd, Ia.	22,690
1206	El Paso, Colo.	22,688
1207	Yankton, S.D.	22,687
1208	Vermilion, La.	22,684

1209 Adams, Ida.	22,677
1210 Cheboygan, Mich.	22,674
1211 Assumption, La.	22,671
1212 Union, Ill.	22,667
1213 Roosevelt, Mont.	22,666
1214 Roger Mills, Okla.	22,666
1215 Kauai, Hi.	22,663
1216 La Plata, Colo.	22,659
1217 Madison, Tex.	22,658
1218 Columbia, Wisc.	22,655
1219 Angelina, Tex.	22,654
1220 Scott, Ill.	22,648
1221 Ellis, Okla.	22,648
1222 Decatur, Ind.	22,645
1223 Dickinson, Mich.	22,643
1224 Caldwell, Tex.	22,642
1225 Niagara, N.Y.	22,640
1226 Pocahontas, Ia.	22,639
1227 Delaware, Ia.	22,638
1228 Sargent, N.D.	22,633
1229 Benewah, Ida.	22,628
1230 Muskingum, Ohio	22,627
1231 Sarasota, Fla.	22,620
1232 Carlton, Minn.	22,617
1233 Adams, Pa.	22,615
1234 Baraga, Mich.	22,609
1235 Monroe, Fla.	22,605
1236 Saline, Ark.	22,603
1237 De Kalb, Ind.	22,585
1238 Hopkins, Tex.	22,585
1239 Iredell, N.C.	22,582
1240 Polk, Minn.	22,580
1241 Box Butte, Neb.	22,579
1242 Eddy, N.M.	22,560
1243 Jefferson, Kans.	22,559
1244 Belknap, N.H.	22,552
1245 Lenoir, N.C.	22,550
1246 Howard, Ia.	22,541
1247 Yamhill, Ore.	22,522
1248 Tioga, N.Y.	22,512
1249 Benton, Minn.	22,507
1250 Lawrence, Ohio	22,506
1251 Calloway, Ky.	22,503
1252 Jackson, Okla.	22,502
1253 Marathon, Wisc.	22,498
1254 Forsyth, Ga.	22,496
1255 Elmore, Ida.	22,488
1256 Swisher, Tex.	22,487
1257 Lane, Ore.	22,484
1258 Kootenai, Ida.	22,478
1259 Bee, Tex.	22,474
1260 Creek, Okla.	22,473
1261 Kendall, Tex.	22,473
1262 Pennington, Minn.	22,466
1263 Floyd, Ga.	22,458
1264 Minidoka, Ida.	22,456
1265 Fillmore, Neb.	22,455
1266 Madison, Ia.	22,448
1267 Alger, Mich.	22,446
1268 Rensselaer, N.Y.	22,444
1269 Franklin, Va.	22,437
1270 Lycoming, Pa.	22,436
1271 Eddy, N.D.	22,431
1272 Harrison, Tex.	22,429
1273 Wharton, Tex.	22,427
1274 Craig, Okla.	22,424
1275 Clarke, Ala.	22,418
1276 Anderson, Ky.	22,415
1277 Jones, Ga.	22,414
1278 Clinton, Ind.	22,407
1279 Pike, Pa.	22,405
1280 Weld, Colo.	22,402
1281 Canyon, Ida.	22,392
1282 Craighead, Ark.	22,383
1283 Newaygo, Mich.	22,377
1284 Coos, Ore.	22,373
1285 Custer, Neb.	22,371
1286 Union, Ark.	22,370
1287 Gage, Neb.	22,370
1288 Broome, N.Y.	22,364
1289 McDuffie, Ga.	22,352
1290 Santa Cruz, Ariz.	22,349
1291 Wayne, Ga.	22,347
1292 Osceola, Ia.	22,343
1293 Jefferson, Pa.	22,341
1294 Manistee, Mich.	22,340
1295 Orleans, N.Y.	22,339
1296 Walker, Tex.	22,337
1297 Cass, Neb.	22,329
1298 Geary, Kans.	22,328
1299 Mitchell, Kans.	22,324
1300 Bradford, Pa.	22,322
1301 Bourbon, Ky.	22,320
1302 Clearfield, Pa.	22,318
1303 Franklin, Kans.	22,317
1304 Otoe, Neb.	22,314
1305 Grand Isle, Vt.	22,314
1306 Faulkner, Ark.	22,309
1307 Twin Falls, Ida.	22,307
1308 Athens, Ohio	22,307
1309 Logan, Ohio	22,307
1310 Cumberland, N.J.	22,303
1311 Benton, Ark.	22,302
1312 McKean, Pa.	22,301
1313 Gladwin, Mich.	22,298
1314 Goochland, Va.	22,294
1315 Marshall, Ky.	22,290
1316 Chaves, N.M.	22,288
1317 Phillips, Mont.	22,285
1318 Richland, Mont.	22,284
1319 Douglas, Ore.	22,279
1320 Lee, Miss.	22,276
1321 Columbia, Wash.	22,273
1322 Iowa, Wisc.	22,273
1323 Clay, Fla.	22,270
1324 Shelby, Ia.	22,270
1325 Edwards, Tex.	22,266
1326 Paulding, Ga.	22,265
1327 Noble, Ind.	22,260
1328 Rich, Utah	22,258
1329 Ware, Ga.	22,253
1330 Hillsborough, Fla.	22,252
1331 Dickey, N.D.	22,251
1332 Jackson, W.Va.	22,251
1333 Eau Claire, Wisc.	22,251
1334 Rice, Kans.	22,246
1335 Carroll, Ill.	22,239
1336 Ouachita, La.	22,239
1337 Lagrange, Ind.	22,238
1338 Trego, Kans.	22,234
1339 Montrose, Colo.	22,231
1340 Mercer, W.Va.	22,214
1341 Benzie, Mich.	22,206
1342 Harford, Md.	22,201
1343 Prairie, Mont.	22,189
1344 Martin, Minn.	22,185
1345 Carter, Okla.	22,185
1346 Wright, Minn.	22,182
1347 Johnson, Ill.	22,177
1348 St. Clair, Ala.	22,174
1349 Mitchell, Ia.	22,173
1350 Chaffee, Colo.	22,167
1351 Pitt, N.C.	22,162
1352 Daviess, Ky.	22,151
1353 Clarke, Va.	22,151
1354 Venango, Pa.	22,145
1355 Boone, Neb.	22,144
1356 Green, Wisc.	22,139
1357 Dallas, Ala.	22,138
1358 Treasure, Mont.	22,137
1359 Luzerne, Pa.	22,137
1360 Hood River, Ore.	22,134
1361 Dougherty, Ga.	22,133
1362 Gila, Ariz.	22,126
1363 Castro, Tex.	22,123
1364 Jo Daviess, Ill.	22,121
1365 Gallatin, Ill.	22,120
1366 Monongalia, W.Va.	22,117
1367 Bleckley, Ga.	22,116
1368 Shelby, Ill.	22,112
1369 Stanly, N.C.	22,107
1370 St. Joseph, Ind.	22,101
1371 Cass, Ill.	22,093
1372 Rock, Minn.	22,092
1373 Hardeman, Tex.	22,088
1374 Elk, Pa.	22,084
1375 Plymouth, Ia.	22,081
1376 Tama, Ia.	22,078
1377 Tompkins, N.Y.	22,071
1378 Kerr, Tex.	22,066
1379 Butts, Ga.	22,047
1380 Randolph, Ind.	22,047
1381 Oktibbeha, Miss.	22,045
1382 York, Me.	22,042
1383 Menominee, Mich.	22,040
1384 Hopewell, Va.	22,040
1385 Lancaster, S.C.	22,024
1386 Sully, S.D.	22,023
1387 Chippewa, Mich.	22,014
1388 Montgomery, Ill.	22,009
1389 Rowan, Ky.	22,003
1390 Cook, Minn.	21,998
1391 Buchanan, Va.	21,997
1392 Jefferson, Ind.	21,996
1393 Van Zandt, Tex.	21,994
1394 Putnam, Ohio	21,990
1395 Antrim, Mich.	21,975
1396 Carroll, Ga.	21,971
1397 York, S.C.	21,971
1398 Mariposa, Cal.	21,966
1399 Washington, N.C.	21,958
1400 Titus, Tex.	21,957
1401 Liberty, Ga.	21,951
1402 Billings, N.D.	21,950
1403 East Feliciana, La.	21,946
1404 Baker, Fla.	21,943
1405 Jones, S.D.	21,942
1406 Harding, S.D.	21,941
1407 Throckmorton, Tex.	21,935
1408 Dare, N.C.	21,934
1409 Shawano, Wisc.	21,931
1410 Calhoun, Ia.	21,930
1411 Clatsop, Ore.	21,927
1412 Garza, Tex.	21,925
1413 Spink, S.D.	21,924
1414 Benson, N.D.	21,918
1415 Muskegon, Mich.	21,915
1416 Clay, Ind.	21,905
1417 Mifflin, Pa.	21,903
1418 Childress, Tex.	21,897
1419 Mackinac, Mich.	21,896
1420 Chambers, Ala.	21,893
1421 Talladega, Ala.	21,887
1422 Koochiching, Minn.	21,885
1423 Garfield, Utah	21,879
1424 Washington, Utah	21,876
1425 Dubois, Ind.	21,874
1426 Cheyenne, Kans.	21,868
1427 Frontier, Neb.	21,868
1428 Franklin, Me.	21,867
1429 Winchester, Va.	21,860
1430 Colfax, Neb.	21,859
1431 Rooks, Kans.	21,857
1432 San Juan, Utah	21,852
1433 Polk, Neb.	21,848
1434 Cotton, Okla.	21,847
1435 Los Angeles, Cal.	21,845
1436 Frederick, Va.	21,841
1437 Wasatch, Utah	21,836
1438 Lamar, Ga.	21,833
1439 Roseau, Minn.	21,826
1440 Miami, Ind.	21,824
1441 McHenry, N.D.	21,823
1442 Coffee, Tenn.	21,822
1443 Bartow, Ga.	21,816
1444 Cass, Tex.	21,812
1445 Wise, Tex.	21,807
1446 Le Sueur, Minn.	21,799
1447 Washington, Colo.	21,795
1448 Butler, Ia.	21,792
1449 Nobles, Minn.	21,787
1450 Henry, Va.	21,787
1451 Juab, Utah	21,782
1452 Wagoner, Okla.	21,781
1453 Crosby, Tex.	21,781
1454 Fayette, Ky.	21,778
1455 Carbon, Pa.	21,777
1456 Buncombe, N.C.	21,776
1457 Caldwell, N.C.	21,775
1458 Kingsbury, S.D.	21,767
1459 Freeborn, Minn.	21,765
1460 Waupaca, Wisc.	21,763
1461 Lincoln, Me.	21,757
1462 Huron, Mich.	21,742
1463 Lamoille, Vt.	21,738
1464 Saunders, Neb.	21,737
1465 Rockingham, N.C.	21,737
1466 Adams, Miss.	21,735
1467 Neosho, Kans.	21,725
1468 Sagadahoc, Me.	21,720
1469 Jackson, Ind.	21,713
1470 Alachua, Fla.	21,711
1471 Indian River, Fla.	21,710
1472 Freestone, Tex.	21,709
1473 Starke, Ind.	21,707
1474 Beaver, Utah	21,707
1475 Clark, Ark.	21,706
1476 McLennan, Tex.	21,705
1477 Garvin, Okla.	21,701
1478 Davison, S.D.	21,697
1479 Massac, Ill.	21,682
1480 Onslow, N.C.	21,669
1481 Val Verde, Tex.	21,667
1482 Blair, Pa.	21,666
1483 Franklin, Mass.	21,664
1484 Pasquotank, N.C.	21,662
1485 Fayette, Ia.	21,657
1486 Carroll, Ia.	21,654
1487 Sumner, Kans.	21,654
1488 Steuben, Ind.	21,651
1489 Logan, W.Va.	21,650
1490 Gordon, Ga.	21,649
1491 Hocking, Ohio	21,648
1492 Escambia, Ala.	21,646
1493 Preble, Ohio	21,640
1494 Young, Tex.	21,640
1495 Lee, N.C.	21,636
1496 Schoolcraft, Mich.	21,633
1497 Dinwiddie, Va.	21,628
1498 Wayne, W.Va.	21,613
1499 Kent, Del.	21,606
1500 Anderson, Tex.	21,599
1501 Jefferson, Ark.	21,589
1502 Cache, Utah	21,587
1503 Oswego, N.Y.	21,585
1504 Nolan, Tex.	21,585
1505 Daviess, Ind.	21,579
1506 Muscogee, Ga.	21,577
1507 Hale, Tex.	21,577
1508 Androscoggin, Me.	21,576
1509 Ashley, Ark.	21,572
1510 McLeod, Minn.	21,571
1511 Lyon, Minn.	21,570
1512 Hockley, Tex.	21,568
1513 Winston, Ala.	21,567
1514 Augusta, Va.	21,566
1515 Sioux, Neb.	21,563
1516 Franklin, Ia.	21,562
1517 Nelson, N.D.	21,560
1518 Jefferson, Ore.	21,560
1519 Houston, Ga.	21,558
1520 Martin, Tex.	21,553
1521 Catoosa, Ga.	21,552
1522 Rutherford, Tenn.	21,547
1523 Lipscomb, Tex.	21,545
1524 Lyon, Kans.	21,544
1525 Phillips, Colo.	21,537
1526 Guernsey, Ohio	21,534
1527 Summit, Utah	21,534
1528 Jackson, Ore.	21,533
1529 Pulaski, Va.	21,533
1530 Deer Lodge, Mont.	21,526
1531 Boundary, Ida.	21,523
1532 Morgan, Colo.	21,508
1533 Gibson, Ind.	21,503
1534 Forrest, Miss.	21,502
1535 Frio, Tex.	21,499
1536 Gooding, Ida.	21,497
1537 Chisago, Minn.	21,496
1538 Rutherford, N.C.	21,495
1539 St. Louis, Minn.	21,492
1540 Russell, Ala.	21,489
1541 Tioga, Pa.	21,489
1542 Deschutes, Ore.	21,485
1543 Hancock, Ia.	21,484
1544 Ontario, N.Y.	21,476
1545 Oxford, Me.	21,473
1546 Haywood, N.C.	21,473
1547 Culpeper, Va.	21,472
1548 Tift, Ga.	21,471
1549 Cottonwood, Minn.	21,465
1550 Iowa, Ia.	21,463
1551 Sioux, Ia.	21,461
1552 Troup, Ga.	21,441
1553 Grant, Ark.	21,437
1554 Door, Wisc.	21,433
1555 Asotin, Wash.	21,425
1556 Harper, Kans.	21,415
1557 Hancock, Me.	21,413
1558 Rusk, Tex.	21,410
1559 Pike, Ky.	21,409
1560 Harding, N.M.	21,409
1561 Osborne, Kans.	21,407
1562 Columbia, Pa.	21,403
1563 Lowndes, Ga.	21,399
1564 Windsor, Vt.	21,395
1565 Madison, Mont.	21,391
1566 Bradley, Tenn.	21,389
1567 King William, Va.	21,387
1568 Polk, Ore.	21,385
1569 Meade, Ky.	21,377
1570 Harrison, Ohio	21,377
1571 Allen, La.	21,369
1572 Colorado, Tex.	21,369
1573 Norfolk, Va.	21,369
1574 Briscoe, Tex.	21,368
1575 Jefferson, Mont.	21,361
1576 Rush, Kans.	21,352
1577 Curry, Ore.	21,352
1578 Waldo, Me.	21,346
1579 Livingston, La.	21,340
1580 Blaine, Okla.	21,340
1581 Wood, Tex.	21,336
1582 Lincoln, Colo.	21,335
1583 Barrow, Ga.	21,335
1584 Grant, S.D.	21,332
1585 Grady, Okla.	21,331
1586 Kandiyohi, Minn.	21,329
1587 Goodhue, Minn.	21,328
1588 Forest, Pa.	21,326
1589 Clare, Mich.	21,325
1590 Hot Spring, Ark.	21,324
1591 Harney, Ore.	21,307
1592 St. Louis City, Mo.	21,303
1593 Effingham, Ga.	21,299
1594 Baca, Colo.	21,298
1595 Winona, Minn.	21,290
1596 Holt, Neb.	21,288
1597 McMullen, Tex.	21,287
1598 McLean, Ky.	21,285
1599 Wyoming, W.Va.	21,282
1600 Acadia, La.	21,276
1601 Atchison, Kans.	21,269
1602 Franklin, Vt.	21,268
1603 Brown, Ohio	21,260
1604 Garfield, Neb.	21,259
1605 Montgomery, Ia.	21,258
1606 Ziebach, S.D.	21,254
1607 Jasper, Tex.	21,245
1608 Calhoun, Ill.	21,242
1609 Murray, Ga.	21,240
1610 Lowndes, Miss.	21,240
1611 Chippewa, Wisc.	21,233
1612 Blackford, Ind.	21,228
1613 Pierce, Ga.	21,223
1614 Burt, Neb.	21,222
1615 Jackson, Ala.	21,217
1616 Putnam, W.Va.	21,216
1617 Fulton, Ind.	21,212
1618 Cloud, Kans.	21,212
1619 Fayette, Pa.	21,212
1620 Alexander, N.C.	21,210
1621 Jackson, Kans.	21,209
1622 Clinton, Pa.	21,200
1623 Saline, Neb.	21,192
1624 Botetourt, Va.	21,187
1625 Vermillion, Ind.	21,186
1626 Nash, N.C.	21,186
1627 Portsmouth, Va.	21,186

INCOME PER HOUSEHOLD

1628	Cowley, Kans.	21,182
1629	Henderson, N.C.	21,176
1630	Wasco, Ore.	21,168
1631	Medina, Tex.	21,167
1632	Osceola, Mich.	21,166
1633	Brown, Minn.	21,157
1634	Pueblo, Colo.	21,154
1635	Iosco, Mich.	21,147
1636	Harris, Ga.	21,143
1637	Holmes, Ohio	21,142
1638	Park, Colo.	21,137
1639	Stanton, Neb.	21,131
1640	Greene, Ill.	21,129
1641	Coke, Tex.	21,128
1642	Decatur, Kans.	21,122
1643	Jefferson, Ida.	21,114
1644	Spartanburg, S.C.	21,114
1645	Wayne, Pa.	21,109
1646	Lemhi, Ida.	21,103
1647	Oneida, N.Y.	21,095
1648	Hancock, Ky.	21,092
1649	Davie, N.C.	21,086
1650	Grant, Okla.	21,084
1651	Mellette, S.D.	21,081
1652	Live Oak, Tex.	21,078
1653	Lee, Ga.	21,074
1654	Klamath, Ore.	21,074
1655	Montezuma, Colo.	21,073
1656	Wilbarger, Tex.	21,069
1657	Terrell, Tex.	21,064
1658	Lyon, Ia.	21,054
1659	Wyoming, Pa.	21,051
1660	Carroll, N.H.	21,045
1661	Brown, Tex.	21,034
1662	Greene, Pa.	21,030
1663	Big Horn, Mont.	21,029
1664	Judith Basin, Mont.	21,026
1665	Wilkin, Minn.	21,023
1666	Harrison, W.Va.	21,018
1667	Pepin, Wisc.	21,013
1668	Cambria, Pa.	21,010
1669	Uvalde, Tex.	21,008
1670	Mercer, Ky.	21,007
1671	Laurens, Ga.	21,004
1672	Marion, Ore.	20,999
1673	Cape Girardeau, Mo.	20,998
1674	Henderson, Tex.	20,998
1675	Dickinson, Kans.	20,995
1676	Murray, Minn.	20,995
1677	Stevens, Minn.	20,994
1678	Brule, S.D.	20,993
1679	Lubbock, Tex.	20,993
1680	Warren, Ind.	20,989
1681	Armstrong, Pa.	20,985
1682	Washington, Vt.	20,974
1683	Pottawatomie, Kans.	20,970
1684	Cass, Ia.	20,965
1685	Harrison, Miss.	20,965
1686	Pike, Ill.	20,964
1687	Habersham, Ga.	20,963
1688	Kiowa, Colo.	20,954
1689	Stephens, Ga.	20,952
1690	Wayne, Neb.	20,952
1691	Wilson, Tex.	20,949
1692	Rawlins, Kans.	20,946
1693	Marion, W.Va.	20,946
1694	Mathews, Va.	20,944
1695	Columbia, Ark.	20,942
1696	Scott, Ind.	20,941
1697	Gillespie, Tex.	20,938
1698	Hendry, Fla.	20,930
1699	Chickasaw, Ia.	20,930
1700	Hamilton, Neb.	20,928
1701	Suffolk, Mass.	20,922
1702	Escambia, Fla.	20,916
1703	Simpson, Ky.	20,914
1704	Raleigh, W.Va.	20,914
1705	Haralson, Ga.	20,911
1706	Cheatham, Tenn.	20,909
1707	Fayette, Ohio	20,905
1708	Stokes, N.C.	20,904
1709	Somerset, Me.	20,901
1710	Frederick, Md.	20,898
1711	New Kent, Va.	20,898
1712	Washington, Tenn.	20,896
1713	Grant, Wisc.	20,891
1714	Baylor, Tex.	20,888
1715	Powhatan, Va.	20,886
1716	Bennington, Vt.	20,885
1717	Yavapai, Ariz.	20,879
1718	Edmunds, S.D.	20,878
1719	Bastrop, Tex.	20,878
1720	Fountain, Ind.	20,876
1721	Boise, Ida.	20,875
1722	Golden Valley, Mont.	20,868
1723	Kershaw, S.C.	20,868
1724	Nassau, Fla.	20,866
1725	Sullivan, N.H.	20,864
1726	Pawnee, Okla.	20,858
1727	Harlan, Neb.	20,856
1728	Bandera, Tex.	20,855
1729	Ferry, Wash.	20,855
1730	Richmond, Ga.	20,851
1731	Brantley, Ga.	20,849
1732	Wilson, N.C.	20,845
1733	Millard, Utah	20,838
1734	Juniata, Pa.	20,831
1735	Warren, Mo.	20,824
1736	Gilpin, Colo.	20,822
1737	Crawford, Ia.	20,820
1738	Nowata, Okla.	20,816
1739	Gilliam, Ore.	20,815
1740	Jackson, Wisc.	20,808
1741	Jackson, La.	20,806
1742	Roscommon, Mich.	20,806
1743	Faribault, Minn.	20,805
1744	Mitchell, Tex.	20,803
1745	Nance, Neb.	20,800
1746	Walker, Ga.	20,799
1747	Arkansas, Ark.	20,789
1748	Tillamook, Ore.	20,789
1749	Morris, Kans.	20,787
1750	Utah, Utah	20,784
1751	Guthrie, Ia.	20,783
1752	Green Lake, Wisc.	20,782
1753	Beaverhead, Mont.	20,778
1754	Knox, Ind.	20,776
1755	Bay, Fla.	20,771
1756	Watauga, N.C.	20,766
1757	Labette, Kans.	20,760
1758	Blount, Ala.	20,759
1759	Greene, Mo.	20,759
1760	South Boston, Va.	20,756
1761	Todd, S.D.	20,753
1762	Jennings, Ind.	20,748
1763	West Baton Rouge, La.	20,748
1764	Pend Oreille, Wash.	20,748
1765	Suffolk, Va.	20,745
1766	Lewis, Tenn.	20,732
1767	Lincoln, N.M.	20,726
1768	Mineral, W.Va.	20,717
1769	Muskogee, Okla.	20,716
1770	Clinch, Ga.	20,715
1771	Abbeville, S.C.	20,713
1772	Lumpkin, Ga.	20,709
1773	Hidalgo, N.M.	20,703
1774	Bulloch, Ga.	20,699
1775	Spencer, Ind.	20,693
1776	Oneida, Wisc.	20,693
1777	Wayne, N.C.	20,688
1778	Cullman, Ala.	20,686
1779	Bedford, Pa.	20,685
1780	Howard, Neb.	20,679
1781	Armstrong, Tex.	20,679
1782	Aroostook, Me.	20,676
1783	Martin, Fla.	20,672
1784	Oceana, Mich.	20,667
1785	Clarke, Ia.	20,665
1786	Ottawa, Kans.	20,662
1787	Wexford, Mich.	20,654
1788	Chatham, N.C.	20,646
1789	Van Wert, Ohio	20,646
1790	Oconee, Ga.	20,644
1791	Powell, Ky.	20,641
1792	Sumter, Ga.	20,639
1793	Lafayette, Miss.	20,636
1794	Franklin, Neb.	20,636
1795	Crittenden, Ark.	20,633
1796	Clay, Neb.	20,633
1797	Warren, Va.	20,627
1798	Callaway, Mo.	20,624
1799	Franklin, Ala.	20,623
1800	Shelby, Ala.	20,618
1801	Hamilton, Ill.	20,618
1802	Cuming, Neb.	20,617
1803	Logan, Okla.	20,616
1804	Bear Lake, Ida.	20,615
1805	Wise, Va.	20,608
1806	Polk, Fla.	20,604
1807	Atascosa, Tex.	20,600
1808	Burnet, Tex.	20,595
1809	Davis, Ia.	20,593
1810	Sanders, Mont.	20,589
1811	Columbia, Fla.	20,584
1812	Jackson, Minn.	20,583
1813	Monroe, Wisc.	20,578
1814	Clay, Kans.	20,577
1815	Owen, Ind.	20,567
1816	Brown, Neb.	20,564
1817	Pinellas, Fla.	20,561
1818	Chase, Neb.	20,559
1819	Henry, Ky.	20,558
1820	Tallapoosa, Ala.	20,557
1821	Garfield, Wash.	20,554
1822	Washington, La.	20,552
1823	Karnes, Tex.	20,547
1824	Adams, Ia.	20,544
1825	Scioto, Ohio	20,537
1826	Roosevelt, N.M.	20,536
1827	Wabasha, Minn.	20,534
1828	Pickens, Ga.	20,525
1829	Carteret, N.C.	20,512
1830	Person, N.C.	20,508
1831	Hamlin, S.D.	20,503
1832	Nelson, Ky.	20,499
1833	Nuckolls, Neb.	20,497
1834	Newberry, S.C.	20,497
1835	Union, S.D.	20,493
1836	Monona, Ia.	20,492
1837	Kingman, Kans.	20,492
1838	Jay, Ind.	20,490
1839	Pittsburg, Okla.	20,488
1840	Greenwood, S.C.	20,487
1841	Mahaska, Ia.	20,480
1842	Mayes, Okla.	20,479
1843	Runnels, Tex.	20,478
1844	Lincoln, Okla.	20,476
1845	Choctaw, Ala.	20,475
1846	Dunn, Wisc.	20,475
1847	Floyd, Ky.	20,466
1848	Concho, Tex.	20,465
1849	Dearborn, Ind.	20,461
1850	Rapides, La.	20,458
1851	Charlton, Ga.	20,457
1852	Montgomery, Kans.	20,457
1853	Sutton, Tex.	20,456
1854	O'Brien, Ia.	20,455
1855	Concordia, La.	20,455
1856	Monroe, Ohio	20,452
1857	Jackson, N.C.	20,441
1858	Craven, N.C.	20,440
1859	Marshall, Ala.	20,435
1860	Orange, N.Y.	20,429
1861	Webster, La.	20,425
1862	Scotland, N.C.	20,423
1863	Antelope, Neb.	20,421
1864	Quay, N.M.	20,417
1865	Marion, Kans.	20,415
1866	Fremont, Ia.	20,414
1867	Haskell, Tex.	20,411
1868	Franklin, Ind.	20,402
1869	Umatilla, Ore.	20,402
1870	Brewster, Tex.	20,392
1871	Callahan, Tex.	20,392
1872	Montague, Tex.	20,390
1873	Greene, Ind.	20,367
1874	Teton, Ida.	20,360
1875	Navajo, Ariz.	20,350
1876	Rockingham, Va.	20,348
1877	Blaine, Mont.	20,347
1878	Sibley, Minn.	20,343
1879	Harrison, Ia.	20,342
1880	Cooper, Mo.	20,341
1881	Greeley, Neb.	20,337
1882	Morgan, Ohio	20,336
1883	Ripley, Ind.	20,333
1884	Carroll, Md.	20,329
1885	Jackson, Ga.	20,320
1886	Emery, Utah	20,319
1887	Dixon, Neb.	20,315
1888	Montgomery, Ala.	20,314
1889	Broadwater, Mont.	20,301
1890	Yuma, Colo.	20,300
1891	Marinette, Wisc.	20,299
1892	Santa Rosa, Fla.	20,289
1893	Cheyenne, Colo.	20,285
1894	Graves, Ky.	20,282
1895	Marshall, Ind.	20,277
1896	Polk, Wisc.	20,272
1897	Highland, Ohio	20,270
1898	Upshur, Tex.	20,268
1899	Murray, Okla.	20,266
1900	Donley, Tex.	20,266
1901	Windham, Vt.	20,266
1902	Page, Ia.	20,265
1903	Lauderdale, Miss.	20,265
1904	Susquehanna, Pa.	20,265
1905	George, Miss.	20,261
1906	Elbert, Colo.	20,259
1907	Jewell, Kans.	20,259
1908	Yell, Ark.	20,257
1909	Johnson, Tex.	20,256
1910	Boone, Ark.	20,252
1911	Gem, Ida.	20,251
1912	Emporia, Va.	20,248
1913	Hamblen, Tenn.	20,245
1914	Sullivan, Ind.	20,242
1915	Cherokee, Tex.	20,234
1916	Presque Isle, Mich.	20,231
1917	Marion, Ala.	20,224
1918	Knox, Me.	20,223
1919	Galax, Va.	20,223
1920	Ringgold, Ia.	20,214
1921	Cross, Ark.	20,203
1922	Mason, Ky.	20,198
1923	Scott, Mo.	20,195
1924	Bonner, Ida.	20,192
1925	Gallia, Ohio	20,187
1926	Logan, Ky.	20,185
1927	Webb, Tex.	20,184
1928	Sullivan, Pa.	20,182
1929	Lucas, Ia.	20,173
1930	Lake, Cal.	20,160
1931	Lincoln, Ida.	20,160
1932	Osage, Kans.	20,145
1933	San Miguel, Colo.	20,140
1934	Webster, Ky.	20,138
1935	Danville, Va.	20,136
1936	Orange, Va.	20,126
1937	Graham, Ariz.	20,125
1938	Doniphan, Kans.	20,125
1939	Beaufort, S.C.	20,125
1940	Washington, Ala.	20,123
1941	Cottle, Tex.	20,122
1942	Laurens, S.C.	20,117
1943	Dickens, Tex.	20,110
1944	Union, Ia.	20,109
1945	Luna, N.M.	20,094
1946	Hayes, Neb.	20,093
1947	Garfield, Mont.	20,081
1948	Bourbon, Kans.	20,079
1949	Ellsworth, Kans.	20,066
1950	Richmond, N.C.	20,064
1951	Madison, Ga.	20,062
1952	White, Ark.	20,057
1953	Sherman, Neb.	20,057
1954	Kenedy, Tex.	20,054
1955	St. Martin, La.	20,053
1956	Hickman, Ky.	20,052
1957	Custer, Ida.	20,051
1958	Sevier, Ark.	20,047
1959	Granite, Mont.	20,044
1960	Piscataquis, Me.	20,040
1961	Buchanan, Mo.	20,038
1962	Stephens, Tex.	20,035
1963	Huntingdon, Pa.	20,031
1964	Barbour, Ala.	20,029
1965	Chattooga, Ga.	20,029
1966	Coosa, Ala.	20,026
1967	Carter, Ky.	20,020
1968	Dorchester, S.C.	20,018
1969	Buena Vista, Va.	20,018
1970	Kittson, Minn.	20,013
1971	Hitchcock, Neb.	20,010
1972	Keokuk, Ia.	20,007
1973	Union, Ore.	20,007
1974	Cherokee, S.C.	20,001

Leading cities

1	Chevy Chase, Md.	65,796
2	Dublin, Cal.	58,765
3	Saratoga, Cal.	58,765
4	Garden City, N.Y.	58,765
5	College Park, Md.	58,652
6	Lake Jackson, Tex.	57,733
7	Fairbanks, Ak.	55,964
8	Palm Beach, Fla.	55,318
9	Schaumberg, Ill.	54,724
10	Thousand Oaks, Cal.	51,472
11	Richardson, Tex.	51,210
12	Woodbridge, N.J.	50,998
13	Newport Beach, Cal.	49,478
14	Wheaton, Ill.	49,123
15	Naples, Fla.	48,897
16	Walnut Creek, Cal.	47,963
17	Brea, Cal.	47,373
18	Pleasanton, Cal.	46,377
19	San Rafael, Cal.	46,278
20	Fullerton, Cal.	46,175
21	Crystal Lake, Ill.	45,863
22	Huntington Beach, Cal.	45,779
23	Ketchikan, Ak.	44,981
24	Midland, Tex.	44,948
25	Alvin, Tex.	44,879
26	Hicksville, N.Y.	44,844
27	Bethpage, N.Y.	44,809
28	Simi Valley, Cal.	44,348
29	Midland, Mich.	44,181
30	Monroe, Mich.	44,039
31	La Habra, Cal.	43,994
32	Slidell, La.	43,908
33	Jenkintown, Pa.	43,895
34	Greenwich, Conn.	43,588
35	Pasadena, Tex.	43,472
36	San Mateo, Cal.	43,135
37	Kodiak, Ak.	42,875
38	Shrewsbury, N.J.	42,631
39	North Chicago, Ill.	42,597
40	Bridgewater, N.J.	42,571
41	Lewisville, Tex.	42,523
42	Tarrytown, N.Y.	42,213
43	Fremont, Cal.	42,194
44	Freeport, Tex.	41,981
45	Newark, Cal.	41,955
46	Oak Ridge, Tenn.	41,927
47	Arlington Heights, Ill.	41,640
48	Mamaroneck, N.Y.	41,625
49	Boca Raton, Fla.	41,609
50	Middletown, N.J.	41,329
51	Willingboro, N.J.	41,164
52	Upland, Cal.	41,079
53	Conroe, Tex.	41,071
54	Cape Coral, Fla.	41,010
55	Derby, Kans.	40,964
56	Baytown, Tex.	40,860
57	Richland, Wash.	40,688
58	Livermore, Cal.	40,593
59	Anaheim, Cal.	40,522
60	Trumbull, Conn.	40,392
61	Mount Prospect, Ill.	40,168
62	Napa, Cal.	40,130

INCOME PER HOUSEHOLD

63	Los Alamos, N.M.	40,106
64	Anchorage, Ak.	40,084
65	Rosenberg, Tex.	39,936
66	Odessa, Tex.	39,893
67	Garland, Tex.	39,741
68	New Rochelle, N.Y.	39,672
69	San Jose, Cal.	39,654
70	Normal, Ill.	39,574
71	Vallejo, Cal.	39,381
72	Irving, Tex.	39,335
73	Barstow, Cal.	39,318
74	Redlands, Cal.	39,298
75	Monroeville, Pa.	39,270
76	Juneau, Ak.	39,221
77	Bettendorf, Ia.	39,154
78	Victorville, Cal.	38,945
79	Redwood City, Cal.	38,944
80	Costa Mesa, Cal.	38,835
81	Haysville, Kans.	38,811
82	Sitka, Ak.	38,700
83	White Plains, N.Y.	38,586
84	Hanover, N.H.	38,558
85	Chapel Hill, N.C.	38,518
86	Palatine, Ill.	38,493
87	Orange, Tex.	38,210
88	East Stroudsberg, Pa.	38,172
89	Palo Alto, Cal.	38,141
90	Fairfield, Cal.	38,083
91	Stuart, Fla.	38,078
92	Palm Springs, Cal.	38,052
93	Stillwater, Minn.	37,956
94	East Moline, Ill.	37,945
95	Martinez, Cal.	37,917
96	Moline, Ill.	37,892
97	Traverse City, Mich.	37,854
98	Grand Haven, Mich.	37,843
99	Holland, Mich.	37,817
100	Joliet, Ill.	37,791
101	Riverside, Cal.	37,789
102	Port Clinton, Ohio	37,754
103	Somerville, N.J.	37,539
104	Lafayette, La.	37,528
105	Houston, Tex.	37,518
106	Woodbury, N.J.	37,501
107	West Bend, Wisc.	37,468
108	Bismarck, N.D.	37,390
109	Corona, Cal.	37,249
110	Mesquite, Tex.	37,211
111	Woodstock, Ill.	37,110
112	Oak Harbor, Ohio	36,956
113	Rock Island, Ill.	36,954
114	Bartlesville, Okla.	36,911
115	Mount Kisco, N.Y.	36,909
116	Warminster, Pa.	36,645
117	Macomb, Ill.	36,594
118	Newark, Del.	36,501
119	Hempstead, N.Y.	36,426
120	Saginaw, Mich.	36,373
121	Carson City, Nev.	36,358
122	Vernon, Conn.	36,354
123	Hayward, Cal.	36,321
124	Stamford, Conn.	36,310
125	Antioch, Cal.	36,276
126	Arcadia, Cal.	36,242
127	Elk Grove Village, Ill.	36,235
128	Petaluma, Cal.	36,229
129	Waukegan, Ill.	36,129
130	Oxford, Miss.	35,976
131	Newton, N.J.	35,966
132	Casper, Wyo.	35,899
133	Morgan City, La.	35,853
134	Doylestown, Pa.	35,841
135	Gilroy, Cal.	35,765
136	Royal Oak, Mich.	35,746
137	North Tarrytown, N.Y.	35,745
138	Yonkers, N.Y.	35,739
139	Gainesville, Ga.	35,610
140	Honolulu, Hi.	35,577
141	Hoffman Estates, Ill.	35,562
142	Clute, Tex.	35,508
143	Red Bluff, Cal.	35,477
144	Farmington, N.M.	35,473
145	Olympic, Wash.	35,472
146	Willoughby, Ohio	35,466
147	Scottsdale, Ariz.	35,439
148	Cherry Hill, N.J.	35,407
149	Santa Rosa, Cal.	35,390
150	Alameda, Cal.	35,370
151	Modesto, Cal.	35,347
152	Bristol, Pa.	35,254
153	Visalia, Cal.	35,251
154	League City, Tex.	35,196
155	San Luis Obispo, Cal.	35,193
156	Ossining, N.Y.	35,182
157	Camarillo, Cal.	35,135
158	2Weirton, W.Va.	35,081
159	Morristown, N.J.	35,057
160	Des Plaines, Ill.	35,054
161	Port Angeles, Wash.	35,052
162	Indiana, Pa.	35,026
163	Fort Walton Beach, Fla.	34,965
164	Richmond, Cal.	34,876
165	Cheboygan, Mich.	34,858
166	Flagstaff, Ariz.	34,833
167	San Clemente, Cal.	34,765
168	Mentor-On-The-Lake, Ohio	34,752
169	Aiken, S.C.	34,702
170	Milford, Conn.	34,695
171	Marquette, Mich.	34,666
172	Grand Prairie, Tex.	34,612
173	Santa Maria, Cal.	34,609
174	Nyack, N.Y.	34,563
175	Houma, La.	34,540
176	Lompoc, Cal.	34,505
177	Williston, N.D.	34,437
178	Edwardsville, Ill.	34,423
179	Alcoa, Tenn.	34,406
180	Santa Ana, Cal.	34,385
181	Norwich, Conn.	34,380
182	Bowling Green, Ohio	34,376
183	Watsonville, Cal.	34.261
184	Galesburg, Ill.	34,242
185	Middletown, Conn.	34,225
186	Oxnard, Cal.	34,211
187	Ponca City, Okla.	34,143
188	Nashua, N.H.	34,135
189	Waukesha, Wisc.	34,122
190	New London, Conn.	34,110
191	Pekin, Ill.	34,110
192	Woodbridge, Va.	34,091
193	Phillipsburg, N.J.	34,081
194	Mentor, Ohio	34,051
195	Sonora, Cal.	34,027
196	Warsaw, Ind.	33,856
197	Hickory, N.C.	33,824
198	Rolling Meadows, Ill.	33,813
199	Big Rapids, Mich.	33,812
200	West Chester, Pa.	33,791
201	Gillette, Wyo.	33,755
202	De Kalb, Ill.	33,724
203	Athens, Ohio	33,724
204	San Buenaventura, Cal. Ventura, Cal.	33,700
205	Parsippany, N.J.	33,700
206	Gallup, N.M.	33,699
207	Cedar Falls, Ia.	33,677
208	Thibodaux, La.	33,668
209	Elgin, Ill.	33,664
210	Levittown, Pa.	33,620
211	Dallas, Tex.	33,581
212	Fontana, Cal.	33,547
213	Alma, Mich.	33,529
214	Wooster, Ohio	33,523
215	Ann Arbor, Mich.	33,469
216	Langhorne, Pa.	33,451
217	Peoria, Ill.	33,437
218	Sui Sun, Cal.	33,423
219	West Lafayette, Ind.	33,421
220	Bakersfield, Cal.	33,376
221	Hurst, Tex.	33,363
222	Port Lavaca, Tex.	33,346
223	Belleville, Ill.	33,301
224	Owosso, Mich.	33,299
225	Gunnison, Colo.	33,293
226	Indio, Cal.	33,279
227	Kewanee, Ill.	33,245
228	Burlington, N.J.	33,228
229	Denton, Tex.	33,220
230	Beaumont, Tex.	33,110
231	Jackson, Miss.	33,099
232	Minot, N.D.	33,037
233	Norwalk, Conn.	33,017
234	Elko, Nev.	33,000
235	Centralia, Ill.	32,967
236	Marysville, Cal.	32,942
237	Tulsa, Okla.	32,914
238	Mount Vernon, Ill.	32,901
239	Tyler, Tex.	32,882
240	Bellevue-Kirkland, Wash.	32,811
241	Vancouver, Wash.	32,810
242	Morganton, N.C.	32,800
243	Auburn, Cal.	32,798
244	Jersey City, N.J.	32,783
245	East Lansing, Mich.	32,685
246	West Covina, Cal.	32,675
247	Sturgis, Mich.	32,671
248	Ukiah, Cal.	32,658
249	Carlisle, Pa.	32,613
250	Manhattan Beach, Cal.	32,561
251	Wallingford, Conn.	32,561
252	Quakertown, Pa.	32,535
253	Phoenixville, Pa.	32,523
254	St. Joseph, Mich.	32,503
255	Aurora, Ill.	32,485
256	Clifton, N.J.	32,481
257	Charleston, W.Va.	32,475
258	Kennewick, Wash.	32,441
259	Ames, Ia.	32,409
260	Ontario, Cal.	32,365
261	Petoskey, Mich.	32,359
262	Belvidere, Ill.	32,328
263	Florence, Ala.	32,282
264	Wood River, Ill.	32,260
265	Miami, Okla.	32,218
266	Wheeling, Ill.	32,215
267	Rock Springs, Wyo.	32,215
268	Torrance, Cal.	32,194
269	State College, Pa.	32,184
270	Mount Pleasant, Mich.	32,173
271	Urbana, Ill.	32,137
272	Marion, Ill.	32,115
273	Idaho Falls, Ida.	32,095
274	Abilene, Tex.	31,970
275	Effingham, Ill.	31,969
276	Canton, Ill.	31,954
277	Dover, N.J.	31,935
278	Great Bend, Kans.	31,930
279	Santa Barbara, Cal.	31,879
280	Marietta, Ga.	31,869
281	Peekskill, N.Y.	31,867
282	Mount Vernon, N.Y.	31,849
283	Lake Charles, La.	31,839
284	Hyannis, Mass.	31,820
285	Point Pleasant, N.J.	31,815
286	Fargo, N.D.	31,808
287	Boulder, Colo.	31,803
288	Myrtle Beach, S.C.	31,797
289	Ashland, Ky.	31,794
290	Rockford, Ill.	31,777
291	Gastonia, N.C.	31,758
292	Houghton, Mich.	31,747
293	Yuba City, Cal.	31,739
294	Framingham, Mass.	31,706
295	Champaign, Ill.	31,689
296	Adrian, Mich.	31,658
297	1Bethlehem, Pa.	31,628
298	Hilo, Hi.	31,617
299	Buffalo Grove, Ill.	31,602
300	Grand Rapids, Mich.	31,598
301	Pontiac, Ill.	31,560
302	Port Hueneme, Cal.	31,558
303	Findlay, Ohio	31,517
304	New Brunswick, N.J.	31,504
305	Broken Arrow, Okla.	31,498
306	Merced, Cal.	31,483
307	Sherman, Tex.	31,465
308	Guymon, Okla.	31,443
309	Red Bank, N.J.	31,440
310	Madera, Cal.	31,436
311	Wailuku, Hi.	31,402
312	Hanford, Cal.	31,400
313	Decatur, Ala.	31,395
314	Bloomington, Ill.	31,381
315	Longview, Wash.	31,372
316	Hillsdale, Mich.	31,312
317	Port Chester, N.Y.	31,312
318	Dover, Del.	31,281
319	Washington, D.C.	31,271
320	Moses Lake, Wash.	31,207
321	Monterey, Cal.	31,190
322	Salinas, Cal.	31,179
323	Pascagoula, Miss.	31,148
324	El Centro, Cal.	31,146
325	Helena, Mont.	31,140
326	Defiance, Ohio	31,130
327	Kent, Wash.	31,130
328	Dedham, Mass.	31,107
329	Blackfoot, Ida.	31,087
330	Billings, Mont.	31,084
331	Cheyenne, Wyo.	31,062
332	Santa Cruz, Cal.	31,033
333	Escanaba, Mich.	31,013
334	Santa Paula, Cal.	31,000
335	Lexington, N.C.	30,982
336	Redding, Cal.	30,975
337	Marion, Ia.	30,970
338	Melrose, Mass.	30,967
339	Davis, Cal.	30,960
340	Vero Beach, Fla.	30,946
341	Maryville, Tenn.	30,913
342	Midwest City, Okla.	30,907
343	Ely, Nev.	30,880
344	Ellensburg, Wash.	30,876
345	Amarillo, Tex.	30,861
346	Norman, Okla.	30,860
347	Celina, Ohio	30,845
348	Steubenville, Ohio	30,832
349	McKinney, Tex.	30,820
350	Liberal, Kans.	30,782
351	Sheffield, Ala.	30,777
352	Irwin, Pa.	30,772
353	Edmond, Okla.	30,750
354	Bremerton, Wash.	30,746
355	Roseville, Cal.	30,738
356	Union City, N.J.	30,649
357	Urbana, Ohio	30,643
358	Wichita, Kans.	30,633
359	Newton, Ia.	30,628
360	Dickinson, N.D.	30,619
361	Naugatuck, Conn.	30,609
362	Coatesville, Pa.	30,589
363	Sioux Falls, S.D.	30,585
364	Whittier, Cal.	30,579
365	East Ely, Nev.	30,572
366	Fort Lauderdale, Fla.	30,559
367	Waxahachie, Tex.	30,537
368	Evansdale, Ia.	30,525
369	Roseburg, Ore.	30,509
370	Valparaiso, Ind.	30,502
371	Laramie, Wyo.	30,466
372	Searcy, Ark.	30,464
373	Concord, N.H.	30,464
374	Latrobe, Pa.	30,464
375	Raleigh, N.C.	30,433
376	Wakefield, Mass.	30,416
377	Decatur, Ill.	30,415
378	Westerly, R.I.	30,388
379	Niles, Mich.	30,386
380	Downey, Cal.	30,365
381	Ottawa, Ill.	30,349
382	Arlington, Tex.	30,341
383	Clearfield, Pa.	30,332
384	Streamwood, Ill.	30,312
385	San Bernardino, Cal.	30,275
386	Peru, Ill.	30,262
387	Thomasville, N.C.	30,221
388	Greensboro, N.C.	30,216
389	Garden City, Kans.	30,211
390	Manteca, Cal.	30,198
391	Scottsbluff, Neb.	30,191
392	Greenfield, Ind.	30,178
393	Topeka, Kans.	30,174
394	Durango, Colo.	30,171
395	Burlington, N.C.	30,149
396	Norristown, Pa.	30,147
397	Port Huron, Mich.	30,143
398	Alton, Ill.	30,119
399	Pierre, S.D.	30,110
400	Pompano Beach, Fla.	30,101
401	Cullman, Ala.	30,100
402	Gallipolis, Ohio	30,084
403	Salem, Ohio	30,062
404	Ypsilanti, Mich.	30,054
405	Grand Forks, N.D.	30,041
406	Marietta, Ohio	30,038
407	Augusta, Me.	30,036
408	Eureka, Cal.	30,031
409	San Diego, Cal.	30,024
410	Alpena, Mich.	30,007
411	Russellville, Ark.	30,006
412	Medina, Ohio	30,002
413	Danville, Ill.	29,979
414	Manchester, Conn.	29,976
415	Omaha, Neb.	29,971
416	Jefferson City, Mo.	29,963
417	Terrell, Tex.	29,925
418	Colusa, Cal.	29,902
419	Martins Ferry, Ohio	29,902
420	Olathe, Kans.	29,892
421	Yuma, Ariz.	29,890
422	Greensburg, Pa.	29,875
423	Rogers, Ark.	29,854
424	Turlock, Cal.	29,836
425	Porterville, Cal.	29,836
426	Pottstown, Pa.	29,819
427	Berkeley, Cal.	29,800
428	Davenport, Ia.	29,800
429	Dalton, Ga.	29,797
430	Kent, Ohio	29,795
431	Monmouth, Ill.	29,786
432	Roswell, Ga.	29,753
433	San Francisco, Cal.	29,752
434	Sacramento, Cal.	29,726
435	Neenah, Wisc.	29,692
436	Kingsport, Tenn.	29,684
437	Tulare, Cal.	29,677
438	Keene, N.H.	29,670
439	Torrington, Conn.	29,669
440	Jacksonville, Ill.	29,667
441	Hackensack, N.J.	29,642
442	Oakland, Cal.	29,633
443	Stevens Point, Wisc.	29,632
444	Duncan, Okla.	29,630
445	Cartersville, Ga.	29,608
446	Columbus, Ind.	29,593
447	Charleston, S.C.	29,591
448	Nashville, Tenn.	29,585
449	McPherson, Kans.	29,573
450	Baton Rouge, La.	29,557

451	Fairborn, Ohio	29,540
452	Springfield, Ill.	29,523
453	Albion, Mich.	29,522
454	Alamogordo, N.M.	29,512
455	Brockton, Mass.	29,498
456	Meriden, Conn.	29,495
457	Camden, S.C.	29,495
458	Asheboro, N.C.	29,481
459	Brookings, S.D.	29,443
460	Ennis, Tex.	29,443
461	Perth Amboy, N.J.	29,434
462	East Alton, Ill.	29,429
463	Enfield, Conn.	29,424
464	Stroudsburg, Pa.	29,419
465	Enterprise, Ala.	29,407
466	Chillicothe, Ohio	29,394
467	El Cajon, Cal.	29,388
468	Du Bois, Pa.	29,383
469	Ashland, Ohio	29,363
470	Brick Township, N.J.	29,358
471	Hollywood, Fla.	29,348
472	Wichita Falls, Tex.	29,338
473	Boise City, Ida.	29,335
474	Dover, Ohio	29,321
475	Clinton, Ia.	29,311
476	Moundsville, W.Va.	29,304
477	Ruston, La.	29,296
478	El Dorado, Kans.	29,280
479	Devils Lake, N.D.	29,267
480	Greenville, S.C.	29,267
481	Greenville, Tex.	29,263
482	Dowagiac, Mich.	29,258
483	Rawlins, Wyo.	29,248
484	Shreveport, La.	29,245
485	Sharon, Pa.	29,242
486	Mount Vernon, Wash.	29,236
487	Elizabethtown, Ky.	29,168
488	Salisbury, N.C.	29,158
489	Racine, Wisc.	29,141
490	Tempe, Ariz.	29,114
491	Auburn, Ala.	29,111
492	Sarasota, Fla.	29,095
493	Lancaster, Ohio	29,094
494	Independence, Mo.	29,090
495	Des Moines, Ia.	29,085
496	Ashtabula, Ohio	29,083
497	Manchester, N.H.	29,050
498	Lenoir, N.C.	29,050
499	Woburn, Mass.	29,025
500	Santa Fe, N.M.	29,025
501	Farrell, Pa.	29,008
502	Conway, Ark.	29,007
503	Seattle, Wash.	29,005
504	Danbury, Conn.	29,004
505	Rochester, Minn.	28,953
506	Orangeburg, S.C.	28,940
507	Shelby, N.C.	28,927
508	Elkhart, Ind.	28,925
509	Renton, Wash.	28,918
510	Victoria, Tex.	28,914
511	Cedar Rapids, Ia.	28,912
512	Dixon, Ill.	28,906
513	Beckley, W.Va.	28,905
514	Jamestown, N.D.	28,896
515	Pullman, Wash.	28,889
516	Tupelo, Miss.	28,883
517	Hollister, Cal.	28,878
518	Monroe, N.C.	28,872
519	Pittsburg, Cal.	28,871
520	Columbia, Pa.	28,870
521	Everett, Wash.	28,863
522	Chico, Cal.	28,842
523	Tifton, Ga.	28,842
524	Athens, Ga.	28,820
525	Newton, Kans.	28,818
526	Snyder, Tex.	28,811
527	Mineral Wells, Tex.	28,810
528	Woodland, Cal.	28,807
529	Dodge City, Kans.	28,801
530	Cincinnati, Ohio	28,800
531	Delaware, Ohio	28,797
532	Greenville, Ohio	28,762
533	Lincoln, Ill.	28,745
534	Las Cruces, N.M.	28,737
535	Nacogdoches, Tex.	28,720
536	Fresno, Cal.	28,715
537	Oregon City, Ore.	28,706
538	Frankfort, Ky.	28,694
539	Coos Bay, Ore.	28,694
540	Auburn, Wash.	28,692
541	Muscatine, Ia.	28,691
542	Columbia, S.C.	28,682
543	New Iberia, La.	28,677
544	Appleton, Wisc.	28,677
545	Tallahassee, Fla.	28,667
546	Statesville, N.C.	28,658
547	Allentown, Pa.	28,654
548	Norfolk, Neb.	28,650
549	Fergus Falls, Minn.	28,629
550	Bozeman, Mont.	28,617
551	Fayetteville, Ark.	28,615
552	Harrisburg, Ill.	28,615
553	Lebanon, Pa.	28,606
554	Concord, N.C.	28,599
555	Stillwater, Okla.	28,580
556	South Bay, Cal.	28,571
557	Monessen, Pa.	28,569
558	Tiffin, Ohio	28,565
559	Knoxville, Tenn.	28,553
560	Enid, Okla.	28,543
561	Carbondale, Ill.	28,542
562	Griffin, Ga.	28,530
563	Statesboro, Ga.	28,529
564	Muscle Shoals, Ala.	28,526
565	Lebanon, N.H.	28,524
566	Hanover, Pa.	28,522
567	Logan, W.Va.	28,514
568	Rockton, Ill.	28,508
569	Dubuque, Ia.	28,501
570	Waterloo, Ia.	28,500
571	Wilmington, Ohio	28,499
572	Sandusky, Ohio	28,499
573	Laconia, N.H.	28,492
574	Havre, Mont.	28,491
575	3Bluefield, W.Va.	28,482
576	St. Paul, Minn.	28,474
577	Rapid City, S.D.	28,471
578	1St. Cloud, Minn.	28,453
579	Bristol, Conn.	28,450
580	Pasco, Wash.	28,443
581	Dothan, Ala.	28,430
582	La Crosse, Wisc.	28,427
583	Sapulpa, Okla.	28,409
584	Wenatchee, Wash.	28,406
585	Opelika, Ala.	28,398
586	Florida City, Fla.	28,395
587	Norwalk, Ohio	28,394
588	Benton, Ark.	28,392
589	Meadville, Pa.	28,384
590	New Kensington, Pa.	28,373
591	Columbus, Neb.	28,370
592	Warren, Pa.	28,366
593	Chehalis, Wash.	28,365
594	Milledgeville, Ga.	28,354
595	Casa Grande, Ariz.	28,353
596	Beaver Dam, Wisc.	28,347
597	Bay City, Mich.	28,328
598	Columbia, Mo.	28,326
599	Kankakee, Ill.	28,325
600	Bellingham, Wash.	28,325
601	Spring Valley, Ill.	28,302
602	Peabody, Mass.	28,298
603	Forest City, N.C.	28,293
604	Somerset, Ky.	28,291
605	Portsmouth, N.H.	28,291
606	Mount Clemens, Mich.	28,285
607	Hermosa Beach, Cal.	28,284
608	Bartlett, Ill.	28,276
609	Ansonia, Conn.	28,250
610	Longmont, Colo.	28,249
611	Hays, Kans.	28,216
612	Olney, Ill.	28,212
613	Mount Airy, N.C.	28,208
614	Iowa City, Ia.	28,207
615	Fremont, Ohio	28,207
616	Wabash, Ind.	28,201
617	Mount Vernon, Ohio	28,183
618	Memphis, Tenn.	28,183
619	Murray, Ky.	28,176
620	Texas City, Tex.	28,176
621	Chambersburg, Pa.	28,175
622	Jeffersonville, Ind.	28,169
623	Middletown, Ohio	28,148
624	North Attleboro, Mass.	28,131
625	Port Arthur, Tex.	28,131
626	Sterling, Ill.	28,125
627	Huron, S.D	28,110
628	Herrin, Ill.	28,107
629	Attleboro, Mass.	28,091
630	Longview, Tex.	28,078
631	Taylorville, Ill.	28,073
632	Madison, Wisc.	28,059
633	Fulton, Mo.	28,058
634	Carrollton, Ga.	28,032
635	Huntsville, Tex.	28,032
636	Burlington, Vt.	28,014
637	Galion, Ohio	28,010
638	Richmond, Ky.	28,006
639	Oroville, Cal.	28,005
640	Charlotte, N.C.	28,003
641	Las Vegas, Nev.	27,997
642	Morgantown, W.Va.	27,994
643	Palestine, Tex.	27,989
644	Waterbury, Conn.	27,968
645	Fort Myers, Fla.	27,963
646	Flint, Mich.	27,955
647	Manistee, Mich.	27,954
648	Covina, Cal.	27,953
649	Beaumont, Cal.	27,951
650	Henderson, Tex.	27,951
651	Marshall, Mich.	27,946
652	Aberdeen, Wash.	27,931
653	Fostoria, Ohio	27,922
654	Wisconsin Rapids, Wisc.	27,921
655	Bad Axe, Mich.	27,914
656	Waterville, Me.	27,903
657	Pittsfield, Mass.	27,885
658	Franklin, Ind.	27,880
659	Hammond, La.	27,878
660	Hobbs, N.M.	27,869
661	Blue Springs, Mo.	27,863
662	Martinsburg, W.Va.	27,847
663	Lufkin, Tex.	27,845
664	Jasper, Ind.	27,842
665	Winston-Salem, N.C.	27,835
666	Aliquippa, Pa.	27,834
667	Dover, N.H.	27,825
668	Oswego, N.Y.	27,800
669	Kalispell, Mont.	27,791
670	Springdale, Ark.	27,785
671	Robinson, Ill.	27,773
672	Moss Point, Miss.	27,770
673	Spartanburg, S.C.	27,757
674	Jonesboro, Ark.	27,739
675	Newark, Ohio	27,737
676	Franklin, La.	27,717
677	Greenville, N.C.	27,716
678	Charleston, Ill.	27,712
679	Conneaut, Ohio	27,681
680	Grand Island, Neb.	27,665
681	Jacksonville, N.C.	27,615
682	Mankato, Minn.	27,614
683	Brunswick, Me.	27,613
684	Corvallis, Ore.	27,596
685	Mattoon, Ill.	27,594
686	Sidney, Ohio	27,592
687	Waltham, Mass.	27,589
688	Athens, Tex.	27,564
689	Marshalltown, Ia.	27,562
690	Toledo, Ohio	27,547
691	Council Bluffs, Ia.	27,538
692	Corpus Christi, Tex.	27,524
693	Battle Creek, Mich.	27,518
694	Rockingham, N.C.	27,506
695	Jennings, La.	27,486
696	Bowling Green, Ky.	27,463
697	Rhinelander, Wisc.	27,430
698	Gettysgurg, Pa.	27,421
699	Magnolia, Ark.	27,414
700	Lake City, Fla.	27,395
701	Woodward, Okla.	27,387
702	Vista, Cal.	27,385
703	Hudson, Mass.	27,378
704	Fort Dodge, Ia.	27,376
705	Coshocton, Ohio	27,376
706	Fond du Lac, Wisc.	27,374
707	Corning, Cal.	27,367
708	Lansing, Mich.	27,352
709	Ridgecrest, Cal.	27,345
710	Huntsville, Ala.	27,336
711	Denison, Tex.	27,335
712	Northampton, Mass.	27,322
713	Sioux City, Ia.	27,315
714	Niles, Ohio	27,315
715	Lakeland, Fla.	27,306
716	Austin, Minn.	27,303
717	Danville, Ky.	27,292
718	Ludington, Mich.	27,292
719	Aberdeen, S.D.	27,289
720	1Huntington, W.Va.	27,287
721	Lebanon, Tenn.	27,267
722	Bloomsburg, Pa.	27,263
723	Warrensburg, Mo.	27,245
724	Bangor, Me.	27,244
725	Madison, Ind.	27,238
726	Ravenna, Ohio	27,238
727	Bay City, Tex.	27,237
728	Fort Smith, Ark.	27,231
729	Roanoke Rapids, N.C.	27,229
730	Fort Madison, Ia.	27,225
731	Winsted, Conn.	27,218
732	Medford, Mass.	27,218
733	College Station, Tex.	27,215
734	Noblesville, Ind.	27,192
735	Warren, Ohio	27,179
736	Coldwater, Mich.	27,162
737	Winter Haven, Fla.	27,153
738	Kannapolis, N.C.	27,125
739	El Dorado, Ark.	27,120
740	Kearney, Neb.	27,118
741	Murfreesboro, Tenn.	27,118
742	Lodi, Cal.	27,112
743	Brawley, Cal.	27,100
744	Lafayette, Ind.	27,086
745	Indianapolis, Ind.	27,085
746	Green Bay, Wisc.	27,081
747	Elyria, Ohio	27,076
748	Ironton, Ohio	27,062
749	New York City, N.Y.	27,060
750	Yreka City, Cal.	27,049
751	Moorhead, Minn.	27,048
752	Iron Mountain, Mich.	27,042
753	Jonesboro, Ga.	27,037
754	Alice, Tex.	27,026
755	Beverly, Mass.	27,014
756	Gainesville, Tex.	27,006
757	Circleville, Ohio	27,003
758	Quincy, Ill.	27,000
759	Oklahoma City, Okla.	26,997
760	Haltom City, Tex.	26,990
761	Yakima, Wash.	26,989
762	Burbank, Cal.	26,975
763	Kenai, Ak.	26,966
764	Reidsville, N.C.	26,943
765	West Palm Beach, Fla.	26,928
766	Little Rock, Ark.	26,924
767	Beaver Creek, Ohio	26,909
768	Saco, Me.	26,891
769	Coeur d'Alene, Ida.	26,880
770	Phoenix, Ariz.	26,871
771	Cleveland, Miss.	26,866
772	Ada, Okla.	26,848
773	Fort Collins, Colo.	26,834
774	Somerset, Pa.	26,829
775	Albany, Ore.	26,828
776	Oceanside, Cal.	26,825
777	Anniston, Ala.	26,824
778	Willows, Cal.	26,814
779	Ambridge, Pa.	26,813
780	Nevada, Ia.	26,795
781	Missoula, Mont.	26,778
782	Saratoga Springs, N.Y.	26,778
783	Menasha, Wisc.	26,759
784	Michigan City, Ind.	26,758
785	Escondido, Cal.	26,754
786	Crawfordsville, Ind.	26,749
787	Butler, Pa.	26,747
788	Streator, Ill.	26,735
789	Moscow, Ida.	26,724
790	Sulphur Springs, Tex.	26,724
791	Bloomington, Ind.	26,723
792	North Platte, Neb.	26,719
793	Louisville, Ky.	26,718
794	San Marcos, Tex.	26,692
795	Brenham, Tex.	26,691
796	Lovington, N.M.	26,687
797	Menominee, Mich.	26,670
798	New Philadelphia, Ohio	26,668
799	McAlester, Okla.	26,665
800	Pendleton, Ore.	26,645
801	Springfield, Vt.	26,627
802	Watertown, Wisc.	26,625
803	Weatherford, Tex.	26,623
804	Wausau, Wisc.	26,589
805	Mount Carmel, Ill.	26,586
806	Fremont, Neb.	26,585
807	Burlington, Ia.	26,571
808	Bend, Ore.	26,571
809	Rock Falls, Ill.	26,562
810	Hatboro, Pa.	26,557
811	Selma, Ala.	26,555
812	Sierra Vista, Ariz.	26,537
813	West Memphis, Ark.	26,517
814	Marshfield, Wisc.	26,506
815	Rock Hill, S.C.	26,500
816	Alexander City, Ala.	26,497
817	High Point, N.C.	26,497
818	Titusville, Pa.	26,494
819	Milford, Del.	26,453
820	Paso Robles, Cal.	26,449
821	Jasper, Ala.	26,430
822	Grants, N.M.	26,423
823	Oil City, Pa.	26,415
824	Monticello, Ind.	26,405
825	Kerrville, Tex.	26,403
826	Kingman, Ariz.	26,401
827	Euless, Tex.	26,400
828	Anderson, Ind.	26,385
829	Paxton, Ill.	26,383
830	Colby, Kans.	26,379
831	Redondo Beach, Cal.	26,376
832	Greeley, Colo.	26,376
833	Spencer, Ia.	26,368
834	Astoria, Ore.	26,362
835	Great Falls, Mont.	26,354
836	Goshen, Ind.	26,337
837	Quincy, Mass.	26,336
838	Excelsior Spring, Mo.	26,291

839	Reno, Nev.	26,289
840	New Orleans, La.	26,275
841	Marlborough, Mass.	26,271
842	Bellefontaine, Ohio	26,268
843	Sylacauga, Ala.	26,261
844	Charles City, Ia.	26,261
845	Morris, Ill.	26,255
846	Marion, Ind.	26,251
847	Cadillac, Mich.	26,240
848	Willmar, Minn.	26,238
849	Henderson, Ky.	26,233
850	Mesa, Ariz.	26,226
851	Kalamazoo, Mich.	26,194
852	Pittsburgh, Pa.	26,192
853	St. Augustine, Fla.	26,185
854	Lawrence, Kans.	26,184
855	Marshall, Tex.	26,180
856	Spokane, Wash.	26,180
857	Key West, Fla.	26,162
858	Sheboygan, Wisc.	26,141
859	San Fernando Valley, Cal.	26,139
860	1Kansas City, Mo.	26,131
861	Leadville, Colo.	26,130
862	Pocatello, Ida.	26,125
863	Elizabeth, N.J.	26,119
864	New Britain, Conn.	26,104
865	Marinette, Wisc.	26,098
866	Lock Haven, Pa.	26,090
867	New Albany, Ind.	26,081
868	Fort Wayne, Ind.	26,075
869	McCook, Neb.	26,069
870	Banning, Cal.	26,066
871	Holdrege, Neb.	26,065
872	Blackwell, Okla.	26,055
873	Parkersburg, W.Va.	26,052
874	Manitowoc, Wisc.	26,042
875	Freeport, Ill.	26,020
876	Glendale, Cal.	26,019
877	Minneapolis, Minn.	26,017
878	Picayune, Miss.	26,008
879	Kilgore, Tex.	26,003
880	El Reno, Okla.	25,999
881	Andalusia, Ala.	25,983
882	Bluffton, Ind.	25,980
883	La Porte, Ind.	25,977
884	Boone, Ia.	25,974
885	Erie, Pa.	25,959
886	Paducah, Ky.	25,956
887	Leesburg, Fla.	25,954
888	Wilmington, Del.	25,949
889	Mason City, Ia.	25,947
890	Lebanon, Ind.	25,939
891	Centralia, Wash.	25,909
892	Clinton, Mass.	25,898
893	Alva, Okla.	25,893
894	Monroe, Wisc.	25,893
895	Du Quoin, Ill.	25,874
896	Gainesville, Fla.	25,869
897	Faribault, Minn.	25,865
898	Greenville, Mich.	25,864
899	Punxsutawney, Pa.	25,863
900	Tuscumbia, Ala.	25,862
901	Dublin, Ga.	25,860
902	Reading, Pa.	25,857
903	Bucyrus, Ohio	25,851
904	Uniontown, Pa.	25,851
905	Marion, Ohio	25,847
906	Twin Falls, Ida.	25,846
907	Valley City, N.D.	25,835
908	Terre Haute, Ind.	25,823
909	Wahpeton, N.D.	25,823
910	Sheridan, Wyo.	25,816
911	Auburn, Me.	25,810
912	Prescott, Ariz.	25,809
913	Pulaski, Va.	25,804
914	Asheville, N.C.	25,796
915	Pecos, Tex.	25,786
916	Glasgow, Ky.	25,777
917	Florence, S.C.	25,776
918	Leavenworth, Kans.	25,773
919	Trenton, N.J.	25,768
920	Xenia, Ohio	25,766
921	Janesville, Wisc.	25,750
922	Shelbyville, Ind.	25,746
923	Oneida, N.Y.	25,744
924	Grand Junction, Colo.	25,742
925	Worthington, Minn.	25,740
926	Ardmore, Okla.	25,737
927	Taunton, Mass.	25,734
928	Russell, Kans.	25,731
929	Chardon, Ohio	25,724
930	Orlando, Fla.	25,718
931	Annapolis, Md.	25,714
932	Loveland, Colo.	25,701
933	Walla Walla, Wash.	25,685
934	Gardner, Mass.	25,682
935	Durham, N.C.	25,681
936	Pasadena, Cal.	25,673
937	Frederick, Md.	25,669
938	Huntington, Ind.	25,666
939	Sharpsville, Pa.	25,665
940	Oneonta, N.Y.	25,659
941	Ogelsby, Ill.	25,646
942	Beacon, N.Y.	25,638
943	Keokuk, Ia.	25,634
944	Portland, Me.	25,633
945	Chester, Pa.	25,630
946	Kingsford, Mich.	25,622
947	West Warwick, R.I.	25,618
948	Westfield, Mass.	25,612
949	Henderson, N.C.	25,610
950	Brainerd, Minn.	25,598
951	Alliance, Ohio	25,595
952	Fairmont, W.Va.	25,593
953	Pickneyville, Ill.	25,590
954	Sterling, Colo.	25,587
955	Worcester, Mass.	25,580
956	Camden, N.J.	25,576
957	Jacksonville, Ark.	25,573
958	New Castle, Ind.	25,571
959	Painesville, Ohio	25,569
960	Evansville, Ind.	25,563
961	Watertown, S.D.	25,560
962	Cookeville, Tenn.	25,519
963	Pensacola, Fla.	25,515
964	Talladega, Ala.	25,512
965	Burley, Ida.	25,507
966	North Little Rock, Ark.	25,501
967	St. Albans, Vt.	25,501
968	Hutchinson, Kans.	25,495
969	Greensburg, Ind.	25,494
970	Anderson, S.C.	25,483
971	Middlesborough, Ky.	25,474
972	South Beloit, Ill.	25,463
973	Prospect Heights, Ill.	25,462
974	Starkville, Miss.	25,456
975	Lorain, Ohio	25,453
976	Murphysboro, Ill.	25,451
977	Ellwood City, Pa.	25,442
978	West Monroe, La.	25,441
979	Pratt, Kans.	25,433
980	Salina, Kans.	25,427
981	Milan, N.M.	25,419
982	Rome, Ga.	25,416
983	Lancaster, Pa.	25,411
984	Harrisburg, Pa.	25,406
985	St. Marys, Pa.	25,381
986	Milwaukee, Wisc.	25,380
987	Hazleton, Pa.	25,368
988	La Salle, Ill.	25,365
989	Ocala, Fla.	25,362
990	Kansas City, Kans.	25,359
991	Abbeville, La.	25,351
992	Eugene, Ore.	25,350
993	Stuttgart, Ark.	25,349
994	Kelso, Wash.	25,346
995	Tonawanda, N.Y.	25,343
996	Festus, Mo.	25,339
997	Edinburg, Ind.	25,332
998	Denver, Colo.	25,326
999	Salt Lake City, Utah	25,320
1000	Worland, Wyo.	25,312
1001	Bemidji, Minn.	25,300
1002	Corbin, Ky.	25,299
1003	Hendersonville, N.C.	25,298
1004	Medford, Ore.	25,280
1005	Brunswick, Ga.	25,276
1006	Two Rivers, Wisc.	25,262
1007	Manhattan, Kans.	25,260
1008	Clairton, Pa.	25,258
1009	Raton, N.M.	25,253
1010	Orland, Cal.	25,249
1011	Cleveland, Tenn.	25,246
1012	East Spencer, N.C.	25,235
1013	New Haven, Conn.	25,218
1014	Chesterton, Ind.	25,214
1015	Canandaigua, N.Y.	25,210
1016	Fairmont, Minn.	25,206
1017	Harrison, Ark.	25,205
1018	Clinton, N.C.	25,202
1019	Clinton, Okla.	25,197
1020	Superior, Wisc.	25,197
1021	Easton, Pa.	25,194
1022	Pittston, Pa.	25,189
1023	Newton, N.C.	25,167
1024	Kokomo, Ind.	25,155
1025	Crowley, La.	25,154
1026	Scranton, Pa.	25,144
1027	Sault Ste. Marie, Mich.	25,133
1028	Hamilton, Ohio	25,127
1029	Goodland, Kans.	25,113
1030	Owatonna, Minn.	25,105
1031	Caldwell, Ida.	25,088
1032	Lincoln, Neb.	25,088
1033	Warner Robins, Ga.	25,080
1034	Ogden, Utah	25,059
1035	Stockton, Cal.	25,048
1036	Union City, Tenn.	25,029
1037	Lumberton, N.C.	25,028
1038	Port St Lucie, Fla.	25,023
1039	Troy, Ohio	25,022
1040	Johnson City, Tenn.	25,018
1041	Ottawa, Kans.	25,015
1042	San Angelo, Tex.	25,014
1043	Fort Worth, Tex.	25,012
1044	Douglas, Ariz.	25,005
1045	Texarkana, Ark.-Texarkana, Tex., Ark.	25,002
1046	1Texarkana, Tex.	25,002
1047	Grants Pass, Ore.	24,996
1048	Borger, Tex.	24,976
1049	Chippewa Falls, Wisc.	24,976
1050	Chicago, Ill.	24,973
1051	Hammond, Ind.	24,973
1052	Geneva, N.Y.	24,971
1053	Bridgeport, Conn.	24,953
1054	Bradford, Pa.	24,948
1055	Angleton, Tex.	24,935
1056	Winchester, Ky.	24,924
1057	Columbus, Ohio	24,922
1058	South Kona, Hi.	24,915
1059	St. Marys, Ohio	24,905
1060	Vineland, N.J.	24,890
1061	Charleroi, Pa.	24,890
1062	Carroll, Ia.	24,886
1063	Riverton, Wyo.	24,883
1064	Wilson, N.C.	24,877
1065	Pine Bluff, Ark.	24,873
1066	Pontiac, Mich.	24,866
1067	Kittanning, Pa.	24,863
1068	Chickasha, Okla.	24,857
1069	Pampa, Tex.	24,852
1070	Napoleon, Ohio	24,848
1071	Williamsport, Pa.	24,843
1072	Clearwater, Fla.	24,837
1073	Cape Girardeau, Mo.	24,825
1074	Red Wing, Minn.	24,811
1075	Massillon, Ohio	24,808
1076	Jackson, Mich.	24,798
1077	Lead, S.D.	24,786
1078	Clinton, Ill.	24,784
1079	Rocky Mount, N.C.	24,778
1080	Bellefonte, Pa.	24,777
1081	Hibbing, Minn.	24,774
1082	Southbridge, Mass.	24,759
1083	Monroe, La.	24,758
1084	La Grange, Ga.	24,757
1085	Durant, Okla.	24,751
1086	Taft, Cal.	24,740
1087	Crookston, Minn.	24,737
1088	Los Angeles, Cal.	24,734
1089	East Dubuque, Ill.	24,726
1090	Wilkes-Barre, Pa.	24,715
1091	Nevada City, Cal.	24,705
1092	Waynesboro, Pa.	24,705
1093	Winfield, Kans.	24,702
1094	Opelousas, La.	24,690
1095	Hastings, Neb.	24,690
1096	Seymour, Ind.	24,689
1097	East Liverpool, Ohio	24,679
1098	Watseka, Ill.	24,675
1099	Brackenridge, Pa.	24,671
1100	Fredonia, N.Y.	24,666
1101	Altus, Okla.	24,653
1102	Duluth, Minn.	24,643
1103	Clarksburg, W.Va.	24,632
1104	Rochester, N.Y.	24,623
1105	Richmond, Ind.	24,619
1106	Mansfield, Ohio	24,618
1107	Canton, Ohio	24,612
1108	Yankton, S.D.	24,612
1109	Carmi, Ill.	24,610
1110	E. Grand Forks, Minn.	24,609
1111	Augusta, Kans.	24,604
1112	Albany, N.Y.	24,604
1113	Waycross, Ga.	24,602
1114	Casey, Ill.	24,601
1115	Connellsville, Pa.	24,573
1116	Washington, Pa.	24,570
1117	Jacksonville, Fla.	24,569
1118	4Sikeston, Mo.	24,552
1119	Lehighton, Pa.	24,552
1120	McAllen, Tex.	24,550
1121	Kenosha, Wisc.	24,546
1122	Dunn, N.C.	24,538
1123	Mayfield, Ky.	24,522
1124	Valdosta, Ga.	24,510
1125	1Salem, Ore.	24,501
1126	Plano, Tex.	24,498
1127	Merrill, Wisc.	24,496
1128	Portsmouth, Ohio	24,493
1129	Wheeling, W.Va.	24,485
1130	Greencastle, Ind.	24,483
1131	Jim Thorpe, Pa.	24,482
1132	Hattiesburg, Miss.	24,471
1133	Gulfport, Miss.	24,462
1134	Big Spring, Tex.	24,461
1135	Portland, Ore.	24,455
1136	Lansdale, Pa.	24,454
1137	Tucson, Ariz.	24,446
1138	North Tonawanda, N.Y.	24,445
1139	Fulton N.Y.	24,436
1140	Pottsville, Pa.	24,431
1141	Tampa, Fla.	24,421
1142	York, Pa.	24,415
1143	Brownwood, Tex.	24,401
1144	Duquesne, Pa.	24,382
1145	Oshkosh, Wisc.	24,373
1146	Winona, Minn.	24,364
1147	Madisonville, Ky.	24,359
1148	Vicksburg, Miss.	24,350
1149	Toms River, N.J.	24,349
1150	Albuquerque, N.M.	24,329
1151	Eau Claire, Wisc.	24,317
1152	Hurley, Wisc.	24,317
1153	Albert Lea, Minn.	24,316
1154	Laurel, Miss.	24,310
1155	Logan, Utah	24,284
1156	Lewiston, Ida.	24,248
1157	Bellows Falls, Vt.	24,239
1158	Conyers, Ga.	24,237
1159	Harlingen, Tex.	24,208
1160	Cambridge, Ohio	24,205
1161	Atchison, Kans.	24,201
1162	Kinston, N.C.	24,187
1163	Minden, La.	24,179
1164	Artesia, N.M.	24,173
1165	Rome, N.Y.	24,170
1166	Carlsbad, N.M.	24,165
1167	Panama City, Fla.	24,163
1168	Flora, Ill.	24,163
1169	Wilson, Pa.	24,163
1170	Norwich, N.Y.	24,161
1171	Athol, Mass.	24,153
1172	Roswell, N.M.	24,147
1173	Fitchburg, Mass.	24,144
1174	Beloit, Wisc.	24,141
1175	New Castle, Pa.	24,138
1176	Beatrice, Neb.	24,135
1177	Poughkeepsie, N.Y.	24,129
1178	Washington, Ind.	24,119
1179	Waco, Tex.	24,116
1180	Bogalusa, La.	24,100
1181	Ottumwa, Ia.	24,099
1182	Larned, Kans.	24,077
1183	Bellevue, Ohio	24,075
1184	Owensboro, Ky.	24,073
1185	Ridgeway, Pa.	24,070
1186	Sanford, N.C.	24,062
1187	Corsicana, Tex.	24,059
1188	Three Rivers, Mich.	24,048
1189	Lockport, N.Y.	24,047
1190	Wapakoneta, Ohio	24,042
1191	Shawnee, Okla.	24,037
1192	Columbus, Miss.	24,027
1193	Greeneville, Tenn.	24,014
1194	Van Wert, Ohio	24,003
1195	Akron, Ohio	23,996
1196	Nampa, Ida.	23,991
1197	Connersville, Ind.	23,974
1198	Cocoa, Fla.	23,973
1199	Bedford, Ind.	23,966
1200	Logansport, Ind.	23,949
1201	Elizabethton, Tenn.	23,947
1202	New Ulm, Minn.	23,941
1203	Malden, Mass.	23,940
1204	Union, S.C.	23,935
1205	Athens, Tenn.	23,931
1206	Austin, Tex.	23,928
1207	Elwood, Ind.	23,926
1208	Syracuse, N.Y.	23,912
1209	Mexico, Mo.	23,889
1210	Plainview, Tex.	23,879
1211	Rutland, Vt.	23,878
1212	Bentonville, Ark.	23,873
1213	Claremont, N.H.	23,871
1214	Muskogee, Okla.	23,868
1215	Bangor, Pa.	23,863
1216	Berwick, Pa.	23,862
1217	Muncie, Ind.	23,861
1218	Weatherford, Okla.	23,855
1219	Santa Monica, Cal.	23,854
1220	Springfield, Ohio	23,851
1221	Clovis, N.M.	23,841
1222	Bath, Me.	23,832
1223	Lima, Ohio	23,832
1224	Mount Pleasant, Ia.	23,800
1225	Troy, Ala.	23,793
1226	Lewistown, Pa.	23,791
1227	Greenfield, Mass.	23,786
1228	Carbondale, Pa.	23,774
1229	Pawtucket, R.I.	23,765
1230	Klamath Falls, Ore.	23,748
1231	Corning, N.Y.	23,745

1232	Brattleboro, Vt.	23,726
1233	Washington, N.C.	23,716
1234	Elizabeth City, N.C.	23,710
1235	Corinth, Miss.	23,704
1236	Parsons, Kans.	23,699
1237	Hereford, Tex.	23,689
1238	Tarentum, Pa.	23,684
1239	Middletown, N.Y.	23,672
1240	Brookhaven, Miss.	23,669
1241	Millville, N.J.	23,635
1242	Independence, Kans.	23,622
1243	Hartford, Vt.	23,621
1244	Wilmington, N.C.	23,619
1245	Washington, Ohio	23,619
1246	Frankfort, Ind.	23,611
1247	Wheatland, Pa.	23,608
1248	Union City, Ohio	23,602
1249	Ashland, Ore.	23,598
1250	2Atlanta, Ga.	23,596
1251	Bryan, Tex.	23,591
1252	Colorado Springs, Colo.	23,576
1253	Passaic, N.J.	23,575
1254	Americus, Ga.	23,548
1255	Virginia, Minn.	23,547
1256	Philadelphia, Pa.	23,545
1257	Sumter, S.C.	23,518
1258	Crystal City, Mo.	23,511
1259	Biloxi, Miss.	23,507
1260	Sweetwater, Tex.	23,482
1261	Delphos, Ohio	23,479
1262	Newport, R.I.	23,460
1263	Chanute, Kans.	23,453
1264	Oskaloosa, Ia.	23,445
1265	Beaufort, S.C.	23,445
1266	Altoona, Pa.	23,439
1267	Jersey Shore, Pa.	23,435
1268	Fairfield, Ia.	23,431
1269	Herkimer, N.Y.	23,426
1270	Zanesville, Ohio	23,416
1271	Belle Fourche, S.D.	23,411
1272	Tacoma, Wash.	23,409
1273	Wamac, Ill.	23,407
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SECTION II

Surveys of Daily Newspaper Cities

Communities in the United States where daily newspapers are published

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United States Daily Newspaper Cities

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ALL ADULTS	76%	79%
AGE—18-24	81	77
25-34	76	83
35-44	79	83
EDUCATION		
College Graduate or more	91	91
OCCUPATION		
Top Management	75	84
Professional/Technical	91	89
Managerial/Administrative	87	92
HOUSEHOLD INCOME		
$35,000 or more	91	89
$25,000-$34,999	76	84
SEX—Men	81	84
Women	71	75
EMPLOYED ADULTS		
Two or more	77	82
OWN VACATION HOME	87	93

(Source: The 1981 Scarborough Report on the Boston Market, SMSA.)

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*** Standard Gravure Corp., 1981.

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anniston-Calhoun County
Birmingham-Jefferson, St. Clair, Shelby, and Walker Counties
Columbus, Ga.-Ala.-Columbus City, Ga. (Consolidated Gov't. with Muscogee County) and Chattahoochie County, Ga.; Russell County, Ala.
Florence-Lauderdale and Colbert Counties
Gadsden-Etowah County
Huntsville-Limestone, Madison and Marshall Counties
Mobile-Baldwin and Mobile Counties
Montgomery-Autauga, Elmore and Montgomery Counties
Tuscaloosa-Tuscaloosa County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	301	296	304
5-14 Years	720	642	659
15-24 Years	617	736	755
25-44 Years	791	1,028	1,055
45-64 Years	691	748	768
65 and Over	324	440	452
TOTAL	3,444	3,890	3,993

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	423	689	866
General Mdse	882	1,308	1,806
Food	1,470	2,440	3,840
Automobiles	1,535	2,611	3,113
Gasoline Stations	476	810	1,418
Apparel	378	571	781
Furniture	322	468	606
Eat-Drink Places	348	691	1,112
Drugs	207	326	487
TOTAL	6,583	10,705	15,346

ALEXANDER CITY

1 - LOCATION: Tallapoosa County, E&P Map C-3. Manufacturing, agriculture and tourism. E central portion of the state. 90 mi. SE of Birmingham on U.S. Hwy. 280.

2 - TRANSPORTATION: Railroad-Central of Georgia.
Motor Freight Carrier-1.
Intercity Bus line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807; Loc. Est. 14,254
County 80 Cen. 38,766; Loc. Est. 40,153

4 - HOUSEHOLDS:
City 80 Cen. 4,856; Loc. Est. 4,734
County 80 Cen. 13,275; Loc. Est. 14,222

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$57,000,000
Commercial	2	$76,669,674

6 - PASSENGER AUTOS: County 45,453

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 6,000 ($150).
Principal Industrial Pay Days-Wed., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City(15)	NA	Winn-Dixie, Rose's, Belk's, Super Foods
Edco	NA	Edco Discount Center
Mill Square(10)	NA	Winn-Dixie, Big K

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Rose's; Big K; Edco; Belk's; Revco; Harco; Piggly Wiggly; A&P; Super Foods; Winn-Dixie.

13 - RETAIL OUTLETS: Department Stores-Belk's; Cohen's; Froshin's Fair Store Fashions.
Discount Stores-Big K; Rose's; Edco; Fred's; Bargaintown.
Chain Drug Stores-Harco; Revco.
Chain Supermarkets-A&P; Big Bear; Piggly Wiggly; Winn-Dixie 2; Super Foods.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (e-tues to fri) 4,158; (S) 4,333; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Dir., OUTLOOK, Church St. & S. Central Ave., Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative: Landon Associates.

ANNISTON

1 - LOCATION: Calhoun County (SMSA). E&P Map C-2, County Seat. Manufacturing, agricultural, commercial and military center (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: Railroads-Southern; Louisville and Nashville.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Trailways.
Airlines- Atlantic Southeast; Atlantic Express (5 flights per day).

3 - POPULATION:
Corp. City 80 Cen. 29,185; Loc. Est. 31,533
CZ-ABC: (70) 55,203; (82) 68,700
RTZ-ABC: (70) 87,529; (82) 100,900
CountySMSA 80 Cen. 116,936; Loc. Est. 115,949
City & RTZ-ABC: (70) 142,732; (82) 169,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953; Loc. Est. 10,705
CountySMSA 80 Cen. 39,431; Loc. Est. 40,237
CZ-ABC: (70) 17,344; (82) 25,200
RTZ-ABC: (70) 25,130; (82) 33,900
City & RTZ-ABC: (70) 42,474; (82) 59,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$60,682,000
Commercial	12	$512,202,000

6 - PASSENGER AUTOS: County 148,451

7 - ELECTRIC METERS: Residence 35,039

8 - GAS METERS: Residence 32,724

9 - PRINICPAL INDUSTRIES: Industry, Number of Wage Earners-Lbr. & Wood 330; Metals 3,450; Other Durables 1,530; Textile 1,309; Total Non-Mfg. 29,460; Mfg. 11,420.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Nov. 5. Last killing frost, Feb. 3.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock(18)	5	Famous Shoe Bar, Emery Variety
Anniston Plz.(10)	NA	Winn-Dixie, Eckerd, Otasco, Wal-Mart
Quintard Mall(35)	NA	J.C. Penney, Budd's, SupeRx
Pelham Plaza	NA	Winn-Dixie, TG&Y
Blue Pond	NA	Sky City, Winn-Dixie, Eagle
Golden Springs(5)	NA	Windsor's Super Valu, Golden Springs Pharmacy

Principal Shopping Days-Thu., Fri., Sat. & Mon.
Stores Open Evenings-Mon., Thu., Fri.; Discount-6 nights a week.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Hudson's; Wakefields; Sears; New Berman's, Kitchin's.
Discount Stores-Wal-Mart; Sky City; K mart; TG&Y; Fred's; Martin's.
Chain Drug Stores-SupeRx 2; Eckerd's; Big B 2.
Chain Supermarkets-Winn-Dixie; Super-Valu 2; Warehouse Groceries 2; Food World 2; Love's Super Market 3.
Other Chain Stores-Firestone; Friedman's Jewelers; Goodyear; Haverty Furniture; Lorch Diamond; Maxwell Furniture; Rhode Furniture.

14 - NEWSPAPERS: STAR (e) 31,266; (m-sat) 32,434; (S) 32,279; Mar 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jon O'Mara, Mktg. Dir., STAR, 216 W. 10th St., Anniston, AL 36202; Tel. (205) 236-1551.
National Representative: Branham.

ATHENS

1 - LOCATION: Limestone County (In Huntsville SMSA). E&P Map C-1, County Seat. Agricultural and college center. 13 mi. N of Decatur; on U.S. Hwys. 31, I-65; State Hwys. 2, 29 & 99.

2 - TRANSPORTATION: Railroads- Louisville & Nashville.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,558; Loc. Est. 14,609
County 80 Cen. 44,005; Loc. Est. 47,178
SMSA 80 Cen. 308,593; Loc. Est. 316,493

4 - HOUSEHOLDS:
City 80 Cen. 5,287; Loc. Est. 5,384
County 80 Cen. 15,358; Loc. Est. 16,203
SMSA 80 Cen. 105,929; Loc. Est. 111,977

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 58,786

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES:Industry, No. of Wage Earners-Agriculture (cotton, corn, hay); Poultry Processing 800; Clothing 532; Heavy Machinery 836; Electronics 600; Dairying; Cotton Processing, Athens College; Calhoun Community College.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3. Last killing frost, Mar. 16.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza(15)	1 1/2	Rose's, Winn-Dixie, Pic'N Pay Shoes, Sparko
Athens(8)	1	Kroger, Sears, Big B Drug, Otasco, Wal-Mart, Food World
Crutcher(4)	1	A&P, Kent's
L&S	1	L&S Foods, Fred's Discount Dept.

13 - RETAIL OUTLETS: Department Stores-Jaffe's; Rose's; Bennett's; Johnson Furn.; Butler's Furn.; Holderfield Furn.
Discount Stores-Big K; Roses; K mart; Hometown Groceries.
Chain Drug Stores-Revco; Big B.
Chain Supermarkets-L&S; Kroger; Food World; A&P; Winn-Dixie.
Other Chain Stores-Sparko; National; Otasco; Win-Way; Sington's; Goodyear.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,655; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative: None.

AUBURN
See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (SMSA) E&P Map C-3, County Seat. Medical and industrial center. 150 mi. W of Atlanta, 250 mi. SE of Memphis and 300 mi. NE of New Orleans.

2 - TRANSPORTATION: Railroads-Birmingham Southern; St. Louis San Francisco; Illinois Central Gulf; Louisville & Nashville; Southern Railway; Seaboard Coastline System; Amtrak.
Motor Freight Carriers-90.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern; Delta; United; USAir; Republic; American.
Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from Birmingham to Mobile and the Gulf carries estimated 19,000,000 tons. Port Birmingham located 21 mi. from Birmingham serviced by 7 barge lines.

3 - POPULATION:
Corp. City 80 Cen. 286,799; Loc. Est. 281,828
CZ-ABC: (70) 654,441; (82) 686,700
RTZ-ABC: (70) 609,624; (82) 764,600
County 80 Cen. 671,197; Loc. Est. 682,904
SMSA 80 Cen. 847,360; Loc. Est. 871,838
City & RTZ-ABC: (70) 1,264,065; (82) 1,451,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 107,238; Loc. Est. 110,037
County 80 Cen. 244,177; Loc. Est. 256,072
SMSA 80 Cen. 303,661; Loc. Est. 321,885
CZ-ABC: (70) 206,448; (82) 253,600
RTZ-ABC: (70) 183,223; (82) 268,900
City & RTZ-ABC: (70) 389,671; (82) 522,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	11	$2,136,125,607
Commercial	31	$6,704,038,004

6 - PASSENGER AUTOS: 500,000

7 - ELECTRIC METERS: 274,996

8 - GAS METERS: 168,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Primary Metal 18,500 ($418); Fabricated Metal Products 8,700 ($325); Food & Kindred Products 5,800 ($221); Health Services 23,700 (N.A.); Transportation 29,500 (N.A.); Finance, Insurance & Real Estate 23,000 (N.A.); Wholesale Trade 27,300 (N.A.); State & Local Govt. 44,900 (N.A.); Federal Govt. 8,700 (N.A.); Construction 19,000 (N.A.); Other Services 43,100 (N.A.).
Principal Pay Days-Paid Weekly (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

10 - CLIMATE: Spring 80-58; Summer 89-69; Fall 76-51; Winter 49-31; First killing frost, Nov. 8. Last killing frost, Mar. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Center-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts. N.
Neighborhood Shopping Centers- (Number of Stores)-Bessemer Plaza 9; Westlake Mall 23; Westtown Plaza 13; Center Point 15; Century Plaza 100; Crestwood 5; Eastlake 3; Easttown Plaza 26; Eastwood Mall 72; Eastwood Shopping Center 20; Five Points West 86; Forestdale 30; Forest Village 3; Green Springs K mart Center 5; Green Valley 14; Hillcrest 10; Hoover Mall 25; Irondale Plaza 20; Parkway East 13; Roebuck Shopping City 15; Shades Mountain 13; Vestavia Hills 55; Village East 30; Eastgate (Center Point) 17; Belleview Plaza 18; Western Hills 50; Gardendale Shopping Center 8; Village Green 25; Brookwood Village Mall 96; Greensprings (Homewood) 15; Shades Creek 48; Hueytown Plaza 15; Hoover Shopping Center 24; Leeds Shopping Center 5; Mountain Brook 10; Midfield Park Shopping Center 31; Pleasant Grove 11; Vestavia (Todd's Mall) 16; Loehmann's Village 40.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belleview Plaza West	8	Woolco, Big B Drug, Food World
Bessemer Plaza(5)	13	Zayre, Food Giant, Big B Drug
Brookwood(96)	5	Rich's, Pizitz, Blach's, Winn-Dixie, Rosenbergers
Centerpoint(18)	6	TG&Y, Consumer Warehouse
Century Plaza(90)	6	Bromberg's, Penney, Sears, Rich's, Pizitz
Crestwood	5	Winn-Dixie
Eastgate	NA	Sears
Eastlake Plaza	6	Goodyear, Winn-Dixie, Western, Firestone
Easttown Plz.(17)	11	Woolco, Food World
Eastwood Mall(72)	6	Parisian, Yeilding's, Service Mdse., Aland's, Newberry's, Goodyear
Eastwood Plz.(20)	6	World Bazaar, Eckerd's, K mart, Consumer

		Warehouse
Five Points South	2	Woolworth, Emily Shop, Piggly-Wiggly
Five Points West (86)	5	Yeilding's, Parisian, Penney's, Food World, Pizitz, Zayre, Woolworth, Big B Drugs, Eckerd's
Forestdale(8)	6	Big B Drugs, Bruno's, Sears, Goodyear, TG&Y
Forest Village([illegible])	6	Winn-Dixie, Eckerd's
Gardendale	15	Big B Drugs, K mart, Food World, Goodyear
Green Springs(14)	5	Big B Drugs, Food World, K mart, Zayre, Eckerd's, Liberty, Handy City
Green Valley Village(14)	8	Golbro
Hoover	8	Zayre, Winn-Dixie, Eckerd's, TG&Y
Hoover Mall(21)	8	Aland's, Eckerd's, Zayre, Bromberg's, Winn-Dixie
Irondale(14)	NA	Food World, Big B Drugs
Leeds	NA	Winn-Dixie, TG&Y
Loehmanns Village	10	Loehmanns, Service Mdse.
Midfield Park(21)	6	K mart, Homecrafters
Mountain Brook	4	Western, Winn-Dixie, Blach's, Bromberg's
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, She-Shop, K mart, Handy Dan, T.J. Maxx
Red Mountain Plaza	6	Woolco, Winn-Dixie, Big B Drug
Roebuck Plaza	8	Consumer Warehouse, K mart, Penney, Pizitz, Western Auto
Shades Mtn. Plz.	NA	Western Auto
Vestavia Hills	7	Sears, Woolworth, Winn-Dixie, Western, Goodyear, Parisian
Village Green	15	Winn-Dixie, Eckerd, Firestone, Western Auto
Village East	6	Zayre, Winn-Dixie
Weibel Sq.(8)	8	Big B, Handy City, Goodyear
Westgate	NA	Food World, Big B Drugs, Bargain Town USA, Homecrafters
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Woolco, Winn-Dixie, Eckerd's
Western Hills	8	Pizitz, Alands, Penney, Woolworth, Yeilding's

Principal Shopping Days-General Mon., Thu., Fri., Sat.
Stores Close-Sundays & Holidays.
Stores Open Evenings-Most Shopping Centers every evening to 9:00.

13 - RETAIL OUTLETS: Department Stores-Pizitz 6; Sears 5; J. Blach 4; Parisian 4; Newberry's 2; New Williams 2; JC Penney 4; Yeilding's 4; Tillman-Levenson; Rich's 2; Aland's 4.
Variety Stores-TG&Y 4; Woolworth 5.

Discount Stores-Bargain Town USA 10; Family Dollar 3; Golbro 3; K mart 6; Loehmanns; Service Merchandise 2; Standard Distributors 2; Woolco 4; Zayre 6.

Chain Drug Stores-Alley 4; Big B Drugs 24; Eckerd's Drugs 14; P&S Apothecary 2.

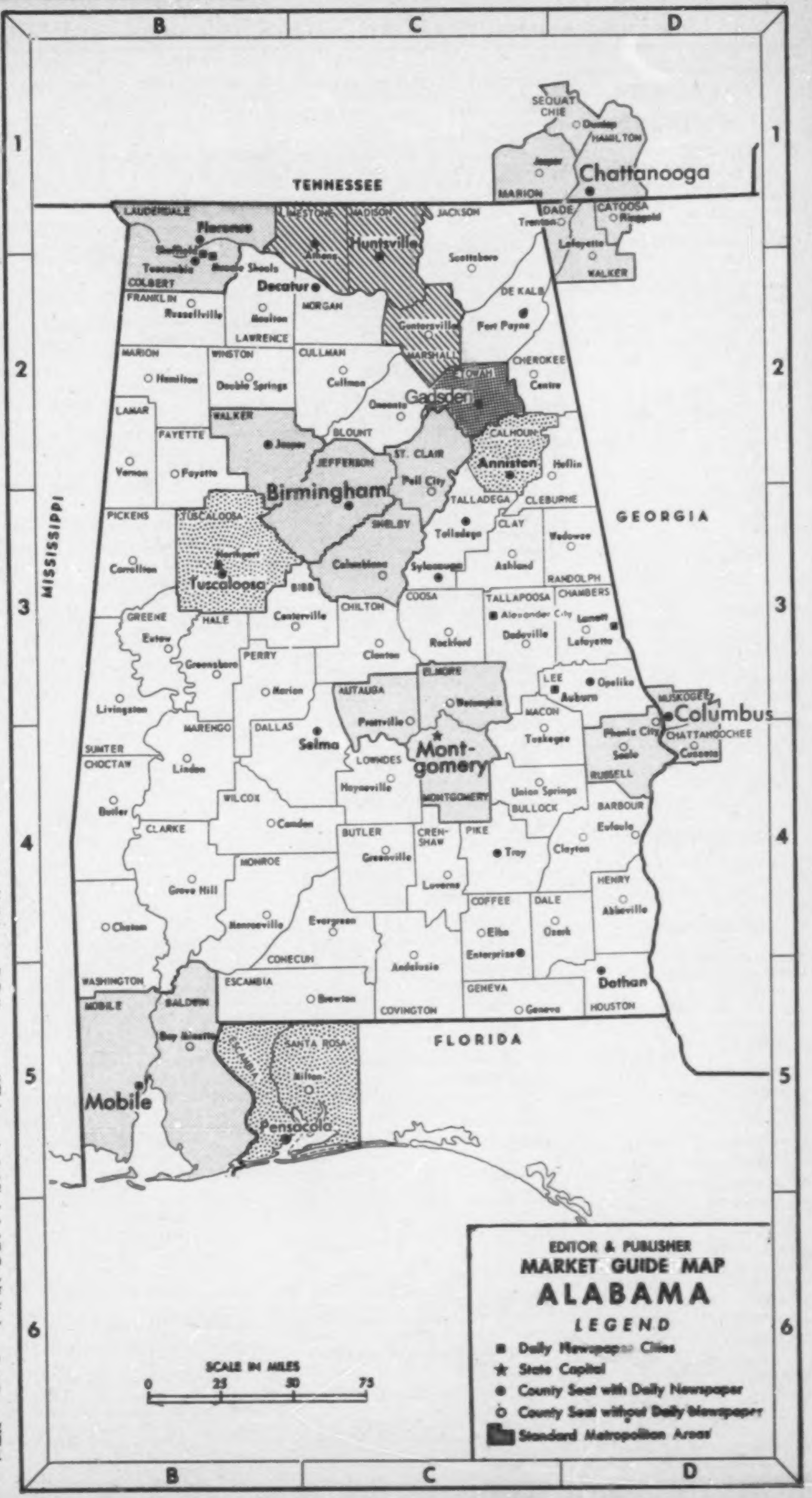
Chain Supermarkets-Consumer Warehouse 11; Dixie 16; Food Center 13; Food Town 4; Food World 12; Liberty 3; Piggly Wiggly 3; Western 15; Winn-Dixie 22.

Other Chain Stores-Shoes: Bakers 2, Bell 2, Buster Brown 2, Dollar Shoe Box 3, Shoe Bar 3, Florsheim 5, Shoe City 9, Stride Rite 2, Kinneys 6, Butler 3, Chandler, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn 2, Village Bootery 2, Wagner's Air Step 2; Ladies' Apparel: Diana Shop, Eleanor Shops, Mangels; Furniture: Calder 2, Ethan Allen, Haverty, Jefferson Home 5, Lorch Furniture 3, Marks-Fitzgerald 4, Pennsylvania House, Sokols 2, Standard 5; Tires: Firestone 11, Goodyear 18; Auto Supplies: Bumper-to-Bumper 16, Genuine Parts 15, Western Auto 7; Jewelry: A&A Ash 2, Bromberg's 4, Buschs 4, Gordon 3, Jobe-Rose 3, Lorchs 6, Zales 2.

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 66,800; NEWS (e-mon to fri) 168,565; Comb. (m&e) 235,365; (m-sat; hol) 58,689; (e-sat; hol) 147,161; NEWS (S) 216,012; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: William McGinnis, Nat. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.

National Representative: Newhouse.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TENNESSEE
GEORGIA
FLORIDA
MISSISSIPPI
Chattanooga
Florence
Huntsville
Decatur
Gadsden
Anniston
Birmingham
Tuscaloosa
Montgomery
Selma
Columbus
Dothan
Mobile
Pensacola
Auburn
Opelika
Troy
Jasper
Talladega
Sylacauga
Athens
Scottsboro
Fort Payne
Cullman
Alexander City
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2, County Seat. Agriculture, manufacturing, poultry center. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.
Airlines-Charter Service; Folsom Field.

3 - POPULATION:
Corp. City 80 Cen. 13,084; Loc. Est. 13,255
CZ-ABC: (70) 12,601; (82) 17,200
RTZ-ABC: (70) 44,429; (82) 53,100
City & RTZ-ABC: (70) 57,030; (82) 70,300
County 80 Cen. 61,642; Loc. Est. 64,368

4 - HOUSEHOLDS:
City 80 Cen. 5,153; Loc. Est. 5,017
County 80 Cen. 21,758; Loc. Est. 23,386
CZ-ABC: (70) 4,210; (82) 6,700
RTZ-ABC: (70) 13,344; (82) 18,700
City & RTZ-ABC: (70) 17,554; (82) 25,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$174,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 49,603

7 - ELECTRIC METERS: Residence 32,657

8 - GAS METERS: Residence 1,699

9 - PRINCIPAL INDUSTRIES: Total Work Force in Country 26,670; Electrical Appliances; Metal Products; Poultry Processing; Lumber; Textiles; Flies.

10 - CLIMATE: Ann. Min. & Max. Temp.-15-100. First killing frost, Oct. 26. Last killing frost, Apr. 8

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cullman(30)	NA	Giant Food, Sears, Penney, Foodworld, Belk Hudson, SupeRx
South Cullman (10)	NA	TG&Y, Harco Drug, Bull Pen, Laneys Western Wear
Town Square(6)	NA	Big K, Winn-Dixie, Eckerd
Northpark(7)	NA	7-Eleven
East Point(10)	NA	Otasco, 7-Eleven
West Town(7)	NA	Rexall, Shell, Stereo Center

Principal Shopping Days-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Ratliff's; Stiefelmeyers; Belk-Hudson; Carl's 2; JC Penney.
Discount Stores-Bargaintown USA; Wal-Mart; Top Dollar; K mart; TG&Y; Family Dollar.
Variety Stoes-Elmores.
Chain Drug Stores-SupeRx; Eckerd's; Medicine Shoppe; Big B; Harco Drugs; Rexall.
Chain Supermarkets-Piggly Wiggly; Giant 2; Minit; 7-Eleven 5; Foodworld; Warehouse Disc. Groc. 3.
Other Chain Stores-BF Goodrich; Goodyear; Western Auto; Singer Center; Otasco; Radio Shack.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 8,357; (S)10,263; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James M. Clem, Adv. Dir., TIMES, 300 4th Ave., SE, Cullman, AL 35055; Tel. (205) 734-2131.

National Representative: None.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads-L & N; Southern.

Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 42,002; Loc. Est. 43,030
CZ-ABC: (70) 44,967; (82) 51,900
RTZ-ABC: (70) 140,126; (82) 166,500
County 80 Cen. 90,231; Loc. Est. 93,656
City & RTZ-ABC: (70) 185,093; (82) 218,400

4 - HOUSEHOLDS:
City 80 Cen. 15,183; Loc. Est. 15,899
County 80 Cen. 31,369; Loc. Est. 33,536
CZ-ABC: (70) 13,949; (82) 18,800
RTZ-ABC: (70) 41,527; (82) 57,900
City & RTZ-ABC: (70) 55,476; (82) 76,700

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	4	$107,800,000
Commercial	4	$499,978,000

6 - PASSENGER AUTOS: County 113,541

7 - ELECTRIC METERS: Residence 15,975

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Barges; Steel Fabr.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prod.; Pckg. House Prod.; Dairy Prod.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Processing; Shipbuilding & Ironwork; Fluro-Chemicals; Mobile Homes; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prod.
Principal Pay Days-Tues., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-95; Summer 67-101; Fall 52-100; Winter 23-75. First killing frost, Nov. 27. Last killing frost, April 8.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:
Principal Shopping Center-4 blocks on 2nd Ave.; 4 on Bank St.; 3 on E. Moulton St.
Neighborhood Shopping Centers-5th Ave. W.; Morningside, 19th Ave. & 12th St. S.E.; Danville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	4	K mart
5th Ave. W.	1	Namie's Groc.
Southland Pl.(15)	3	Big K
Morningside	2	Red & White Groc.
Decatur(15)	3	Foodworld, Maison-Morgan
Westgate(15)	2	Otasco, Kents
Gateway(22)	3	Sears, Winn-Dixie, Parisian
Morgan Plaza	9	Maison-Morgan
Austin Plaza(13)	3	H&N Market
Beltline Mall(60)	5	JC Penney, Rogers, Castner-Knots

Principal Shopping Days-Department Stores-Mon., Thurs. Sat.; Food- Fri., Sat.
Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: Department Stores-Parisian-Decatur; JC Penney; Sears; CastnerKnott; Maison-Morgan; Rogers.
Discount Stores-Kent's; K mart; Otasco; Walmart; Family Dollar.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Eckerd; Lloyd's 3; Big B; SupeRx.
Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie.
Other Chain Stores-David Lee's; Diana Shop; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash.

14 - NEWSPAPERS: DAILY (e-mon to fri) 22,758; (m-sat) 22,054; (S) 24,624; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rick Chapman, Adv. Mgr., DAILY, 201 1st Ave., Decatur, AL 35602; Tel. (205) 353-4612.
National Representative: Landon Associates.

DOTHAN

1 - LOCATION: Houston County, E&P Map D-5, 115 mi. SE of state capital, Montgomery; 215 mi. from Birmingham; 219 mi. from Atlanta; 256 mi. from Jacksonville; 153 mi. from Pensacola.

2 - TRANSPORTATION: Railroads-ACL; Central of Georgia; Atlanta & St. Andrews Bay; Hartford & Slocomb.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic (Jet Service).

3 - POPULATION:
Corp. City 80 Cen. 48,750; Loc. Est. 51,929
CZ-ABC: (70) 36,733; (82) 52,500
RTZ-ABC: (70) 199,436; (82) 201,000
County 80 Cen. 74,632; Loc. Est. 79,499
City & RTZ-ABC: (70) 236,169; (82) 253,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,376; Loc. Est. 18,938
County 80 Cen. 26,183; Loc. Est. 28,798
CZ-ABC: (70) 11,520; (82) 19,300
RTZ-ABC: (70) 59,239; (82) 70,500
City & RTZ-ABC: (70) 70,759; (82) 89,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$344,883,843
Savings & Loan	3	$171,362,482

6 - PASSENGER AUTOS: County 95,645

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Air Craft 775; Food 1,330; Lumber 290; Metal Works 390; Govt. 3,450; Transp. 1,400; Tobacco 175; Chemicals 250; Furniture 300; Wholesale & Retail 7,130; Services 2,960; Textiles & Apparel 1,710; Construction 4,420; Total Wage Earners 27,620 (Houston County).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-98; Summer 57-103; Fall 53-98; Winter 7-102. First killing frost, Nov. 20. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING:
Principal Shopping Center-4 1/2 blocks on Main St.; 4 on Foster St.; 3 on Oates St.; Ross Clark Circle.
Neighborhood Shopping Centers-2 blocks on Main & Edgewood Dr.; 1 at St. Andrews & Cottonwood Rd.; 2 at S. Oates & Selma St.; S. East St.; 3 at North St., Andrews & Powell St.; Northside Mall 422,000 sq. ft.; Porter Square & Circle West Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main	1	Northcutt's Dixie Dandy
Southside	1	Piggly-Wiggly
Plaza Two(30)	2	Howards Brand Discount
Woodland	2	IGA Foodliner
Central Village	1	Medical Arts Phcy.
Northside Mall(70)	3	Woolco, Mont. Ward
Hwy. 231 North(20)	2	Gaylords
Northview Ctr.(2)	3	K mart
Circle South(5)	4	Winn-Dixie, Revco, Radio Shack
K mart Plz.(1)	4	K mart
Wise	22	Furniture Fair
Porter Sq.(30)	1	Penney, A&P, Walgreen, TG&Y
Circle West(14)	3	Wilbro, Eckerd's, Piggly-Wiggly

Principal Shopping Days-Department Stores-Mon., Fri., and Sat.; Food-Thu., Fri., and Sat.
Stores Open Evenings: Fri.-Northside Mall; Porter Square; Gaylord's; Howards Brand Discount & K mart every night.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; B.C. Moore; Montgomery Ward; Howards; Lowes.
Variety Stores-Woolworth; TG&Y; V.J. Elmore; Walgreen; Albertson's.
Chain Drug Stores-Eckerd's; Revco.
Discount Stores-Gaylord's; Family Dollar; Howards; Woolco; K mart.
Chain Supermarkets-Piggly Wiggly 2; Dixie Dandy 6; Colonial 2; A&P 2; IGA 4; Winn-Dixie; Sav-A-Minitz 7; Junior Food 6; Super Foods; E-Z Way Foods 5; Majik Mkt. 2.
Other Chain Stores-Butler Shoe; Eleanor Shop; Haverty Furn.; Goodyear; Firestone 2; Singer Store; Lowe's Inc.; Warnaco; Danley Furniture; Goodrich; Western Auto; S&H Green Stamps; Moore-Handley Hdwe.; Lorch Jewelry; Badcock Furn.; Ace Hdwe.; Young & Vann Supply.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 22,233; (S) 25,673; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., EAGLE, 203 N. Oates St., Dothan, AL 36302; Tel. (205) 792-3141.

National Representative: Thomson Newspapers.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.
Airlines-Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 16,033; Loc. Est. 18,789
County 80 Cen. 38,533; Loc. Est. 39,710
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,334; Loc. Est. 6,729
County 80 Cen. 13,430; Loc. Est. 14,242

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 49,895

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Products; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Pdts.; Poultry; Poultry Processing; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20. Last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(10)	NA	Alatex Outlet
Morgan Sq.(8)	NA	SupeRx, Winn-Dixie
West Gate(36)	NA	B.C.Moore & Sons, Otasco, IGA, Sears, Super Store, Center Drug
Enterprise(9)	NA	Wal-Mart, J.C. Penney, Super Food, Radio Shack, Leon's, Revco, Cato
Discount Plaza(10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	TG&Y

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; TG&Y; Bisk; B.C. Moore & Sons; David Lee's.
Discount Stores-Value Mart.
Variety Stores-Super Store; Downtown 5&10.
Chain Drug Stores-Revco; SupeRx Drugs.
Chain Supermarkets)-Super Foods; Piggly Wiggly; IGA Foodliner; Winn-Dixie.
Other Chain Stores-Sears; Radio Shack; Leons; Otasco; Western Auto; Whites Auto; Cato; Shoe City; Neal Logue; Pay Less Shoes; National Foot Store; Easy Pay; Firestone; Danloy Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 8,180; (S) 8,468; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Joan Ziglar, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence SMSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

2 - TRANSPORTATION: Railroads-L&N; Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Republic (includes jet service).

3 - POPULATION:
Corp. Cities 80 Cen. 66,980; Loc. Est. 68,875
Florence 80 Cen. 37,029; Loc. Est. 38,166
Sheffield 80 Cen. 11,903; Loc. Est. 11,765
Tuscumbia 80 Cen. 9,137; Loc. Est. 9,352
Muscle Shoals 80 Cen. 8,911; Loc. Est. 9,596
CZ-ABC: (70) 62,881; (82) 69,300
RTZ-ABC: (70) 54,8[illegible]2; (82) 69,800
Counties 80 Cen. 135,023; Loc. Est.141,301
Lauderdale 80 Cen. 80,504; Loc. Est. 84,608
Colbert 80 Cen. 54,519; Loc. Est. 56,693
SMSA 80 Cen. 135,023; Loc. Est. 141,301
City RTZ-ABC: (70) 117,743; (82) 139,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,591, Loc. Est. 25,317
Florence 80 Cen. 13,620; Loc. Est. 14,096
Sheffield 80 Cen. 4,612; Loc. Est. 4,568
Tuscumbia 80 Cen. 3,291; Loc. Est. 3,333
Muscle Shoals 80 Cen. 3,068; Loc. Est. 3,320
SMSA 80 Cen. 47,388; Loc. Est. 51,166
CZ-ABC: (70) 19,741; (82) 25,300

RTZ-ABC: (70) 16,118; (82) 24,300
Counties 80 Cen. 47,388; Loc. Est. 51,166
Lauderdale 80 Cen. 28,207; Loc. Est. 30,627
Colbert 80 Cen. 19,181; Loc. Est. 20,539
City & RTZ-ABC: (70) 35,859; (82) 49,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 106,713; Colbert 68,190

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, Number of Wage Earners-Electric power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chems. & Allied Pdts. 2,263; Rubber Prod. 1,260: Fabricated Metals 580; Food 490; Textile Proo. 550; Stone Clay & Glass Pdts. 500; Machinery 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29. Last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING:
Principal Shopping Areas-Florence-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.
Neighborhood Shopping Areas-2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Hghts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seven Points(17)	2	TG&Y, Kroger, SupeRx
Four-Lane(18)	1	A&P
Boulevard	3	K mart, Kwik-Chek
Towne Plaza(12)	1	Big K, SupeRx, Kroger, Kent's
Southgate Mall(30)	NA	Woolco, Big B Drugs, Rogers, Winn-Dixie
Florence Pl.(13)	NA	Woolco, SupeRx, Kroger
English Village(15)	NA	Hancock Fabrics, London Shop,
Regency Square Mall(19)	NA	Castner-Knott, Pizitz, Sears, Penneys

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon. & Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: Department Stores-Sears; Penney's; Rogers 2; TG&Y 2; Davis'.
Discount Stores-K mart 2; Big K; Woolco 2; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General Store; TG&Y 2.
Variety Stores-TG&Y 2.
Chain Drug Stores-Walgreen; SupeRx 3; Rexall 4; Whorton's 3; Big B 2; Rushing 2; Colbert's 2; Eckerd's.
Chain Supermarkets-Kroger 3; Winn-Dixie 3; Big Star 5; Wilson's 3; Fuller; Shop Rite 8; Food World; Warehouse Grocery; Consumer's Warehouse.
Other Chain Stores-Busch's Jewelry; Firestone; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Smith-Alsop Paint; Southern Sash; Sterchi Bros.; Thom McAn; United Paint; Western Auto 2; Zale Jewelry; Village Shops 5; Best Jewelry 2; Otasco; Royal Furniture; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Sports Edition.

14 - NEWSPAPERS: TIMES-TRI-CITIES DAILY (e) 28,549; (S) 30,926; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Royce Isom, Adv. Dir., TIMES-TRI-CITIES DAILY, PO Box 797, Florence, AL 35631; Tel. (705) 766-3434.
National Representative: Landon Associates.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485; Loc. Est. 12,285
County 80 Cen. 53,658; Loc. Est. 57,395

4 - HOUSEHOLDS:
City 80 Cen. 4,410; Loc. Est. 4,601
County 80 Cen. 19,247; Loc. Est. 20,783

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 67,792

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fabricated Steel 500.
Principal Industry Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Center-De Kalb Plaza, 15 blocks on Gault Ave. South.
Neighborhood Shopping Center-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. North; K mart shopping center, on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(6)	NA	Winn-Dixie, Wal-Mart, Pic 'N Pay, Sears
K mart(3)	NA	K mart, Food World, Big B
Hurley's(3)	NA	Fred's, Bruce's Foodland

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers, food, drug.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Lays; Fred's; Worth Ratliff.
Discount Stores-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Lay's; Wal-Mart.
Chain Drug Stores-Harco; Kilgore; Big B Drugs.
Chain Supermarkets-Winn-Dixie; A&P; Warehouse Markets; Food Land; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (m-tue to fri; S) 6,151; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Steve Smith, Gen. Mgr., TIMES JOURNAL, 200 8th St., S.E., Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: None.

GADSDEN

1 - LOCATION: Etowah County (SMSA). E&P Map C-2, County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways, 1-59; U.S. Hwys. 431, 278, 411, 11; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: Railroads-L&N; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Southeastern Commuter.

3 - POPULATION:
Corp. City 80 Cen. 47,565; Loc. Est. 46,149
CZ-ABC: (70) 64,339; (82) 59,600
RTZ-ABC: (70) 146,691; (82) 196,900
CountySMSA 80 Cen. 103,057; Loc. Est. 106,018
City RTZ-ABC: (70) 211,030; (82) 256,500

4 - HOUSEHOLDS:
City 80 Cen. 18,143; Loc. Est. 18,300
CountySMSA 80 Cen. 36,864; Loc. Est. 39,112
CZ-ABC: (70) 21,060; (82) 22,800
RTZ-ABC: (70) 46,101; (82) 72,900
City & RTZ-ABC: (70) 67,161; (82) 95,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11	$300,000,000
Savings & Loan	2	$114,928,094

6 - PASSENGER AUTOS: County 130,632

7 - ELECTRIC METERS: 30,204

8 - GAS METERS: 24,515

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 3,800 ($210); Rubber 4,000 ($210); Trucking ($200); Concrete Pipe ($150); Dairy Prod. ($150); Light Machinery (NA).
Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Center-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers-W. Gadsden-12th and Forrest Ave. E. Gadsden-E. Broad and Hoke St. Alabama City: Wall St., Rainbow City, N. 12th St. Attalla; N. 3rd St. and Meighan Blvd.; Noccalula.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Plaza(22)	2	Woolco, Bruno's, Eckerd's
Agricola(18)	1	Bruno's, Eckerd's, G.C. Murphy
Gadsden Mall(67)	1	Sears, Pizitz, Belk's
K mart	NA	Food Giant, K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Sears; Belk-Hudson; Pizitz; and all Mall stores.

13 - RETAIL OUTLETS: Department Stores-Pizitz; Martin's; J.C. Penney; Sears; G.C. Murphy; Belk-Hudson; Ike Saks; Rutenberg's; Hagedorn's.
Discount Stores-Top Dollar; K mart 2; Woolco; Wal Mart 2.
Chain Drug Stores-Eckerd's 2; Buy Wise 5; Big B 2; Alaco 5.
Chain Supermarkets-Piggly Wiggly 4; Bruno's 3; Jitney Jungle; IGA 2; Warehouse Groc. 3; Winn-Dixie; Food Giant 2.
Other Chain Stores Otasco; Goodyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Hardy; Vicki-V (Vogue); Lowes; Marvins.

14 - NEWSPAPERS: TIMES (e) 26,663; (S) 28,851; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wallace Miller, Adv. Dir., TIMES, PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative: Landon Associates.

HUNTSVILLE

1 - LOCATION: Madison County (SMSA). E&P Map C-2, County Seat. Corporate area 106 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), miscellaneous manufacturing and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. 231, 431 and 72. Municipal Jetport.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways.
Airlines-United; Republic; American; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 142,513; Loc. Est. 145,458
CZ-ABC: (70) 137,802; (82) 155,700
RTZ-ABC: (70) 217,483; (82) 248,800
County 80 Cen. 196,966; Loc. Est. 202,136
SMSA 80 Cen. 308,593; Loc. Est. 316,493
City & RTZ-ABC: (70) 355,285; (82) 404,500

4 - HOUSEHOLDS:
City 80 Cen. 50,424; Loc. Est. 52,946
County 80 Cen. 67,082; Loc. Est. 71,026
SMSA 80 Cen. 105,929; Loc. Est. 111,977
CZ-ABC: (70) 40,747; (82) 53,900
RTZ-ABC: (70) 64,238; (82) 86,600
City & RTZ-ABC: (70) 104,985; (82) 140,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$266,783,643
Commercial	6	$759,913,330

6 - PASSENGER AUTOS: County 246,863

7 - ELECTRIC METERS: Residence 76,791

8 - GAS METERS: Residence 28,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ave. Wkly. Wage)-Redstone Arsenal 24,000 ($350); Textile & Leather 1,817 ($250); Fabricated Metals 310 ($300); Electronics, Fine Metals 351 ($300); Farm Implements 226 ($220); Construction 4,000 ($275); Chemicals 260; Machinery 1,500; Engineering Res. & Dvlpmt. 11,000 ($450). Also Oakwood College (632 students, 72 Teachers); Univ. of Alabama Huntsville campus (4,000 students, 190 teachers); Alabama A&M College (3,700 students, 175 teachers); Cosmetics 500 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Principal Shopping Center-10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Heart of Huntsville 22 units; Mall 60 units; Dunnavant's Mall, 19 units; Willowbrook 25 units; Haysland-Hamilton Square 28.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(60)	3	Rutenbergs, Penneys, Lerner, Woolworth, Walgreens
Parkway City(66)	4	Parisians, Pizitz, Rutenbergs, Walgreens, Murphy Mart
Heart of Huntsville(22)	1	Sears, Eckerds, Woolworth, Rutenbergs, Cunninghams
Haysland-Hamilton Square(28)	6	Foodworld, Big B, WalMart, Winn Dixie, Belk Hudson
Dunnavants(19)	1	Dunnavants
Woolco(18)	4	Woolco, Winn Dixie
Oak Park(14)	3	Kroger, Radio Shack
Whitesburg(16)	5	Lucky's, Budds, Propsts
Willowbrook(16)	6	Piggly Wiggly, Eckerds
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs Ethan Allen. Mason Jeweler
Crossroads(7)	4	Winn Dixie, Eckerds
Governors Drive(5)	3	Kents, Center Drug
Northside(11)	5	Winn Dixie, Kents, Auto Shack
Westbury(10)	4	Goldbro, Big B, Foodworld
Wal Mart(4)	3	Wal Mart, Kroger

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Principal Shopping Center-Thurs. & Fri. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Dunnavants; Montgomery Ward; J.C. Penney; Belk-Hudson; Pizitz; Parisian.
Variety Stores-Woolworths 2; Murphy Mart 2; Wal-Mart.
Discount Stores-K mart; Eckerd's Drug; Edwards Warehouse; Derrick's Furn. Ctr.; Woolco; Handy City; Service Merchandise; Scotties; Wal-Mart; Foodworld; Golbro; Pic 'N Pay Shoes; Family Dollar; Kent's.
Chain Drug Stores-Walgreen; Eckerd's; Propst; Medicine Shoppe; Big B; Kroger Food & Drug; Albertson.
Chain Supermarkets-Krogers; Winn Dixie; Lucky's; Piggly Wiggly; Big Star; Big Bros.; Albertson; Foodworld.
Other Chain Stores-Shoes: Butlers, Ford, Bell Bros., Jarman, Kinney; Women's Ready-to-Wear: Eleanors, Lerners, Mary's Shoppe, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Marks Fitzgerald, Edward's Holderfields; Rubber Goods: Goodyear, Goodrich, General Tire, U.S. Tire, Firestone, Pizitz, Tires & Wheels; Men's Wear: National Shirts, Schwobilt, Budd's, London Transit; Jewelers: Brombergs, Lorchs, Zales, Masons, Cross, Kay.

14 - NEWSPAPERS: TIMES (e-mon to fri) 56,474; (sat) 48,440; (S) 60,422; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Virginia B. Bowers, Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.
National Representative: Newhouse.
NEWS (m-mon to fri) 13,237; (m-sat) 11,013; Comb. (m & e) 69,711; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Eaton, Adv. Mgr., NEWS, 2117 West Clinton Ave., Huntsville, AL 35804; Tel. (205) 534-2529.
National Representative: Newhouse.

JASPER

1 - LOCATION: Walker County (in Birmingham SMSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, manufacturing, and agriculture (includes cattle, poultry, & timber).

2 - TRANSPORTATION: Railroads-Frisco and Illinois Central; Southern.
Motor Freight Carriers-Hiller; Ross Neely; plus connections with all carriers serving Birmingham.

Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,894; Loc. Est. 12,317
PMA-ABC: (70) 56,246; (82) 71,100
County 80 Cen. 68,660; Loc. Est. 72,807
SMSA 80 Cen. 847,360; Loc. Est. 871,838

4 - HOUSEHOLDS:
City 80 Cen. 4,412; Loc. Est. 4,592
PMA-ABC: (70) 17,691; (82) 20,200
County 80 Cen. 23,817; Loc. Est. 25,998
SMSA 80 Cen. 303,661; Loc. Est. 321,885

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$272,105,109
Savings & Loan	2	$122,707,136

6 - PASSENGER AUTOS: County 37,000

7 - ELECTRIC METERS: Residence 13,559

8 - GAS METERS: Residence 3,151

9 - PRINCIPAL INDUSTRIES: Mining, Manufacturing, and Agriculture. Approx. 20,000 wage earners (county); Avg. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jasper Mall(40)	NA	K mart, Penney, Zale's, Eckerd's
Jasper Square(12)	NA	Big B Drug
Parklands(40)	NA	G.C. Murphy, Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Weinstein's; Engle's; G. May & Sons 2.
Discount Stores-Top Dollar; G.C. Murphy; Bargaintown; Payless; David Lee's; Fred's; Wal-Mart.
Variety Stores-Woolworths; Elmore's.
Chain Supermarkets-Dixie; Consumer's; Winn-Dixie 2; Food World; Handy Dandy Minit Mkts. 4; Son's 5.
Other Chain Stores-Goodyear; Firestone; Singer; Lorch's; Big B.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 10,971; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.
National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18 and 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.
Intercity Bus Lines-Greyhound; East Alabama Coach.

3 - POPULATION:
Corp. Cities 80 Cen. 10,209; Loc. Est. 11,040
Lanett, AL 80 Cen. 6,897; Loc. Est. 6,674
West Point, GA 80 Cen. 4,294; Loc. Est. 4,366
Counties 80 Cen. 89,194; Loc. Est. 90,858
Chambers, AL 80 Cen. 39,191; Loc. Est. 38,681
Troup, GA 80 Cen. 50,003; Loc. Est. 52,177

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236; Loc. Est. 4,319
Lanett 80 Cen. 2,644; Loc. Est. 2,634
West Point 80 Cen. 1,592; Loc. Est. 1,685
Counties 80 Cen. 30,975; Loc. Est. 32,598
Troup, GA 80 Cen. 17,455; Loc. Est. 18,823
Chambers, AL 80 Cen. 13,520; Loc. Est. 13,775

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$21,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 24,936; Chambers, AL 44,407

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 8,454; Latex 400; Foundry & Mach. 150; Textile Machy. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Plaza(15)	1	Winn-Dixie, Ben Franklin, Green Drug
Cherry Valley(23)	NA	SupeRx, Pittsburgh Paint

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Gallant; J.C. Penney; H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's.
Variety Stores-Laird's; Ben Franklin.
Chain Drug Stores-Lee's; SupeRx.
Chain Supermarkets-Big Star; Big Apple; A&P; Kwik Chek; Wright's P&T; Hayes; Big Bear; Givorn's.
Other Chain Stores-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's; Jewel Box.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 10,436; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mark T. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St., Lanett, AL 36863; Tel. (205) 644-1101.
National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (SMSA). E&P Map B-5. 157 mi. NE of New Orleans, LA, in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: Railroads-Alabama; Louisville & Nashville; Southern Ry System; Illinois Central Gulf; St. Louis-San Francisco; Frisco & Alabama State Docks Terminal (freight). Important river canal system.
Motor Freight Carriers-60.
Intercity Bus Lines-Continental Southern; Greyhound; Trailways; Gulf Transport.
Steamship Lines-61 Passenger; 39 Freight.
Airlines-American; Eastern; Republic; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 200,452; Loc. Est. 203,938
CZ-ABC: (70) 240,051; (82) 256,400
RTZ-ABC: (70) 393,256; (82) 512,500
SMSA 80 Cen. 442,819; Loc. Est. 461,843
County 80 Cen. 364,379; Loc. Est. 378,537
City & RTZ-ABC: (70) 633,307; (82) 768,900

4 - HOUSEHOLDS:
City 80 Cen. 71,400; Loc. Est. 74,260
County 80 Cen. 123,090; Loc. Est. 131,972
SMSA 80 Cen. 149,825; Loc. Est. 161,245
CZ-ABC: (70) 71,382; (82) 89,400
RTZ-ABC: (70) 110,629; (82) 169,500
City & RTZ-ABC: (70) 182,011; (82) 258,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$800,793,095
Commercial	7	$1,413,326,000

6 - PASSENGER AUTOS: County 258,000

7 - ELECTRIC METERS: Total 142,934

8 - GAS METERS: Total 86,832

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chemical & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whls. & Ret 36,800; Govt. 27,200; Const. 11,000; Mfg. 31,000; Services 29,800; Transp. 10,400; Finance 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-13,000 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:
Principal Shopping Center-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65.
Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco, Whistler, Toulminville, Plateau; Tillman's Corner.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	NA	Gayfers, Burts, Woolworth, Eckerd's, Phillips Shoes, Steins
Bel Air Mall(138)	NA	Sears, Penney, Holmes
Springdale Plaza & Mall(100)	NA	Gayfers, Mont. Ward, K&B Drugs, Belk-Avery
Prichard	NA	Penney, TG&Y, Greer's Foods, Delchamps, Eckerd's, Rhodes Furn.
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, Gibsons, TG&Y, Kinney Shoes
Springhill Plaza & Mall(15)	NA	A&P, Firestone, TG&Y, Big B Drugs, Wests, Eckerd's
Springhill Plaza(33)	NA	Delchamps, Woolco, K&B
Kingswood-University(13)	NA	Otasco, A&P, Gaylords
Regency	NA	Winn-Dixie, Food World, Big B Drugs, K mart, TG&Y, Radio Shack, Revco
Midtown Mart(15)	NA	A&P, Eckerd's, Otasco, Lowe's, TG&Y, Delchamps
Skyline Plaza	NA	Woolco, Delchamps, K&B, Greers
Westgate(12)	NA	Winn-Dixie, Otasco, Radio Shack, Revco, Rose's
Tillman's Corner	NA	Food World, Goodyear, A&P, Winn-Dixie, TG&Y, K&B, Hancock Fabrics
Gulf Dale(12)	NA	Delchamps, Greers
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn., Cloth World

Principal Shopping Days-Food-Fri. and Sat. Others-Fri., Sat., Mon.
Stores Open Evenings-Sears, Gayfer's, Holmes, Wards, Penneys, West's, Woolco, Gaylord, K mart.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; Zoghbys; Penney; Montgomery Ward; Woolco; Rose's; Holmes.
Discount Stores-Gaylords; Dollar General; Rose's; Plain Value; Scotties.
Variety Stores-Kress; TG&Y; Super 5&10; Woolworth; Dollar General; Family Dollar.
Chain Drug Stores-Eckerd's 12; K&B 5; Revco 6; Big B 4.
Chain Supermarkets-Delchamps 21; National 4; A&P 6; Greer's (Save More) 15; Winn-Dixie 13; Food World (Brunos) 4; IGA 8.
Other Chain Stores-Singer Stores; Wests; Goodrich; Goodyear; Otasco; Firestone; Rhodes Furniture; Phillips Shoes; Lerner Shops; Gulf Furniture; Lee Optical; Lorch Jewelers; Royal Optical; Pearl Vision Center; Bakers; Burts; Thom Mc An.

14 - NEWSPAPERS: MOBILE REGISTER (m-mon to fri) 51,124; MOBILE PRESS (e-mon to fri) 50,730; Comb. (m&e) 101,854; (m-sat) 83,915; PRESS REGISTER (S) 97,132; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS REGISTER, 304 Gov't St., Mobile, AL 36630; Tel. (205) 433-1551.
National Representative: Newhouse Newspapers.

MONTGOMERY

1 - LOCATION: Montgomery County (SMSA). E&P Map C-4, State Capital, County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta, GA. Located on AL River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: Railroads-L&N; C of Ga; W of Ala; Seaboard Coast Line; Gulf Mobile & Ohio; Southern; Illinois Central Gulf.
Motor Freight Carriers-37.
Airlines-Delta; Republic.

3 - POPULATION:
Corp. City 80 Cen. 178,157; Loc. Est. 186,884
CZ-ABC: (70) 137,646; (82) 179,500
RTZ-ABC: (70) 401,129; (82) 455,200
County 80 Cen. 197,038; Loc. Est. 206,690
SMSA 80 Cen. 272,687; Loc. Est. 285,512
City & RTZ-ABC: (70) 538,775; (82) 634,700

4 - HOUSEHOLDS:
City 80 Cen. 62,716; Loc. Est. 65,484
County 80 Cen. 68,471; Loc. Est. 73,725
SMSA 80 Cen. 92,692; Loc. Est. 100,147
CZ-ABC: (70) 42,795; (82) 65,300
RTZ-ABC: (70) 115,448; (82) 153,300
City & RTZ-ABC: (70) 158,243; (82) 218,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$1,089,554,000
Savings & Loan	4	$168,300,000

6 - PASSENGER AUTOS: County 139,922

7 - ELECTRIC METERS: 73,112

8 - GAS METERS: 64,130

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber 1,000; Food 2,100; Textile 2,600; Chemical 200; Stone & Clay 1,900; Furni-

HUNTSVILLE

Alabama's 3rd Largest Market

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	861,200	$6,952,436,000	$4,047,371,000
2	MOBILE	454,600	3,140,599,000	1,930,982,000
3	HUNTSVILLE	312,400	2,531,814,000	1,307,694,000
4	MONTGOMERY	280,900	2,190,009,000	1,179,814,000

Source: 1982 Survey of Buying Power

Huntsville Times & News

Represented by Newhouse Newspapers

ture 600; Axes 900; Wholesale & Retail 24,100; Mfg. & Svc. 17,200; Mining 120; Construction 6,000; Transportation 4,600; Finance 5,600; Military 6,626; State 7,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30. Last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:
Principal Shopping Centers-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie, Wilson's
Cloverland(44)	NA	IGA
Coliseum(7)	NA	
Country Club(6)	NA	Kwik-Chek
Dalraida(7)	NA	Winn-Dixie
Eastdale Mall(83)	NA	Mont. Ward, Winn-Dixie, Parisians, Gayfers, Pizitz
East Montgomery Plaza(10)	NA	Super Foods, TG&Y
Eastbrook(33)	NA	Super Foods
Fair Court(20)	NA	Foodworld, Eckerd's
Fairview Plaza(6)	NA	Winn-Dixie, Otasco, Revco
Forest Hills(12)	NA	
Gay Meadows(8)	NA	
Governors Sq.(17)	NA	Woolco
Montgomery East(12)	NA	
Montgomery Mall(45)	NA	Penney's, Food World Mkt., Gayfer's
Normandale(45)	NA	Winn-Dixie
Park Plaza(6)	NA	Winn-Dixie
Perry Hill(7)	NA	Big Bear, Ben Franklin
Southside(15)	NA	

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mall open every night to 9:00; rest open Mon., Thu., Fri. to 9; all closed Sunday.

13 - RETAIL OUTLETS: Department Stores-Gayfer's 2; J.C. Penney; Sears; Montgomery Ward; Parisians; Pizitz.
Discount Stores-Gaylord's 2; Service Merchandise 2; Woolco; TG&Y; K mart 2.
Variety Stores-Kress; H.L. Green.
Chain Drug Stores-Dixie Rexall; Revco 2; Eckerd's 4; SupeRx; Southside 2; Yancy 3; Price 4; Medicine Shoppe; Big B Drugs.
Chain Supermarkets-A&P 5; Winn-Dixie 10; Big Bear 10; Jiffy 4; Food World 3; Hudson-Thompson 25; K mart; Hardin 7-11; Grocery 2; Big Apple 2; Zippy Mart 11.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Western Auto; Goodrich; Uniroyal; Stein's; Schwobit's; S&H Green Stamps; Otasco; Lowe's; Zachry's.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 45,724; JOURNAL (e-mon to fri) 22,517; Comb. (m&e) 68,242; ADVERTISER JOURNAL (sat. & hols.) 61,640; (S) 74,572; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom D. Conner, Nat'l. Adv. Mgr., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36102; Tel. (205) 262-1611.
National Representative: Branham.

MUSCLE SHOALS

See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of AL, Central of GA.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; Loc. Est. 50,810
Opelika 80 Cen. 21,896; Loc. Est. 21,874
Auburn 80 Cen. 28,471; Loc. Est. 28,936
CZ-ABC: (70) 41,794; (82) 52,900
RTZ-ABC: (70) 70,743; (82) 85,200
County 80 Cen. 76,283; Loc. Est. 77,529
City & RTZ-ABC: (70) 112,537; (82) 138,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; Loc. Est. 18,173
Opelika 80 Cen. 7,685; Loc. Est. 7,784
Auburn 80 Cen. 10,324; Loc. Est. 10,389
CZ-ABC: (70) 11,931; (82) 17,800
RTZ-ABC: (70) 21,091; (82) 29,500
County 80 Cen. 26,973; Loc. Est. 28,345
City & RTZ-ABC: (70) 33,022; (82) 47,300

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	2	$30,000,000
Commercial	6	$129,000,000

6 - PASSENGER AUTOS: County 76,730

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Textile 3,023 (NA); Creamery 160 (NA); Foundry 100 (NA); Recording Tape 1,200 (NA); Auto Tires 1,300 ($135).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Center-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plaza(30)	NA	J.C. Penney, SupeRx, United Super
Village Mall(35)	NA	Revco, Zales, Gayfers, Sears, Murphys

Principal Shopping Days-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; K mart; Belk's; Howard Bros.; Sears Roebuck; J. C. Penney.
Variety Stores-Woolworth; Murphy's; Opelika.
Discount Stores-Lee Discount; Howard Bros.; Family Dollar; Wal-Mart; TG&Y; Wal-mart 2.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Piggly-Wiggly; Consumer Foods; United Super.
Chain Drug Stores-Lee's; SupeRx; Treasury; Revco.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Kenwin Shop; Lorch's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,492; (S) 14,875; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Overholtzer, Adv. Mgr., NEWS, PO Drawer 2208, Opelika, AL 36802; Tel. (205) 745-5761.
National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County, E&P Map C-2, County Seat. 45 mi. E of Huntsville.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways.
Barge-on Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758; Loc. Est. 14,992
County 80 Cen. 51,407; Loc. Est. 52,220

4 - HOUSEHOLDS:
City 80 Cen. 5,269; Loc. Est. 5,840
County 80 Cen. 17,689; Loc. Est. 19,606

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$790,144,716
Savings & Loan	3	$189,432,873

6 - PASSENGER AUTOS: County 62,529

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bedspreads; Men's Underwear; Bath Mats; Agriculture; Lumber and Timber Area; Cotton; Corn; Copper & Brass Products; Rubber Goods; Printing; Aluminum; Air Conditioning Components; Business Furniture; Cardboard; Power Production.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING:
Principal Shopping Center-Downtown area and Courthouse Square.
Neighborhood Shopping Centers-Scottsboro Shopping Center; Holiday Center; Scottsboro Plaza; Jackson Square; K mart Center;Scottsboro Square; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Super Valu
Grant	8	Foodland
Woodville	12	Shop-E-Zy Foods
Stevenson	14	Perkins, Piggly Wiggly, Shoprite
Pisgah	10	Super Valu
Rainsville	18	M&J Super Mkt.

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Warehouse Groceries; Lucky's; Piggly Wiggly; Red Food 24 hrs. ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Derrick's; Parks; Kennamer's; Hammer's; Ratlif's; Cato's; Sears; Walmart; Otasco.
Discount Stores-Fred's; Bargain Town U.S.A.; Woolworth's; Top Dollar; Family Dollar; K mart.
Variety Stores-Lay's.
Chain Drug Stores-Big C; Hodges; Harco; Big B.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Lucky's; Jitney Jr.; Shopworth; Warehouse Groceries; Super Valu; Shoprite; Red Food; Kroger.
Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Singer Co.; Pacific Finance; Pic 'N Pay Shoes; Radio Shack; Shoe City.

14 - NEWSPAPERS: SENTINEL (m-tues to fri) 5,905; (S) 5,905; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Lloyd Chumley, Adv. Mgr., SENTINEL, 704 E. Laurel St., Scottsboro, AL 35768; Tel. (205) 259-1020.
National Representative: General Adv. Service.

SELMA

1 - LOCATION: Dallas County, E&P Map C-4, County Seat. On Alabama River, center of state. Agricultural and cattle section.

2 - TRANSPORTATION: Railroads-Southern; Western of Alabama; Louisville & Nashville.
Waterways-Navigable River to Port of Mobile.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684; Loc. Est. 26,507
County 80 Cen. 53,981; Loc. Est. 53,645

4 - HOUSEHOLDS:
City 80 Cen. 9,201; Loc. Est. 9,113
County 80 Cen. 17,590; Loc. Est. 18,037

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	2	$280[illegible]0,000
Commercial	5	$237,600,000

6 - PASSENGER AUTOS: County 50,834

7 - ELECTRIC METERS: Residence 17,466

8 - GAS METERS: Residence 12,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber 1,275; Cigar Mfg. 250; Lock Mfg. 500; Lawn Mowers 200; Table Magnesium 120; Sewing Plant 772; Packing Plant 254; Bricks 140; Farm Mach. 150; Battery Mfg. 100; Bush Hog & Tractor Mfg. 475; Paper Co. 364; Laura Industries 450; Aluminum Products 500; Windshields 200; Assurance Glass 136; American Candy 350; Disco Aluminum Prod. 285; Beach Air-Craft Corp. 500; Selma Apparel Corp. 499.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-8 blocks on Broad St. (3 blocks East & West).
Neighborhood Shopping Centers-North Broad St. 12; Selmont; East Selma; West Selma; Morrow's; Citizen's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gastons(6)	NA	IGA
Satterfield(5)	NA	Winn-Dixie
Selma(45)	NA	Sears, J.C. Penney
Valley Creek(4)	NA	Big K, Revco

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Thompson's; Kaysers; J.C. Penney; Leon's; Bealls.
Discount Stores-Wal-Mart.
Variety Stores-S.H. Kress; Fred's Discount; Family Dollar; Top Dollar.
Chain Drug Stores-Carters; Walgreen; Pilcher-McByrde Rexall; Post Office Drug; Eckerd's; Revco; Copeland Drugs; Brown Drugs; Swift; Interlink; Wilbourne's.
Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear/Super Foods; Kwik Way; Washington St. Supermarket; Stewart; King & McKenzie.
Other Chain Stores-Firestone; Goodrich; Goodyear; Zale Jewelry; Lorch's; Plain Value; White Auto; Hancock Fabric; Moore Handley Homecrafters; Ace Hardware.

14 - NEWSPAPERS: TIMES-JOURNAL (e-mon to fri) 9,546; (m-sat) 9,329; (S) 10,220; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Shelton Prince, Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel.(205) 875-2110.

National Representative: Landon Associates.

SHEFFIELD

See FLORENCE

SYLACAUGA

1 - LOCATION: Talladega County, E&P Map C-3, County Seat. Manufactures cottonseed oil, cotton cloth, bricks, lumber, fertilizer, soft drinks, caskets, mattresses. Approx 40 mi. SE of Birmingham on US Hwy 280. Manufacturing, agricultural and military center. NE portion of state. 65 mi. E of Postville; on U.S. Hwy. 17; State Hwy. 95; I-95.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,708; Loc. Est. 12,411
County 80 Cen. 73,826; Loc. Est. 73,666

4 - HOUSEHOLDS:
City 80 Cen. 4,679; Loc. Est. 4,569
County 80 Cen. 24,061; Loc. Est. 24,775

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$58,705,000

6 - PASSENGER AUTOS: County 81,640

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Cotton Gins; Marble Quarries & Finishing Plants; Pine Timber; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 50-105; Fall 15-100; Winter 10-80. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Alkaline, medium hard; not flouridated.

12 - RETAILING:
Principal Shopping Centers-Talladega Hwy.; Fort Williams Rd. (17 stores); North Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marble City Plaza(11)	NA	Family Dollar, Foote Bros.
Ogletree Plz.(17)	NA	Kuhns Big K, Bargain Town
Sylacauga Ctr.(5)	NA	Sears, Elmore's, Harco

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck.
Discount Stores-Bargain Town USA; K mart.
Variety Stores-Elmore's.
Chain Drug Stores-Harco; Hobson's Plaza Phcy.
Chain Supermarkets-Brunos; Consumer Warehouse.

14 - NEWSPAPERS: ADVANCE (m-wed to fri; S) 3,105; sworn Sept. 30, 1980 (latest statement available).
Local Contact for Advertising and Merchandising Data: Chris Kramer, Jr., Adv. Dir., ADVANCE, 24 W. Second St., Sylacauga, AL 35150; Tel. (205) 245-4394.
National Representative: None.

TALLADEGA

1 - LOCATION: Talladega County, E&P Map C-3, County Seat. 54 mi. E of Birmingham. On U.S. Hwy. 280 & 231; State Hwy. 21, 77.

2 - TRANSPORTATION: Railroads-Southern; L&N; ACL.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,128; Loc. Est. 18,889
County 80 Cen. 73,826; Loc. Est. 73,666

4 - HOUSEHOLDS:
City 80 Cen. 6,048; Loc. Est. 6,046
County 80 Cen. 24,061; Loc. Est. 24,775

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$91,335,302
Commercial	6	$196,837,525

6 - PASSENGER AUTOS: County 81,640

7 - ELECTRIC METERS: Residence 21,954

8 - GAS METERS: Residence 9,981

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Bags 3,700; Machine & Foundry 600; Sawmill Machinery 120; Foundation Garments 100; Lumber & Box Mfg. 110; Men's Pants 415; Brooms & Mops 161; Miscellaneous 130. Av. Wkly. Wage N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate	NA	Wal-Mart
Gibson(3)	NA	Gibson's, Super Valu
Marble City(11)	NA	Man's World, Foot Bros., Dixie Foods
Ogletree(14)	NA	Big K, Bargaintown, Wal Mart, Consumer Foods
Sylacauga(5)	NA	Sears, Harco, Payless Shoe, Family Dollar
Syla. Shopping Square(3)	NA	Winn-Dixie, Eckerd Drugs, K mart
Talladega Plaza(4)	NA	Super Value Disco, Sears, Volume Shoes
Talladega(19)	NA	Winn-Dixie, Woolworth, Belk-Hudson, Harco Drug, Goodyear

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Woolworth's; Belk-Hudson; Goldberg & Lewis; Kenwin; Maudee's; Helen's; Sears; Diana Shops; K mart 2; Wal-Mart 2; Cohen's 2.
Discount Stores-Top Dollar; Bargaintown USA; Win Way 2; Lee's; Gibson's; TG&Y.
Variety Stores-Emery's.
Chain Drug Stores-Harco 2; Buy Wise; Eckerd's Drugs.
Chain Supermarkets-Winn-Dixie 4; A&P 2; Super Valu 2; Food Town; Consumer Warehouse; Dixie Super Store; Kroger.
Other Chain Stores-Western Auto 2; Goodyear 2; Kenwin 2; Sherwin-Williams 2; Sears (catalog); Diana Shops; Southern Shoe; Cato's; Braswell Furniture; Gibson's; Marvin's; Snow's; Foote Bros.; Shoe City.

14 - NEWSPAPERS: HOME (m) 11,395; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Larry M. Camp, Adv. Dir., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.
National Representative: None.

TROY

1 - LOCATION: Pike County, E&P Map C-4, County Seat. Agricultural, cattle, hog, broiler, mining and industrial area. Timber & pulpwood, misc. mfg., wholesale grocery, drug, insecticide distributing center. Dist. Hqtrs. (14 counties) State Hwy. Dept. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads-Seaboard-Coastline; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587; Loc. Est. 13,348
County 80 Cen. 28,050; Loc. Est. 29,913

4 - HOUSEHOLDS:
City 80 Cen. 4,160; Loc. Est. 4,606
County 80 Cen. 9,525; Loc. Est. 10,545

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: County 31,375

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Woodworking 497; Textiles 511; FertilizerInsecticides 116; College Plant 615; Truck Body 115; Troy State University (5,732 students, 180 faculty).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoride treated.

12 - RETAILING:
Principal Shopping Center-10 blocks on 4 streets, Troy Plaza; Park Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parklane(6)	NA	Piggly-Wiggly, Sears, Fred's Dollar Store
The Troy Plaza(8)	NA	Big K, Winn-Dixie
Southland Village	NA	Piggly-Wiggly, TG&Y

Principal Shopping Days-Mon. thru Sat., 1 pm Sun.

13 - RETAIL OUTLETS: Department Stores-Rosenberg's; Leon's; Stanton's; Save-Way; Big K; Town Square.
Variety Stores-Fred's.
Discount Stores-Bargaintown USA; Top Dollar.
Chain Drug Stores-SupeRx; Harco Drugs.
Chain Supermarkets-Big Bear; Piggly Wiggly; IGA; Winn-Dixie; Qwik Mart; Junior Foods.
Other Chain Stores-Diana Shops; Western Auto; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (e-tues to fri) 4,960; (S) 5,160; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Phyllis Bryan, Adv. Dir., MESSENGER, PO Box 727, Troy, AL 36081; Tel. (205) 566-4270.
National Representative: General Adv. Service.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (SMSA). E&P Map B-3, County Seat. 56 mi. SW of Birmingham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads-Southern (freight); Amtrak (passenger); Illinois Central & Gulf.
Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Mississippi & Ohio Rivers.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 75,143; Loc. Est. 78,311
CZ-ABC: (70) 88,923; (82) 106,900
RTZ-ABC: (70) 126,744; (82) 140,100
County/SMSA 80 Cen. 137,473; Loc. Est. 144,468
City & RTZ-ABC: (70) 215,667; (82) 247,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,147; Loc. Est. 28,162
CZ-ABC: (70) 25,022; (82) 35,200
RTZ-ABC: (70) 36,507; (82) 47,400
County/SMSA 80 Cen. 46,800; Loc. Est. 50,675
City & RTZ-ABC: (70) 61,529; (82) 82,600

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	3	$296,492,583
Commercial	5	$367,542,000

6 - PASSENGER AUTOS: County 143,452

7 - ELECTRIC METERS: 51,000

8 - GAS METERS: 30,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Rubber Plant 2,200 ($340); Lumber 1,800 ($200); Chemicals (N.A.); Coal (N.A.).
Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:
Principal Shopping Center-4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th St.; West Park; McCrory Village; 82 Bypass ; Also 6 blocks in Northport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkview(29)	2	A&P, Sears
City Center	2	City Furn.
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Winn-Dixie (Kwik-Chek), Harco
Northgate	2	Food Center
McFarland Mall(54)	6	Gayfer's, Woolco, Winn-Dixie
Woodsquare	2	Wal-Mart
K mart	NA	K mart
Meadowbrook(13)	3	Murphy Mart, Kroger
University Mall(46)	5	Sears, Pizitz, Penneys, Albertsons
Northwood	NA	Kroger, TG&Y, Piggly Wiggly

Principal Shopping Days-Dept. Stores-Mon., Thurs., Fri. Food: Sat., Thurs., Fri., Mon.
Stores Open Evenings-Food-Fri. (some 6 nights, two open 24 hours).
Shopping Centers-6 nights until 9.

13 - RETAIL OUTLETS: Department Stores-Adrians; J.C. Penney; Pizitz; Sears; Raymon's; G.C. Murphy; Gayfers; Murphy Mart.
Variety Stores-Woolworth; TG&Y; McCrory Village; Murphy's.
Discount Stores-Top Dollar; Bill's; Woolco; K mart; Fred's; Walmart.
Chain Supermarkets-A&P; Piggly Wiggly 5; Kwik-Chek 3; IGA; Cannon 4; Jr. Food Mart 8; Food World 2; Kroger 2; Warehouse Grocery; Consumer Warehouse 2; Albertson's.
Other Chain Stores-Women's Apparel: Eleanor Shop, Smart & Thrifty, Gayfers, Pizitz of B'ham; Shoes: Butler's, Bel Bros., Webster, Haverty; Paint: Glidden, Sherwin-Williams, Pittsburgh Plate Glass; Hdwe.: Westcash, J.O. Bowers, Moore & Handley; Jewelry: Lorch's, Busch's, Wilson's; Auto Parts: Goodrich, Goodyear, Firestone, Western Auto; General: Radio Shack, Orange Julius, Baskin-Robbins, Singer, S&H Green Stamps, Lowe's, Hancock Fabric, Otasco.

14 - NEWSPAPERS: NEWS (e) 30,739; (S) 36,074; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William M. Bonner, Adv. Dir., NEWS, 2001 6th St., Tuscaloosa, AL 35401; Tel. (205) 345-0505.
National Representative: Landon Associates.

TUSCUMBIA

See FLORENCE

ALASKA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anchorage-Anchorage Census Division.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	32	38	41
5-14 Years	71	69	74
15-24 Years	64	82	88
25-44 Years	88	144	155
45-64 Years	41	55	59
65 and Over	7	12	13
TOTAL	303	400	430

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	NA	150	160
General Mdse	116	227	266
Food	174	427	570
Automobiles	NA	241	244
Gasoline Stations	53	103	153
Apparel	29	69	80
Furniture	23	59	65
Eat-Drink Places	86	254	347
Drugs	32	80	101
TOTAL	772	1,831	2,299

ANCHORAGE

1 - LOCATION: Anchorage County. E&P Map B-3 (SMSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroads-Alaska.
Motor Freight Carriers-23.
Freight Steamship Lines-6.
Intercity Bus Lines-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter.
Airlines-17. Intermediate stop of international flights: Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Western; Alaska; Wien Air; Northwest; Reeve Aleutian; Alaska Aeronautical, Inc.; Air Taxi 60; Helicopters 14 (40 aircraft).

3 - POPULATION:
Corp. City 80 Cen. 173,017; Loc. Est. 173,288
SMSA/Census Div. Municipality 80 Cen. 173,017; Loc. Est. 173,288
PMA-ABC: (70) 154,383; (82) 241,600

4 - HOUSEHOLDS:
City 80 Cen. 60,042; Loc. Est. 61,963
SMSA/Cen. Div. Municipality 80 Cen. 60,042; Loc. Est. 61,963
PMA-ABC: (70) 42,952; (82) 79,500

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$1,403,[illegible]31,189
Commercial	10	$1,955,[illegible]13,000

6 - PASSENGER AUTOS: 93,283

7 - ELECTRIC METERS: Residence 56,854

8 - GAS METERS: Residence 37,231

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Gov't. 22,500; Wholesale & Retail Trade 17,450; Irons 8,000; Ins. & Real Est. 5,050; Const. 6,500; Mfg. 1,750; Petroleum; Services 16,000.

10 - CLIMATE: Av. Temp. Jan. 13; July 57. Annual rainfall 15 in.; Avg. annual snowfall 70 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 3 blocks on Diamond Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Vlg.(12)	3	Carr's, Payless, Pay'n Pak
Boniface	6	Pay'n Save, Safeway
Country Village	4	Discount Fabrics
Dimond(100)	6	Safeway, Pay'n Save, Lamont's Sportswest
Carrs Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Montgomery Ward, Market Basket
Northern Lts.(15)	2	Safeway, Pay'n Save, Ward's
Northway Mall	NA	Safeway, Pay 'n Save, Lamont's
Post Office Mall	0	Book Cache
Southcenter	5	D&A Super
Spenard University	4	Lamont's, Pay'n Save
Univ. Ctr.(34)	NA	Safeway, Book Cache, Sportswest
Sears Mall(30)	3	Sears, Carr's, Payless, Klopfenstein, Knobby, Anita
West Side City	8	Proctor's
Eagle River(6)	15	Carr's, Payless, Proctor's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom; Montgomery Ward; J.C. Penney; Sears; Lamont's 3.
Discount Stores-Fred Meyer.
Variety Stores-Woolworth; B&J.
Chain Drug Stores-Pay'n Save 6; Payless 6; Rexall; Long's Drugs 2.
Chain Supermarkets-Carr's 6; Safeway 6; Proctors 4; Prairie Mkt. 2; D&A Super 3.
Other Chain Stores-Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'n Pak; Anita 2; Jay Jacobs 2; McMahan's Furn.; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Singer; Baskin-Robbins 4.

14 - NEWSPAPERS: NEWS (m) 38,831; (S) 35,364; Mar. 31, 1982 ABC.
Local Contact for Advertising & Merchandising Data: Mark Hamilton, Mktg. Dir., NEWS, 200 Potter Dr., Anchorage, AK 99502; Tel. (907) 274-2561.
National Representative: CWO&O.
TIMES (e-mon to fri) 43,904; (m-sat) 42,510; (S) 55,707; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Vic Hussey, Mktg. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 279-5622.
National Representative: Branham.

FAIRBANKS

1 - LOCATION: E&P Map B-2, Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. Construction headquarters for Alaskan pipeline. In heart of Tanana Valley. 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada;

northern terminus of Richardson Hwy.; 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glennallen, Seward and Hart Hwys.; center of interior road network. International and two other airports; refueling stop for China, Japan and Korea airlines; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel. University of Alaska campus adjoins city; 3,534 on-campus residents. University's expanding research facilities include 1,400 to 1,500 technical and scientific personnel.

2 - TRANSPORTATION: Railroads-Northern terminus government-owned Alaska Railroad.
Motor Freight Carriers-20.
Bus Lines-Alaskan Coachways & Alaskan-Yukan Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).
Barge & River Lines-1.
Airlines-Alaska; Northwest Orient; Western; Wein Air Alaska; Alaskan Intl.; Alaska Central Air; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:
Corp. City 80 Cen. 22,645; Loc. Est. 22,989
CZ-ABC: (70) 31,364; (82) 44,200
RTZ-ABC: (70) 37,961; (82) 38,600
City & RTZ-ABC: (70) 69,325; (82) 82,800
Division 80 Cen. 53,983; Loc. Est. 54,802

4 - HOUSEHOLDS:
City 80 Cen. 8,145; Loc. Est. 8,151
Division 80 Cen. 18,224; 19,054
CZ-ABC: (70) 8,202; (82) 14,300
RTZ-ABC: (70) 8,254; (82) 8,700
City & RTZ-ABC: (70) 16,456; (82) 23,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$66,600,000
Commercial	5	$268,500,000

6 - PASSENGER AUTOS: 28,901

7 - ELECTRIC METERS: Residence 20,122

8 - GAS METERS: Bus. & Res. 139

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,738 ($750); Govt. incl. Military 15,700 ($370); Services 4,000 ($380); Retail & Wholesale 4,115 ($260); Trans., Comm., Util. 2,700 ($360); Fin., Insur., Real Estate 864 ($320); Other Mfg. 600 ($410).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40; Summer 48-80; Fall 20-32; Winter -17-3. First killing frost, Sept. 2. Last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet. Ground ranges from silt, sand & gravel in valleys; schist bedrock in hills; sporadic permafrost in valleys.

12 - RETAILING:Principal Shopping Center-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.
Neighborhood Shopping Centers-S. Cushman; Badger Rd.; North Pole; Garden Island; Graehl; Weeks Field; College; Lemeta; Fairlanes.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gavora Mall(14)	1	Pay'n Save, Market Basket
Bentley Mall(55)	2	Pay'n Save, Safeway
Shopper's Forum(13)	2	Lamont's, Market Basket
University Ctr.(34)	4	Pay'n Save, Safeway, Fred Meyer

Principal Shopping Days-Dept. Stores-Thu., Fri., Sat.; many open Sun.; Banks-Closed Sat.; open Fri. evening.
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom's; J.C. Penney; Sears; Montgomery Ward; Lamont's.
Variety Stores-Woolworth; Carr's; Pay'n Save; Fred Meyers.
Discount Stores-B&W Disco.
Chain Drug Stores-Co-Op; Pay'n Save 2.
Chain Supermarkets-Foodland; Market Basket 3; Safeway 2.
Other Chain Stores-Pay & Pak; Pay & Save Home Center; Singer.

14 - NEWSPAPERS: NEWS-MINER (e) 17,330; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dwight O. Foster, Adv. Dir., NEWS-MINER, 200 N. Cushman, Fairbanks, AK 99701; Tel. (907) 456-6661.
National Representative: Branham.

JUNEAU

1 - LOCATION: SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, B.C., and Seattle; connecting with Alaska Hwy.

2 - TRANSPORTATION: Railroads-Alaska Line Co.; Northland Marine Lines; Canadian Pacific; Canadian National; Chilkoot Motor Lines.
Airlines-Alaskan; Alaska State Ferry.

3 - POPULATION:
City/Division 80 Cen. 19,528; Loc. Est. 22,058

4 - HOUSEHOLDS:
City/Division 80 Cen. 7,035; Loc. Est. 8,199

5 - BANKS: N.A.

6 - PASSENGER AUTOS: 10,052

7 - ELECTRIC METERS: 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Forestry; Tourism; Transportation; Trade; Government. (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

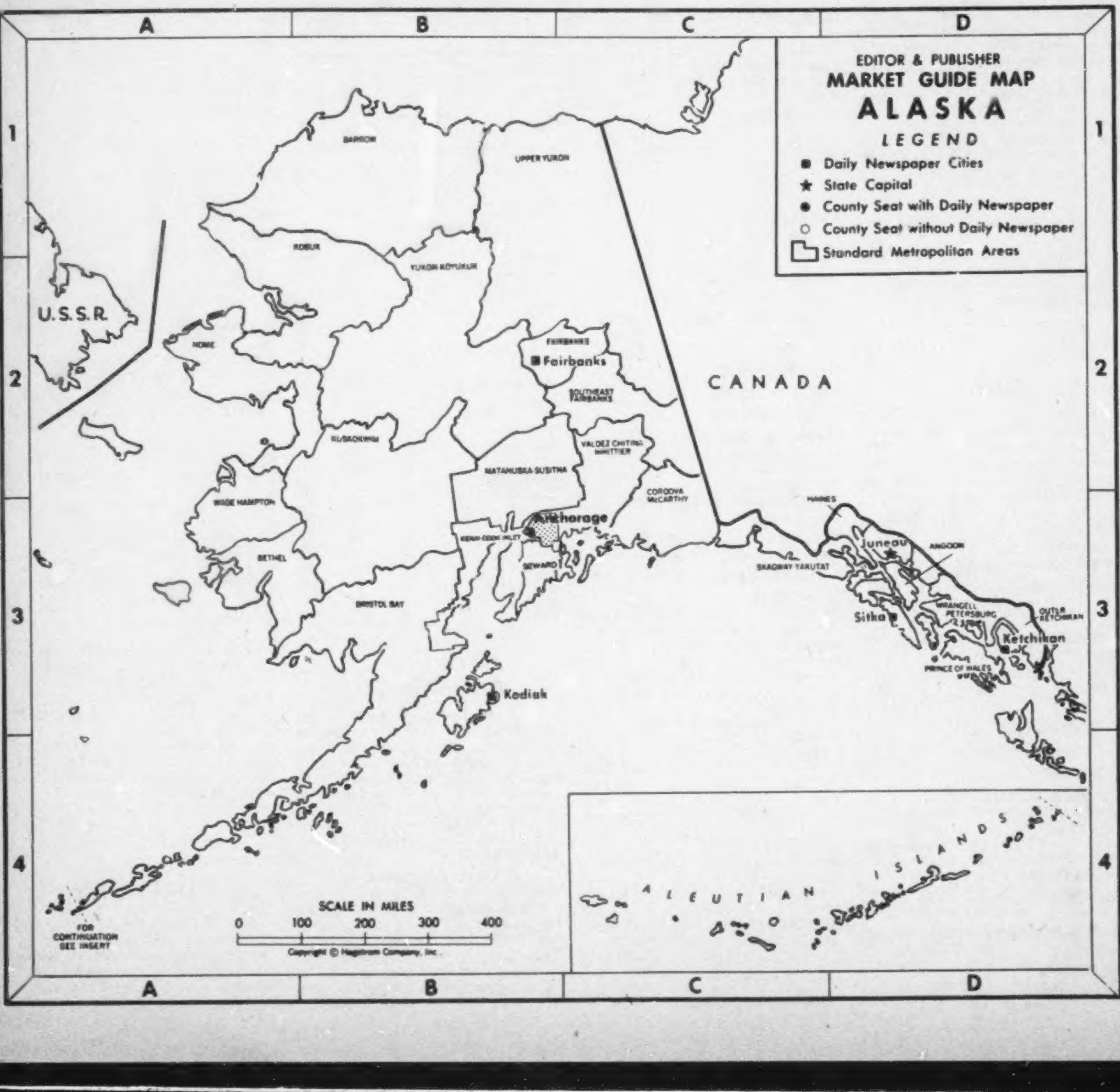
11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Districts-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 3 shopping centers 9 1/2 mi. on Egan Expressway in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glacier Vlg.(16)	9 1/2	Shop N' Kart
Mendenhall Vlg.	9 1/2	
Nugget Mall(22)	9 1/2	Kinney's, Zales

13 - RETAIL OUTLETS: Department Stores-Nugget.
Variety Stores-Ben Franklin; Super Rexall.
Other Stores-Ace Hardware; Don Abel; Lyle's.


EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
A
B
C
D
1
2
3
4
U.S.S.R.
CANADA
BARROW
UPPER YUKON
KOBUK
YUKON KOYUKUK
NOME
FAIRBANKS
Fairbanks
SOUTHEAST FAIRBANKS
KUSKOKWIM
VALDEZ CHITINA WHITTIER
MATANUSKA-SUSITNA
WADE HAMPTON
CORDOVA McCARTHY
Anchorage
KENAI-COOK INLET
SEWARD
BETHEL
BRISTOL BAY
HAINES
Juneau
ANGOON
SKAGWAY YAKUTAT
Sitka
WRANGELL PETERSBURG
OUTER KETCHIKAN
Ketchikan
PRINCE OF WALES
Kodiak
ALEUTIAN ISLANDS
FOR CONTINUATION SEE INSERT
SCALE IN MILES
0
100
200
300
400
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14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 6,562; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robin M. Herdman, Ret. Adv. Mgr., JUNEAU EMPIRE, 235 2nd St., Juneau, AK 99801; Tel. (907) 586-3740.
National Representative: Branham.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). On Sterling Highway 75 mi. SW of Anchorage.

2 - TRANSPORTATION:
Motor Freight Carriers-Sealand; Tote.
Airlines-Wien; AAI; South Central Air.

3 - POPULATION:
Corp. City 80 Cen. 4,324; Loc. Est. 5,776
Borough 80 Cen. 25,282; Loc. Est. 28,152

4 - HOUSEHOLDS:
City 80 Cen. 1,500; Loc. Est. 1,790
Borough 80 Cen. 8,546; Loc. Est. 9,773

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: Borough 3,719

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,258

9 - PRINCIPAL INDUSTRIES: Fishing; Oil.

10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-22.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-N. Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zale's

13 - RETAIL OUTLETS: Department Stores-Alaska Commercial.
Chain Supermarkets-Carr's; Payless.

14 - NEWSPAPERS: PENINSULA CLARION (m) 1,682; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, Trading Bay & Granite Point Aves., Kenai, AK 99611; Tel. (907) 283-7551.
National Representative: None.

KETCHIKAN

1 - LOCATION: E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Ferries-Alaska State Ferry System (daily service).
Airlines-Alaska Airlines.

3 - POPULATION:
Corp. City 80 Cen. 7,198; Loc. Est. 7,476
Ketchikan Div. 80 Cen. 11,316; Loc. Est. 12,036
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644; Loc. Est. 2,771
Ketchikan Div. 80 Cen. 3,985; Loc. Est. 4,432

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: 5,285

7 - ELECTRIC METERS: Residence 4,585

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Total Employment 7,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers: Port West (Sea Mart Super); Mark-It-Foods; Tatsuda's.
Principal Shopping Days-Thu., Fri.
Stores Open-Evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Tongass Trading; Bon Marche; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Race Downtown 2; Stenford's Rexall.
Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's.

14 - NEWSPAPERS: NEWS (e) 4,011; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ed Sites, Adv. Dir., NEWS, 501 Dock St., Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative: Branham.

KODIAK

1 - LOCATION: Third Judicial Div.; Kodiak Borough E&P Map B-3. On NE part of Kodiak Island on Gulf of Alaska. 250 mi. SW of Anchorge. U.S. Coast Guard Base. Fishing and canning center; stock farming and timber area.

2 - TRANSPORTATION: Boat and air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756; Loc. Est. 5,744
Borough 80 Cen. 9,939; Loc. Est. 11,554

4 - HOUSEHOLDS:
City 80 Cen. 1,535; Loc. Est. 1,734
Borough 80 Cen. 3,027; Loc. Est. 3,598

5 - BANKS:	NUMBER	EST. DEP.
Commerical	3	N.A.

6 - PASSENGER AUTOS: 3,051

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Center-Kodiak Mall, City Center; O'Kraft (Center St.); Waldo's Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,200; Publisher's statement Feb. 1982.
Local Contact for Advertising and Merchandising Data: Jack C. Clark, Pub., MIRROR, PO Box 1307, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representative: None.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Island. 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION:
Airlines-Alaska Coastal; Ellis.
Steamships-Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. CityBorough 80 Cen. 7,803; Loc. Est. 8,367

4 - HOUSEHOLDS:
CityBorough 80 Cen. 2,440; Loc. Est. 2,682

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	N.A.

6 - PASSENGER AUTOS: 2,260

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't., School & Hosp. 500; Fishing (seasonal) 2,000; Pulp Mill 450.
Principal Pay Days-Every other Thu.; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-61; Summer 45-85; Fall 32-60; Winter 0-50. First killing frost, Sept. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-8 blocks on 3 streets.
Stores Open Evenings-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,645; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Thad & Sandy Poulson, Co-Pubs., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative: Branham.

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ARIZONA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS
Phoenix-Maricopa County.
Tucson-Pima County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	159	214	232
5-14 Years	380	431	468
15-24 Years	319	516	560
25-44 Years	413	742	806
45-64 Years	342	508	552
65 and Over	161	307	334
TOTAL	1,774	2,718	2,952

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	330	473	731
General Mdse	712	1,053	1,788
Food	1,028	1,893	3,665
Automobiles	967	1,707	2,504
Gasoline Stations	357	652	1,403
Apparel	182	288	484
Furniture	234	419	666
Eat-Drink Places	394	775	1,534
Drugs	172	275	504
TOTAL	4,763	8,170	14,584

BISBEE

1 - LOCATION: Cochise County, E&P Map D-4. Military center, SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154; Loc. Est. 6,462
County 80 Cen. 86,717; Loc. Est. 87,945

4 - HOUSEHOLDS:
City 80 Cen. 2,883; Loc. Est. 2,754
County 80 Cen. 29,174; Loc. Est. 30,489

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 40,591

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee was formerly a mining town. Now it is primarily a tourist town and housing area for Fort Huachuca and Sierra Vista workers. There are many small arts and crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING:
Principal Shopping Centers: N.A.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Chain Supermarket-Safeway.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 1,496; (S) 1,875; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Stephen M. Woody, Gen. Mgr., REVIEW, Bisbee, AZ 85635; Tel. (602) 432-2231.
National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County, E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8 and 10, State Hwys. 84, 93 and 287.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines- Greyhound; Continental Trailways.
Airports- 1 municipal, 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971; Loc. Est. 15,557
County 80 Cen. 90,918; Loc. Est. 93,255
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,819; Loc. Est. 5,433
County 80 Cen. 28,411; Loc. Est. 30,008

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	1	$20,000,000
Commercial	5	$80,000,000

6 - PASSENGER AUTOS: County 42,527

7 - ELECTRIC METERS: Residence 4,900

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mining 1,000; Construction 800; Mfg. 911; Trans., Comm. & Pub. Util. 500; Whlse. & Retail 850; Fin., Insur. & Real Estate 225; Services 1,000; Gov't. 1,250; Agriculture 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:
Principal Shopping Centers-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers-Basha's Plaza (150 parking spaces-Basha's and Cornet Store); Jack-in-the-Box; Casa Grande Mall (325 parking spaces-K mart; Safeway; SupeRx Drug; Fashion Conspiracy; Sears; Smart; Simon's Menswear; Casual Country; Dixie's Unique Fashions; Lee Optical; Straw Hat Pizza; Alec; Bessie's Tots to Teens; Sambo's; Mall Cinema; Tastee Freeze; C.C.'s Card & Gift Shop; Kinney Shoes; Household Finance.
Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Henry's; Cornet; TG&Y; K mart.
Discount Stores-Yellow Front; Checker Auto; Gambles; K mart; TG&Y.
Variety Stores-Rasco's.
Chain Drug Stores-SupeRx; Revco; M-D Pharmacy.
Chain Supermarkets-Basha's 2; Safeway; Fry's.
Other Chain Stores-Western Auto; Firestone; O.S. Stapley; Foxworth Galbraith; Home Improvement Center; Montgomery Ward (catalog); Kinney Shoes; Fashion Conspiracy; Gambles.

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 6,043; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Dominick C. Magliaro, Adv./Mktg. Dir., DISPATCH, 200 W. 2nd St., Casa Grande, AZ 85222; Tel. (602) 836-7461.
National Representative: None.

CHANDLER

1 - LOCATION: Maricopa County, (In Phoenix SMSA) E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agriculture & citrus fruits. 7 mi. E of I-10; served directly by Arizona Routes 87 & 93.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22 lines.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Phoenix Sky Harbor International Airport-15 mi.

3 - POPULATION:
Corp. City 80 Cen. 29,673; Loc. Est. 33,165
County/SMSA 80 Cen. 1,508,030; Loc. Est. 1,685,542

4 - HOUSEHOLDS:
City 80 Cen. 9,455; Loc. Est. 10,649
County/SMSA 80 Cen. 544,252; Loc. Est. 627,373

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	1	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 1,186,275

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Agricultural Agri. & Processing 825 ($225); Electronic Mfg. 4,125 ($315).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Center-5 blocks on Arizona Ave. (34 stores); Chandler Center (8 stores); Smitty's Angels (8).
Neighborhood Shopping Centers (No. of Stores) Basha's Plaza (7); Granada Plaza (6).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fiesta Mall(93)	7	Sears, Diamonds, Broadway & Goldwaters
North Park Plaza(21)	NA	Fotomat, Pizza Hut, State Farm Ins.
Safeway Thrifty(8)	NA	Safeway, Thrifty Drug

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; C.R. Anthony; Saba's; Smitty's.
Discount Stores-Yellow Front; Cornet.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Revco; Thrifty; Arrow's United Drug.
Chain Supermarkets-Basha's; Bayless; Safeway; Smitty's Angels.
Other Chain Stores-Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furniture; Serrano's; Tune-up Masters.

14 - NEWSPAPERS: ARIZONAN (e) 6,570; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: R.F. Barnes, Pub., ARIZONAN, PO Box 368, Chandler, AZ 85224; Tel. (602) 963-6666.
National Representative: None.

DOUGLAS

1 - LOCATION: Cochise County, E&P Map D-4. Situated near the Mexican border, 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: Railroads-Southern Pacific; Nacozari (S into Mexico).
Intercity Bus Lines-Greyhound Pacific.
Motor Freight Carriers-4.
Airlines-Copper States.

3 - POPULATION:
Corp. City 80 Cen. 13,058; Loc. Est. 12,425
NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 60,008.
County 80 Cen. 86,717; Loc. Est. 87,945
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,031; Loc. Est. 3,738
County 80 Cen. 29,174; Loc. Est. 30,489

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: County 40,591

7 - ELECTRIC METERS: Residence 5,055

8 - GAS METERS: Residence 4,727

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Smelter 370 ($440); Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 100 ($150); Hospital 210; 23 Electronic & Auto Parts "Twin Plant" Industries.
Principal Industrial Pay Days-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Area-8th to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico. ($49,000,000 was spent by Mexican shoppers in area last year.)
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Sundays-Food, clothing, drug, & variety.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Phelps Dodge Mercantile; K mart; Vernon's; Parisian; Capin's Mercantile; Montgomery Ward.
Variety Stores-S.H. Kress; J.J. Newberry; Rasco.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Bayless; Phelps-Dodge Mercantile Co. 9.
Other Chain Stores-Western Auto Supply; Charm; Sweetbriar (women's wear); The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Phil's Shoes; Sears; Penney's; Yellow Front; Kobe's; Payless Shoes.

14 - NEWSPAPERS: DISPATCH (e) 3,094; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Aaron E. Loney, Pub., DISPATCH, Box H, Douglas, AZ 85607; Tel. (602) 364-3424.
National Representative: Thomson Newspapers.

FLAGSTAFF

1 - LOCATION: Coconino County, E&P Map C-2, County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Greyhound; Nava-Hopi Tours.
Airlines-Desert Air; Skyway; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 34,641; Loc. Est. 39,000
PMA-ABC: (70) 30,990; (82) 47,800
County 80 Cen. 74,947; Loc. Est. 82,477
RTZ-ABC: (70) 17,336; (82) 33,300
Total PMA & RTZ-ABC: (70) 48,326; (82) 81,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; Loc. Est. 10,300
PMA-ABC: (70) 8,395; (82) 15,300
County 80 Cen. 21,904; Loc. Est. 24,835
RTZ-ABC: (70) 4,079; (82) 9,200
Total PMA & RTZ-ABC: (70) 12,474; (82) 24,500

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 30,878

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($250); Ord. Plants 110 ($180); Steel Fabric 168 ($150); University 985 ($200); Also Northern Arizona Univ. (12,000 students, 800 faculty).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6. Last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING:
Principal Shopping Center-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.

Neighborhood Shopping Centers-Mt. Elden, East Flagstaff; K mart 4 stores; Flag Mall 20 stores; Park Santa Fe 15 stores; University Plaza 15 stores.

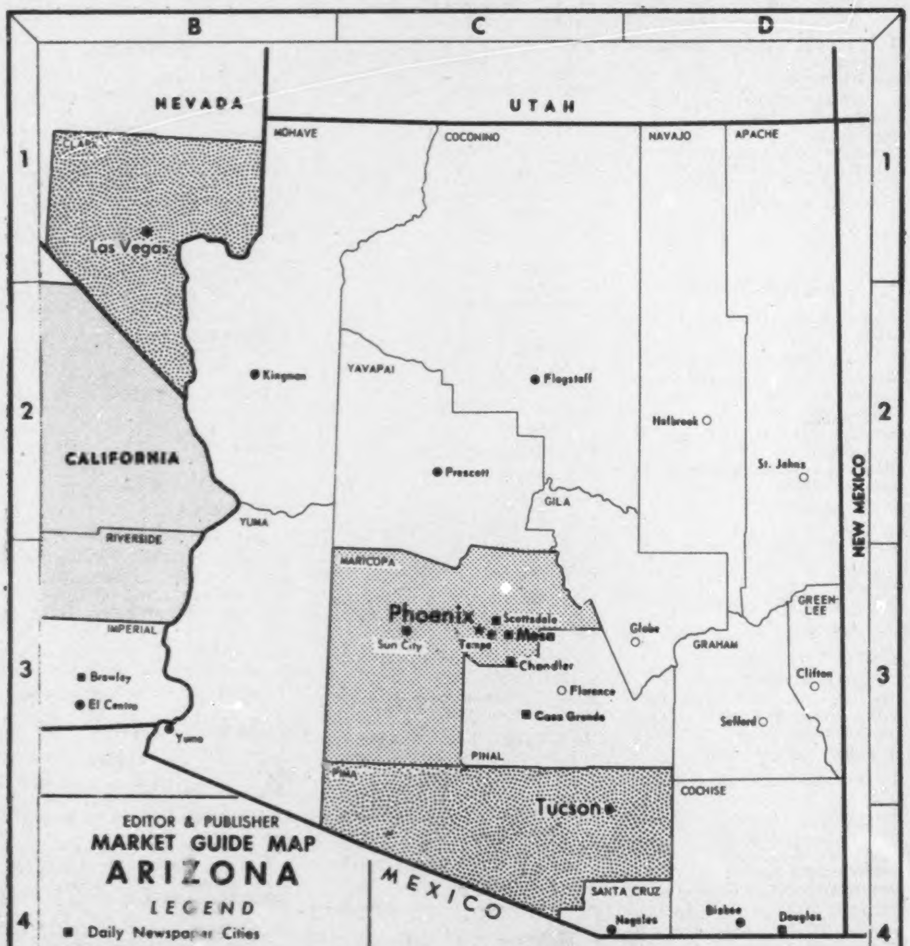
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenlaw(35)	NA	Montgomery Ward
Cedar Pines(10)	NA	A.J. Bayless
South Beaver(8)	NA	
Pinegrove(9)	NA	UPD
Flagstaff Pl.(13)	NA	TG&Y, Sears
University Pl.(15)	NA	Safeway, TG&Y
Flag Mall(20)	NA	Sears, J.C. Penney
Park Santa Fe(15)	NA	El Rancho, Yellow Front

Principal Shopping Days-Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears; Babbitt's; J.C. Penney; Malcolm's.
Chain Drug Stores-Revco; SupeRx; Thrifty; TG&Y.
Discount Stores-Yellow Front 2; K mart.
Chain Drug Stores-Revco; SupeRx; Thrifty.
Chain Supermarkets-J&D; Food Town; Safeway 2; Bayless 2; El Rancho 2.
Other Chain Stores Sweet Briar; Daniels; Rosenzweigs; Radio Shack; Hi Health; Fashion Conspiracy; Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 9,660; (S) 10,300; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel (602) 774-4545.
National Representative: Newspaper Adv. Ser.



A rare bird indeed.

Most people consider Phoenix an emerging market, when in fact it has already arrived.

Phoenix has been called the fastest-growing major market in the country.

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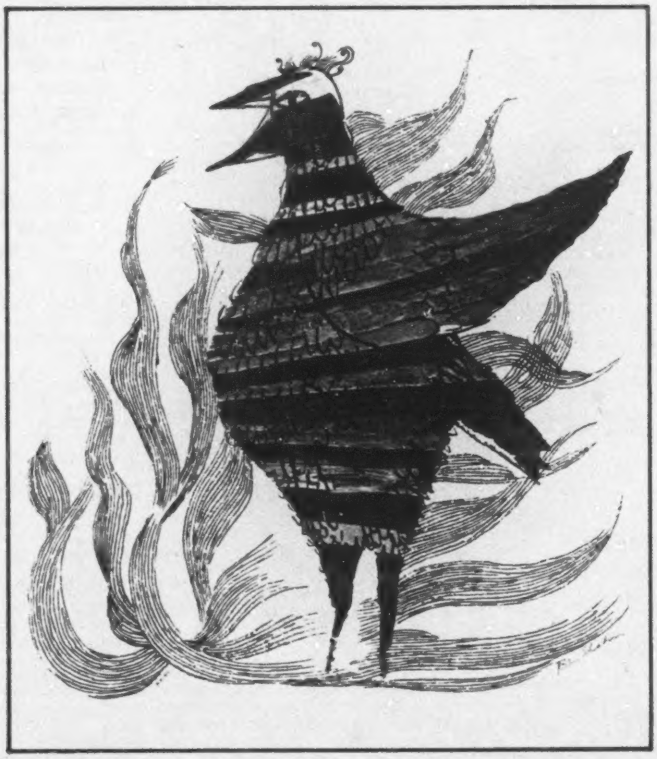

THE PHOENIX by Ben Shahn (1882-1969). A hand-painted serigraph of the mythical bird that consumed itself on a pyre of spices and was reborn—just as the city of Phoenix grew out of the 'ashes' of four ancient American Indian cities. From the Collection of The Arizona Republic/The Phoenix Gazette.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

When you buy us, you own Phoenix.

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Sources: Scarborough Research, 1981; S&MM Survey of Buying Power, 1982.

KINGMAN

1 - LOCATION: Mohave County. E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonopah-Reno Stageline.
Airlines-Golden Pacific, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; Loc. Est. 9,967
County 80 Cen. 55,693; Loc. Est. 65,029
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299; Loc. Est. 3,148
County 80 Cen. 21,074; Loc. Est. 25,414

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

6 - PASSENGER AUTOS: County 35,492

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,120

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 450 ($285); Mfg. 587 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Center-5 blocks on Beale St.
Nearby Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Avenue.
Principal Shopping Days- Fri. & Sat.
Stores Open Evenings- Shopping centers every evening to 8.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Babbitt's; Montgomery Ward.
Discount Stores- Yellow Front 2; TG&Y; K mart.
Variety Stores- Sprouse Reitz;
Chain Drug Stores- Revco; Walgreen Agency.
Chain Supermarkets-Safeway 2; Circle K 3; Bashas; El Rancho; Ranch Markets 2.
Other Chain Stores-Firestone; Sweetbriar; Western Auto; Mode O'Day.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,994; (S) 6,994; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Herb Gollis, Pub., MINER, Box 3909, Kingman, AZ 86401; Tel. (602) 753-6397.
National Representative: Branham.

MESA

1 - LOCATION: Maricopa County, (In Phoenix SMSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Sun Valley; Tonto Basin Stage.
Motor Freight Carriers-6.
Airlines-At Sky Harbor Airport, 16 mi. W: . 'A; Delta; American; Frontier; Western; Apache; Eastern; PSA; Continental; United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 152,453; Loc. Est. 170,398
City of Pub.-ABC: (70) 62,853; (82) 162,300
County/SMSA 80 Cen. 1,508,030; Loc Est. 1,533,583

4 - HOUSEHOLDS:
City 80 Cen. 54,148; Loc. Est. 67,057
County/SMSA 80 Cen. 544,252; Loc. Est. 553,740
City of Pub.-ABC: (70) 19,183; (81) 58,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	$896,000,000
Savings & Loan	7	$560,000,000

6 - PASSENGER AUTOS: County 778,204

7 - ELECTRIC METERS: Residence 62,379

8 - GAS METERS: Residence 20,162

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mining 100; Construction 700; Mfg., Trans., Comm. & Pub. Utilities 500; Whse. & Retail 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Government 1,200; Agriculture 8,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Average rainfall 7.24.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:
Principal Shopping Area-20 blocks on E. and W. Main St.; 2 on N. & S. MacDonald St.; 2 on First Ave.; 2 on S. Country Club; 20 blocks on E. and W. Broadway; 20 blocks on E. and W. Southern.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Basha's(4)	NA	Basha's Mkt., SupeRx
Fiesta Mall(140)	NA	Diamonds, Sears, Broadway, Goldwaters
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	Low Cost, Skagg's
Mesa(21)	NA	Woolco, Fry's Mkt.
Safeway(2)	NA	Safeway, Thrifty Drug
Smitty's(6)	NA	Smitty's
Tri-City Mall(43)	NA	Basha's, Diamonds, Penney's
Velda Rose(11)	NA	Hancock Fabrics, Revco
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y
Wright's(8)	NA	Hahn's Mkt.
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics

Principal Shopping Days-Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Hanny's; Switzer Diamonds; Goldwater's; Broadway; Montgomery Ward.
Variety Stores-J.J. Newberry; TG&Y.
Chain Drug Stores-Walgreen 3; Thrifty 2; SupeRx 3; Revco 3; Skagg's 4; Rexall 2, Long's 2.
Discount Stores-Woolco 3; Gemco; Smitty's; K mart 2; Thrifty 2; Yellow Front 8.
Chain Supermarkets-Safeway 2; Basha's 5; Wright's; Bayless 2; Low Cost; Lucky; Smitty's Big Town 3; Fry's 4; Alpha Beta 4.
Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Lehart Hdwe.; Foxworth Lbr.; O'Malley Lumber; Lee Optical; Mesa Optical.

14 - NEWSPAPERS: TRIBUNE (m-mon to fri) 34,703; (S) 35,009; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mary Gohlke, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 833-1221.
National Representative: Branham.

NOGALES

1 - LOCATION: Santa Cruz County, E&P Map C-4, County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
City 80 Cen. 15,683; Loc. Est. 17,124
County 80 Cen. 20,459; Loc. Est. 22,339

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,823
County 80 Cen. 5,999; Loc. Est. 6,766

5 - BANKS: 5; Deposits N.A.

6 - PASSENGER AUTOS: County 11,546

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on west coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mariposa Plz.(19)	NA	Baskin-Robbins, Radio S
Rio Rico(15)	NA	Sabina Ceramics

Principal Shopping Days-Fri., Sat., Thu.

13 - RETAIL OUTLETS: Department Stores-LaVille de Paris; Bracker's; El Paso; J.C. Penney; Capin Mercantile Corp.; Marcus.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-M&M 5.
Chain Supermarkets-Safeway; Puchi's Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e) 3,345; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.
National Representative: None.

PHOENIX

1 - LOCATION: Maricopa County (SMSA). E&P Map C-3. Capital. County Seat. Packing, processing, shipping, transp., marketing, mfg. and whsl. center. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, Texas.

2 - TRANSPORTATION: Railroads-SP; SF.
Motor Freight Carriers-34.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; Braniff; Cochise; Continental; Delta; Eastern; Frontier; Northwest Orient; Pacific Southwest (PSA); Pan Am; Republic; TWA; United; USAir; Western.

3 - POPULATION:
Corp. City 80 Cen. 764,911; Loc. Est. 829,677
CZ-ABC: (70) 865,637; (82) 1,546,000
RTZ-ABC: (70) 260,804; (82) 359,900
County/SMSA 80 Cen. 1,509,262; Loc. Est. 1,685,542
City & RTZ-ABC: (70) 1,126,441; (82) 1,875,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 284,780; Loc. Est. 298,128
County/SMSA 80 Cen. 567,100; Loc. Est. 627,373
CZ-ABC: (70) 272,699; (82) 562,400
RTZ-ABC: (70) 76,135; (82) 121,700
City & RTZ-ABC: (70) 348,834; (82) 684,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	7	$5,976,143,000
Commercial	18	$13,834,440,000

6 - PASSENGER AUTOS: County 778,204

7 - ELECTRIC METERS: Residence 587,564

8 - GAS METERS: Residence 281,589

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 116,400 ($301); Construction 48,800 ($476); Retail & Wholesale 162,000 ($205 Ret., $288 Whl).

10 - CLIMATE. Min. & Max. Temp.-Spring 52-84; Summer 78-105; Fall 45-75; Winter 38-65.

11 - TAP WATER: Alkaline; 12 grains of hardness per gallon; not fluoridated.

12 - RETAILING:
Principal Downtown Shopping Center-56 sq. blocks bounded by Washington St.; Van Buren; 7th St.; and 7th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(53)	NA	Broadway, I. Magnin, Saks
Camelback Vlg. Sq.(15)	NA	Luckys
Chris-Town(150)	NA	Broadway, Bullocks, Penneys, Wards
Colonnade(60)	NA	Sears, Joskes, Mervyns, Marshalls
Hayden Plaza Midtown(5)	NA	Woolco
Hayden Plaza North(30)	NA	Frys, Woolco
Hayden Plaza West(30)	NA	Frys, Woolco
Maryvale Mall(55)	NA	Wards, Mervyns, Capins
Metrocenter(249)	NA	Broadway, Diamonds, Joskes, Sears
Olive Square(29)	NA	Bayless
Park Central(70)	NA	Diamonds, Goldwaters, Penneys
Smitty's SuperValue(2)	NA	Smitty's
Thomas Mall(80)	NA	Diamonds, Wards
Tower Plaza(60)	NA	Penneys, Capins, Low Cost
Town & Country(58)	NA	Smittys, Tangs Imports
Valley West(77)	NA	Wards, Penneys, Boston Store
Wagoner Plaza(41)	NA	Smitty's

Principal Shopping Days-Wed., Thurs., Fri., Sat. Groceries-Wed., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Bullocks; Diamonds; Goldwater's; Penney's; Montgomery Ward; Sears; Joske's; Mervyn's; Woolco.
Discount Stores- Yates; Yellow Front; Fed-Mart; Smitty's; K mart; Gemco; La Belle's; Loehmanns; Marshalls; Price Club.
Variety Stores-Newberry; Woolworth; TG&Y; Sprouse Reitz.
Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Gant; Chandler's; Ansonia; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Capin's; Serrano's; Starrett's; Lady Marden; I. Magnin; Saks 5th Ave.; Sakowitz; Hanny's; Jennifer's; Switzers; Lerner's; Angel's; Handyman; O' Malley BMC; Appliance TV City; Home TV & Appliance; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier I Imports; S&H Green Stamps; Gold Bond Stamps.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 286,984; GAZETTE (e) 119,116; Comb. (m&e) 406,100; ARIZONA REPUBLIC (S) 432,397; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative: Million Mkt. Newspapers.

PRESCOTT

1 - LOCATION: Yavapai County, E&P Map C-2, County Seat. Shipping center for livestock and agricultural products. N central part of state. 394 mi. from Los Angeles; 989 mi. from Denver; 96 mi. from Phoenix; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Golden Pacific.

3 - POPULATION:
Corp. City 80 Cen. 20,055; Loc. Est. 22,268
PMA-ABC: (70) 23,067; (82) 47,700
RTZ-ABC: (70) 3,180; (82) 6,500
County 80 Cen. 68,145; Loc. Est. 77,848
Total PMA & RTZ-ABC: (70) 26,247; (82) 54,200

4 - HOUSEHOLDS:
City 80 Cen. 7,971; Loc. Est. 8,175
County 80 Cen. 26,599; Loc. Est. 31,362
PMA-ABC: (70) 7,796; (82) 18,900
RTZ-ABC: (70) 1,317; (82) 3,200
Total PMA & RTZ-ABC: (70) 9,113; (82) 22,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: County 42,427

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 7,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersVH Hosp. 451; Utilities 302; Electric Goods 440; Clothing 260.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez. Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Marina St. (1 block); Ponderosa Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culver TV(9)	NA	Singer Sewing Center
Park Plaza(10)	NA	SupeRx Drug, Safeway
Ponderosa(25)	NA	Bayless, Sears, TG&Y, Zales, SupeRx
Prescott(17)	NA	Rexall, Fry's Food Store
Prescott Vally	NA	Safeway, Revco Drugs
Iron Springs(9)	NA	

Principal Shopping Days-Sat., Thu.
Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Western Auto; Solt-Lauritsen; Pennington; Cornet; Sears; K mart.
Discount Stores-Yellow Front; Checker.
Variety Stores-Cornet; Sarco; Sprouse Reitz; TG&Y.
Chain Drug Stores-Sun United (Walgreen); Rexall; SupeRx; Key Rexall.
Chain Supermarkets-Safeway 2; Fry's; Food Basket 2; Bayless.
Other Chain Stores-Firestone; McMahans; Mode O'Day; Western Auto; Fashion Conspiracy.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,879; (S) 11,192; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Mansky, Adv. Dir., COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative: Branham.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix SMSA). E&P Map C-3.

2 - TRANSPORTATION: Airlines-TWA; American; Frontier; Air West; Western; Continental; Delta; Aero Mexico; Pacific Southwest; USAir; United; Pan Am; Eastern; Northwest Orient.
Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,622; Loc. Est. 120,000
PMA-ABC: (70) 107,784; (82) 165,200
County/SMSA 80 Cen. 1,509,262; Loc. Est. 1,685,542
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,295; Loc. Est. 45,100
County/SMSA 80 Cen. 544,252; Loc. Est. 627,373
PMA-ABC: (70) 31,984; (82) 57,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	16	$1,385,879,000
Commercial	38	$2,869,573,000

6 - PASSENGER AUTOS: County 778,204

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Elec. 18,416 ($487); Tourism 14,750 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Center-Scottsdale Rd.; and one block E. and W. from 2nd St. to Shea Blvd., corner of McDowell, Van Buren & Scottsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Borgata(60)	1	Grand Maison de Blanc, Pierre Dieux
Camelback Mall(30)	0	Safeway, Thrifty Drug
Camelback's Miller Plaza(28)	1/2	Skagg's, Angel's
Camel View(20)	0	Sakowitz, Bullock's
Fifth Ave. Shops(225)	0	David Frank
Frontier Town(18)	0	SupeRx, Tang's
Lincoln Plaza(16)	1	Bayless, SupeRx
Los Arcos(81)	0	Sears, Broadway
Lucky(12)	1/2	Lucky's, Thrifty Drug
McDowell Plz.(35)	1	
Old Town(212)	0	Skaggs
Orange Tree(7)	1	Safeway, SupeRx
Papago Plaza(33)	0	Revco, Home TV & Appliances
Paradise Village(130)	2 1/2	Penney's, Diamonds, Mervyn's, Goldwaters
Park Scottsdale(15)	1	Basha's
Scottsdale Fashion Sq.(68)	0	Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village(24)	0	Walgreen, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway Long's Drugs
Shoppers Fair(22)	1	Earl's Food, TG&Y
Smithy's Bigtown(8)	1	Smithy's, Western Savings
Paseo Village(30)	1	Alpha Beta, Town & Country
Stetson Sq.(31)	0	
Indian School & Miller Plz.(14)	0	Fry's, SupeRx
Valley Plaza(9)	1	Basha's, Skagg's Drug
Gold Dust Plz.(10)	1	Bayless, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Diamond's; Goldwater's; Hanny's; Smitty's; Sakowitz; Saba's; Sears; Broadway; Bullock's; Mervyns.
Discount Stores-K mart; Smitty's 3; Yellow Front 3; TG&Y 2; LaBelle's Distributing 2; Appliance TV City.
Chain Supermarkets-Bashas 3; A.J. Bayless 7; Alpha Beta 5; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 6.
Chain Drug Stores-Revco 3; Skagg's 4; SupeRx 4; Walgreens.
Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furniture; Checker Auto; Zale's Jewelry; Pittsburgh Plate Glass; Uniroyal; Angel's; Colortile; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 18,456; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Hal Metcalf, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representative: Branham.

SIERRA VISTA

1 - LOCATION: Cochise County, E&P Map D-4. Military center, construction industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92, I-10 is 30 mi. N.

2 - TRANSPORTATION:
Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise; Copper State.

3 - POPULATION:
Corp. City 80 Cen. 25,968; Loc. Est. 26,323
County 80 Cen. 86,717; Loc. Est. 87,945

4 - HOUSEHOLDS:
City 80 Cen. 7,708; Loc. Est. 7,832
County 80 Cen. 29,174; Loc. Est. 30,489

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$60,500,000
Commercial	3	$32,439,790

6 - PASSENGER AUTOS: County 40,591

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Sierra Vista's economy and activity is closely related to the U.S. Army's Fort Huachuca. Current post population is 16,194 including 6,331 military and 4,885 civilian workers. Also included are vendors, their employees, auxiliary personnel and dependents. Major organizations at Ft. Huachuca include the U.S. Army Communications Command, the U.S. Army Intelligence Center and School, the U.S. Army Electronic Proving Ground, U.S. Army Communications Electronic Installation Agency, and the U.S. Army Security Agency Test and Evaluation Center. Fort Huachuca had a total import (wages, contracts, procurement) in Arizona of $4.9 million in fiscal year 1980.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING:
Principal Shopping Area-3-mile strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping centers grouping along Fry.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plaza(16)	NA	Sear's, El Rancho Mkt.
El RAncho	NA	McCrory's
Shade's Plaza(6)	NA	JoAnn's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All shopping centers every night until 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward (catalog).
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y.
Variety Stores-McCrory's; Yellow Front.
Chain Drug Stores-Thrifty; Revco.
Chain Supermarkets-Food Giant; Safeway; El Rancho; Bayless; Circle K; 7-Eleven.

14 - NEWSPAPERS: HERALD-DISPATCH (e-mon to fri) 6,142; (S) 5,617; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD-DISPATCH, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. PMA includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix SMSA) 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10; on U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 80 Cen. 40,664; Loc. Est. 60,000
PMA-ABC: (70) 15,556; (82) 65,100
County/SMSA 80 Cen. 1,508,030; Loc. Est. 1,685,542

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,762; Loc. Est. 32,000
PMA-ABC: (70) 8,456; (82) 36,700
County/SMSA 80 Cen. 544,252; Loc. Est. 627,373

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	9	$1,250,000,000

6 - PASSENGER AUTOS: County 778,204

7 - ELECTRIC METERS: Residence 29,007

8 - GAS METERS: Residence 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage) Majority Retail Services, Real Estate & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. Ann. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Ctr.(29)	NA	Safeway
La Ronde(36)	NA	Revco
Sun Bowl Plz.(34)	NA	Safeway
Thunderbird(17)	NA	Bayless
Greenway Ter.(31)	NA	Lucky's
Bell Camino(21)	NA	Safeway
Arrowhead Mall(41)	NA	Lucky's
Campana Sq.(22)	NA	Red Lobster
Camino del Sol(10)	NA	Safeway
Plaza(12)	NA	King's Table

13 - RETAIL OUTLETS: Variety Stores-TG&Y; Sprouse Reitz; Yellow Front.
Chain Drug Stores-Walgreen; Revco; Value Drug; Long Drugs.

14 - NEWSPAPERS: NEWS-SUN (e) 16,262; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Block, Display Adv. Mgr., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 977-8351.
National Representative: Branham.

TEMPE

1 - LOCATION: Maricopa County. (In Phoenix SMSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; American; Continental.
Airlines-American; TWA; Frontier; PSA; Braniff; USAir; Air West; Western; Continental; Delta; Aeronaves de Mexico.

3 - POPULATION:
Corp. City 80 Cen. 106,920; Loc. Est. 119,308
City of Pub.-ABC: (70) 62,907; (82) 132,100
County/SMSA 80 Cen. 1,509,262; Loc. Est. 1,685,542

4 - HOUSEHOLDS:
City 80 Cen. 37,277; Loc. Est. 41,288
City of Pub.-ABC: (70) Cen. 17,557; (82) 43,200
County/SMSA 80 Cen. 544,252; Loc. Est. 627,373

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$101,000,000
Commercial	8	$248,400,000

6 - PASSENGER AUTOS: County 778,204

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Casting 475; Rolling Mill 375; SRP Hqtrs. 910; Garments 400; Electronics 700; Insurance 450; Food Dist. 650; Misc. 1,000. Also Arizona State University (37,122 students, 4,750 faculty and staff).

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McLintlock Dr.(2)	NA	Basha's Mkt., Walgreen
Baseline-McClintock(9)	NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plaza Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)	NA	Western Auto, Hayden's
Tempe Center(32)	NA	Low Cost
Hayden E.(30)	NA	Woolco, Fry's, SupeRx
Lake Country(40)	NA	Safeway, Skagg's
Valley Plaza(13)	NA	TG&Y, Revco, Bayless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Woolco; TG&Y Family Center; Smitty's; Mervyn's; Gemco; K mart.
Variety Stores-TG&Y.
Discount Stores-Woolco.
Chain Drug Stores-Skaggs; SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreen.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Alpha Beta; Smitty's; Gemco.

14 - NEWSPAPERS: NEWS (m) 9,687; (S) 9.558; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mary Gohlke, Adv. Dir., NEWS, 607 Mill Ave., Tempe, AZ 85282; Tel. (602) 967-3321.
National Representative: Branham.

TUCSON

1 - LOCATION: Pima County (SMSA). E&P Map C-4, County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; American; Continental; Copper State; Eastern; Frontier; Golden; PSA; Republic; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 330,537; Loc. Est. 350,688
CZ-ABC: (70) 329,054; (82) 510,400
RTZ-ABC: (70) 186,164; (82) 292,700
County/SMSA 80 Cen. 531,263; Loc. Est. 583,238
City & RTZ-ABC: (70) 515,218; (82) 803,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 125,266; Loc. Est. 134,353
County/SMSA 80 Cen. 195,460; Loc. Est. 221,312
CZ-ABC: (70) 104,688; (82) 190,700
RTZ-ABC: (70) 50,891; (82) 94,500
City & RTZ-ABC. (70) 155,579; (82) 285,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$5,328,412,000
Commercial	7	$11,398,909,000

6 - PASSENGER AUTOS: County 258,916

7 - ELECTRIC METERS: 197,644

8 - GAS METERS: 146,687

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 24,400 ($334); Mining 7,400 ($519); Construction 11,200 ($423); Ret. & Whsle. Trade 43,800 (N.A.); Trans., Util. 8,500 ($418); Govt. 44,700 (N.A.)
Principal Pay Days-Fri., 1st, 15th, 5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-90; Summer 66-98; Fall 45-93; Winter 38-67. First killing frost, Nov. 26. Last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1; Alkaline, very hard. North Side Reservoir No. 3; Alkaline, soft; not fluoridated.

12 - RETAILING:
Downtown Shopping Area-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Pl.(25)	NA	
El Con(124)	NA	J.C. Penney, Levy's, Mont. Ward, Goldwaters
Green Valley(81)	NA	Lucky's, Revco
Park Mall(106)	NA	Sears, Diamonds, Broadway
Tucson Mall(104)	NA	

Principal Shopping Days-Tues. thru Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Southwest 2; Diamond's 2; Goldwat-

er's 2; Levy's 2; J.C. Penney 2; Steinfeld's; Montgomery Ward; Korby's; Mervyn's; Sears 2.
Discount Stores-Davis Monthan AFB PX; Fed Mart; Woolco 3; Yellow Front 6; Super City 9; K mart 4; Jewelcor 2; La Belle's 2; Zody's 2.
Variety Stores-Sprouse Reitz 5; McLellan's 3; Ben Franklin; TG&Y 2.
Chain Drug Stores-Walgreen 11; Revco 16; Skagg's 5; Thrifty 7; Defender 5; United 6; Long's; Rexall.
Chain Supermarkets-Alpha Beta 4; Bayless 11; Circle K 96; El Grande 4; Food Giant 12; Gemco 2; Lucky 13; Low Cost 2; Safeway 13; Fry's 5; Del Monte 2; Quik Mart 18; 7-Eleven 28; U-Totem 24; Lavicios 6; E-Z Save; Warehouse Foods; United Market.
Other Chain Stores-Ace Hardware 5; Ann Mercer 2; Baker's Shoes 3; Barrow's Furniture; Baum & Adamson; Browse Around 3; Carpet Giant 2; Cele Peterson 4; Checker Auto Parts 9; Cloth World 2; College Shop; Complete Auto Supply ; Custom Hi-Fi Discount; Daniel's Jewelers 5; Discount Nursery 5; Fashion Conspiracy 4; Firestone 4; Fitzgerald TV; Florsheim Shoes 3; Flash's TV; Franklin's Men's Store 3; Giberts 2; Gallenkamp's 3; Goldwyn's; Handy Andy 4; Handyman 2; Hirsh's Shoes 3; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Sam Levitz Warehouse; Lerner's 4; Lewis Salon Shoes; May's 4; Mode O'Day 3; National Shirt Shop; Payless; Cashway Lumber 2; Plant World 5; Radio Shack 16; Regal Shoes 3; Lou Regester; Shoe Corral; Singer Co. 2; Size 5-7-9 2; Thom McAn 3; Standard Brands 2; Vicki Wayne 3; Western Auto 2; Wood Bros. 2; Zale's.

14 - NEWSPAPERS: STAR (m) 78,039; CITIZEN (e) 68,970; Comb. (m&e) 147,009; STAR (S) 142,265; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Quentin J. Robb, Nat'l. Adv. Dir., STAR AND CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 294-4433.
National Representative: Gannett.

YUMA

1 - LOCATION: Yuma County, E&P Map B-3, County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego, and 289 mi. SE of Los Angeles. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-9 interstate.
Airlines-Cochise; Sunaire.

3 - POPULATION:
Corp. City 80 Cen. 42,481; Loc. Est. 45,100
PMA-ABC: (70) 56,142; (82) 71,000
County 80 Cen. 90,554; Loc. Est. 96,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; Loc. Est. 14,654
County 80 Cen. 29,848; Loc. Est. 34,289
PMA-ABC: (70) 16,099; (82) 23,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	13	$265,308,000
Savings	2	N.A.

6 - PASSENGER AUTOS: County 44,918

7 - ELECTRIC METERS: Residence 27,000 (Yuma area)

8 - GAS METERS: Residence 12,966

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-RR 1,050 ($275); Agriculture 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-105; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:
Principal Shopping Centers3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plaza (21 stores), 24th St. & Ave. A; Westbluff Center (8 stores), 24th St. and Ave. A; Western Village (11 stores), 14th St. & 4th Ave.; Alpha Beta Center, 4th Ave. & Catalina.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
16th at 4th Ave.	3	El Rancho, TG&Y, Anthony's
Bayless(10)	4	Bayless, Family Dept.
Westgate Mall(52)	4	Walgreen, Safeway, Aim for the Best
Southgate Mall(33)	4	Albertson's, Thrifty, Penney, McDonalds Dept., Sears
Territorial Mall	NA	Western Auto, Thrifty Drug
Alpha Beta	NA	Alph Beta, Long's Drug

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: **Department Stores**-J.M. McDonald; J.C. Penney; Family; C.R. Anthony; Ken Lewis Men's Wear; Sears; Harfield's; Mr. C's; Mervyn's.
Variety Stores-Rasco; TG&Y; Aim For the Best.
Chain Drug Stores-Thrifty 2; Walgreen; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Long's.
Chain Supermarkets-Safeway 2; Bayless; Central Market; Olsens 3; Low Cost; Alpha Beta; Albertson's.
Discount Stores-Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; LaBelles.
Other Chain Stores-Sweetbriar (women's clothing); Karl's (shoes); Western Auto; Singer Co.; Firestone; Sears; Goodyear; McMahans Furn.; S&H Green Stamps; Imperial Stores; Kinney's Shoe; Fashion Conspiracy; BF Goodrich; Daniel's Jewelers; House of Fabrics; SherwinWilliams; Radio Shack; The Kloth Knight; O'Malley Lumber Co.

14 - NEWSPAPERS: SUN (e-mon to fri) 23,456; (S) 23,946; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Craig, Mkt. Dir., SUN, PO Box 2710, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham.

ARKANSAS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington and Benton Counties.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Le Flore and Sequoyah Counties, Okla.
Little Rock-North Little Rock-Pulaski and Saline Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; DeSoto County, Miss.
Pine Bluff-Jefferson County.
Texarkana, Ark.-Tex.-Little River and Miller Counties, Ark.; Bowie County, Tex.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	158	175	180
5-14 Years	383	366	376
15-24 Years	326	408	419
25-44 Years	411	583	598
45-64 Years	407	442	454
65 and Over	238	312	329
TOTAL	1,923	2,286	2,347

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	269	432	558
General Mdse	434	751	1,066
Food	980	1,463	2,352
Automobiles	939	1,539	1,086
Gasoline Stations	335	496	882
Apparel	215	326	469
Furniture	177	267	355
Eat-Drink Places	198	385	636
Drugs	122	193	297
TOTAL	3,912	6,382	9,430

ARKADELPHIA

1 - LOCATION: Clark County, E&P Map B-3, County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: **Railroads**-Mo. Pac.
Buslines-Continental Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,005; Loc. Est. 9,672
County 80 Cen. 23,326; Loc. Est. 22,931

4 - HOUSEHOLDS:
City 80 Cen. 3,267; Loc. Est. 3,156
County 80 Cen. 8,134; Loc. Est. 8,218

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$70,188,000
Savings & Loan	2	$28,000,000

6 - PASSENGER AUTOS: County 9,938

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Work Pants 350; Brassiere Plant 340; Aluminum 600; Sawmill 150; Marine 245; Gypsum Pdts. 130; Berring 300.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7. Last killing frost, Mar. 25

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Center-10 blocks on 4 streets.
Shopping Centers-Pine Plaza (Safeway, West Dept., Magic Mart); Neel's.
Principal Shopping Days: Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dew-Orr; J. C. Penney; West's.
Discount Stores-Howard; Wal-Mart.
Chain Drug Stores-Walgreen (Fuller's) 2; Rexall (Phillips).
Chain Supermarkets-Safeway; Piggly Wiggly.
Other Chain Stores-Otasco; Goodyear; Western Auto.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 3,627; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Butch Kluth, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St., Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Arkansas Dailies.

BATESVILLE

1 - LOCATION: Independence County, E&P Map C-2, County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: **Railroads**-Mo. Pac.
Motor Freight Carriers-5.
Intercity Bus Lines-Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263; Loc. Est. 8,107
County 80 Cen. 30,147; Loc. Est. 30,518

4 - HOUSEHOLDS:
City 80 Cen. 3,272; Loc. Est. 3,287
County 80 Cen. 10,901; Loc. Est. 11,403

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 13,768

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Rubber Pdts. 206 (NA); Poultry Processing 202 ($160); Thermostats, Gas Burners 500 (NA); Lime Mfg. 327 (NA); Shoes 500 (NA); Egg Processing ($160); Banquet Frozen Foods ($160); Others ($120); Arkansas Eastman ($200); Independence Steam Generating Plant ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days-Mon., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Catos; Barnett Bros.; Fitzhush's; Harris Style Shop; Miller's; Jr. Junction; The Specialty Shop; Van Atkins; Wells Style Shop; Furniture: Batesville, Bowling, Russ, Whitting's, Skinner's; Fred's Dollar Store; Marshall Economy; Dollar General; Firestone; Montgomery Ward; Sears; Woodson's; Wal-Mart; Magic Mart; Monday's Shoes; Hellers Shoes; Kay's Shoes; Tradewinds Dress Shop; She Shop.
Variety Stores-Dollar General; TG&Y.
Chain Supermarkets-Kroger; Safeway; Thriftway; Town & Country.
Other Chain Stores-Otasco; Sears (catalog); Western Auto; Goodyear; Van Atkins; Kroger; Town & Country; Montgomery Ward.

14 - NEWSPAPERS: GUARD (e-mon to fri) 8,750; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 258 W. Main, Batesville, AR 72501; Tel. (501) 793-2383.
National Representative: Arkansas Dailies;

BENTON

1 - LOCATION: Saline County (In Little Rock-N. Little Rock SMSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock, U.S. Hwys. I-30, 67 & 70; State 35.

2 - TRANSPORTATION: **Railroads**-Mo. Pac.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,438; Loc. Est. 16,464
County 80 Cen. 52,881; Loc. Est. 53,495
SMSA 80 Cen. 393,494; Loc. Est. 432,652
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,316; Loc. Est. 6,065
County 80 Cen. 17,477; Loc. Est. 18,258
SMSA 80 Cen. 141,993; Loc. Est. 161,365

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$108,220,000
Savings & Loan	3	$68,000,000

6 - PASSENGER AUTOS: County 26,438

7 - ELECTRIC METERS: Residence 6,165

8 - GAS METERS: Residence 7,034

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furniture Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Packaging; Chemicals; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Center-Military Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Military Plaza(14)	NA	Wal-Mart
Niloak Square(12)	NA	Kroger, Magic Mart
Plaza Center	NA	Gibson's, Cinema
Lincoln Square(20)	NA	

13 - RETAIL OUTLETS: **Department Stores**-Gingle's; West's; Rephan's; Otasco.
Discount Stores-Gibson's; Wal-Mart; Magic Mart; Fred's Dollar Store; Dollar General Store.
Chain Drug Stores-Petty's; Rexall; Medic; Revco; Wal-Mart Pharm.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,297; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub., COURIER, 322 Main St., Benton, AR 72015; Tel. (501) 847-0109.
National Representative: None.

BENTONVILLE

1 - LOCATION: Benton County, (In Fayettville-Springdale SMSA.) E&P Map 1-A, County Seat. NW portion of state. Livestock market. Hwy. 71.

2 - TRANSPORTATION: **Intercity Bus Lines**-Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756; Loc. Est. 8,930
County 80 Cen. 78,115; Loc. Est. 79,325
SMSA 80 Cen. 177,850; Loc. Est. 185,604

4 - HOUSEHOLDS:
City 80 Cen. 3,248; Loc. Est. 3,238
County 80 Cen. 28,622; Loc. Est. 29,969
SMSA 80 Cen. 64,447; Loc. Est. 69,351

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$97,358,000
Savings & Loan	4	$223,328,000

6 - PASSENGER AUTOS: County 43,138

7 - ELECTRIC METERS: Residence 4,176

8 - GAS METERS: Residence 3,560

9 - PRINCIPAL INDUSTRIES: Wal-Mart Stores, Inc.; Kraft Foods; CTS; Gold Kist; Wendt Sonis; Bentonville Casting; Tysons; Foam Moulding (Skelly Engr.).
Number of Wage Earners-County 6,888. Av. Wkly. Wage $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10. Last killing frost, April 10-15.

11 - TAP WATER: Medium.

12 - RETAILING:
Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Wal-Mart-Old Town Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall(50)	23	Sears, JC Penney, Dillards
Dixieland Mall(4)	8	Dillards, K mart
Bella Vista Town Ctr.	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart 2.

14 - NEWSPAPERS: DEMOCRAT (e) 5,926; (S) 6,300 sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bob Rendon, Adv. Mgr., DEMOCRAT, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representation: Arkansas Dailies.

BLYTHEVILLE

1 - LOCATION: Mississippi County, E&P Map D-1, County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis, TN; 230 mi. S of St. Louis, MO; 9 mi. W of Miss. River, U.S. Hwys. 61, I-55; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-7.
Intercity Bus Lines-Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314; Loc. Est. 24,431
County 80 Cen. 59,517; Loc. Est. 59,414

4 - HOUSEHOLDS:
City 80 Cen. 8,086; Loc. Est. 8,157
County 80 Cen. 19,757; Loc. Est. 22,550

5 - BANKS:	NUMBER	EST. DEP.
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: County 33,934

7 - ELECTRIC METERS: Residence 9,319

8 - GAS METERS: Residence 5,878

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery & Metal 1,100 ($140); Carbon Paper & Ribbons 370 ($135); Food 340 (NA); Chemicals 325 (NA); Clothing 250; Air Force Installation, 3,500 military & civilian personnel.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:
Principal Shopping Center-4 blocks on 3 sts.; 3 blocks on 2 sts.
Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N. 6th.
Shopping Center-West End, 20 blocks; Blytheville Plaza, N. 6th, 6 blocks; Day Shpg. Ctr., N. 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
U.S. Hwy 61	NA	Safeway, Mont. Ward
Blytheville Plz(19)	NA	Walgreen, IGA
Town North(5)	NA	Kroger, Magic Mart, J.C. Penney
Day Center(14)	NA	Mont. Ward, Safeway

Principal Shopping Days-Sat. and Fri.
Stores Open Evenings-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears (catalog); Oklahoma Tire; West's.
Discount Stores-Gibson; Fred's; Wal-Mart; K mart; Magic Mart.
Chain Drug Stores-Pill Box; Plaza 2.
Chain Supermarkets-Kroger; Safeway; Hays 4; IGA; Piggly Wiggly 2.
Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Hays; Sterling.

14 - NEWSPAPERS: COURIER-NEWS (e) 11,626; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Charles Berry, Bus. Mgr., COURIER-NEWS, PO Box 1108, Blytheville, AR 72315; Tel. (501) 763-4461.
National Representative: Landon Associates.

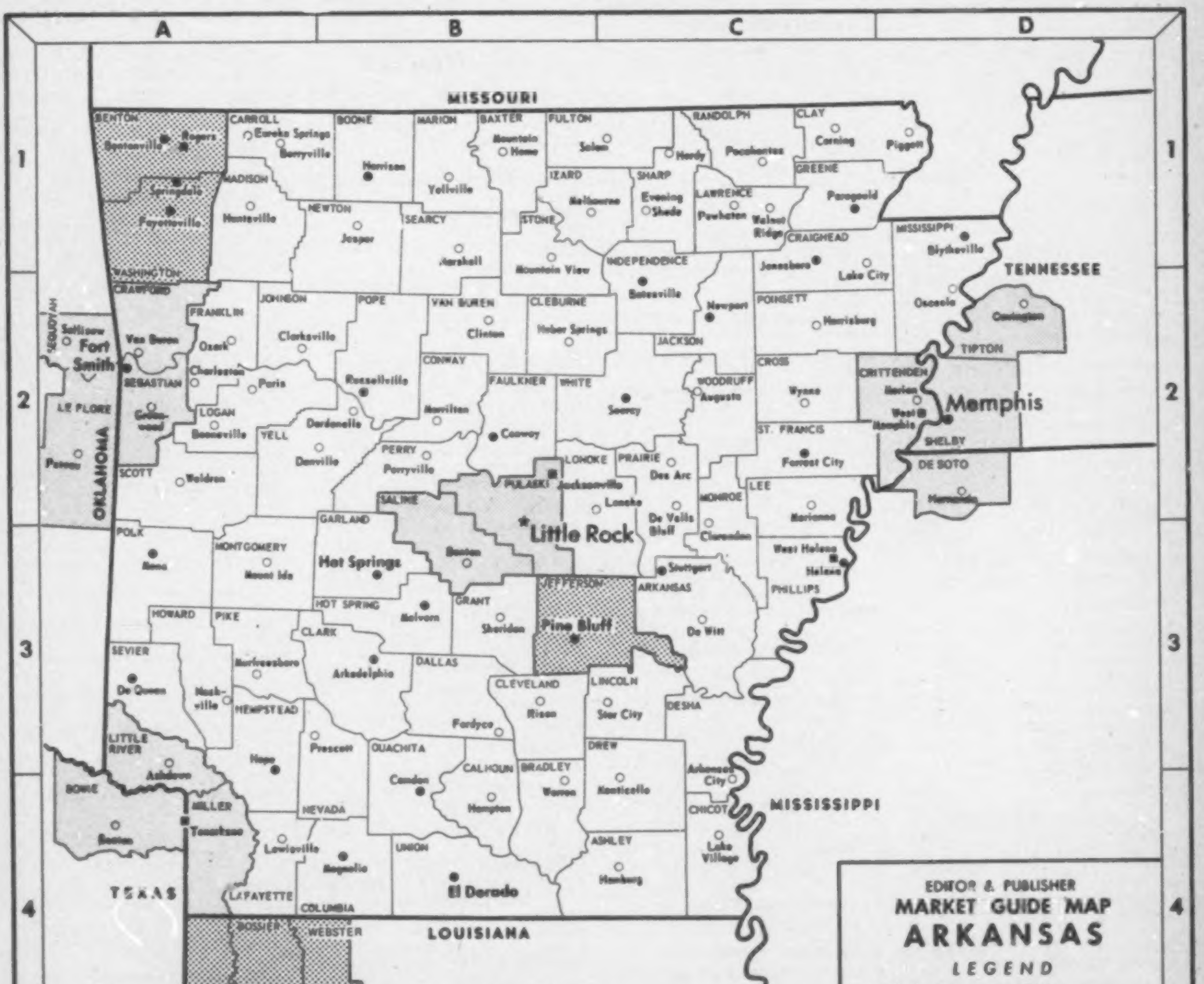
CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4, County Seat. Residential center. S central Arkansas. 102 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: Railroads-Cotton Belt; Mo. Pac.; Rock Island.
Airlines-Sunbelt.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Mo. Pacific Trans. Co.; Arkansas Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 15,356; Loc. Est. 15,849
County 80 Cen. 30,541; Loc. Est. 31,308

4 - HOUSEHOLDS:
City 80 Cen. 5,883; Loc. Est. 6,183
County 80 Cen. 11,198; Loc. Est. 11,838


A
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MISSOURI
TENNESSEE
OKLAHOMA
TEXAS
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MISSISSIPPI
Benton
Bentonville
Rogers
Springdale
Fayetteville
Washington
Carroll
Eureka Springs
Berryville
Boone
Harrison
Marion
Yellville
Baxter
Mountain Home
Fulton
Salem
Randolph
Pocahontas
Clay
Corning
Piggott
Greene
Paragould
Craighead
Jonesboro
Lake City
Mississippi
Blytheville
Osceola
Covington
Tipton
Memphis
Shelby
Crittenden
Marion
West Memphis
De Soto
Hernando
Fort Smith
Van Buren
Sebastian
Crawford
Franklin
Ozark
Johnson
Clarksville
Pope
Russellville
Van Buren
Clinton
Cleburne
Heber Springs
Independence
Batesville
Newport
Jackson
Poinsett
Harrisburg
Cross
Wynne
Woodruff
Augusta
St. Francis
Forrest City
Conway
Morrilton
Faulkner
Conway
White
Searcy
Perry
Perryville
Pulaski
Jacksonville
Lonoke
Prairie
Des Arc
Little Rock
Saline
Benton
Garland
Hot Springs
Montgomery
Mount Ida
Polk
Mena
Scott
Waldron
Logan
Booneville
Yell
Danville
Dardanelle
Paris
Charleston
Greenwood
Le Flore
Poteau
Sequoyah
Sallisaw
Monroe
Clarendon
Lee
Marianna
Phillips
Helena
West Helena
Arkansas
Stuttgart
De Witt
Jefferson
Pine Bluff
Grant
Sheridan
Hot Spring
Malvern
Clark
Arkadelphia
Dallas
Fordyce
Cleveland
Rison
Lincoln
Star City
Desha
Arkansas City
Drew
Monticello
Chicot
Lake Village
Ashley
Hamburg
Bradley
Warren
Calhoun
Hampton
Ouachita
Camden
Union
El Dorado
Columbia
Magnolia
Nevada
Prescott
Hempstead
Hope
Lafayette
Lewisville
Miller
Texarkana
Bowie
Little River
Ashdown
Sevier
De Queen
Howard
Nashville
Pike
Murfreesboro
Bossier
Webster
Minden
Shreveport
Caddo
SCALE IN MILES
0
25
50
75
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EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$90,233,000
Savings	2	$77,340,000
Savings & Loan	3	$60,464,507

6 - PASSENGER AUTOS: County 15,160

7 - ELECTRIC METERS: Residence 7,521

8 - GAS METERS: Residence 9,700

9 - PRINCIPAL INDUSTRIES: Ammunition; Paper Prod.; Furn.; Roofing; Air Condit. Mfg.; Pub. and Pottery; Electronics; Machy.; Printing Ink; Truck Trailers; Mobile Homes; Garment Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal(12)	1	Piggly Wiggly
Garden Oaks(15)	4	Piggly Wiggly, Howard's
Wal-Mart	NA	Wal-Mart
West Gate(8)	NA	Handi Pack Grocery

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Watt's; J.C. Penney; Belk-Jones; Beall's Credit Shop; Freers.
Discount Stores-Gibson's; Howard's; Wal-Mart.
Variety Stores-Bargain World; Varieties; P.N. Hirsch.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 6,003; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Cheryl Shikle, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative: Arkansas Dailies.

CONWAY

1 - LOCATION: Faulkner County, E&P Map B-2, County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, 40.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375; Loc. Est. 20,018
County 80 Cen. 46,192; Loc. Est. 46,286

4 - HOUSEHOLDS:
City 80 Cen. 6,798; Loc. Est. 6,653
County 80 Cen. 15,489; Loc. Est. 15,970

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$123,663,000
Savings & Loan	3	$88,055,935

6 - PASSENGER AUTOS: County 20,129

7 - ELECTRIC METERS: Residence 6,208

8 - GAS METERS: Residence 6,208

9 - PRINCIPAL INDUSTRIES: Shoes; Food and Dairy Prod.; Bus Bodies; Fishing Tackle; Oars; Farm Machinery; School Furniture; Paper Boxes; Pianos; Furniture; Concrete Prod.; Refrigerated Cabinets; Mobile Homes; Licenses Tags; Vending Machines; Kotex Products; Wheel Alignment Products; Water Pumps; Horse Trailers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Con-Ark(10)	NA	Rexall Drugs
Mid-Town(2)	NA	
Faulkner Plaza(15)	NA	Krogers, Wal-Mart
North Plaza(12)	NA	Piggly Wiggly, West's-Gibson's
Oak St.(2)	NA	Safeway, Magic Mart

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; West's; Frank Rivers.
Discount Stores-Fred's; Wal-Mart; Gibson's, Ashleys; Magic Mart.
Chain Drug Stores-Village Rexall; Village Mart; Sav-On Drug.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (eS) 9,151; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Pat Valachovic, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St., PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.
National Representative: None.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: Railroads-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.
Motor Freight Carries-4.
Intercity Bus Lines-Jordan; Jefferson; Continental Trailways; Oklahoma Transportation.

3 - POPULATION:
Corp. City 80 Cen. 4,594; Loc. Est. 4,808
County 80 Cen. 14,060; Loc. Est. 14,808
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,746; Loc. Est. 1,872
County 80 Cen. 5,057; Loc. Est. 5,543

5 - BANKS:	NUMBER	DEPOSITS
	2	$55,345,632

6 - PASSENGER AUTOS: County 5,873

7 - ELECTRIC METERS: Residence 1,938

8 - GAS METERS: Residence 1,974

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Timber Products 1,693 ($350); Poultry Processing 720 ($160); Shoe Mfg. 60 ($305).

10 - CLIMATE: Min. and Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Day-Sat.

13 - RETAIL OUTLETS: Department Stores-Rephan's; Knight's; Fred's; Gibson's; Mullin's; Wal-Mart.
Variety Store-Ben Franklin.
Chain Supermarkets-Piggly Wiggly; Lewis Food Center; Brooks Family Market.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,713; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ray Kimball, Pub., CITIZEN, PO Box 1000, De Queen, AR 71832; Tel. (501) 642-2111.
National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 119 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: Railroads-El Dorado & Wesson; Missouri Pacific; Rock Island.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways.
Airlines-Sunbelt.

3 - POPULATION:
Corp. City 80 Cen. 26,685; Loc. Est. 27,410
County 80 Cen. 49,988; Loc. Est. 51,891

4 - HOUSEHOLDS:
City 80 Cen. 10,309; Loc. Est. 10,890
County 80 Cen. 18,558; Loc. Est. 19,911

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	3	$49,000,000
Commercial	3	$104,000,000

6 - PASSENGER AUTOS: County 24,659

7 - ELECTRIC METERS: Residence 14,329

8 - GAS METERS: Residence 9,834

9 - PRINICPAL INDUSTRIES: Oil & Gas 1,144 (NA); Lumber 1,182 (NA); Chemical 149 (NA); Pet. Ref. 1,134 (NA); Const. 680 (NA); All Mfg. 12,147 (NA).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:
Principal Shopping Center-Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Dorado(6)	NA	TG&Y, Brookshire's, Mont. Ward
El Do(8)	8	Goodyear
Gibson Center(4)	NA	Gibson's
Mellor Park(16)	NA	Woolco, Kroger, SupeRx
Northwest Vlg.(16)	NA	West's, Safeway, Walgreen

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown Fri. to 8:30; Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn; El Dorado House; B.W. Reeves; J.A. West.
Discount Stores-Howard Bros.; United; Dollar; Gibson's 2; Woolco; K mart.
Variety Stores-TG&Y; P.N. Hirsch.
Chain Drug Stores-Rexall; Walgreen; SupeRx.
Chain Supermarkets-Safeway; Kroger; Brookshire's; Smitty's.
Other Chain Stores-Payless Shoes; Famous Brands Shoes; Firestone; Babcock Auto; Goodyear; Oklahoma Tire; Union Tire; Regent Clothing; Singer Co.; Sherwin Williams; Zale's Jewelry; Colonial Bakery; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,270; (S) 11,566; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ollie Bennett, Adv. Dir., NEWS-TIMES, PO Box 912, El Dorado, AR 71730; Tel. (501) 862-6611.
National Representative: Arkansas Dailies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale SMSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62 & 71; State Hwys. 16, 45, 112, 180 & 265.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-5.
Airlines-Skyways; Metro.
Bus Lines-Continental; Jefferson; KG Lines.

3 - POPULATION:
Corp. City 80 Cen. 36,604; Loc. Est. 38,365
CZ-ABC: (70) 30,729; (82) 37,400
RTZ-ABC: (70) 61,342; (82) 89,300
County 80 Cen. 99,735; Loc. Est. 106,279
SMSA 80 Cen. 177,850; Loc. Est. 185,604
City & RTZ-ABC: (70) 92,071; (82) 126,700

4 - HOUSEHOLDS:
City 80 Cen. 13,480; Loc. Est. 14,426
County 80 Cen. 35,825; Loc. Est. 39,382
SMSA 80 Cen. 64,447; Loc. Est. 69,351
CZ-ABC: (70) 9,779; (82) 14,100
RTZ-ABC: (70) 19,751; (82) 33,400
City & RTZ-ABC: (70) 29,530; (82) 47,500

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	5	$157,020,688
Commercial	3	$226,313,584

6 - PASSENGER AUTOS: County 51,413

7 - ELECTRIC METERS: County 25,296

8 - GAS METERS: Residence 25,109

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Poultry Proc. 1,700; Clothing 250; Elec. 610; Woodworkers 210; Ptg. 560; Electronics 400; Light Metal 750; Sporting Goods, Fishing Reels 350; Tool & Die 74; Food Proc. 640; Civilian Labor Force (Fayetteville-Springdale SMSA) 76,100.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(29)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(82)	NA	Sears, Woolworth, Mode O'Day, Dillard, Kinney's, Osco Drug, J.C. Penney
Highway 71 N.	NA	Wal-Mart, K mart, Consumers Market
Oak Plaza(16)	NA	Dillon's, Ben Franklin
Southgate Park(4)	NA	Wal-Mart
Westgate(11)	NA	IGA, Wal-Mart, K mart, Ashley's
Downtown(45)	NA	Campbell Bell, Lewis Bros

Principal Shopping Days-Wed., Thurs., Sat.; Food, Discount, & Dept. stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Campbell Bell; Montgomery Ward; J.C. Penney; Boston Store; C.R. Anthony; Sears; Dillard's.
Variety Stores-Woolworth's; Ben Franklin.
Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Ashleys; Mathias.
Chain Drug Stores-Collier (Rexall) 3; Consumer's; Osco.
Chain Supermarkets-Consumers IGA 4; Safeway; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 2; 7-Eleven 2; Food 4 Less; Sav-Mor.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e-mon to fri) 10,867; (m-sat) 10,566; (S) 11,565; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alden H. Spencer, Pub., NORTHWEST ARKANSAS TIMES, PO Box D, Fayetteville, AR 72702; Tel. (501) 442-6242.
National Representatives: Arkansas Dailies; Thomson.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis.

2 - TRANSPORTATION: Railroads-CRI&P; Mo. Pac.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,803; Loc. Est. 14,085
County 80 Cen. 30,858; Loc. Est. 30,742

4 - HOUSEHOLDS:
City 80 Cen. 4,651; Loc. Est. 4,718
County 80 Cen. 9,930; Loc. Est. 10,170

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$85,044,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 12,373

7 - ELECTRIC METERS: Residence 4,450

8 - GAS METERS: Residence 3,366

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Television Mfg. 1,800; Materials Handling Equip. 690; Elect. Motors 465; Textiles 280; Ind. Heating & Air Cond. Equip. 150; Farm Machy. 150; Timber Planning Mills 155.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Center 10 blocks in downtown area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(7)	NA	
Valli-Vista(25)	NA	Gibson, Kroger, SupeRx

Principal Shopping Days-Gen. Mdse.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cohen's; Sears; Graber's; Fussell-Graham-Alderson Co.; Colony Shop; Phillips Ladies Apparel.
Variety Stores-Ben Franklin; Sterling.
Discount Stores-Gibson's.
Chain Supermarkets-Vandiver's 2; Lindsey Food Center; Kroger; Liberty; Big Star.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,207; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Trent Bonner McCollum, Pub., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.
National Representative: Landon Associates.

FORT SMITH

1 - LOCATION: Sebastian County, (In Fort Smith AR-OK SMSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 71, 271, 64; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads-KCS; Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.
Airlines-Braniff International; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 71,384; Loc. Est. 73,858
CZ-ABC: (70) 75,834; (82) 91,400
RTZ-ABC: (70) 156,343; (82) 213,600
County 80 Cen. 94,930; Loc. Est. 99,409

SMSA 80 Cen. 203,269; Loc. Est. 215,673
City & RTZ-ABC: (70) 232,177; (82) 305,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,654; Loc. Est. 29,561
County 80 Cen. 35,686; Loc. Est. 38,521
SMSA 80 Cen. 73,209; Loc. Est. 79,927
CZ-ABC: (70) 25,564; (82) 36,000
RTZ-ABC: (70) 51,202; (82) 82,100
City & RTZ-ABC: (70) 76,766; (82) 118,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$175,000,000
Commercial	3	$401,775,000

6 - PASSENGER AUTOS: County 53,453

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Food Prod. 2,600; Apparel 500; Lumber and Wood Prod. 400; Furniture and Fixtures 4,950 ; Printing Publishing 550; Stone, Clay and Glass Prod. 900; Metal Industries 5,200; Fabricated Metal Prod. 450 ; All Other Manufacturing 1,650; Non-manufacturing 28,750; Mining 450; Contract Construction 2,400; Wholesale Trade 2,150; Retail Trade 7,100; Financial, Insurance and Real Estate 1,450; Service Industries 6,950; Govt. 6,150; All other Non-agricultural employment 6,850; Agriculture 2,200; Totals: Durables 11,650 ; Non-Durables 6,250; Total Employment: (SMSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Downtown Shopping Center-10 blocks on Garrison Ave. & same blocks on Rogers Ave.
Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Village, Greenwood & Rogers Aves.; Park Plaza 3400 Rogers Ave.; Phoenix Village, Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers and Waldron Road; Waldron Square, 5300 Rogers Ave.; Towson Plaza, 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plaza(8)	2	Ben Franklin
Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	J.C. Penney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco, Woolco
Park Plaza(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Woolco, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thurs.
Stores Open Evenings-Dept.-Thu.; Food-nightly; Central Mall & Phoenix Village-nightly.

13 - RETAIL OUTLETS: Department Stores-Boston Store 2; Sears; Tilles 2; Hunt's 6; J.C. Penney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Center.
Discount Stores-K mart; Kroger; Woolco; Wal-Mart.
Variety Stores-TG&Y; Ben Franklin.
Chain Drug Stores-Law's 2, Osco 2.
Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; K mart; Safeway 3.

Other Chain Stores-Arcade Men's Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Malco Theater; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Fort Smith Gospel Book Store; Gene's Buffet; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound; Fort Smith Office Supply; Sigler Music; Newton's Jewelers.

14 - NEWSPAPERS: SOUTHWEST-TIMES RECORD (all day-mon to fri) 40,637; (m-sat) 39,813; (S) 45,438; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST-TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.
National Representative: Arkansas Dailies.

HARRISON

1 - LOCATION: Boone County, E&P Map B-1, County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62 & 65.

2 - TRANSPORTATION:
Motor Freight Carriers-Garrison.
Intercity Bus Lines-Continental; Sunnyland.
Airline-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,567; Loc. Est. 11,052
County 80 Cen. 26,067; Loc. Est. 30,299

4 - HOUSEHOLDS:
City 80 Cen. 3,931; Loc. Est. 4,601
County 80 Cen. 9,781; Loc. Est. 11,779

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$142,000,000
Commercial	3	$98,000,000

6 - PASSENGER AUTOS: County 13,374

7 - ELECTRIC METERS: Residential 4,216

8 - GAS METERS: Residential 3,784

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersWoodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-100; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northvale(9)	NA	Ace Hdwe., Williams Mkt.
Ozark Mall(32)	NA	Krogers, Radio Shack
Younes(4)	NA	
Town & Country(4)	NA	

Principal Shopping Days-Tues. & Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; West's; Walters; Sears; J.C. Penney.
Discount Stores-Wal-Mart; Bee Discount; Magic Mart.
Variety Stores-Sterling; United; Crest Variety; Cost Plus.
Chain Supermarkets-Consumer's.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Goodyear.

14 - NEWSPAPERS: TIMES (e-mon to fri) 10,640; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Lee Dunlap, Bus. Mgr., TIMES, 111 W. Rush St., Harrison, AR 72601; Tel. (501) 741-2325
National Representative: Arkansas Dailies.

HELENA-WEST HELENA

1 - LOCATION: Phillips County, E&P Map C-3, County Seat. 125 mi. E of Little Rock; 90 mi. S of Memphis. On State Hwys. 1, 20, 44.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental; Arrow.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965; Loc. Est. 20,724
Helena 80 Cen. 9,598; Loc. Est. 9,331
West Helena 80 Cen. 11,367; Loc. Est. 11,393
County 80 Cen. 34,772; Loc. Est. 33,474

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,251; Loc. Est. 7,237
Helena 80 Cen. 3,371; Loc. Est. 3,351
West Helena 80 Cen. 3,880; Loc. Est. 3,886
County 80 Cen. 11,434; Loc. Est. 11,344

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$137,000,000

6 - PASSENGER AUTOS: County 12,977

7 - ELECTRIC METERS: Residence, County 14,000

8 - GAS METERS: Residence, County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Products; Meat Packing; Insecticides; Fertilizer; Plywood; Concrete Blocks; Luggage; Swimming Pools; Furniture; Shortening; Chemicals; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Gibson's, Safeway, McCrory
Tri County Plz(6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; C.E. Mayer; Boston; Stephens; Wall's; Cato; Kerwin; Smith's; Cost Plus.
Variety Stores-Sterling; Fred's; Bill's Dollar Store; Dollar General; Agee's; McCrory.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-M-C 2; Economy 2.
Chain Supermarkets-Safeway 2; Best; Kroger; Big Star; Food Giant; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Western Auto 2; Dixie; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri) 5,500; (S) 6,200; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson III, Gen. Mgr., WORLD, 417 York St., Helena, AR 72342; Tel. (501) 338-9181.
National Representative: Arkansas Dailies.

HOPE

1 - LOCATION: Hempstead County, E&P Map A-3, County Seat. 120 mi. from Little Rock; 225 mi. NE of Dallas. On U.S. Hwys. 67 & I-30; State Hwys. 4 & 29.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Louisiana & Arkansas; Frisco.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 10,290; Loc. Est. 10,344
CZ-ABC: (70) 8,810; (82) 10,900
RTZ-ABC: (70) 18,047; (82) 22,100
County 80 Cen. 23,635; Loc. Est. 24,007
City & RTZ-ABC: (70) 26,857; (82) 33,000

4 - HOUSEHOLDS:
City 80 Cen. 3,882; Loc. Est. 3,843
County 80 Cen. 8,578; Loc. Est. 8,937
CZ-ABC: (70) 3,099; (82) 4,500
RTZ-ABC: (70) 5,972; (82) 8,500
City & RTZ-ABC: (70) 9,071; (82) 13,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$32,069,188
Commercial	2	$104,026,551

6 - PASSENGER AUTOS: County 9,981

7 - ELECTRIC METERS: Residence 5,866

8 - GAS METERS: Residence 5,201

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wood Working 360; Textile 200; Others 1,798. Av. Wkly. Wage$160-$165.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-76; Summer 65-103; Fall 18-90; Winter 8-72. First killing frost, Nov. 7. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING:
Principal Shopping Center-18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, West's Dept., Sears
Hervey St.(2)	NA	TG&Y, Kroger

Stores Open Evenings-Sat.
Stores Open Sunday-One drug; all grocery.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; J.A. West; Rephan's; Lewis-McLarty.
Variety Stores-TG&Y; Fred's; Bill's Dollar Store.
Discount Stores-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Montgomery Ward (catalog); Sears (catalog); Fred's Dollar Store; Cato's.

14 - NEWSPAPERS: STAR (e) 4,898; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Sibyl Parsons, Adv. Dir., STAR, W. 3rd & Grady Sts., Hope, AR 71801; Tel. (501) 777-8841.
National Representative: Arkansas Dailies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-6.
Airlines- Rio.

3 - POPULATION:
Corp. City 80 Cen. 35,166; Loc. Est. 40,800
County 80 Cen. 69,916; Loc. Est. 70,100

4 - HOUSEHOLDS:
City 80 Cen. 15,200; Loc. Est. 18,330
County 80 Cen. 27 [illegible]; Loc. Est. 28,050

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,125,897,534
Commercial	3	$482,516,000

6 - PASSENGER AUTOS: County 39,132

7 - ELECTRIC METERS: Residence 28,549

8 - GAS METERS: Residence 17,946

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Aluminum Pigs, Ingots & Billets 1,000 ($250); Ladies' & Girls' Shoes 750 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 195; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:
Principal Shopping Center-10 blocks Central Ave.; 7 Quachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave; Hot Springs Mall-20 blocks S. Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Warehouse Grocery, Western Auto
Central City(18)	NA	Zale's, Robbins, K mart
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillards, J.C. Penney, Bealls
Rector Hts.(2)	NA	Piggly Wiggly, K mart
Mowery-Wyatt(10)	NA	Magic Mart, Walgreen, Otasco, Safeway
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Rephans 2; Gartenberg's; Dillard's; Kress; Sears, Bealls.
Variety Stores-General Dollar Stores; TG&Y.
Discount Stores-K mart 2; Magic Mart 2; Wal-Mart 2.
Chain Drug Stores-Walgreen 2; Crawford 4; Medical Arts 2; Topmost; Revco 2.
Chain Supermarkets-Safeway 3; Kroger 3; Piggly Wiggly 3; Cooley's; Razorback 3; Budget Saver Foods; Food-4-Less.
Other Chain Stores-Mangels; Oklahoma Tire 3; Goodyear; Firestone; Fleet Tire; Singer Co.; Western Auto; S&H Green Stamps; Mode O'Day; Scotties.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 20,388; (S) 21,620; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, 300 Spring St., Hot Springs, AR 71901; Tel. (501) 623-7711.
National Representative: Arkansas Dailies.

JACKSONVILLE

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock SMSA). E&P Map B-2. 15 mi. NW of Little Rock on U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Mo. Pacific.

3 - POPULATION:
Corp. City 80 Cen. 27,589; Loc. Est. 31,718
SMSA 80 Cen. 393,494; Loc. Est. 432,652
County 80 Cen. 340,613; Loc. Est. 379,157

4 - HOUSEHOLDS:
City 80 Cen. 8,646; Loc. Est. 10,214
County 80 Cen. 124,516; Loc. Est. 143,107
SMSA 80 Cen. 141,993; Loc. Est. 161,365

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$57,589,000

6 - PASSENGER AUTOS: County 202,377

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Apparel Mfg.; Sheet

Metal Mfg.; Lumber Working; Cotton and Rice Growing; Small Motor Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gregory Place(7)	NA	K mart, Osco Drug, Safeway
Heritage(7)	NA	7-Eleven
Jacksonville(13)	NA	Weingarten's, Sears, Sterling Store, Knight's
Jackson Square(10)	NA	Magic Mart, TG&Y, Wal-Mart

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; Magic Mart; TG&Y; K mart.
Chain Drug Stores-Dotson 2; Price Drug Center.
Chain Supermarkets-Weingarden; Safeway; Thriftway; Piggly Wiggly; Food 4 Less; Knight's Food.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,811; (S) 12,511; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: James T. Canfield, Pub.; Ken Elliott, Gen. Mgr., NEWS, 116 Hickory St., Jacksonville, AR 72076; Tel. (501) 982-6506.
National Representative: Landon Associates.

JONESBORO

1 - LOCATION: Craighead County, E&P Map C-2, County Seat. 66 mi. NW of Memphis; 135 mi. NE of Little Rock; 253 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-St. Louis-Southwestern; St. Louis-San Francisco; Missouri Pacific.
Motor Freight Carriers-10.
Air Travel-Jonesboro Municipal Airport.
Bus Lines-Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530; Loc. Est. 33,139
County 80 Cen. 63,218; Loc. Est. 67,037

4 - HOUSEHOLDS:
City 80 Cen. 11,405; Loc. Est. 12,222
County 80 Cen. 22,330; Loc. Est. 24,379

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	4	$435,139,250

6 - PASSENGER AUTOS: County 30,392

7 - ELECTRIC METERS: Residence 15,399

8 - GAS METERS: Residence 15,072

9 - PRINCIPAL INDUSTRIES: Industry and No. of Wage Earners-Electric Mts. Comm. 1,893; Materials Handling Eqpt. 378; Rice 400; Shoes 1,424; Plumbing Fixtures 450.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Center-Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq.(7)	NA	Falk Footwear
Caraway Plaza(16)	NA	Skagg's, P.N. Hirsh, Grisham's
Eastwood(7)	NA	Colony Shop
Fountain Sq.(4)	NA	Green Leaf, Gold & Stone
Indian Mall(49)	NA	Dillard's, Sears, TG&Y, J.C. Penney, Stimson's
Jonesboro Plz.(2)	NA	Kroger, Wal-Mart
Southgate Plz.(5)	NA	Jonesboro Appliance
Southwest Vlg.(4)	NA	M.H. Kenward
Univ. Ctr.(10)	NA	Gibson's, Mont. Ward, Lucky Mkt.
West Mart Ctr.(15)	NA	Big Star Mkt.
Highland(12)	NA	K mart

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: Department Stores-Wall's; P.N. Hirsch; Broadway's; J.C. Penney; Dillard's; Sears; Grisham's.
Variety Stores-TG&Y.
Discount Stores-Gibson's; Wall's Bargain Center; Wal-Mart; Fred's Dollar Store; K mart; General Dollar Store.
Chain Drug Stores-Crall's 2; Service 2; Skagg's; Consumer Pharmacy 2.
Chain Supermarkets-Safeway 2; Kroger; Stimson's 2; Big Star 3; IGA; Jr. Food Stores 5; Hays.

14 - NEWSPAPERS: SUN (m) 18,136; (S) 21,575; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative: Arkansas Dailies.

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Malvern
Daily Record

A Harte-Hanks
NEWSPAPER

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock SMSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and the capital of state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: Railroads- Missouri Pacific; Cotton Belt (freight).
Motor Freight Carriers-60.
Intercity Bus Lines-Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines-American; Delta; Frontier; Texas International; Skyways; Trans-Central; TWA.
Barge Lines-10.

3 - POPULATION:
Corp. City 80 Cen. 158,461; Loc. Est. 172,200
CZ-ABC: (70) 271,724; (82) 333,800
RTZ-ABC: (70) 577,490; (82) 729,500
SMSA 80 Cen. 393,494; Loc. Est. 404,500
County 80 Cen. 340,613; Loc. Est. 349,000
City & RTZ-ABC: (70) 849,214; (82) 1,063,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749; Loc. Est. 69,733
County 80 Cen. 124,516; Loc. Est. 132,810
SMSA 80 Cen. 141,993; Loc. Est. 161,365
CZ-ABC: (70) 87,273; (82) 125,600
RTZ-ABC: (70) 183,100; (82) 271,900
City & RTZ-ABC: (70) 270,373; (82) 397,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	12	$1,935,663,095

6 - PASSENGER AUTOS: County 195,212

7 - ELECTRIC METERS: Residence 119,298

8 - GAS METERS: Residence 99,363

9 - PRINCIPAL INDUSTRIES: Food 3,500 ($257); Lumber 900 ($215); Furn. & Fix. 700 ($172); Printing 2,500 ($298); Stone & Clay 1,000 ($309); Metals 10,900 ($267); Durables 13,900 ($259); Non-Durables 13,500 ($318); Other Non-Durables 6,500.
Principal Industrial Pay Days-Weekly, 1 & 15, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Downtown Shopping Center-8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N. Little Rock.
Neighborhood Shopping Areas-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area. Geyer Springs & Baseline; West 7th St.(600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metrocentre(60)	NA	M.M. Cohn, Dillards, Osco, Kempner's
Heights Center(72)	NA	Safeway, Kroger
Tanglewood(24)	NA	Safeway, Otasco
Park Plaza(40)	NA	Dillard's, Kempner's, Otasco, Beall's
Colony West(10)	NA	Kroger, Osco Drug
Sturbridge(7)	NA	Custom Audio
Williamsburg Row(8)	NA	The Fifth Season
The Market Place(24)	NA	Nettle Creek Shop, Jane's Hallmark Shop, Crofton's Home Decor
Trellis Square(12)	NA	Radio Shack
University Mall(33)	NA	J.C. Penney, M.M. Cohn, Mont. Ward, Osco
Broadmoor(11)	NA	Arkansas Bookhouse, Osco
Breckenridge(32)	NA	Merle Norman Cosmetics, John's Jeans, Sommer's
Town & Country(5)	NA	Handy Sams, Otasco
K mart Plaza(3)	NA	K mart
Southwest City Mall(15)	NA	Osco, Target, Bealls, Otasco
Colony South(10)	NA	Kroger
Village Center(14)	NA	West's, Western Auto
University Pl.(10)	NA	Kresge's, Service Merchandise
Rose City(12)	NA	Safeway, P.N. Hirsch, Otasco
Lakehill Center(10)	NA	Hog Heaven
McCain Mall(70)	NA	M.M. Cohn, Dillard's, J.C. Penney, Sears
The Other Ctr.(10)	NA	Target, Red River Pottery
Levy Center(8)	NA	Ben Franklin
North Park Mall	NA	Wal-Mart, Otasco
Indian Hills(16)	NA	Kroger, Wal-Mart, Radio Shack
Pike Plaza(20)	NA	West's, Magic Mart
Cantrell & Bryant(5)	NA	Stein Mart, Radio Shack
Geyer Springs(8)	NA	Food City, Wal-Mart, Western Auto
Galleria Park(18)	NA	Irma Dumas
Cloverdale Plz.(10)	NA	Baseline Fabrics & Carpets
Vali-Hi Center(15)	NA	Bozo's Big Top Toys

Principal Shopping Days-Fri., Sat., Mon. Food-Wed., Thu., Fri., Sat.
Stores Open Evenings-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: Department Stores-Dillard's 3; M.M. Cohn 3; Sterling; J.C. Penney 2; Sears 2; West's 3; Kempner's 3; Montgomery Ward; Bealls 2; McCrory's.
Discount Stores-K mart 3; Magic Mart 3; Wal-Mart 4; Target 3; Skagg's 2.
Variety Stores-Sterlings; TG&Y.
Chain Drug Stores-Skagg's 2; Osco 5; Petty's 6; Consumers 2; Medic 4; Drug Mutual 33; Magic Mart 5.
Chain Supermarkets-Safeway 12; Kroger 8; IGA 4; Food City 6; Affiliated Foods 30 (4 Model Mkts., 8 Thriftway, 18 AG); 7-Eleven Food Stores 27; Majik Mkts. 23; Skagg's 2; Food 4 Less 3; GSC.
Other Chain Stores-National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Auto Supply; Otasco 10; Stinger Sam 5; Voss Hutton 3; Handy Dan's 2; Lowe's; Western Auto 7; Genuine Auto Parts 7; Goodyear 4; Firestone 3; B.F. Goodrich; Kelly-Springfield 2; Gordon's Jewelers 2; Jaccard's; Zale's 3; Haverty Furniture; Singer Co. 3; Pittsburgh Paints 2; Sherwin Williams 3; Cook Paints; Devoe & Reynolds; Mary Carter Paints 2; P.N. Hirsch 4; United Jewelers; Service Merchandise 2; Handy Sam's 2; Auto Shack.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 69,533; (S) 126,142; Mar 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dick Browning, Nat'l. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72203; Tel. (501) 378-3447.
National Representative: Branham.
ARKANSAS GAZETTE (m) 131,929; (S) 158,202; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wm. T. Moffitt, Nat'l. Adv. Mgr., ARKANSAS GAZETTE, PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3966.
National Representative: Sawyer-Ferguson-Walker.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: Railroads-L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909; Loc. Est. 12,314
County 80 Cen. 26,644; Loc. Est. 27,350

4 - HOUSEHOLDS:
City 80 Cen. 4,306; Loc. Est. 4,524
County 80 Cen. 9,535; Loc. Est. 10,147

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$47,445,420
Commercial	4	$171,992,000

6 - PASSENGER AUTOS: County 11,850

7 - ELECTRIC METERS: Residence 4,710

8 - GAS METERS: Residence 4,460

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Lumber 850 ($215); Textile 495 ($180); Oil Prod. 2,300 ($325); Aluminum 500 ($240); Rubber Life Boats 730 ($240); Chemical 450 ($355).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia(11)	NA	Huckaby's Thriftway
North Park Plz.	NA	Wal-Mart
Peace(12)	NA	Shock's, Dollar General
University	NA	K mart, Bealls, Revco, Kroger, Bojangles

Principal Shopping Days-Tues., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-Talbot's; Anthony's; West's; Bealls.
Discount Stores-Gibson's; Wal-Mart; Fred's; Dollar General; K mart.
Chain Drug Stores-Gibson's Pharm.; Drug Mart; Medic-Aid; Revco.
Chain Supermarkets-Smitty's; Huckaby's Thriftway; Kroger; Piggly Wiggly; E-Z Mart 2.
Other Chain Stores-Okla. Tire & Supply Co.; Western Auto; Sears; Montgomery Ward; S&H Green Stamps; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,416; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: Railroads-M.P.; Chicago.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163; Loc. Est. 10,067
County 80 Cen. 26,819; Loc. Est. 26,845

4 - HOUSEHOLDS:
City 80 Cen. 3,955; Loc. Est. 3,929
County 80 Cen. 9,683; Loc. Est. 9,968

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$73,157,998
Savings & Loan	3	$52,674,252

6 - PASSENGER AUTOS: County 11,992

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 1,450; Brick & Tile 400; Mining 330; Lumber & Wood Products 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Principal Shopping Days- Sat., Mon., Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; West Bros.; Wal-Mart; Gibson's; Leader; Samon's.
Discount Stores-Gibson's; Wal-Mart; Fred's.
Chain Drug Stores-Rexall 2; Walgreen; SuperRx.
Chain Supermarkets-Budget Saver; Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly.

Other Chain Stores-Oklahoma Tire; Western Auto; Goodyear; Montgomery Ward; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,333; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ken Richardson, Adv. Dir., RECORD, PO Box 70, Malvern, AR 72104; Tel. (501) 337-7523.
National Representative: Arkansas Dailies.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: Railroad-Kansas City Southern.
Intercity Bus Lines-Jefferson Lines; Continental Bus.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 5,154; Loc. Est. 5,340
County 80 Cen. 17,007; Loc. Est. 18,074

4 - HOUSEHOLDS:
City 80 Cen. 2,068; Loc. Est. 2,250
County 80 Cen. 6,318; Loc. Est. 6,966

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$95,000,000
Savings & Loan	2	$35,000,000

6 - PASSENGER AUTOS: County 7,599

7 - ELECTRIC METERS: Residence 2,146

8 - GAS METERS: Residence 1,970

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Woodworking 275; Textile 550; Leather Goods 50; Electric Motors 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Center-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).
Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Herod's; Craig; Rephan's; Adam & Eve.
Discount Stores-Fred's; Ben Franklin; Cowden Factory Outlet; Hugh Lena's.
Chain Drug Stores-Rexall; Walgreen; Consumer's.
Chain Supermarket-Piggly Wiggly.
Other Chain Stores-Otasco; Goodyear; Mode O'Day; Fred's; Wal-Mart; Ben Franklin.

14 - NEWSPAPERS: STAR (e-mon to fri) 1,603; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Derwood Brett, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.
National Representative: None.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2. County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14 & 17; U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Amtrak; Missouri Pacific; Rock Island.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,289; Loc. Est. 8,597
CZ-ABC: (70) 7,725; (82) 7,700
RTZ-ABC: (70) 15,991; (82) 18,200
County 80 Cen. 21,646; Loc. Est. 22,316
City & RTZ-ABC: (70) 23,716; (82) 25.900
Demographic Information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

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4 - HOUSEHOLDS:
City 80 Cen. 3,122; Loc. Est. 3,223
County 80 Cen. 7,786; Loc. Est. 8,221
CZ-ABC: (70) 2,613; (82) 3,000
RTZ-ABC: (70) 5,028; (82) 6,800
City & RTZ-ABC: (70) 7,642; (82) 9,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 9,437

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prod.; House Trailer Mfg.; Meat Packing; Concrete Prod.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furniture.

10 - CLIMATE: Ann. Average Temp. 65

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Center-Village Mall.
Principal Shopping Days-Mon., Thurs. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Gullic's; P.K. Holmes; Van-Atkins; Star.
Variety Stores-Dollar General; Fred's Dollar; Otasco.
Discount Stores-Wal-Mart.
Chain Drug Stores-Headlee's; Revco.
Chain Supermarkets-Kroger; Thriftway; Safeway; IGA.

14 - NEWSPAPERS: INDEPENDENT (e-mon to thur) 3,407; (S) 3,477; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Doss, Adv. Mgr., INDEPENDENT, 308 Second St., Newport, AR 72112; Tel. (501) 523-5855.
National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1, County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 15,214; Loc. Est. 16,173
County 80 Cen. 30,774; Loc. Est. 32,682

4 - HOUSEHOLDS:
City 80 Cen. 5,928; Loc. Est. 6,426
County 80 Cen. 11,228; Loc. Est. 12,279

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$147,288,000
Savings & Loan	1	$29,008,193

6 - PASSENGER AUTOS: County 13,931

7 - ELECTRIC METERS: Residence 6,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electric Motors 1,750; Shirts 400; Milk Processing 125; Store Fixtures 700; Automobile Shock Absorbers 1,200; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 1,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline soft.

12 - RETAILING:
Shopping Centers-Paragould Plaza; Paragould Park Plaza; Centre One.
Stores Open Evenings: Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Belk's.

Discount Stores-Gibson's; Wal-Mart; Magic Mart; Fred's.
Chain Supermarkets-Kroger; Farmer's Market; Big Star 3.
Other Chain Stores-Homestead; Otasco; Radio Shack; Super D Drugs; Revco.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,370; sworn Mar 31, 1982.
Local Contact for Advertising and Merchandising Data: Fred A. Wulfekuhler, Ed. & Pub., PRESS, PO Drawer 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Landon Associates.

PINE BLUFF

1 - LOCATION: Jefferson County (SMSA). E&P Map B-3, County Seat. 45 mi. from Little Rock; 155 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Mo. Pac.
Motor Freight Carriers-13.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Midwest Trailways; Continental.
Airlines-Jamaire.

3 - POPULATION:
Corp. City 80 Cen. 56,576; Loc. Est. 56,503
CZ-ABC: (70) 57,389; (82) 56,600
RTZ-ABC: (70) 106,195; (82) 123,300
County/SMSA 80 Cen. 90,718; Loc. Est. 92,452
City & RTZ-ABC: (70) 163,584; (82) 179,900

4 - HOUSEHOLDS:
City 80 Cen. 19,928; Loc. Est. 20,295
County/SMSA 80 Cen. 30,588; Loc. Est. 32,133
CZ-ABC: (70) 17,919; (82) 20,600
RTZ-ABC: (70) 31,932; (82) 43,700
City & RTZ-ABC (70) 49,851; (82) 64,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$366,852,736
Savings & Loan	3	$508,359,487

6 - PASSENGER AUTOS: County 42,909

7 - ELECTRIC METERS: Residence 30,143

8 - GAS METERS: Residence 20,295

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Lumber & Wood Pdts. 2,625; Other Durable Goods 650; Food Prod. 2,975; Other Nondurable Goods 500; Construction 18,625; Transp. & Utilities 925; Wholesale 4,650; Retail 675; Finance, Ins. & Real Estate 3,975; Services 900; Gov't. 3,150; Other Non Mfg. 5,750; Agriculture 4,700.
Principal Pay Days-RR 1st & 15th; Utilities 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:
Principal Shopping Center-4 blocks on Main & Pine Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	Magic Mart, Safeway
Jefferson Square(39)	NA	TG&Y, Kroger, Mangel's, Shainberg's
Oak Park(15)	NA	Magic Mart, Safeway

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-All stores Fri.

13 - RETAIL OUTLETS: Department Stores-Cohen's; Shainberg's; J.C. Penney; Stacy's; Sears; Baim's; Dillard's.
Discount Stores-Magic Mart 2; K mart; Wal-Mart.
Variety Stores-Woolworth; TG&Y; Sterling's; Kent's.
Chain Drug Stores-Conery's 2; Oak Park 2; Walgreen.
Chain Supermarkets-IGA 5; Safeway 6; Kroger 2; Weingarten; In & Out Convenience 22; Mad Butcher 10.
Other Chain Stores-Kinney Shoes; Mangel's; Majik Market; National Credit Clothiers; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps.

14 - NEWSPAPERS: COMMERCIAL (e) 22,762; (S) 23,652; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative: Arkansas Dailies.

ROGERS

1 - LOCATION: Benton County (In Fayetteville-Springdale SMSA). E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: Railroad-Burlington-Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Lines; Arkoma.

3 - POPULATION:
Corp. City 80 Cen. 17,429; Loc. Est. 18,100
CZ-ABC: (70) 11,050; (82) 19,500
RTZ-ABC: (70) 63,717; (82) 97,200
County 80 Cen. 78,115; Loc. Est. 79,325
SMSA 80 Cen. 177,850; Loc. Est. 185,604
City & RTZ-ABC: (70) 74,767; (82) 116,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,554; Loc. Est. 6,507
County 80 Cen. 28,622; Loc. Est. 29,969
SMSA 80 Cen. 64,447; Loc. Est. 69,351
CZ-ABC: (70) 3,858; (82) 8,000
RTZ-ABC: (70) 21,179; (82) 37,800
City & RTZ-ABC: (70) 25,037; (82) 45,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$138,944,869
Savings & Loan	5	$354,635,373

6 - PASSENGER AUTOS: County 43,138

7 - ELECTRIC METERS: 6,849

8 - GAS METERS: 7,141

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 7,486; Food Prod. 2,467; Machinery (except electrical) 949. Other manufacturing 3,950. Includes toy guns; nylon hosiery, electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics, electronic components; school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-6 blocks on Walnut St.; Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S.; Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cash Vlg.(8)	NA	Gibson Discount
Southgate(15)	NA	IGA
Walnut Plz.(14)	NA	Wal-Mart, IGA

Principal Shopping Days- Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thurs.
Stores Open Sundays- Food markets.

13 - RETAIL OUTLETS: Department Stores-Stroud Mercantile; Hunt's; Campbell; Bell-Lewis Bros.; Walshes; Bealls.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Food Town 2; IGA 2; Phillips Food Ctr.; Safeway.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto Supply; Mode O'Day; Sherwin Williams; Linkway.

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 13,103; (S)14,111; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Renfro, Adv. Mgr., NEWS, PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Arkansas Dailies.

RUSSELLVILLE

1 - LOCATION: Pope County, E&P Map B-2, County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

The Community Information Center In

Russellville, Arkansas.

Daily Courier-Democrat

A Harte-Hanks NEWSPAPER

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000; Loc. Est. 13,657
County 80 Cen. 39,003; Loc. Est. 39,108

4 - HOUSEHOLDS:
City 80 Cen. 5,014; Loc. Est. 4,949
County 80 Cen. 13,612; Loc. Est. 14,111

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commerical	2	$132,000,000

6 - PASSENGER AUTOS: County 18,677

7 - ELECTRIC METERS: County Res. 14,098; Industrial 476; Commercial 1726.

8 - GAS METERS: Res. County 12,237.

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prod.; Coal; Poultry Processing; Ice Cream Mix; Butter; Walk-In Refrigerators; Furniture Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Leather Mfg.; Metalworking; Aluminum Extrusion; Chemical Processing; Lumber; Corrugated Boxes.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Mall(14)	NA	J.C. Penney, Safeway
Plaza East(7)	NA	Wal-Mart, Piggly Wiggly
Main Plaza(2)	NA	Van Atkins, TG&Y

13 - RETAIL OUTLETS: Department Stores-F.C. Peters; Van Atkins; J.C. Penney; Beall's.
Variety Stores-Magic Mart; TG&Y.
Discount Stores-Howard Bros.; Wal-Mart; Fred's West; Gibson's; Magic Mart; TG&Y; Dollar General; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Piggly Wiggly; Food-4-Less.
Other Chain Stores-S&H Green Stamps; Payless Shoes; Irma Dumas; Van Atkins; Colony Shop; Sears; Montgomery Ward; Otasco; Western Auto; Shelly Rand; Loeflers.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 10,426; (S) 11,668; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representative: Harte-Hanks; Arkansas Dailies.

SEARCY

1 - LOCATION: White County, E&P Map C-2, County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Pacific; Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612; Loc. Est. 14,676
County 80 Cen. 50,835; Loc. Est. 54,810

4 - HOUSEHOLDS:
City 80 Cen. 4,478; Loc. Est. 4,928
County 80 Cen. 17,423; Loc. Est. 19,353

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$80,961,982
Savings & Loan	2	$100,461,273
Commercial	2	$38,632,538

6 - PASSENGER AUTOS: County 22,149

7 - ELECTRIC METERS: Residence 5,246

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 1,750 ($220); Manufacturing 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Discount Stores-Fred's; Magic Mart; Wal-Mart; Dollar General.
Chain Drug Stores-Rexall; Headlee 2; Revco.
Chain Supermarkets-Kroger; Safeway; Associated Grocers; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Penney; Sears; Montgomery Ward; Goodyear; Cato's; Mode O'Day; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 5,413; (S) 5,622; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Jim Gray, Pub., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 263-8621.
National Representative: Arkansas Dailies.

The Community
Information
Center In

Searcy,
Arkansas.

The
Daily Citizen

A Harte-Hanks
NEWSPAPER

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale SMSA). E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing and canning industries. Birthplace of poultry industry in AR. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: Railroads-Frisco.
Motor Freight Carriers-4.
Bus Lines-Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Royal American.

3 - POPULATION:
Corp. City 80 Cen. 23,458; Loc. Est. 25,390
CZ-ABC: (70) 16,783; (82) 24,200
RTZ-ABC: (70) 83,426; (82) 121,900
County 80 Cen. 99,735; Loc. Est. 106,279
SMSA 80 Cen. 177,850; Loc. Est. 185,604
City & RTZ-ABC: (70) 100,209; (82) 146,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,510; Loc. Est. 9,454
County 80 Cen. 35,825; Loc. Est. 39,382
SMSA 80 Cen. 64,447; Loc. Est. 69,351
CZ-ABC: (70) 5,443; (82) 9,100
RTZ-ABC: (70) 27,153; (82) 46,600
City & RTZ-ABC: (70) 32,596; (82) 55,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	2	$110,800,000
Savings & Loan	2	$128,389,900

6 - PASSENGER AUTOS: County 51,413

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 10,974

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Processing 4,000; Electrical 705; Tool Making 730; Alum. Fabrication 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Emma Ave.; 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 West; 20 blocks on 68 East; 20 blocks on Hwy. 71.
Neighborhood Shopping Centers-8 blocks on N. Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 West;
Principal Shopping Days-Fri. & Mon.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmdale(6)	NA	
Plaza(6)	NA	Wal-Mart, IGA
N.W. Ark. Mall(76)	NA	Sears, Osco Drug, Penney's, Dillard's
Sunset Center(3)	NA	Harp's IGA

Stores Open Evenings-Shopping centers every evening until 9:00.; Fri.

13 - RETAIL OUTLETS: Department Stores-Camps; Clarkson; Dwights; Cameron's; Anthony's; Sears; Penney's; Montgomery Ward; Ryan's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Joyce's; McKinney's; Rexall; Sav-On; Osco; Consumer's; Cogar; Sunset; Gilmore's; Holiman's.
Chain Supermarkets-Harp's; Dwight's; IGA; Food-4-Less; Elmdale Market.
Other Chain Stores-Heritage Jewelry; Spee-Dee Mart; Wilson's; Layman's Furniture; Goodyear; Stroman's Stereo Center; Miller's Furniture.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,944; (S) 12,932; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wes King, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Arkansas Dailies.

STUTTGART

1 - LOCATION: Arkansas County, E&P Map C-3, County Seat. 50 mi. SE of Little Rock.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941; Loc. Est. 10,780
County 80 Cen. 24,175; Loc. Est. 23,799

4 - HOUSEHOLDS:
City 80 Cen. 4,111; Loc. Est. 4,039
County 80 Cen. 8,909; Loc. Est. 9,019

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$48,615,206
Commercial	2	$119,150,000

6 - PASSENGER AUTOS: County 11,526

7 - ELECTRIC METERS: Residence 4,276

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rice Mills 1,200; Seed Processors 120; Metal Fabricators 110; Shoes 400; Soy Bean Plant 330; Well Drilling 100; Heating/Air Conditioning Mfg. 150.

10 - CLIMATE: Ann. Avg. 60-66; Rainfall 50 inches.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(10)	NA	Kroger, Wal-Mart
Stuttgart Sq.(8)	NA	West's, Gibson's, Piggly Wiggly

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Jones; West's; Sears; Montgomery Ward (catalog).
Variety Stores-Dollar General; Fred's.
Discount Stores-Wal-Mart; Gibson's.
Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Food Palace 2.
Other Chain Stores-Western Auto; Okla. Tire; Singer Co.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,566; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Royce Haggard, Adv. Mgr., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Arkansas Dailies.

TEXARKANA, AR

See TEXARKANA, TX

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS SMSA). E&P Map D-2. Agricultural center, in NE portion of state. 6 mi. W of Memphis, 125 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific.
Motor Freight Carriers-4
Intercity Bus Lines-Trailways; Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 80 Cen. 28,138; Loc. Est. 27,236
CZ-ABC: (70) 25,892; (82) 26,700
Bal. in PMA-ABC: (70) 22,214; (82) 22,500
County 80 Cen. 49,097; Loc. Est. 47,962
SMSA 80 Cen. 912,887; Loc. Est. 935,261
Total PMA-ABC: (70) 48,106; (82) 49,200

4 - HOUSEHOLDS:
City 80 Cen. 9,250; Loc. Est. 8,987
County 80 Cen. 15,571; Loc. Est. 15,716
CZ-ABC: (70) 7,346; (82) 3,900
Bal in PMA-ABC: (70) 5,909; (82) 7,000
Total PMA-ABC: (70) 13,255; (82) 15,900
SMSA 80 Cen. 311,796; Loc. Est. 329,576

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$41,383,343
Commercial	3	$94,105,050

6 - PASSENGER AUTOS: County 21,148

7 - ELECTRIC METERS: Residence 8,912

8 - GAS METERS: Residence 9,600

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Corragated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Packaging; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; Number of Wage Earners-9,815 city; 23,525 county. Avg. Weekly Wage N.A.

10 - CLIMATE: Av. Ann. Min. & Max. Temp.-30-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,824,000 gallons per 24 hours.

12 - RETAILING:
[illegible]ncipal Shopping Center-6 blocks on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadowbrook Square(20)	NA	Wal-Mart, Pic Pac, Shainberg's, Super Drug
Broadway Plz.(10)	NA	E-Z Foods, Big Star
Holiday Plz.(26)	NA	Walgreen, Kroger, Zale's
Missouri Plz.(8)	NA	E-Z Foods

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Holiday Plaza Mall; Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-Hallum's; Sears; Western Auto; Goodyear; Goodrich; Saig's; Shainberg; Wal-Mart; Colony Shop; Campbells; Country Squire; Fred's; Zale's; Radio Shack; K mart; Lowes Lumber; Kelly Springfield; Fred P. Gattas.
Chain Drug Stores-Walgreen; Rexall; Super D Drug.
Chain Supermarkets-Kroger; Big Star; Safeway; Warehouse; Pic Pac; Marion Big Star; Nite 'N Day.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,851; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary W. Lendermon, Adv. Dir., TIMES, 111 E. Bond St., West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative: None.

The Community
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Stuttgart,
Arkansas.

The Stuttgart
Daily Leader

A Harte-Hanks
NEWSPAPER

CALIFORNIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Garden Grove-Orange County.
Bakersfield-Kern County.
Chico-Butte County.
Fresno-Fresno County.
Los Angeles-Long Beach-Los Angeles County.
Modesto-Stanislaus County.
Oxnard-Simi Valley-Ventura-Ventura County.
Redding-Shasta County.
Riverside-San Bernardino-Ontario-Riverside and San Bernardino Counties.
Sacramento-Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey-Monterey County.
San Diego-San Diego County.
San Francisco-Oakland-Alameda, Contra Costa, Marin, San Francisco and San Mateo Counties.
San Jose-Santa Clara County.
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County.
Santa Cruz-Santa Cruz County.
Santa Rosa-Sonoma County.
Stockton-San Joaquin County.
Vallejo-Fairfield-Napa-Solano and Napa Counties.
Visalia-Tulare-Porterville-Tulare County.
Yuba City-Sutter and Yuba Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Los Angeles-Long Beach-Anaheim-Includes Los AngelesLong Beach SMSA; Anaheim-Santa Ana-Garden Grove SMSA; Oxnard-Simi Valley-Ventura SMSA; Riverside-San BernardinoOntario SMSA.
San Francisco-Oakland-San Jose-Includes San FranciscoOakland SMSA; San Jose SMSA; Vallejo-FairfieldNapa SMSA; Santa Rosa SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	1,643	1,708	1,809
5-14 Years	3,886	3,446	3,651
15-24 Years	3,565	4,486	4,752
25-44 Years	5,044	7,058	7,477
45-64 Years	4,036	4,556	4,826
65 and Over	1,792	2,415	2,558
TOTAL	19,966	23,669	25,073

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	2,171	4,328	5,896
General Mdse	6,905	10,554	15,804
Food	10,652	17,267	29,469
Automobiles	9,569	16,232	20,989
Gasoline Stations	3,444	5,733	10,878
Apparel	2,590	3,766	5,586
Furniture	2,439	4,341	6,084
Eat-Drink Places	4,588	8,052	14,052
Drugs	1,928	3,040	4,919
TOTAL	48,893	81,058	127,693

ALAMEDA

1 - LOCATION: Alameda County, E&P Map B-5 (In San Francisco-Oakland SMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION: Railroads-SP; AT&SF; Alameda Belt Line; W.P.
Motor Freight Carriers-15.
Passenger and Freight Steamship Lines-46.
Intercity Bus Lines-A/C Transit District.
Airlines-Airlines using Oakland Airport.

3 - POPULATION:
Corp. City 80 Cen. 63,852; Loc. Est. 62,574
County 80 Cen. 1,105,379; Loc. Est. 1,124,056
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484

4 - HOUSEHOLDS:
City 80 Cen. 26,517; Loc. Est. 27,029
County 80 Cen. 402,092; Loc. Est. 446,458
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640

5 - BANKS:	NUMBER	EST. DEP.
Comm. & Sav.	11	$310,552,000
Savings & Loan	7	$219,000,000

6 - PASSENGER AUTOS: County 612,324

7 - ELECTRIC METERS: Residence 24,026

8 - GAS METERS: Residence 23,248

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 8,000; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S. Shore, Retail Ctr. at ft. of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore(61)	NA	Penney, Woolworth, Safeway, Mervyn's
Fernside(16)	NA	Payless Drug, Alpha Beta

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Long's; Walgreen; Nelson's; Pay Less.
Chain Supermarkets-Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; New Island; William Bros.; Alpha Beta; Chestnut-Encinal.
Other Chain Stores-Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Alburt's Men's Shop; Dorothy's Apparel; Radio Shack; House of Fabrics; Miller's Outpost; Kinney Shoes.

14 - NEWSPAPERS: TIMES-STAR (m) 8,494; Mar. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Mort Kofman, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
National Representatives: Branham; USSPI.

ANAHEIM
See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA), E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: Railroads-SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines-Greyhound; MTA.

3 - POPULATION:
Corp. City 80 Cen. 43,559; Loc. Est. 48,986
CZ-ABC: (70) 28,060; (82) 44,400
RTZ-ABC: (70) 19,261; (82) 13,000
County 80 Cen. 657,252; Loc. Est. 702,021
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
City & RTZ-ABC: (70) 47,321; (82) 57,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,227; Loc. Est. 17,756
County 80 Cen. 241,805; Loc. Est. 266,696
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640
CZ-ABC: (70) 8,593; (82) 15,900
RTZ-ABC: (70) 5,890; (82) 4,700
City & RTZ-ABC: (70) 14,483; (82) 20,600

5 - BANKS:	NUMBER	EST. DEP.
Savings	6	$75,000,000
Savings & Loan	6	$75,000,000

6 - PASSENGER AUTOS: County 398,482

7 - ELECTRIC METERS: Residence 18,020

8 - GAS METERS: Residence 13,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (No. of plants)Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chemicals 385 (2); Gypsum Prods. 150 (1); Gas. Electric Power 100 (1); Fruit-vegetable Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage-$240).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; flouridated.

12 - RETAILING:
Neighborhood Shopping Centers Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch(23)	NA	Lucky Stores, Ben Franklin
Antioch Square(20)	NA	Hilson's
County East(50)	NA	Sears, Safeway, Penney's, Mervyn's, Wards
Lone Tree(8)	NA	Savings Center, Rexall
K mart(8)	NA	K mart, Albertson's
Raleys(12)	NA	Raleys, Metro Hdwe., Walker Bros.

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: Department Stores-Famous Fashions; Sears; Hilson's; Wards; Mervyn's; Hartifield's; Penney's.
Variety Stores-Ben Franklin.
Discount Stores-Payless; K mart; Handyman.
Chain Supermarkets-Safeway 2; Lucky Stores 2; Savings Center; Mt. View 2; Keller Foods; Dutch Pride; Albertson's; Raley's.
Chain Drug Stores-McKell Rexall 3; Long's; Raley's; Payless.
Other Chain Stores-Firestone; Grand Auto; Goodyear; Karl's Shop; Payless Paint; Kinney Shoes.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 14,057; (S) 14,253; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Nick Whitlatch, Gen. Mgr., LEDGER, 1700 Cavallo Rd., Antioch, CA 94509; Tel. (415) 757-2525.
National Representatives: CWO&O; USSPI.

AUBURN

1 - LOCATION: Placer County, E&P Map C-4 (In Sacramento SMSA), County Seat. Mountain resort. Gold mines, fruits, poultry prods. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Served by all major airlines through Sacramento Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,540; Loc. Est. 7,711
County 80 Cen. 117,247; Loc. Est. 126,577
SMSA 80 Cen. 1,014,002; Loc. Est. 1,088,896

4 - HOUSEHOLDS:
City 80 Cen. 3,188; Loc. Est. 2,926
County 80 Cen. 42,732; Loc. Est. 47,623
SMSA 80 Cen. 383,841; Loc. Est. 425,151

5 - BANKS:	NUMBER	EST. DEP.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 72,677

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agriculture; Forestry; Farming; Computers.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Centers-Hwy. 80, Interchange Rd. Harrison & Elm Sts.; Hwy. 49 & Atwood, Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy. & Palm Ave.; Auburn-Folsom Rd. & Douglas; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Cardinal Square	1/2	Lucky's Mkt.
Palm Center(10)	1/2	Lumber Jack
Sierra Elm Ctr.(9)	1/2	Mode O'Day
Rock Creek(29)	2 1/2	K mart, Payless
Elm Town(23)	1/2	Long's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Daughtery's; Lumberjack; Thrifty.
Discount Stores-Pay Less; K mart.
Variety Stores-Coronet; Sprouse Reitz.
Chain Drug Stores-Sierra Drug; Raley's; Long's; Payless.
Chain Supermarkets-Lucky's; Raley's; Alberton's; Safeway.
Other Chain Stores-Maurins; Shoes N' Things; Baskin Robbins; Fashionable Flea; Radio Shack; Beno's; Payless Shoes.

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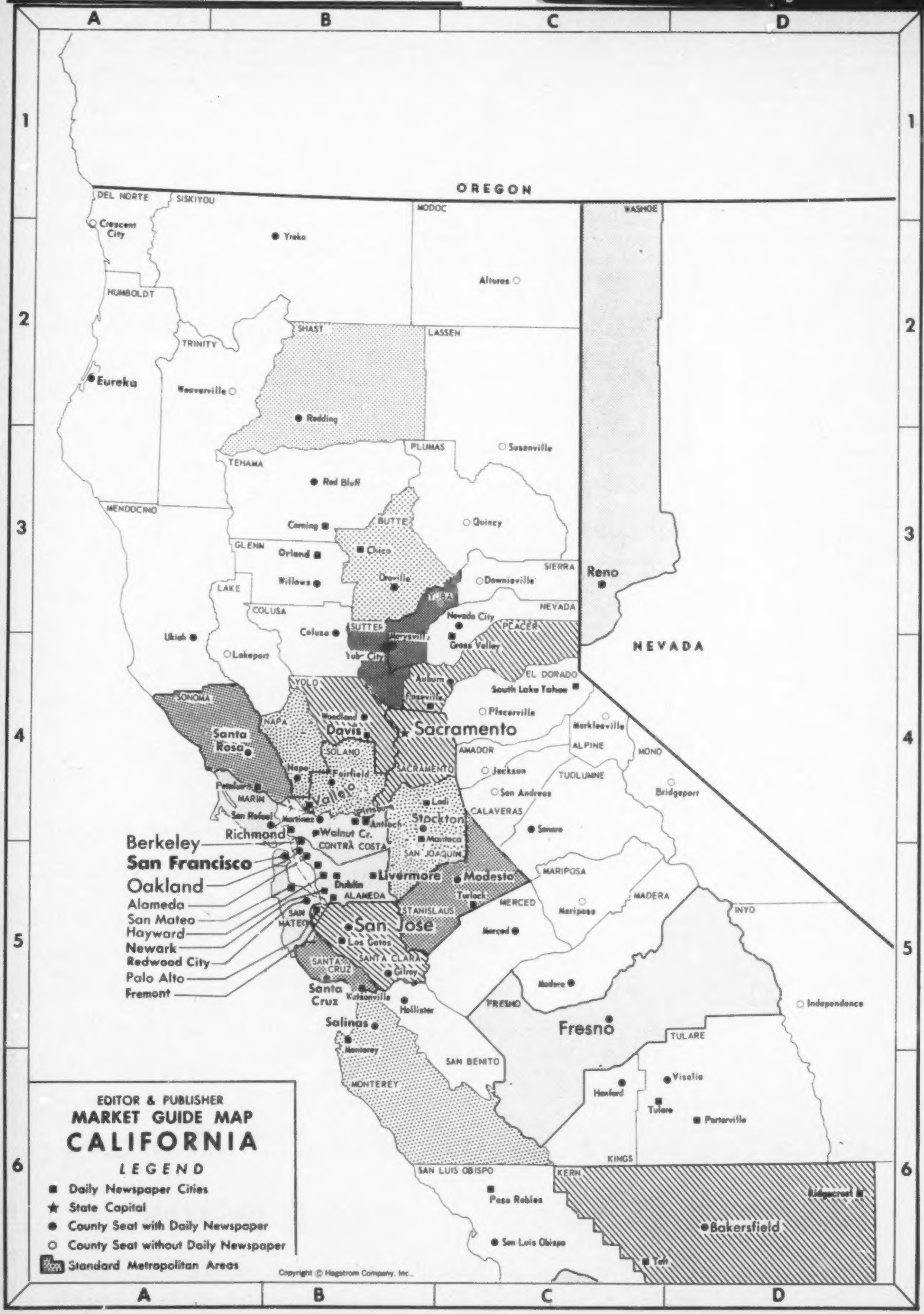
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Weaverville
Redding
PLUMAS
Susanville
TEHAMA
Red Bluff
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Orland
Chico
Willows
Oroville
SIERRA
Downieville
Reno
LAKE
COLUSA
YUBA
NEVADA
Colusa
SUTTER
Marysville
Nevada City
PLACER
Grass Valley
Ukiah
Lakeport
Yuba City
Auburn
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Roseville
South Lake Tahoe
Placerville
NAPA
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Markleeville
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Santa Rosa
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SACRAMENTO
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Petaluma
TUOLUMNE
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Bridgeport
Lodi
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Martinez
Pittsburg
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Berkeley
San Francisco
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Oakland
Dublin
Livermore
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Alameda
ALAMEDA
Turlock
MERCED
MADERA
San Mateo
STANISLAUS
Mariposa
INYO
SAN MATEO
Hayward
San Jose
Merced
Newark
Los Gatos
Redwood City
SANTA CLARA
SANTA CRUZ
Palo Alto
Gilroy
Madera
Fremont
Santa Cruz
Watsonville
Hollister
FRESNO
Independence
Salinas
Fresno
Monterey
TULARE
SAN BENITO
MONTEREY
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
KERN
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
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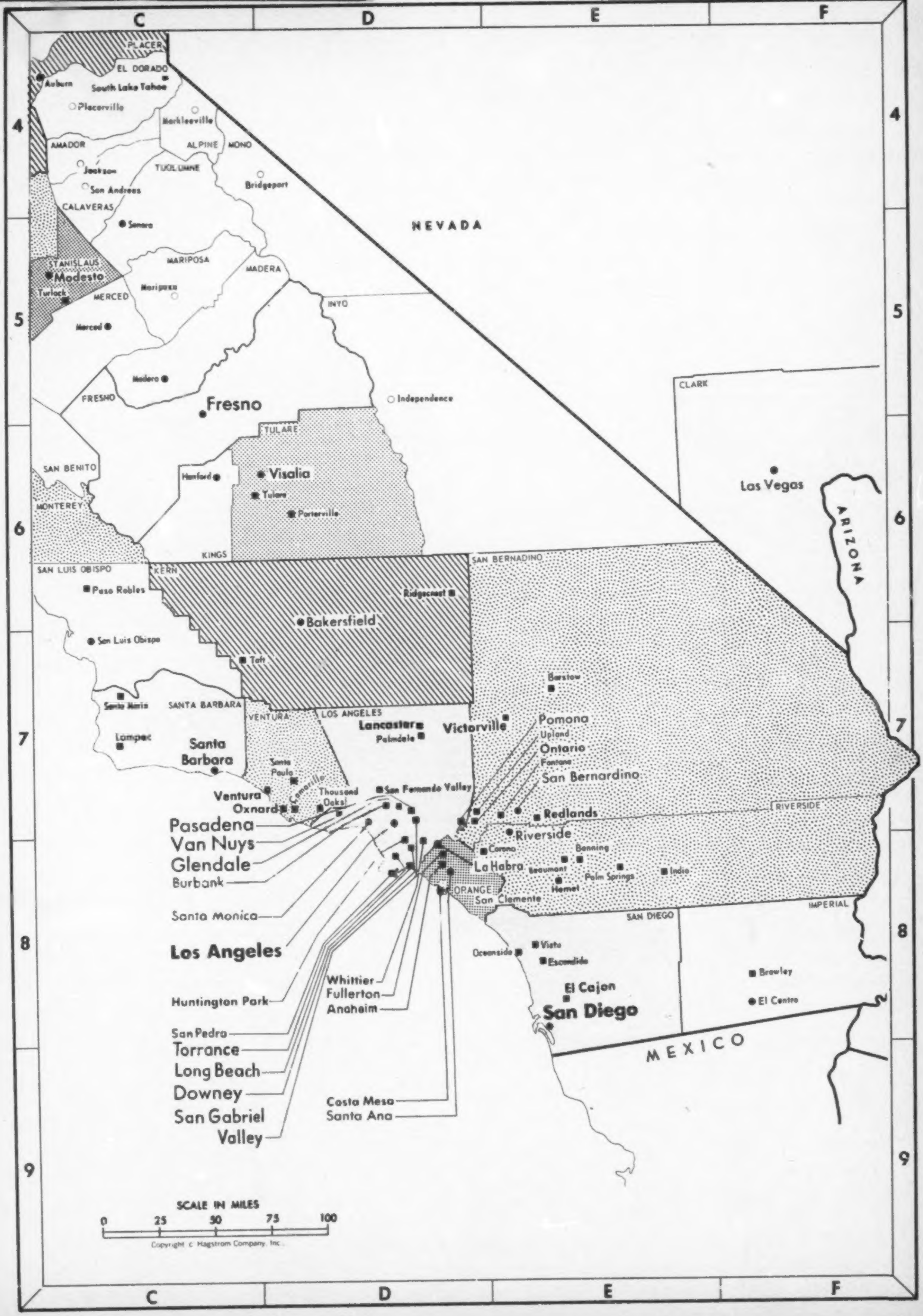
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TUOLUMNE
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CALAVERAS
Sonora
NEVADA
STANISLAUS
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MADERA
Turlock
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INYO
Merced
Madera
FRESNO
Independence
Fresno
CLARK
TULARE
SAN BENITO
Hanford
Visalia
Las Vegas
Tulare
MONTEREY
Porterville
ARIZONA
KINGS
SAN BERNARDINO
SAN LUIS OBISPO
KERN
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
VENTURA
LOS ANGELES
Lancaster
Palmdale
Victorville
Pomona
Upland
Ontario
Fontana
San Bernardino
Lompoc
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Santa Paula
Camarillo
Thousand Oaks
San Fernando Valley
Ventura
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RIVERSIDE
Riverside
Pasadena
Van Nuys
Glendale
Burbank
Corona
La Habra
Banning
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
IMPERIAL
Santa Monica
SAN DIEGO
Los Angeles
Oceanside
Vista
Escondido
Brawley
Whittier
Fullerton
Anaheim
El Cajon
Huntington Park
El Centro
San Diego
San Pedro
Torrance
Long Beach
Downey
San Gabriel Valley
MEXICO
Costa Mesa
Santa Ana
SCALE IN MILES
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14 - NEWSPAPERS: JOURNAL (m-mon to fri; S) 13,900; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John Taylor, Mktg. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representative: USSPI.

BAKERSFIELD

1 - LOCATION: Kern County, (In Bakersfield SMSA). E&P Map D-6, County Seat. 113 mi. N of Los Angeles; 291 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.
Airlines-Golden West; Apollo.

3 - POPULATION:
Corp. City 80 Cen. 105,611; Loc. Est. 118,000
CZ-ABC: (70) 186,556; (82) 246,800
RTZ-ABC: (70) 142,606; (82) 174,700
County/SMSA 80 Cen. 403,089; Loc. Est. 441,000
City & RTZ-ABC: (70) 329,162; (82) 421,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,602; Loc. Est. 44,000
County/SMSA 80 Cen. 139,811; Loc. Est. 159,000
CZ-ABC: (70) 59,956; (82) 92,900
RTZ-ABC: (70) 41,694; (82) 59,500
City & RTZ-ABC: (70) 101,650; (82) 152,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	20	$415,249,000
Commercial	39	$875,327,000

6 - PASSENGER AUTOS: County 201,402

7 - ELECTRIC METERS: Residence 138,900

8 - GAS METERS: Residence 61,517

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prod. 275 ($162); Printing & Publishing 503 ($184); Chemicals 335 ($223); Primary Metal 378 ($184); Metal Products 703 ($187); Cement Products 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockage Hwy. & California Ave.
Neighborhood Shopping Centers-5 blocks on N. Chester; 4 on E. Niles; 2 on S. H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks S.W. on California; 2 blocks on W. Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(40)	NA	J.C. Penney, Korb's, Brock's
Benton Pk.(14)	NA	Thrifty Drug, Mayfair
Brundage(14)	NA	Thrifty Drug, Alpha Beta
College Center(12)	NA	J.C. Penney, Dunlaps
Hillcrest(10)	NA	Thrifty Drug, Western Auto
Stockdale Vlg.(22)	NA	Von's, Sav-On, Hallmark
Stockdale West(22)	NA	Martin's Pharmacy
Valley Plaza(75)	NA	Sears, Brock's, Broadway, Payless
Westchester(14)	NA	Montgomery Ward, Thrifty Drug
Ming Plaza(15)	NA	Ardan's, Picadilly's
Mervyn's Plaza(10)	NA	Mervyn's, Builders Emporium

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Brocks 2; Sears; Montgomery Ward; J.C. Penney 2; Broadway; Mervyn's; Gemco.
Discount Stores-K mart 3; Zody's; Pic 'N Save.
Variety Stores-Cornet 2; Newberry 2; TG&Y 2; Ted's; Bonanza 88; Woolworth's 2.
Chain Drug Stores-Thrifty 6; Drug King; Sav-On 2; El Tejon 3; Rufener's 3; Pay Less; Skagg's 2.
Chain Supermarkets-Safeway 12; Thriftimart 4; Von's 3; Albertson's 3; Young's 2; Arden-Mayfair 2; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4.
Other Chain Stores-Ardan; Barker Bros.; Best; Big 5; Broadway; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Gemco; Goodyear; Grand Auto; Grossmans; Korb's; Kragen; Longs Drugs; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furniture; Sackett & Peters; Shoe Stop; Sofa Factory; Standard Brands; Wild West Stores; Winston Tire.

14 - NEWSPAPERS: CALIFORNIAN (m) 73,821; (S) 82,002; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Mktg/Sales Dir., CALIFORNIAN, PO Box 440, Bakersfield, CA 93302; Tel. (805) 395-7225.
National Representative: Story & Kelly-Smith.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020; Loc. Est. 15,083
County 80 Cen. 663,923; Loc. Est. 745,821
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501
Demographic Information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356; Loc. Est. 5,640
County 80 Cen. 243,019; Loc. Est. 281,536
SMSA 80 Cen. 551,081; Loc. Est. 635,966

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 354,352

7 - ELECTRIC METERS: (3 Cities) 6,145

8 - GAS METERS: (3 Cities) 2,468

9 - PRINCIPAL INDUSTRIES: Milling; Electronics; Shirt Making; Poultry Processing; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING:
Shopping Centers-Plaza; Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Stores-Coronet; TG&Y; K mart.
Chain Drug Stores-Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores-J.C. Penney; Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,159; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Jeanne Heidepriem, Adv. Mgr., RECORD-GAZETTE, 218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.
National Representative: Scripps League.

BARSTOW

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino-Ontario SMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental Trailways.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690; Loc. Est. 18,585
County 80 Cen. 893,157; Loc. Est. 995,680
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501

4 - HOUSEHOLDS:
City 80 Cen. 6,174; Loc. Est. 6,072
County 80 Cen. 308,062; Loc. Est. 354,430
SMSA 80 Cen. 551,081; Loc. Est. 635,966

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 460,029

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll)-Railroad Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25 (yearly average).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barstow Mall(34)	NA	Sears, K mart, Rude's Dept.
Yucca/Main(24)	NA	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza(12)	NA	Alpha Beta, TG&Y
East Main(8)	NA	Sears
Williams St.	NA	

Principal Shopping Days-Thurs., Fri. & Mon.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Rude's; Sears; David's; Montgomery Ward (catalog); K mart.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-H&E Home Builders City; K mart.

Chain Drug Stores-Safeway; Thrifty.
Chain Supermarkets-Safeway; Von's; Alpha Beta.
Other Chain Stores-Kari's (shoes); Burgermeister Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Top Deck; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire.

14 - NEWSPAPERS: DESERT DISPATCH (e) 7,439; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bob Ring, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2256.
National Representatives: Thomson Newspapers; Western Dailies.

BELL

See HUNTINGTON PARK

Cash in on Southern California's other market

Bakersfield/Kern County

THE MARKET
- #99 SMSA
- 3rd fastest income growth
- Leading petroleum county in U.S.
- $1.6 billion Agri-business per year

THE NEWSPAPER
- 64% SMSA hsld. penetration
- 69% City hsld. penetration
- Newspaper proven test market
- Daily readers — 178,300
- Sunday readers — 188,600

SOURCE: S & MM August 1982 Californian Research Dept.

The Bakersfield Californian
1707 EYE STREET, BAKERSFIELD, CALIF. 93302
Represented by Story & Kelly-Smith, Inc. • Nat'l. Mgr. Holly Chavez (805) 395-7249

BERKELEY

1 - LOCATION: Alameda County (In San Francisco-Oakland SMSA). E&P Map B-4. 10 mi. E of San Francisco; 4 1/2 mi. N of Oakland. University Center. Univ. of California (83,500 students), Berkeley Campus (26,000 students). On I-80 and State Hwy. 24.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Public Trans.; BART.
Motor Freight Carriers-56.
Intercity Bus Lines-Greyhound; Alameda-Contra Costa Transit; Continental Trailways.
Freight Steamship Lines-26.
Airlines-(At Oakland, 15 mi.) United; Western; TWA; American; PSA; Air West; Eastern; (San Francisco International Airport, 25 mi.).

3 - POPULATION:
Corp. City 80 Cen. 103,328; Loc. Est. 100,847
County 80 Cen. 1,105,379; Loc. Est. 1,124,056
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 44,704; Loc. Est. 44,863
County 80 Cen. 80 Cen. 426,092; Loc. Est. 446,058
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 612,324

7 - ELECTRIC METERS: Residence 51,298

8 - GAS METERS: Residence 47,211

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)Drugs 702 ($150); Soap, Toilet Articles 550 ($151); Baking 450 ($145); Inks & Colors 265 ($150); Embossing Tapes 200 ($153); Construction 2,500 ($215); Other Mfg. 8,600; Gov't 31,800; Wholesale & Retail Trade 9,200 ($148); Finance, Ins. & Real Estate 3,100; Total Est. Employment 72,400.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-63; Summer 54-70; Fall 51-69; Winter 42-55. Avg. annual rainfall 23.6 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Center-10 blocks on Shattuck Ave.; 14 blocks on University Ave.
Neighborhood Shopping Centers-4 blocks on Telegraph Ave.; 2 on Bancroft Way; 4 on College Ave.; 1 on Ashby Ave.; 3 on Adeline St.; 2 on Alcatraz Ave.; 10 on San Pueblo Ave.; 4 on University Ave.; 6 on Solono Ave.; 4 on Shattuck Ave.; 1 on Vine St.; 3 on Gillman St.; 2 on Hopkins St.; 2 on Euclid Ave.; 1 on Hearst Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Abbey Mall(6)	NA	Leopold's Records
Bancroft(3)	NA	Joseph Magnin

Principal Shopping Days-Dept. Thurs., Fri., Sat.; Food Wed. through Sat.

13 - RETAIL OUTLETS: Department Stores-J.F. Hink & Sons; J.C. Penney.
Variety Stores-Kress.
Chain Drug Stores-Owl-Rexall 2; Pay and Save; Consumer Co-op 4; Guy's; Bill's Drugs.
Chain Supermarkets-Safeway 5; Park & Shop 4; Louis 2; Lucky 2; Key; Co-op 4; Penny Saver; Pic 'N Pac 3.
Other Chain Stores-General Paint; Pittsburgh Paints; W.P. Fuller, Kelley Moore, Dutch Boy; Men's & Women's Apparel: Moss, Roos-Atkins, Smith's, Grodin's, Joseph Magnin, Hastings; Shoes: Gallenkamp's, Leeds; Candy: Edy's 2, See's, MacFarlane's; Other: Firestone, Grand Auto, Austin Studios, Singer Co., Radio Shack, Pacific Stereo, Cal-Hi Fi.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 15,185; THE SUNDAY PAPER (S) 45,438; sworn Mar. 31, 1982. The Sunday Paper is published jointly by the Gazette and the Contra Costa Independent (Richmond, CA).
Local Contact for Advertising & Merchandising Data: John Carnahan, Mkt. Dir., GAZETTE, 2043 Allston Way, Berkeley, CA 94704; Tel. (415) 234-6262.
National Representatives: Landon Associates; USSPI.

BRAWLEY

1 - LOCATION: Imperial County, E&P Map F-8. Junction of State Hwys. 111 & 86. 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: Railroads-SP.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.
Airlines-Swift Air.

3 - POPULATION:
Corp. City 80 Cen. 14,946; Loc. Est. 15,633
PMA-ABC: (70) 20,715; (82) 23,700
County 80 Cen. 92,110; Loc. Est. 95,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,659; Loc. Est. 5,500
County 80 Cen. 28,157; Loc. Est. 28,600
PMA-ABC: (70) 5,662; (82) 7,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: County 43,868

7 - ELECTRIC METERS: County 33,[illegible]

8 - GAS METERS: County 16,100

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Field Packing 650; Comm. Harvesting 600; Imperial Irrigation: District 960 ($310); Sugar 600 ($400 to $450). Geothermal resources are presently being developed in Brawley trade area by Magma Power for San Diego Gas & Electric Co. (Southern Pacific Land Co., Southern California Edison Co., McCulloch Oil Co., State Dept. of Energy, and others also working in the area.) At present So. Calif. Edison & Union Oil have a 10 M.W. test plant on-line approx. 1 mi. N of city. Other plants are in various stages of planning & construction. County Geothermal Potential Est. 4,000 M.W.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-10 blocks on Main; E St.; B St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-Arden, Mayfair Mkt., Thrifty Drug); Downtown area.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores National Stores; McMahan's; Imperial Hdwr.
Variety Stores-J.J. Newberry.
Drug Stores-Henry's Pharmacy; Adams Drug; Thrifty Drug; White Cross Pharmacy.
Chain Supermarkets-Safeway; Cook's; Mayfair; Rancho; Westmoreland 2.
Other Chain Stores-Firestone; Kennedy's Firestone; Karl's Shoes; Western Auto; Goodyear; Valley Auto Supply; Dorman's.

14 - NEWSPAPERS: NEWS (e) 5,040; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alex Gay, Adv. Mgr., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (714) 344-1220.
National Representative: Branham.

BURBANK

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles SMSA). Residential and industrial center. 11 mi. from Los Angeles; on U.S. Hwys. 6 & 101; State Hwy. 134; I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Santa Fe Trailways.
Airlines-Pacific Southwest; Air West; Cable Commuter; Holiday; Golden West; Air California; Northeast; Continental.

3 - POPULATION:
Corp. City 80 Cen. 84,625; Loc. Est. 83,684
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,880; Loc. Est. 36,224
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. & Savings	8	$150,000,000
Savings & Loan	5	(incl. above)

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 34,911

8 - GAS METERS: Residence 36,109

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: First killing frost, Dec. 30. Last killing frost, Jan. 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks, Verdugo to Burbank Blvd.
Neighborhood Shopping Centers-Hollywood Way and Magnolia; Verdugo and Sparks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burbank Mall(28)	NA	Montgomery Ward, Buffums, Robinson, Penney's, Burcal's
Rancho Plaza(10)	NA	Thom McAn, Thrifty Drug

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.: Mon., Sat.; Food daily.

13 - RETAIL OUTLETS: Department Stores-Penney's; Burcal's; Zody's; Green's.
Discount Stores-Zody's; K mart; Akron.
Variety Stores-Gilberts; J.J. Newberry.
Chain Drug Stores-SupeRx; Thrifty 3; Sav-on.
Chain Supermarkets-Safeway; Ralph's; Von's 2; Thriftmart 2; Market Basket; Fazio's; Continental; Lucky 2; Marvin's 5.
Other Chain Stores-Pep Boys; Mark C. Bloome.

14 - NEWSPAPERS: REVIEW (e) 8,456; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Dick Terrill, Dir. of Sales, REVIEW, 11[illegible] Isabel St., Glendale, CA 91209; Tel. (213) 241-4141.
National Representative: Landon Associates.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7. On U.S. Hwy. 101; 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-13.
Airlines-Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732; Loc. Est. 42,952
PMA-ABC: (70) 32,664; (82) 50,000
County/SMSA 80 Cen. 529,899; Loc. Est. 573,254
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,298; Loc. Est. 15,702
County/SMSA 80 Cen. 173,254; Loc. Est. 193,061
PMA-ABC: (70) 8,164; (82) 14,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 298,436

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prod.; Rock Prod.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING:
Neighborhood Shopping Center-Ventura Blvd., 5 blocks, N. & S. sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponderosa(29)	0	Von's, Sears, Thrifty
Camarillo Vlg.(16)	0	Alpha Beta
Los Posas Plz.(30)	0	Safeway
Carmen Plaza(20)	0	Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plaza	0	K mart, Market Basket, Long's Drug
Conejo Village(13)	7	Von's Mkt.
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinsons, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq.(30)	12	Food Giant
Buenaventura(54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Broadway-Hale; Akron; J.C. Penney; K mart; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart.
Variety Stores-TG&Y; Sprouse Reitz.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Von's; Safeway; Lucky's; Market Basket; Alpha Beta; B&D; Hughes; Food Giant; Food Fair; Mayfair Perla.

14 - NEWSPAPERS: NEWS (m-mon to fri) 10,355; (S) 10,455; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 99 S. Glen Dr., Camarillo, CA 93010; Tel. (805) 987-5001.
National Representative: Western Dailies.

CHICO

1 - LOCATION: Butte County (In Chico SMSA), E&P Map B-3. In N California, on U.S. Hwy. 99; approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-West Air; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 26,601; Loc. Est. 27,883
PMA-ABC: (70) 121,285; (82) 178,800
County/SMSA 80 Cen. 143,851; Loc. Est. 148,166

4 - HOUSEHOLDS:
City 80 Cen. 10,524; Loc. Est. 11,601
County/SMSA 80 Cen. 56,904; Loc. Est. 64,640
PMA-ABC: (70) 41,362; (82) 71,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	8	$220,000,000
Commercial	12	$208,000,000

6 - PASSENGER AUTOS: County 78,177

7 - ELECTRIC METERS: Chico Div. 32,514

8 - GAS METERS: Chico Div. 25,343

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, Number of Wage Earners-Agriculture 3,125; Food Processing 975; Retail Trade 10,050; Education 9,825; Hospitals 975; Construction & Mining 2,200; State & Federal Government 11,325.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Ann. Temp.-63. Summer high-105; Winter low20; Max. humidity-54%; Rainy seasonDec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacremento Aves.; East Ave. & Cohassett; Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard(29)	NA	Int'l Imports, Radio Shack
Park Plaza(13)	NA	Safeway, Thrifty Drug, Payless, Consumer's, Radio Shack
Mangrove Plaza(7)	NA	Shop 'N Save
North Valley Plaza(56)	NA	K mart, Lucky Mkt., Shop 'N Save, Long's, Mervyn's, Mont. Ward, Penney's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. thru Fri.
Stores Open Sundays-Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: Department Stores-M. Oser; J.C. Penney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Gemco.
Chain Drug Stores-Lee (Rexall); Long's; Payless; Thrifty.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Shop 'N Save 2.

Other Chain Stores-Firestone; McMahan's (furniture); Sherwin Williams; Gallenkamp's Shoes; The Fashion; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Mode O'Day; Johnson Shoes; FISCO Farm Store; Kauffman's; Handyman; Anita Shops; Kragen Auto Stores; Grossman's; Color Tile; Bistrin's; McCurry Camera; Ardan; Consumer's; Winston Tire.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 26,419; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dana Anderson, Adv. Dir., ENTERPRISE-RECORD, 700 Broadway, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Branham.

COLUSA

1 - LOCATION: Colusa County, E&P Map B-3, County Seat. On Sacramento River. 80 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: Railroads-Southern Pacific; Delta Freight Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,075; Loc. Est. 4,215
County 80 Cen. 12,791; Loc. Est. 13,134

4 - HOUSEHOLDS:
City 80 Cen. 1,528; Loc. Est. 1,549
County 80 Cen. 4,690; Loc. Est. 4,975

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 7,202

7 - ELECTRIC METERS: County 6,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food (Seasonal) 150-2,000 ($60-140); Cable Eqpt. 300 ($60-160).
Principal Pay Days-1st and 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-Two blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Worsley's.
Variety Stores-X.S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond National; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,032; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Nancy Boyes, Adv. Dir., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: Branham.

CORNING

1 - LOCATION: Tehama County, E&P Map B-3. Residential center, 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Bus Lines-Greyhound.
Airlines-Air West.

3 - POPULATION:
Corp. City 80 Cen. 4,745; Loc. Est. 5,178
County 80 Cen. 38,888; Loc. Est. 42,379
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,850; Loc. Est. 1,945
County 80 Cen. 14,538; Loc. Est. 16,291

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 19,381

7 - ELECTRIC METERS: Residence 1,562

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING:
Principal Shopping Center-Solano Street.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Sundays-Grocery; drug; restaurants.

13 - RETAIL OUTLETS: Department Stores-Million's; Mari's; Letza's; The Shoe Tree; D&L Hangups; Clothes Encounters; R. Barc.
Variety Stores-Sprouse Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Nu-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,090; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Mari Petty Barrill, Pub., OBSERVER, 710 Fifth St., Corning, CA 96021; Tel. (916) 824-5464.
National Representative: None.

CORONA

1 - LOCATION: Riverside County, E&P Map D-7 (In Riverside-San Bernardino-Ontario SMSA). Citrus center with allied industries. Mining, agricultural, dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; RTD; Dial-A-Ride.

3 - POPULATION:
Corp. City 80 Cen. 37,791; Loc. Est. 42,058
County 80 Cen. 663,923; Loc. Est. 745,821
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501

4 - HOUSEHOLDS:
City 80 Cen. 11,964; Loc. Est. 11,812
County 80 Cen. 243,019; Loc. Est. 281,536
SMSA 80 Cen. 551,081; Loc. Est. 635,966

5 - BANKS:	**NUMBER**	**EST. DEP.**
Deposits	8	$146,335,000

6 - PASSENGER AUTOS: County 345,352

7 - ELECTRIC METERS: Residence 12,836

8 - GAS METERS: Residence 12,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Manufacturing 1,500 ($300).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Centers-5 blocks on Main St.; 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyler Mall(83)	NA	Broadway, J.C. Penney, May Co.
Butterfield Stage Sq.(35)	NA	Alpha Beta, Wineman's, Mervyn's
Corona Plaza(13)	NA	Von's Mkt., Gaines Dept., Thrifty Drug
Corona Mall(70)	NA	Emerson Pauly, Vasels, Radio Shack
North Mall	NA	Albertson's,
Town & Country(9)	NA	Alpha Beta

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Gaines; Mervyn's; Wineman's.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-Builder's Emporium; TG&Y.
Chain Supermarkets-Food Barn (Safeway); Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Hanover's Rancho Mkt.; Albertson's.
Other Chain Stores-Karl's Shoes; McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Bloome; Firestone; Security Tire; Goslin Tire; Chief Auto Supply; Winston Delta Tire.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 6,938; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert S. Magee, Pub., INDEPENDENT, 823 S. Main, Corona, CA 91720; Tel. (714) 737-1234.
National Representative: None.

COSTA MESA

See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento SMSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 36,640; Loc. Est. 40,806
County 80 Cen. 113,374; Loc. Est. 120,941
SMSA 80 Cen. 1,014,002; Loc. Est. 1,088,896

4 - HOUSEHOLDS:
City 80 Cen. 14,041; Loc. Est. 15,848
County 80 Cen. 41,304; Loc. Est. 45,487
SMSA 80 Cen. 383,841; Loc. Est. 425,151

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 57,094

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Center(10)	NA	Lucky Grocery Store
Davis Manor(9)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack
University Mall(22)	NA	Pay 'N Save, Safeway
Oak Tree Plaza(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Market

13 - RETAIL OUTLETS: Department Stores-Winger's; Lawrence's; Sears.
Chain Drug Stores-Pay 'N Save; Long's.
Chain Supermarkets-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 7,667; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Chuck Higgs, Adv. Mgr., ENTERPRISE, PO Box 1078, Davis, CA 95617; Tel (916) 756-0800.
National Representative: USSPI.

DOWNEY

1 - LOCATION: Los Angeles County, E&P Map D-8 (In Los Angeles-Long Beach SMSA). Served by Santa Ana Freeway (U.S. Hwy. 101), Long Beach Fwy., San Gabriel Fwy.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Airports-Long Beach (9 mi.); LA International (15 mi.); Orange County (20 mi.).
Intercity Bus Lines-6.
Water-Long Beach and Los Angeles Harbors.

3 - POPULATION:
Corp. City 80 Cen. 82,602; Loc. Est. 81,267
CZ-ABC: (70) 88,445; (82) 88,600
RTZ-ABC: (70) 143,281; (82) 138,500
City & RTZ-ABC: (70) 231,726; (82) 227,100
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312

4 - HOUSEHOLDS:
City 80 Cen. 32,667; Loc. Est. 32,701
CZ-ABC: (70) 30,844; (82) 36,200
RTZ-ABC: (70) 42,539; (82) 48,600
City & RTZ-ABC: (70) 73,383; (82) 84,800
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	24	$650,000,000
Savings & Loan	10	(incl. above)

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: 33,599

8 - GAS METERS: 29,300

9 - PRINCIPAL INDUSTRIES: Aerospace; Electronics; Steel Fabricating; Food Processing; Graphic Arts; Oil Tool Mfg.; Industrial Firms: Norwalk 67; Pico Rivera 150; Santa Fe Springs 900; Downey 380.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-69; Summer 62-79; Fall 56-75; Winter 45-65. Annual rainfall 14 in. Elevation 120 feet.

11 - TAP WATER: Metropolitan Water District.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downey Sq.(17)	NA	Sizzler Steak House
Stonewood(84)	NA	Broadway Dept., Penney, Albertson's, Jewelcor
Villa Sq.(20)	NA	Sunderland's
Del Rio(17)	NA	Safeway

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Broadway; J.C. Penney; Montgomery Ward; Wineman's; Mervyn's.
Discount Stores-Gemco; K mart; Fed Mart; Zody's; All American Home Center.
Variety Stores-S.H. Kress; Newberry's; Woolworth.
Chain Drug Stores-Sav-On; Thrifty; Best Buy.
Chain Supermarkets-Albertson; Alpha Beta; Food Fair; Food Giant; Lucky; McCoy; Safeway; Von's; Ralph's.
Other Chain Stores-Firestone; Goodyear; Goodrich; Harris & Frank; Lerner Shops; Mode O'Day; Miller's Outpost; Standard Brands.

14 - NEWSPAPERS: SOUTHEAST NEWS & DOWNEY CHAMPION (e-mon to fri) 9,235; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pete Leonard, Adv. Mgr., SOUTHEAST NEWS & DOWNEY CHAMPION, 12130 Paramount Blvd., Downey, CA 90242; Tel. (213) 862-1645.
National Representative: Branham.

EAST SAN DIEGO COUNTY
(El Cajon)

1 - LOCATION: San Diego County (In San Diego SMSA), E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroads-So. Pac.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; Golden West; Hughes AirWest; National; PSA; Sun-Aire; United; Western; C&M.

3 - POPULATION:
Corp. City 80 Cen. 73,892; Loc. Est. 80,320
CZ-ABC: (70) 67,133; (82) 103,100
RTZ-ABC: (70) 131,422; (82) 188,300
County/SMSA 80 Cen. 1,861,846; Loc. Est. 2,012,745
City & RTZ-ABC: (70) 198,555; (82) 291,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,464; Loc. Est. 31,403
County/SMSA 80 Cen. 670,094; Loc. Est. 746,819
CZ-ABC: (70) 21,375; (82) 38,500
RTZ-ABC: (70) 40,120; (82) 67,300
City & RTZ-ABC: (70) 61,495; (82) 105,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	13	N.A.
Savings & Loan	17	N.A.

6 - PASSENGER AUTOS: County 1,022,723

7 - ELECTRIC METERS: 125,983

8 - GAS METERS: 86,968

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Ann. Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Walker-Scott
El Cajon II(8)	NA	Safeway, Thrifty Drug
Fletcher Hills(42)	NA	Discount Fabrics, Checker Auto
Madison Plaza(10)	NA	Alpha Beta, TG&Y
Parkway Plaza(115)	NA	Sears, Woolworth, May Co.
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket
College Grove	NA	Walker-Scott, Long's, Safeway, Penney's
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon., Thurs., & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Broadway; Sears; Walker Scott; May Co.; Akron; Richman Bros.; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's.
Discount Stores-Ardan-Royal; Gemco; K mart; Best Co.
Variety Stores-TG&Y; Woolworth; Moskatel's.
Chain Drug Stores-Thrifty; Long's; Sav-On; Fed-Mart; Payless; Knapp.
Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; FraZIER Farms; Windmill Farms.
Other Chain Stores-Auto Accessories: Firestone, Western Auto, Goodyear, Checker Auto, Chief Auto Parts; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, United, R.B. Furniture, Wickes; Home Improvement: Handyman, Dixieline, Builder's Emporium, Boise Cascade, Dorman's, Pep Boys.

14 - NEWSPAPERS: CALIFORNIAN (e) 20,271; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William P. Wineska, Gen. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way, El Cajon, CA 92020; Tel. (714) 442-4404.
National Representatives: USSPI; Western Dailies.

EL CENTRO

1 - LOCATION: Imperial County, E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja Cal., Mexico population 750,000.

2 - TRANSPORTATION: Railroads-Southern Pacific; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Swift Air; (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996; Loc. Est. 26,600
PMA-ABC: (70) 47,597; (82) 63,200
County 80 Cen. 92,110; Loc. Est. 95,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783; Loc. Est. 8,255
County 80 Cen. 28,157; Loc. Est. 28,600
PMA-ABC: (70) 13,165; (82) 20,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	N.A.
Commercial	6	$208,629,354

6 - PASSENGER AUTOS: County 43,868

7 - ELECTRIC METERS: County 33,317

8 - GAS METERS: County 16,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($310); County Employees 840 ($300); Fruit & Veg. Packers 3,000 ($500 to $750); Sugar 450 ($400); Gypsum 185 ($370); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elec., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Principal Shopping Center-4 blocks on Main St plus 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyns, Zales
Valley Plaza(50)	NA	Radio Shack, Woolworth, Penney's

Principal Shopping Days-Thurs., Fri. & Sat

13 - RETAIL OUTLETS: Department Stores-J.M. McDonald; Penney; Sears; Montgomery Ward (catalog); Yellow Mart; K mart; Mervyn's.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty; Rexall; El Centro 2; Clements 2; Long's.
Chain Supermarkets-Safeway; Cook's 2; Mayfair.
Other Chain Stores-Town Shop; Koby Shoe; McMahan; Dorman's; Imperial Stores 3; Goodyear; Checker Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zales.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 10,780; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alex Gay, Mkt. Con/P.R. Dir., IMPERIAL VALLEY PRESS, 205 N. 8th St., El Centro, CA 92244; Tel. (714) 352-2211.
National Representative: Branham.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego SMSA). E&P Map E-8. Light industrial, agricultural and dairy center. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.

3 - POPULATION:
Corp. City 80 Cen. 62,480; Loc. Est. 67,537
CZ-ABC: (70) 54,193; (82) 116,200
RTZ-ABC: (70) 65,198; (82) 61,000
County/SMSA 80 Cen. 1,861,846; Loc. Est. 2,012,745
City & RTZ-ABC: (70) 119,391; (82) 177,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501; Loc. Est. 27,592
County/SMSA 80 Cen. 670,094; Loc. Est. 746,819
CZ-ABC: (70) 17,916; (82) 45,400
RTZ-ABC: (70) 21,279; (82) 22,900
City & RTZ-ABC: (70) 39,195; (82) 68,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	53	N.A.
Savings & Loan	55	N.A.

6 - PASSENGER AUTOS: County 1,022,723

7 - ELECTRIC METERS: Residence 29,020

8 - GAS METERS: Residence 20,045

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aircraft Tools 139; Building Materials Mfg. 107; Clothing Mfg. 360; Electronics 3,951; Fabricating 133; Food Processing 242; Golf Equipment 115; Machine Products 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prod. Res. 115; Misc. 282. Total 107 Industrial Plants.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Centers-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Parkway So.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardan	NA	Ardan
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug
Escondido Mall(72)	NA	Sears, Walker-Scott
Felicita Plaza(17)	NA	
Felicita Vlg.(40)	NA	Safeway
Midtown Plaza(16)	NA	Montgomery Ward
Town & Country	NA	Safeway, Long's Drugs
Trafalgar Square	NA	
Valley Plaza(42)	NA	Big Bear
The Vineyard(65)	NA	
Washington Sq.(14)	NA	
Wild West	NA	

Principal Shopping Days-Sun., Fri. & Sat.
Stores Open Evenings-Largest-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Walker Scott; K mart, Montgomery Ward; Gemco.
Variety Stores-Ardan; TG&Y; F.S. Rasco.
Discount Stores-Pic 'N Save.
Chain Drug Stores-Fiesta (Rexall); Thrifty; Sav-On; Long's.
Chain Supermarkets-Safeway 2; 7-Eleven 5; Food Basket; Box'n'Save; Von's 2; Alpha Beta; Lavicio's 2.
Other Chain Stores-Western Auto Supply; Frazee's Paint; McMahan's Furn.; San Diego Glass & Paint; Fashion Conspiracy; United Furn.; Kinney Shoes; Singer; Handyman; House of Fabrics; Golden State Fabrics; Hickory Farms of Ohio; Builder's Emporium; Embassy Fabrics; Goodrich Surplus; Le Roy's Jewelers; Jessop's Jeweler; Motherhood Maternity; C&R Clothiers; Steicher's Shoes; Pine Tree Lumber; Drue's; Appliance TV City; Dixieline Lumber; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack; Shelli's; Calortile; General Nutrition; Checker Auto Stores; Koby Shoes; Payless Shoes; Moskatels; Millers Outpost; Sprouse Reitz; Wickes Lumber; Standard Brands Paint; Sinclair Paint; Kennedy Tire; Firestone; L&M Goodyear; Winston Tire; Trainer Tire; Dorman's; Thom McAn; Zale's Jewelers; Larson Jeweler; The Bedroom; Orange Julius; Wild West; Woolworth; Home & Garden; Picadilly; Famous Footwear.

14 - NEWSPAPERS: TIMES-ADVOCATE (e-mon to fri) 30,291; (S) 32,004; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kim Lindblad, Mktg/Adv. Asst., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (714) 745-6611.
National Representative: CWO&O.

EUREKA

1 - LOCATION: Humboldt County, E&P Map A-2, County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Trinity Hwy. 299. Lumber, tourism, commercial fishing, dairy, agriculture, Humboldt State University, local junior college.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Eureka Transit.
Airlines-Republic; West Air.

3 - POPULATION:
Corp. City 80 Cen. 24,153; Loc. Est. 24,598
CZ-ABC: (70) 36,463; (82) 38,500
RTZ-ABC: (70) 77,809; (82) 91,900
County 80 Cen. 108,024; Loc. Est. 112,578
City & RTZ-ABC: (70) 114,272; (82) 130,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121; Loc. Est. 10,317
County 80 Cen. 41,383; Loc. Est. 44,458
CZ-ABC: (70) 12,802; (82) 15,800
RTZ-ABC: (70) 24,288; (82) 33,800
City & RTZ-ABC: (70) 37,090; (82) 49,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$85,000,000

6 - PASSENGER AUTOS: County 55,130

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Comm. Fishing 1,775 ($230); Construction 1,150 ($600); Mfg. 3,525 ($400).
Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Construction-Mon; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Centers-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center-6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson	2	Schafer's Hdw., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse Reitz
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; White House; Bistrin's; Sears; Daly's; Beno's.
Variety Stores-S.H. Kress; Woolworth; Jones; Sprouse Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay'n Pak.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Kacy's 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin Williams; Jenkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furniture; S&H Green Stamps; Coast-to-Coast; Kari's Shoes; Leeds Shoes; Blue Chip Stamps.

14 - NEWSPAPERS: TIMES-STANDARD (e) 20,597; (S) 22,283; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Steve Link, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representatives: Western Dailies; Thomson Newspapers.

FAIRFIELD

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa SMSA), County Seat. Agriculture, industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento; U.S. Hwy. 80; State Hwy. 12.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways; Vaca Valley; Dart.

3 - POPULATION:
Corp. City 80 Cen. 58,099; Loc. Est. 53,886
County 80 Cen. 235,203; Loc. Est. 260,594
SMSA 80 Cen. 334,402; Loc. Est. 369,289

4 - HOUSEHOLDS:
City 80 Cen. 18,406; Loc. Est. 20,579
County 80 Cen. 80,426; Loc. Est. 92,154
SMSA 80 Cen. 117,050; Loc. Est. 133,580

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	10	N.A.
Savings & Loan	10	$53,000,000

6 - PASSENGER AUTOS: County 127,153

7 - ELECTRIC METERS: Residence 18,610

8 - GAS METERS: Residence 18,940

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-County 515 ($195); Travis AFB 3,328 Civilians ($215); Explosives 135; Agriculture 500; Misc. Industry 300; Beer 500; Metal Cans 200; Plastic Bottles & Cans 500; Industrial Pumps 260; Electronic Equip. 260; Explosive Division 200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING:
Principal Shopping Centers-8 blocks on W. Texas and 14 blocks on N. Texas; K mart Shopping Center; Raley Shopping Center on Holiday Lane and Travis Blvd.; Mission Village, N. Texas; Solano Mall.
Principal Shopping Days-Thu., Fri., Sat., Sun. & Mon.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Mervyn's; Ross; Emporium-Capwells.
Discount Stores-Warehouse; WOW; K mart; Food and Hardware; Ardans; Consumers; Ole's Building & Home Center.
Chain Drug Stores-Longs; Thrifty; Raley.
Chain Supermarkets-Safeway; Lucky 2; Campos Food Fair 2; Travis; Farmer's Mkt. 2; Raley; Albertson's.
Other Chain Stores-Sears; Montgomery Ward; Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Consumers Distributors; Grand Auto; Firestone; MCO Discount Stores; Ardans; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zales; Granat Bros.; Gloria Marshall; Samuels, The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Hustons Florsheim.

14 - NEWSPAPERS: REPUBLIC (e-mon to fri) 16,471; (S) 16,856; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Keith Resnick, Adv. Dir., REPUBLIC, 1250 Texas St., Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Branham.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7. Steel production center. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: Railroads-AT&SF; Pac. Elec.; SP; Union Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Southern California Rapid Transit District.

3 - POPULATION:
Corp. City 80 Cen. 37,109; Loc. Est. 40,100
County 80 Cen. 893,157; Loc. Est. 995,680
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388; Loc. Est. 13,388
County 80 Cen. 308,062; Loc. Est. 354,430
SMSA 80 Cen. 551,081; Loc. Est. 635,966

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$80,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 460,029

7 - ELECTRIC METERS: Residence 9,100

8 - GAS METERS: Residence 9,911

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 14,000; Agriculture 250; Construction 1,200; Transp., Comm. & Util. 1,000; Whol. & Retail 2,500; Fin., Insur. & Real Estate 500; Services & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING:Principal Shopping Districts-Sierra, 6 blocks N. from Merrill; Arrow, 4 blocks W. from Sierra; Foothill, 8 blocks E. and W. from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontana Sq.(24)	0	Penney, Woolworth, Thrifty Drug
Inland Center(76)	3	Sears, May Co., Broadway
Central City Mall(100)	9	Montgomery Ward, Penney, Harris Co.
Tyler Mall(85)	15	Penney, Sears, May Co.
South Sierra(27)	1	Rasco, Stater Bros., Thrifty Drug
Fontana Plaza	1	Lucky's, Sav-On Drug, Miller's Outpost

Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; TG&Y.
Discount Stores-Pic 'N Save.
Variety Stores-Rasco; Woolworth; Rexall; Finley 2.
Chain Drug Stores-Thrifty 2; Rexall; Finley 2; Sav-On.
Chain Supermarkets-Safeway; Stater Bros. 3; Alpha Beta; Lucky; Market Basket.
Other Chain Stores-Goodyear; Firestone; McMahan's Furniture; Ole's Hdwr.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto.

14 - NEWSPAPERS: HERALD-NEWS (e) 3,517; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Stephen D. Good, Adv. Dir., HERALD-NEWS, 16920 Spring, Fontana, CA 92335; Tel. (714) 822-2231.
National Representative: None.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In San FranciscoOakland SMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific.
Motor Freight Carriers-50 common carriers; over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071; Loc. Est. 174,218
Fremont 80 Cen. 131,945; Loc. Est. 141,583
Newark 80 Cen. 32,126; Loc. Est. 32,635
County 80 Cen. 1,105,379; Loc. Est. 1,124,056
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
Cities of Pub.-ABC: (70) 128,022; (82) 168,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341; Loc. Est. 57,956
Fremont 80 Cen. 44,125; Loc. Est. 48,422
Newark 80 Cen. 9,216; Loc. Est. 9,534
County 80 Cen. 426,09"; Loc. Est. 446,458
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640
Cities of Pub.-ABC: (70) 33,297; (82) 51,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	13	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 612,324

7 - ELECTRIC METERS: 59,668

8 - GAS METERS: 52,608

9 - PRINCIPAL INDUSTRIES: Fremont Food Distrib. 1,260; Salt Mfg. 435; Misc. Mfg. 1,025; Paper Mfg. 500; Electronic Equip; Gas and Electric Meters.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookvale Ctr.(24)	NA	Long's Drug, Lucky, Safeway
Cabrillo Pk.(13)	NA	Kragen Auto
Center Sq.	NA	Dale Hardware
Paseo Padre(10)	NA	Fry's Foods
Franciscan Pk.(12)	NA	Flair Foods
Fremont Plaza(21)	NA	Payless
Fremont Fashion Center(34)	NA	Safeway, Capwell's
Fremont Hub(96)	NA	Mont. Ward, Mervyn's, Fremont Mkt.
Glenmoor Ctr.(47)	NA	Crown Drug
Meadow Sq.(13)	NA	Fry's Foods
Mission Ranch Center(11)	NA	Century 21, Highland Pharm.
Mission Valley(6)	NA	Lucky Mkt.
Monument(9)	NA	H&R Block
Century Plaza(16)	NA	Alpha Beta
Union Square(48)	NA	Safeway, Orchard Supply
El Mercado(23)	NA	Alpha Beta
Sundale Ctr.(13)	NA	Lucky
Town Fair Ctr.	NA	
Rosemont Sq.(13)	NA	Lucky, Pay Less
Lido Faire(30)	NA	Thrifty Drugs, Safeway
Newark Sq.(12)	NA	Fotomat
K mart Ctr.(7)	NA	K mart, Alpha Beta
Fry's Plaza(13)	NA	Fry's, Sarco
New Park Mall(130)	NA	Sears, Macy's

Stores Open Evenings-Shopping centers, Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Gemco.
Chain Drug Stores-Long's 2; PayLess 2; Thrifty 2.
Chain Supermarkets-Alpha Beta 2; Fremont Market; Lucky 4; Flair Market; Safeway 4; Fry's 4; Rebello's 3; Charlie's Markets 2.
Other Chain Stores-Clothing: Smith's, Gradin's, Grutman's, Goldman's, JayVee, Hartfield's, Frederick's, Marlene's, Foxmoor, Topps 'N Trousers, Picadilly, Casual Corner, Miller's Outpost, Clothes Barn, Contempo, Richman's, Wild West; Jewelry: Crescent, Milen's, Davidson & Licht, J. Herbert Hall, Gordon's, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy; Home Furnishings: R.B. Furniture, Connolly's, Abbey Carpet, Carpeteria, Conklin Bros.; Misc.: Wickes Lumber, Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big "5", Sporting Goods, House of Fabrics, Fabric Land, Singer Sewing Center.

14 - NEWSPAPERS: THE ARGUS (m) 21,320; (S) 21,472; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joe Hall, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives: Calif. Newspaper Service; Western Dailies.

FRESNO

1 - LOCATION: Fresno County (SMSA). E&P Map C-5, County Seat. Agricultural, industrial, wholesale center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Atchison, Topeka & Santa Fe.
Motor Freight Carriers-31 interstate, 64 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Lines-Pac Greyhound; Continental Trailways.
Airlines-United; Republic Airlines; Frontier Airlines; Pac Cal Air; Pacific Southwest; Golden Gate; Inland Empire; Air California.

3 - POPULATION:
Corp. City 80 Cen. 218,202; Loc. Est. 235,197
CZ-ABC: (70) 286,945; (82) 384,200
RTZ-ABC: (70) 420,559; (82) 553,500
County/SMSA 80 Cen. 515,013; Loc. Est. 555,125
City & RTZ-ABC: (70) 707,504; (82) 937,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,996; Loc. Est. 90,792
County/SMSA 178,624; Loc. Est. 198,420
CZ-ABC: (70) 91,461; (82) 143,000
RTZ-ABC (70) 122,830; (82) 190,000
City & RTZ-ABC: (70) 214,291; (82) 333,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	13	$1,231,832,000
Commercial	19	$2,086,517,000

6 - PASSENGER AUTOS: County 253,782

7 - ELECTRIC METERS: City 101,484

8 - GAS METERS: City 92,482

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-All Mfg. 23,200; Nondurable Goods 12,200, Durables 11,000; Transp. & Public Utilities 11,300; Fin., Insur. & Real Estate 11,600; Government 40,600; Retail Trade 36,800; Wholesale Trade 13,800; Services 38,100; Agriculture, Forestry & Fisheries 49,000; Construction 10,600.
Principal Pay Days-Thurs., Fri., 1 & 15.

10 - CLIMATE: Average Min. & Max. Temp.-Oct. 48.6-79.3; Jan. 35.8-54.8; April 46.2-74.3;July 62.9-98.2. First killing frost, Dec. 24. Last killing frost, April 7.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-24-block core area-Van Ness, H St., Inyo and Tuolumne (Includes Fulton Mall); Manchester Ctr.; Fig Garden Village; West Fresno, Ashlan Park, Eastgate; Northgate; Fashion Fair, Chestnut, Clovis & Shaw; West & Bullard; Shaw & West.

Neighborhood Shopping Centers-N. First & McKinley; Wishon & Olive; N. Cedar & Shields; N. First & Ashlan; N. Fruit & W. McKinley; Blackstone & Clinton; E. Tulare & N. Cedar; W. Shields & West; Blackstone & Shaw; Kings Canyon Rd. & Clovis Ave.; West & Ashlan; First & Shaw; First & Barstow; First & Bullard; Cedar & Herndon; Blackstone & Herndon; Willow & Shaw; Peach & Shaw; Palm & Bullard; Minnewawa & Shaw; Marks & Bullard; Marks & Shaw; First & Shields; Minnewawa & Bullard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fashion Fair	5	Weinstock's, Penney's, Gottschalk's
Fig Garden	7	McDonald's, Food World
N. Gate Strip	8	K mart, Safeway, Ward's, Thrifty Mart
Payless	7	Payless
Manchester	4	Sears, Liberty House, Gottschalks, Long's Drug
Eastgate	5	K mart, Thrifty Drugs, Mayfair Mkt.
Sunnyside Plaza	6	Payless, Safeway
Sunnyside Country Club Village	6	Van's, Handyman

Principal Shopping Days- Thu., Fri., Sat. & Sun.
Stores Open Evenings- Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 3; J.C. Penney 2; Montgomery Ward; Sears Roebuck; Ollenberger's 4; Liberty House; McDonalds; Weinstock's.
Discount Stores-K mart 3; Payless 3; Handyman; Zody's; Mervyn's; Gemco; Aaron's; Best; Consumers.
Variety Stores-Woolworth 2; J.J. Newberry; Sprouse Reitz 4.
Chain Drug Stores-Long's 7; Thrifty 6; Payless 3; Drug Fair; Family Phmcy. 2.
Chain Supermarkets-Mayfair 4; Safeway 8; Continental; Country Boy 2; Save Mart 7; Thriftmart 2; Foodland 10; Hanoian's; Alpha Beta 4; Young's 2; Bad Boy 2; Gong's 2; Prairie Market 2; Van's.
Other Chain Stores-Apparel: Ward's, Sears, Roos-Atkins, Lerner Shops, Redder's-Goldring 2, Berkeley's, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith 2, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys, Penney's, Weinstock's, Gottschalk's, Goodyear, Kragen's 4, Grand Auto; Furniture: R.B. Furniture, McMahan's, Levitz, Breuner's; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag; Agriculture: Food Machy. & Chem., Quinn Co., Homelite, Grange, Sofa Factory.

14 - NEWSPAPERS: BEE (m) 137,699; (S) 156,376; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dick Cruse, Nat. Adv. Spv., BEE, 1626 E St., Fresno, CA 93786; Tel. (209) 441-6111.
National Representative: CWO&O.

FULLERTON

See ORANGE COUNTY

GILROY

1 - LOCATION: Santa Clara County (San Jose SMSA), E&P Map B-5. In extreme southern area of county (Gilroy, Morgan Hill, and San Martin). 25 mi. from San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Santa Clara County Transit.
Airlines-Air California; Republic; Continental; PSA; United; Western; American; TWA (all at San Jose Int'l Airport 30 mi. north).

3 - POPULATION:
Corp. City 80 Cen. 21,641; Loc. Est. 23,859
City Zone 80 Cen. 26,860; Loc. Est. 29,613
County/SMSA 80 Cen. 1,032,603; Loc. Est. 1,138,444

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,218; Loc. Est. 7,958
City Zone 80 Cen. 8,823; Loc. Est. 9,727
County/SMSA 80 Cen. 458,519; Loc. Est. 478,519

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 788,584

7 - ELECTRIC METERS: 22,515 in Gilroy, Morgan Hill & San Martin

8 - GAS METERS: 15,657 in Gilroy, Morgan Hill & San Martin

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food Processing 3,300; Mfg. 3,450; Retail 3,200; Services 3,300; Wholesale 1,500; Fin., Ins. & Real Estate 1,800.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-73; Summer 56-86; Fall 62-76; Winter 41-57.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Centers-Downtown and South Valley Shopping Center; Tennant Station (Morgan Hill).
Neighborhood Shopping Centers-Town Plaza; Gilroy Plaza; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Center.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Fords.
Discount Stores-K mart.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Drug Stores-Longs; Bills; Bertolli's.
Chain Supermarkets-Albertsons; Alpha Beta; Luckys; Nob Hill; Safeway; 7-Eleven.
Other Chain Stores-Kinney Shoes; Shoe Shop; Firestone; Winston Tires; Fosters Freeze; Baskin Robbins; Dick Bruhns; Goodyear; Kragens; McMahans; Western Auto; Orchard Supply Hardware.

14 - NEWSPAPERS: THE DISPATCH (e) 10,476; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Vern Ingerham, Adv. Dir., or Jack Young, Mktg. Dir., THE DISPATCH, Box 7, Gilroy, CA 95020; Tel. (408) 842-6411.
National Representative-Western Dailies.

GLENDALE

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles SMSA). 9 mi. NE of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Metro; Continental-Santa Fe Trailways; Greyhound; Tanner Grey Lines.
Airlines-Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Int'l Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060; Loc. Est. 141,083
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,339; Loc. Est. 61,714
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. & Savings	18	$567,676,000
Savings & Loan	17	$2,033,335,000

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 57,067

8 - GAS METERS: 55,756

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, Forestry, and Fisheries 200; Construct. 5,200; Food Pdts. 2,100; Fabric. Metals 3,300; Elec. Machy. 1,700; Transp. Equip. 1,350; Instruments 2,600; Other Manufacturing 14,900; Transp., Commun. and Util. 1,900; Whole. and Ret. Trade 17,200; Fin., Ins. and Real Estate 3,300; Service 14,200; Govt. 5,600.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. No killing frosts.

11 - TAP WATER: Neutral medium hard. Dec. 60 analysis shows 11,542 grains per gal.-199 parts per million gal.

12 - RETAILING:
Principal Shopping Centers-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway.
Neighborhood Shopping Centers-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N. Pacific from Glenoaks N.; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S. Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Atwater	3	Beech's
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Galleria	NA	Broadway, J.C. Penney, Ohrbach's, Buffum's
Glendale Fashion	NA	J.W. Robinson's, Webbs
Glendale Plaza	NA	Thrifty Drug
Glendale Galleria(150)	NA	Orbach's, J.C. Penney

Principal Shopping Days-Wed., Thu. & Fri.
Stores Open Evenings-Dept.: 6 nights; Food: Every night; Others: Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Webbs; Sears; J.C. Penney; Reinie's; Robinson's; May Co.; Montgomery Ward; Broadway; Orbach's; Buffum's.
Discount Stores-Lucky Stores; Value Center; K mart.
Variety Stores-Woolworth; Kress.
Chain Drug Stores-Thrifty 2; Sav-On; Safeway.
Chain Supermarkets-Thriftmart 4; Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky Markets 2; Market Basket 3; Phils.
Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&P Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Barnett's, Karl's, LeeJ's, Thom McAn, Roe, Mandel's, Kinney's, Robinson's, Ryan Buster Brown, Desmond's, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin.

14 - NEWSPAPERS: NEWS-PRESS (e) 13,656; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Walter Roach, Gen. Mgr., NEWS-PRESS, 111 N. Isabel, Glendale, CA 91206; Tel. (213) 241-4141.
National Representative: Landon Associates.

GRASS VALLEY

1 - LOCATION: Nevada County, E&P Map C-4. Lumber mfg., ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20 & 49; about 12 mi. N of I-80.

2 - TRANSPORTATION: Airlines-Nevada County Airpark.
Motor Freight Carriers-6.
Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697; Loc. Est. 7,359
County 80 Cen. 51,645; Loc. Est. 60,559

4 - HOUSEHOLDS:
City 80 Cen. 3,037; Loc. Est. 3,109
County 80 Cen. 20,350; Loc. Est. 24,240

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	12	N.A.
Savings & Loan	6	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 30,904

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumbering 500; Agriculture 1,200; Manufacturing 1,000; Mining 100; Utilities 400; Construction 300; Electronic Mfg. 700.
Principal Pay Days-Mon.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-75; Summer 55-88; Fall 39-67; Winter 33-60. First killing frost, Oct. 16. Last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING:
Principal Shopping Centers-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Grass Valley; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Mall; Brunswick Plaza; Grass Valley Center.
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-Penney; Montgomery Ward; Sears; Rasco's; Ben Franklin; K mart.
Variety Stores-Sprouse Reitz; Rasco's; Alpha 2; Comet.
Chain Supermarkets-Safeway 2; Shop N' Save; SPD Mkt. 2; Lucky.
Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.
Other Chain Stores-Anita's Apparel; Mode O'Day; Pacific Dollar; Firestone 2.

14 - NEWSPAPERS: UNION (e) 12,448; sworn Sept. 30 1981.
Local Contact for Advertising and Merchandising Data: Stuart Flansburg, Adv. Mgr., UNION, 11464 Sutton Way, Grass Valley, CA 95945; Tel. (916) 273-9561.
National Representative: None.

HANFORD

1 - LOCATION: Kings County, E&P Map C-6, County Seat. Midway bet. Los Angeles & San Francisco.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific.
Airlines-United (Visalia Airport).
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 20,958; Loc. Est. 22,774
CZ-ABC: (70) 22,188; (82) 29,000
RTZ-ABC: (70) 48,325; (82) 55,100
County 80 Cen. 73,738; Loc. Est. 76,434
City & RTZ-ABC: (70) 70,513; (82) 84,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,364; Loc. Est. 8,194
County 80 Cen. 23,499; Loc. Est. 25,158
CZ-ABC: (70) 13,027; (82) 10,700
RTZ-ABC: (70) 13,027; (82) 17,300
City & RTZ-ABC: (70) 20,002; (82) 28,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	$217,503,000
Savings & Loan	10	$45,000,000

6 - PASSENGER AUTOS: County 32,083

7 - ELECTRIC METERS: Residence 10,817

8 - GAS METERS: Residence 6,812

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refinery 215 ($205); Tire Mfg. 750 ($250); Cannery.
Principal Industrial Pay Days-1st and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1. Last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-Six blocks, Kings Mall (25 stores).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Case's; Nahas; Montgomery Ward.
Variety Stores-Woolworth; Comet.
Chain Drug Stores-Thrifty; Tomer's 3; Long's.
Chain Supermarkets-Safeway; State; Superway; Prairie Mkts.
Other Chain Stores-Firestone; Cal Auto Supply; Automotive Supply Co.; Anita Dress Shop; The Vogue; Kirby's; Remar's Dress Shop; Mode O'Day; McMahan's; Kinney Shoes; Singer; House of Fabrics; Bonanza 88¢ Store; Pep Boys; Sprouse Reitz; Grand Auto.

14 - NEWSPAPERS: SENTINEL (e) 12,606; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Darrel Hawkins, Adv. Mgr., SENTINEL, 418 W. 8th, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative: National Adv. Service.

HAYWARD

1 - LOCATION: Alameda County (In San Francisco-Oakland SMSA). E&P Map B-5. Industry, government, agriculture center. 14 mi. S of Oakland San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific (2 lines); Western Pacific.
Intercity Bus Lines-Greyhound; Peerless Stages; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal, 10 mi. to Oakland Int'l. Airport; 23 mi. to San Francisco Int'l. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers-Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 80 Cen. 94,167; Loc. Est. 95,206
CZ-ABC: (70) 203,307; (82) 238,300
RTZ-ABC: (70) 213,706; (82) 213,100
County 80 Cen. 1,105,379; Loc. Est. 1,124,056
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
City & RTZ-ABC: (70) 417,013; (82) 451,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,600; Loc. Est. 35,978
County 80 Cen. 426,092; Loc. Est. 446,458
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640
CZ-ABC: (70) 61,743; (82) 83,500
RTZ-ABC: (70) 72,600; (82) 74,300
City & RTZ-ABC: (70) 124,942; (82) 157,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	14	N.A.
Savings & Loan	24	N.A.

6 - PASSENGER AUTOS: County 612,324

7 - ELECTRIC METERS: 79,612

8 - GAS METERS: 70,456

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Total Employment 54,900; Agriculture, Forestry and Fishing 500; Construction 3,800; Manufacturing 9,200; Transportation, Communication, Utilities 3,000; Retail, Wholesale 12,800; Finance, Real Est., Ins. 1,600; Services 14,400; Gov. 9,500; Other 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Areas
Downtown Hayward-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Shopping Centers
Castro Valley-Castro Village; Lucky Center.
Hayward-Creekside; Southland; Hayment; Shafer Park; Huntwood Manor; Oliver Corner; Tennyson East; Bedford Square; Fairway Park.
Union City-Town & Country Center; Union Square; El Mercado.
Principal Shopping Days-Thurs., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings-Shopping Centers Mon., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's 2; Macy's 2; J.C. Penney; Montgomery Ward 2; Sears 2; Mervyn's 3; Doughtrey's; Liberty House; Ross.
Variety Stores-Woolworth 3; Toys "R" Us 2.
Discount Stores-Gemco 2; K mart 3.
Chain Supermarkets-Alpha Beta 6; Co-op; Russell's 6; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's 2; Tony's 2.
Chain Drug Stores-Walgreen 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big "O" Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grodman's, Marlene's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, I. Magnin, Roos Bros., Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleepaire, Levitz, Colonial Village, Crossroads, Carpeteria, R B Furniture; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Millen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, Handyman, 84 Lumber, 4 Star Bldg. Mat., Wickes, Orchard Supply; Miscellaneous: Sherwin Williams, Color Tile, Standard Brands, Ardan's, Best Products, Service Merchandise, Alco Electronics, Pacific Stereo, Big "5" Sporting Goods, Oshman's Sporting Goods.

14 - NEWSPAPERS: REVIEW (e) 45,244; (S) 45,610; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Samoly, Adv. Dir., REVIEW, 116 W. Winton Ave., Hayward, CA 94544; Tel. (415) 783-6111.
National Representatives: Calif. Newspaper Mkts.; Western Dailies.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: Railroads-Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 23,211; Loc. Est. 24,380
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501
County 80 Cen. 663,923; Loc. Est. 705,650

4 - HOUSEHOLDS:
City 80 Cen. 11,477; Loc. Est. 12,130
County 80 Cen. 243,019; Loc. Est. 281,536
SMSA 80 Cen. 551,081; Loc. Est. 635,966

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	34	$3,485,000,000

6 - PASSENGER AUTOS: County 354,352

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft Parts; Agriculture & Canning Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Plaza(15)	NA	K mart, Sears
Hemet Plaza(40)	NA	Goodyear
Hemet Mall(22)	NA	Penney's, Harris

13 - RETAIL OUTLETS: Department Stores-Penney's; Sears; Harris.
Discount Stores-K mart.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: NEWS (e) 14,030; sworn Feb. 4, 1982.
Local Contact for Advertising and Merchandising Data: James W. Gill, Jr., Pub., NEWS, 123 S. Carmalita St., Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: None.

HOLLISTER

1 - LOCATION: San Benito County, E&P Map B-5, County Seat. Shipping center. On coast center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,[illegible]88; Loc. Est. 12,600
County 80 Cen. 25,005; Loc. Est. 26,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,716; Loc. Est. 3,918
County 80 Cen. 7,882; Loc. Est. 8,100

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$125,000,000
Savings & Loan	3	$41,250,000

6 - PASSENGER AUTOS: County 11,916

7 - ELECTRIC METERS: Residence 5,067 (Rural 2,762)

8 - GAS METERS: Residence 6,040

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 1,400 ($250); Explosive Ordnance 550 ($300); Agriculture 2,500 ($150); Miscellaneous 210 ($150).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 49-90; Fall 40-75; Winter 36-65.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:
Principal Shopping Centers-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Ford's; J.C. Penney.
Variety Stores-Cornet's.
Chain Supermarkets-Nob Hill; K&S (Independent); Gonzalez Mkt; Benito Market.

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 5,100; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Harry Hunter, Adv. Mgr., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative: Branham.

HUNTINGTON PARK-SOUTH GATE-BELL-MAYWOOD

1 - LOCATION: Los Angeles County (In Los AngelesLong Beach SMSA) E&P Map D-7.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Pacific Greyhound; So. Calif. Rapid Transit; Continental.
Airlines-All lines at Los Angeles Int'l Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 160,267; Loc. Est. 169,077
South Gate 80 Cen. 66,784; Loc. Est. 69,642
Huntington Park 80 Cen. 46,223; Loc. Est. 49,756
Bell 80 Cen. 25,450; Loc. Est. 26,498
Maywood 80 Cen. 21,810; Loc. Est. 23,181
CZ-ABC: (70) 184,716; (82) 216,400
RTZ-ABC: (70) 205,867; (82) 209,400
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 390,583; (82) 425,800

4 - HOUSEHOLDS:
Cities 80 Cen. 53,276; Loc. Est. 57,514
South Gate 80 Cen. 22,883; Loc. Est. 24,270
Huntington Park 80 Cen. 15,015; Loc. Est. 16,574
Bell 80 Cen. 8,855; Loc. Est. 9,511
Maywood 80 Cen. 6,523; Loc. Est. 7,169
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 70,556; (82) 97,200
RTZ-ABC: (70) 66,828; (82) 79,300
City & RTZ-ABC: (70) 137,384; (82) 176,500

5 - BANKS:	NUMBER	EST. DEP.
Commercial	17	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Huntington Park 34,355

8 - GAS METERS: Huntington Park 14,995

9 - PRINCIPAL INDUSTRIES: Steel Mfg. & Fabrication; Aircraft Parts; Rubber Mfg.; Oil Well Supplies; Glass Mfg.; Plastics; Electro-Plating.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 57-82; Fall 51-81; Winter 46-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Center-8 blocks on Pacific Blvd.
Neighborhood Shopping Centers-Approx. 5 block shopping centers in neighboring towns of Bell, Maywood, South Gate, Lynwood, Bell Gardens & Downey, Stonewood (in Downey), Cudahy Plaza.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Wineman's; Broadway.
Variety Stores-Kress; Woolworth; Newberry; Sprouse Reitz.
Discount Stores-Fed Mart; Zody's; K mart.
Chain Drug Stores-Thrifty 5; Sav-On 3; Drug King; MDX; House of Vitamins; White Cross.
Chain Supermarkets-Alpha Beta 3; Boys 3; Super-A; Food King 4; Lucky 4; Ralph's 2; Market Basket 2; Safeway 4; Albertson's 2; Von's 3; McCoy's 3.
Other Chain Stores-Shoes: Karl's, Thom McAn, Flagg Bros., Leed's, Canada, C.H. Baker, Holiday, Stride Rite, Geo. Allen; Clothes: Chandler's, Foreman & Clark, Harris & Frank, Lerner's, House of Nine, Hartfield's, Mode O'Day, Lynns, Sally's, Modern Woman; Furniture: McMahan's, Kay-Phillips, Santa Fe, Sims, D.F.C.; Auto Supplies: Pep Boys, Cal Auto, Western Auto.

14 - NEWSPAPERS: SIGNAL (e-mon to fri) 8,489; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Peter T. Leonard, Adv. Dir., SIGNAL, 12130 Paramount Blvd., Downey, CA 90242; Tel. (213) 862-1656.
National Representative: Branham.

INDIO

1 - LOCATION: Riverside County, (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 21,611; Loc. Est. 24,276
CZ-ABC: (70) 28,739; (82) 39,700
RTZ-ABC: (70) 29,548; (82) 46,000
County 80 Cen. 663,923; Loc. Est. 745,821
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501
City & RTZ-ABC: (70) 58,287; (82) 85,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,626; Loc. Est. 7,598
County 80 Cen. 243,019; Loc. Est. 281,536
SMSA 80 Cen. 551,081; Loc. Est. 635,966
CZ-ABC: (70) 7,789; (82) 12,800
RTZ-ABC: (70) 10,135; (82) 18,500
City & RTZ-ABC: (70) 17,942; (82) 31,300

5 - BANKS:	NUMBER	EST. DEP.
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 354,352

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 11,750

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indio Heights	3	Retail-Independents
Tyselling Ctr.	3	Jack Kelly Electronic
Indio Fashion Mall(43)	NA	Sears, Harris
Town & Country(9)	3	Alpha Beta
Market Basket(20)	10	Market Basket
Indio Plaza(16)	2	Von's, Pick'N'Save
Palm Desert Country	10	Welty's Mkt., Stater Bros.
Valley Mall	2	Rite T.V.
Coachella Ctr.(12)	2	Thrifty
Golden Triangle(21)	NA	Triangle Pharmacy
Coachella Island	2	Safeway

Principal Shopping Days-Wed., Thurs., Fri. & Sat.

Stores Open Evenings-Discount & markets open evgs. & Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; McMahan's; Olsan's; Imperial Hdwr.; Sprouse Reitz; Rascoe's; Sears; Fed Mart; Harris; Yellow Mart; Wise Shop; Clothesline; Zody's; Sunshine Lumber.
Chain Drug Stores-Thrifty; Gemco; Sav-On Drugs.

Chain Supermarkets-Safeway; Alpha Beta; Market Basket; Circle K; Von's; Gemco; Stater Bros.
Discount Stores-K mart; Wise Shops; Pic N' Save.
Other Chain Stores-Western Auto; Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furniture; Winston Tire; High Performance.

14 - NEWSPAPERS: DAILY NEWS (e) 8,642; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Arnold Phillips, Adv. Mgr., DAILY NEWS, 45-140 Towne St., Indio, CA 92201; Tel. (714) 347-3313.
National Representative: CWO&O.

LA HABRA

See ORANGE COUNTY

LAKE TAHOE

See SOUTH LAKE TAHOE

LANCASTER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA). E&P Map D-7.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Airlines-Air West.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 48,027; Loc. Est. 52,832
CZ-ABC: (70) 45,958; (82) 49,700
RTZ-ABC: (70) 25,635; (82) 28,200
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 71,593; (82) 77,900
Demographic information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,312; Loc. Est. 19,674
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 13,602; (82) 17,200
RTZ-ABC: (70) 8,101; (82) 10,400
City & RTZ-ABC: (70) 21,703; (82) 27,600

5 - BANKS:	NUMBER	EST. DEP.
Commercial	12	$85,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 16,613

8 - GAS METERS: Residence 16,480

9 - PRINCIPAL INDUSTRIES: USAF Production Test Facility (Plant 42) 2,000 emp., produces and tests military aircraft; Lockheed Assembly Plant Commercial Airliners (2,500 emp.); Edwards Air Base (9,600 emp.) tests military aircraft and rockets (NASA and USAF). Total payroll $79,000,000. Agriculture & Livestock $26,500,000; Cattle Sheep Feeding, Alfalfa, Sugar Beets, Turkeys, Almonds, Peaches, Pears, Honey.

10 - CLIMATE: Arid., Av. Rainfall 7.5 in., Av. Temp. Summer 94-110; Winter 60-75. Winds prevailing from the west.

11 - TAP WATER: Wells, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-Six blocks on Lancaster Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ave. K & 10th	NA	
Ave. K & 20th	NA	Mervyns
Ave. S & 10th	NA	Lucky Foods
Antelope Vly.(30)	4	Mervyns, Long Drug
Desert Fair(15)	10	Food Farm Mkt.
Lancaster Sq.(13)	12	Alpha Beta
Lancaster	12	Fazio's

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Nonda's; Builders Emporium.
Discount Stores-Fed Mart; Gemco; K mart.
Variety Stores-Lan & Palm; Woolworth 2; Cornet 2; Sprouse Reitz 2.
Chain Drug Stores-Savon; White Cross; Thrifty; Skaggs; Longs.
Chain Food Stores-Lan-Palm; Safeway 2; Albertson 2; Alpha Beta 3; Market Basket 2; Vogs; Lucky; Gemco; Fed Mart.
Other Chain Stores-Barry's Jewelers; Kinney Shoes; Nahas; Mervyns; L&G Sports; Lawsons Jewelers; MacMahan's, Goodyear; Western Auto; Wards; Mode O'Day; Sprouse Reitz; Wicks Lumber.

14 - NEWSPAPERS: ANTELOPE VALLEY DAILY LEDGER-GAZETTE (e) 7,074; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harold Slusher, Adv. Mgr., ANTELOPE VALLEY LEDGERGAZETTE, 4415 Fig Ave., Lancaster, CA 93534; Tel. (805) 948-4701.
National Representatives: Branham; Thomason.

LIVERMORE

1 - LOCATION: Alameda County, E&P Map B-5. (In San FranciscoOakland SMSA). Research and development, manufacturing, agriculture.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; AC Transit connector to BART.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 48,349; Loc. Est. 51,676
County 80 Cen. 1,105,379; Loc. Est. 1,124,056
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
HERALD:
PMA-ABC: (70) 74,306; (82) 118,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,637; Loc. Est. 17,641
County 80 Cen. 426,092; Loc. Est. 446,456
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640
HERALD:
PMA-ABC: (70) 20,397; (82) 38,400

5 - BANKS:	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 612,324

7 - ELECTRIC METERS: 39,175

8 - GAS METERS: 37,066

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Research & Development 9,000; Chemical Co. Headquarters 400; Electronic Products 450; Miscellaneous Small Mfg. 450; Retail Store Distribution Centers 250.
Principal Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Area-Downtown Livermore-seven blocks on First & Second Sts.; abutting side streets between Livermore Ave. & P Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta(18)	NA	Alpha Beta, TG&Y
Amador Center(21)	NA	Safeway
Granada Center(15)	NA	Lucky, Sprouse Reitz
Granada Vlg.(16)	NA	Lloyd's Bank
Lincoln	NA	Louis Stores
Livermore Arcade(18)	NA	Gch Hdwe., Safeway, Long's
Livermore Ctr.(21)	NA	PX Markets

Mission Plaza(22)	NA	Sears
Stoneridge(170)	NA	Capwell's, Penney's, Macy's
Vineyard(17)	NA	Lucky, Sprouse Reitz

Stores Open Evenings-Many on Mon. & Thurs.

13 - **RETAIL OUTLETS: Department Stores**-J.C. Penney; Liberty House; Mervyn's; Macy's; Capwell's; Montgomery Ward.
Discount Stores-TG&Y; Sprouse Reitz 2; K mart; Gemco.
Variety Stores-Handyman; Romley's; Lucky.
Chain Drug Stores-Price-Rite; Carl's; Thrifty 2; Long's Drug; Pay Less 2.
Chain Supermarkets-Albertson's; Alpha Beta 3; Flair Market 2; Lucky 4; Safeway 2; Romley's.
Other Chain Stores-Firestone; Grossman's; Handyman; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "O" Tires; Oshman's Sporting Goods; Richman's; Miller's; Granat Bros.; Roshins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zales; Florsheim.

14 - **NEWSPAPERS**: TRI-VALLEY HERALD (m) 14,952; (S) 14,854 Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Taylor, Adv. Dir., TRI-VALLEY HERALD, 325 South I St., Livermore, CA 94550; Tel. (415) 447-2111.
National Representatives: California Newspaper Markets; Western Dailies.
VALLEY TIMES (m-tues to fri; S) Paid 7,115; Controlled 28,808; Sept. 30, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Karen Hanes, Adv. Mgr., VALLEY TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 942-8202.
National Representatives: CWO&O; USSPI.

LODI

1 - **LOCATION**: San Joaquin County (In Stockton SMSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99 & 50; State Hwy 12.

2 - **TRANSPORTATION: Railroads**-Southern Pacific; California Traction Co.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - **POPULATION**:
Corp. City 80 Cen. 35,221; Loc. Est. 38,656
County/SMSA 80 Cen. 347,342; Loc. Est. 379,303

4 - **HOUSEHOLDS**:
City 80 Cen. 14,015; Loc. Est. 15,366
County 80 Cen. 124,626; Loc. Est. 140,408

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	6	$298,368,100
Savings & Loan	7	$141,648,000

6 - **PASSENGER AUTOS**: County 180,843

7 - **ELECTRIC METERS**: Residence 16,580

8 - **GAS METERS**: Residence 16,000

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners (Av. Wkly. Wage)- Packaged & Canned Goods 865 ($290); Fab. Metal Products 700 ($265); Aggregates 175 ($385); Sportswear 145 ($195); Iron Casting (145) ($260); Cast Concrete Prod. 200 ($255); Wineries 370 ($255); Rubber Prod. 290 ($275); Meat Packing 230 ($270).
Principal Industrial Pay Days-Thu. & Fri.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 42-71; Summer 52-96; Fall 41-78; Winter 42-58; Ann. av. temp. 60; Ann. rainfall 18.28 inches.

11 - **TAP WATER**: Alkaline, soft; not fluoridated.

12 - **RETAILING**:
Main Shopping District-4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers-Pay N' Save 7; Lakewood 24; Westgate 2; Long's; Payless 6; Top Value 4; Vineyard 18; Arbor Square 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Value	1	Top Value Store
Lakewood(36)	1	Sellrite
Pay n' Save	2	Pay n' Save
Westgate(6)	2	Lodi Super Market
Lucky-Payless	1	Lucky Stores
Vineyard(18)	2	Fry's/Mervyn's

Principal Shopping Days-Mon., Thu. & Sat.
Stores Open Evenings-Thurs.; market & discount every evening.

13 - **RETAIL OUTLETS: Department Stores**-Newfield's; J. C. Penney; National Dollar Store; Westgate; Mervyn's.
Variety Stores-Woolworth's.
Discount Stores-Long's Drugs; Payless Drug; Westgate; Pay n' Save.
Chain Drug Stores-Long's; Payless; Pay n' Save.
Chain Supermarkets-Safeway; Lucky Stores; Lodi Supermarkets 2; Fry's.
Other Chain Stores-Gensler Lee Diamonds; McMahan Furniture; Firestone; Burton's; Singer; Goodyear; Diamond National; Grand Auto; Grossman's; Kragen Auto; Tower of Shoes; Shoe Stop; Payless Shoe Source; Record Factory; Sherwin Williams; Winston Tire.

14 - **NEWSPAPERS**: NEWS-SENTINEL (m) 13,880; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr., NEWS-SENTINEL, 125 N. Church St., P.O. Box 760, Lodi, CA 95240; Tel. (209) 369-2761.
National Representative: Western Dailies.

LOMPOC

1 - **LOCATION**: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc SMSA). E&P Map C-7. Vandenberg Air Force Base.

2 - **TRANSPORTATION: Railroads**-Souther Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - **POPULATION**:
Corp. City 80 Cen. 26,267; Loc. Est. 27,887
PMA-ABC: (70) 45,852; (82) 50,300
County/SMSA 80 Cen. 298, 660; Loc. Est. 323,786
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
City 80 Cen. 9,390; Loc. Est. 10,248
County/SMSA 80 Cen. 109,343; Loc. Est. 121,646
PMA-ABC: (70) 12,144; (82) 15,400

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Independent	3	N.A.
Savings & Loan	2	N.A.

6 - **PASSENGER AUTOS**: County 172,069

7 - **ELECTRIC METERS**: 9,127

8 - **GAS METERS**: 11,300

9 - **PRINCIPAL INDUSTRIES**: Vandenberg Air Force Base, West coast Space Shuttle launch & recovery site, MX test launch site, Military & Civ. 13,662; Diatomaceous earth mining 672; Agriculture.
Principal Industrial Pay Days-Fri, 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

10 - **CLIMATE**: Ann. Min. & Max. Temp.-48-63; 13.20 inches of rain per yr.

11 - **TAP WATER**: Hard; non-fluoridated.

12 - **RETAILING**:
Principal Shopping Centers-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Broadway	17	Montgomery Ward
Santa Maria Town Center(87)	19	Gottschalk's, Sears
Lompoc Shopping Center(23)	1	J.C. Penney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Rasco every night; J.C. Penney-Mon., Thu., Fri.; Lucky's & K mart to 9; All stores Fri. night.

13 - **RETAIL OUTLETS: Department Stores**-J.C. Penney; Moore's; Sears (catalog); Ward's (catalog).
Variety Stores-Woolworth; Rasco; K mart.
Chain Drug Stores-Thrifty.
Discount Stores-K mart.
Chain Supermarkets-Williams Bros. 2; Lucky's 2.
Other Chain Stores-Remar's; Sears; Montgomery Ward; Kinney Shoes; McMahan's; Korbs; Miller's Outpost.

14 - **NEWSPAPERS**: RECORD (e-mon to fri) 9,496; (S) 9,469; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Art Sims, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 91436; Tel. (805) 736-2313.
National Representative: Western Dailies.

LONG BEACH

1 - **LOCATION**: Los Angeles County (In Los AngelesLong Beach SMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles on U.S. Hwy. 101.

2 - **TRANSPORTATION: Railroads**-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46.
Airlines-Pacific Southwest; Catalina Scenic Airlines. (from LB Municipal Airport)
Intercity Bus Lines-Greyhound; Continental; American Trailways; RTD; Orange County Transit.

3 - **POPULATION**:
Corp. City 80 Cen. 361,334; Loc. Est. 362,817
CZ-ABC: (70) 639,717; (82) 640,700
RTZ-ABC: (70) 308,080; (82) 353,200
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 947,797; (82) 993,900
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
City 80 Cen. 151,611; Loc. Est. 158,227
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 233,731; (82) 273,000
RTZ-ABC: (70) 84,687; (82) 113,300
City & RTZ-ABC: (70) 318,418; (82) 386,300

5 - **BANKS**:	**NUMBER**	**EST. DEP.**
Commercial	125	N.A.
Savings & Loan	80	N.A.

6 - **PASSENGER AUTOS**: County 4,011,015

7 - **ELECTRIC METERS**: Residence 146,517

8 - **GAS METERS**: Residence 146,000

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners-Professionals; Technicians; Managers; Proprietors (202,200); Clerical; Sales (106,300); Craftsmen; Foremen; Operators; Laborers (138,500).

10 - **CLIMATE**: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - **TAP WATER**: Alkaline, soft.

12 - **RETAILING**:
Principal Shopping Centers-8 blocks on Pine Ave.; 6 on Locust Ave., 20 on Long Beach Blvd.; Long Beach Plaza Mall.
Regional Shopping Centers-Belmont Shore; Lakewood; North Long Beach; Los Altos; Bixby Knolls; Los Cerritos Center; Carson Mall; Westminster Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakewood	7	May Co., Mont. Ward, J.C. Penney, Bullock's, Buffums, Boy's Market, Lucky's, Akron
Los Cerritos	9	Robinson's, Broadway, Ohrbach, Sears, Nordstrom, May Co.
Carson	8	Broadway, Penney, Sears
Los Altos	6	Broadway, Penney, Sav On, Thriftimart, Thrifty
Westminster	12	Buffums, May Co., Robinson's, Sears
Rossmoor	10	Boston Stores, Smith's Food King
Bixby Knolls	4	Von's, Safeway, Sav-On, Thrifty
Belmont Shore	3	TG&Y, Market Basket
Marina Pacifica	4	Lucky Store, Buffum's
Marketplace	4	Food & Drug
Norwalk Square	16	J.C. Penney, Market Basket, Sav-On
Stonewood	14	Broadway, J.C. Penney, Thrifty Drug
Huntington	14	Broadway, J.C. Penney, Thrifty Drug, Mont. Ward

Principal Shopping Days-Wed. thru Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - **RETAIL OUTLETS: Department Stores**-May Co.; Sears; Buffums; Broadway; J.C. Penney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom; Best Stores.
Variety Stores-Woolworth; Newberry; TG&Y.
Discount Stores-Fed Mart; Fed. Co.; Zody's; Gemco; K mart; Dooley's.
Chain Drug Stores-Thrifty 21; Sav-On 10; Skaggs 2.

Chain Supermarkets-Albertson's 6; Alpha Beta 13; Big D Ranch Markets; Boys Markets 4; Fedco 2; Fed Mart 4; Food Barn; Foods Co. 3; Gemco 4; Grocery Warehouse; Jewel T 2; Lucky 13; Market Basket 10; Market Place Food & Drug; McCoy's Markets 5; Ralph's 5; Safeway 7; Sav-Mor 2; Smith's Food King 2; Stater Bros. 3; Super A Foods; Thriftimart 4; Von's 10.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Lead's; W.P. Fuller (paints); Harris & Frank Clothing; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; S&H Green Stamps; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zales; Chandel's; Baskin Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Handyman.

14 - **NEWSPAPERS**: INDEPENDENT (m-mon to fri) 68,075; PRESS-TELEGRAM (e-mon to fri) 63,181; comb. (m&e) 131,256; (sat) 122,887; (S) 137,020- Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harvey Hopkins, Gen. Adv. Mgr., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.
National Representative: Knight-Ridder.

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LOS ANGELES

1 - LOCATION: Los Angeles County (In Los AngelesLong Beach, SMSA). E&P Map D-7, County Seat. Pacific coast harbor; industrial, agricultural & tourist center. City 463.7 sq. mi.

2 - TRANSPORTATION: Railroads-SF; SP; UP; Amtrak.
Motor Freight Carriers-5,786 primary market.
Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 72.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Aerolineas Argentinas; Aeromexico; Aero Peru; Air Canada; Air France; Air New Zealand; Air Panama; American; Avianca; British Airways; Canadian Pacific Air; China; Continental; Delta; Eastern; Equatoriana; Hughes Airwest; Japan; Korean; Lufthansa; National; Northwest Orient; Pacific Southwest; Pan American; Scandinavian; Texas International; Trans World; United; U.T.A. French; Varig; Western; AerLingus; Air Calif.; Air India; Air Jamaica; Air Manila; Air Niugini; Alaska Airlines; Alia; Alitalia; All Nippon; Baja Cortez; Bonanza; British Caledonian; British West Indian; Costa Rica; ELAL Israel; Ethiopean; Finnair; Golden West; Iberia; Icelandic; Iran Air; KLM; Kuwait; Laker; Lan-Chile; Lancia; Mexico Air; Phillippine Air; Quantas; Sabena; Saudi Arabian; Seaboard; South African; Swissair; Taca Int'l; World; JAT; Holiday; Sierra Pacific.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763; Loc. Est. 3,016,136
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184; Loc. Est. 1,193,061
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	153	$48,769,454,000
Savings & Loan	963	$43,032,642,000

6 - PASSENGER AUTOS: 4,011,015

7 - ELECTRIC METERS: Residence 3,063,653

8 - GAS METERS: Residence 3,113,016

9 - PRINCIPAL INDUSTRIES: (L.A. County): Industry, Number of Wage Earners (Av. Wkly. Wage)-Food & Kindred Products 51,400 ($327); Textile Mill Products 9,000 ($228); Apparel & Other Textile Products 77,200 ($183); Paper & Allied Products 17,000 ($376); Printing & Publishing 56,000 ($343); Chemicals & Allied Products 28,600 ($361); Petroleum & Coal Products 14,000 ($516); Rubber & Plastics Products 33,700 ($265); Leather & Leather Products 8,900 ($200); Lumber & Wood Products 12,900 ($321); Furniture & Fixtures 37,600 ($251); Stone, Clay & Glass Products 22,700 ($379); Primary Metal Industries 24,800 ($377); Fabricated Metal Products 79,700 ($334); Machinery (Except Electrical) 92,800 ($358); Electric & Electronic Equipment 136,200 ($314); Transportation Equipment 164,000 ($403); Instruments & Related Products 30,800 ($323); Miscellaneous Manufacturing Industries 20,400 ($234). Source: "California Labor Market Bulletin; Statistical Supplement"; Health & Welfare Agency; Employment Developement Department, April 1981.

10 - CLIMATE: Los Angeles Civic Center: Min. & Max. Temp.-Spring 52-70; Summer 60-80; Fall 56-77; Winter 48-66.

11 - TAP WATER: Moderately soft 4.1 grains per gallon. Slightly alkaline, 6.2 grains per gallon. Aqueduct water varies somewhat from area to area but between 80%-90% is moderately soft, 87 mg/1 and slightly alkaline, 117 mg/1.

12 - RETAILING:
Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends eight blocks N. & S. from 1st St. to 9th St. & 7 blocks E. & W. from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 107 incorporated cities with their central shopping districts and community shopping centers. In addition there are 56 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days-Dept. Mon., Thu., Fri. & Sat. Food Thu., Fri., Sat. & Sun.
Stores Open Evenings-Dept. staggered by shopping center, many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: Department Stores (L.A. and Orange Counties)Broadway 29; Bullock's 13; May Co. 21; Montgomery Ward 17; J.C. Penney 49; Robinsons 14; Sears 27.
Variety Stores (L.A. and Orange Counties)The Akron 13; Cornet Variety Store 17; Freeway Stores 8; National Dollar Stores 14; Newberry 42; Pick N' Save 28; Rasco Stores 17; S.H. Kress 7; Sprouse Reitz 24; Sunset House/Gadget Tree 15; Surprise Stores 4; Woolworth 31.
Discount Stores (L.A. and Orange Counties)Cal Fed; Fedco 5; Fed Mart 13; Gemco 26; K mart 38; Leonards; The Treasury 7; Value Fair; Woolco 3; Zody's 28.
Chain Supermarkets (L.A. and Orange Counties)-ABC 6; Albertson's 56; Alpha Beta 129; Big D Ranch Markets 6; Boys Markets 34; Dale's 12; Fedco 5; Fed Mart 15; Food Barn 7; Foods Co. 10; Gelson's 7; Gemco 25; Grocery Warehouse 4; Hughes 26; Hughes El Rancho 8; Jewel T 13; Jonsons 5; Jurgensen's 6; Lucky 80; Market Basket 59; Mayfair 11; McCoy's 20; The Pantry 12; Phil's 5; Ralphs 86; Safeway 92; Smith's Food King 25; Stater Bros. 33; Super A Foods 7; Thriftimart 26; Von's 90; Westward Ho 4.
Chain Drug Stores (L.A. and Orange Counties)Best Buy Drugs 4; Circle Pharmacies 4; Clark 14; Danber Drugs 4; Disco 12; Drug King 9; Exclusive 4; Garfield 4; Guild 8; Hill 5; Hy-Lo 8; Horton & Converse 12; Leader 4; Longs 10; Mascarin 5; Sav-On 87; Shapiro 6; Skaggs 12; Thrifty 189; White Front 4.

Supermarket Chains With Pharmacies-Albertsons 8; Fedco 5; Fed Mart 17; Gemco 25; HPI 10; Lucky 25; Safeway 7; Jay Scott 4.

14 - NEWSPAPERS: HERALD-EXAMINER (e-mon to fri) 285,656; (m-sat) 209,064; (S) 303,805; Mar. 29, 1982 ABC.
Converted to a morning publication June 24, 1982.
Local Contact for Advertising and Merchandising Data: O.O. DiMaria, Nat. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000.
National Representative: Hearst.
TIMES (m-mon to fri) 1,062,707; (m-sat) 983,399; (S) 1,317,817; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W. Sinkking, Nat. Adv. Mgr., TIMES, Times Mirror Square, Los Angeles, CA 90053; Tel. (213) 972-5000.
National Representatives: Los Angeles Times offices in New York, Chicago, Detroit & San Francisco.
DAILY NEWS (m-mon to fri) 127,571; (m-sat) 117,195; (S) 139,075; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ty Tuupanen, Nat. Adv. Mgr., DAILY NEWS, 14539 Sylvan St., Van Nuys, CA 91411; Tel. (213) 997-4276.
National Representative: Sawyer-Ferguson-Walker.

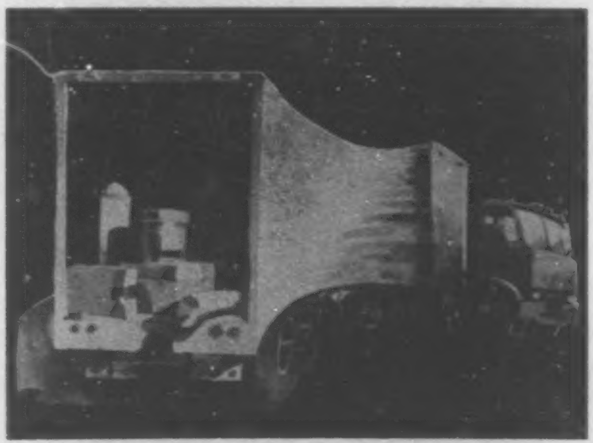
MADERA

1 - LOCATION: Madera County, E&P Map C-5,County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: Railroads-SP; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.
Airlines-United; Pacific Air (thru Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732; Loc. Est. 23,560
CZ-ABC: (70) 16,044; (82) 23,500
RTZ-ABC: (70) 25,475; (82) 45,200
County 80 Cen. 63,116; Loc. Est. 69,844
City & RTZ-ABC: (70) 41,519; (82) 68,700

4 - HOUSEHOLDS:
City 80 Cen. 7,359; Loc. Est. 7,845
County 80 Cen. 20,950; Loc. Est. 23,920



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The San Diego Union
The Tribune

San Diego: The biggest plus in Southern California.

CZ-ABC: (70) 4,959; (82) 8,500
RTZ-ABC: (70) 7,797; (82) 16,300
City & RTZ-ABC: (70) 12,756; (82) 24,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$93,416,400

6 - PASSENGER AUTOS: County 30,511

7 - ELECTRIC METERS: Residence 30,000

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Products; Glass Mfg.; Carton Mfg.; Plastic; Cannery Equipment; Campers; Armco Steel; Corn Prods.; Almond Processing; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days- 1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-20 blocks on 4 Sts.
Neighborhood Shopping Center-Bridge's Store.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley W. Plz.(10)	2	K mart, Sav-Mart
Bethard Sq.(14)	2	Thrifty Drug, Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	2	Long's Drug, Lucky's

Principal Shopping Days- Thurs., Fri. & Sat. & Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery & most stores in shopping centers; J.C. Penney's.

13 - RETAIL OUTLETS: Department Stores-James; Carioni's; J.C. Penney; Money Back Sam; Vizcarra's.
Variety Stores-Rasco's; Coronet.
Chain Supermarkets-Safeway; Sierra Foodland; Sure-Save; Madera Mkt.; Mayfair; Sav-Mart; Prairie Mkt.; Lucky's.
Other Chain Stores-McMahan's; Sears; Penney's; Rasco; Comet; Montgomery Ward (catalog); Thrifty Drug; Radio Shack; Coast-to-Coast Hardware; K mart; Boise Cascade; Long's Drug; Kragen Auto; Baskin-Robbins; Fashion Footwear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 7,788; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 7th & E Sts., Madera, CA 93637; Tel. (209) 674-2424.
National Representative: None.

MANTECA

1 - LOCATION: San Joaquin County, (In Stockton SMSA). E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Southwest Pacific; Frontier; Golden Gate.

3 - POPULATION:
Corp. City 80 Cen. 24,925; Loc. Est. 25,900
County/SMSA 80 Cen. 325,100; Loc. Est. 335,100

4 - HOUSEHOLDS:
City 80 Cen. 8,592; Loc. Est. N.A.
County/SMSA 80 Cen. 124,626; Loc. Est. 140,408

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$1,060,793,000
Savings & Loan	4	1,231,860,000

6 - PASSENGER AUTOS: County 180,843

7 - ELECTRIC METERS: Residence 11,855 (incl. Ripon city)

8 - GAS METERS: Residence 12,978 (incl. Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sharpe Army Depot 1,425; Occidental Chemical 325; Spreckels Sugar 319; Boschert 225; Continental Telephone 222; Tracy Defense Depot 1,563; Indy Electronics 310; H.J. Heinz 361.
Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 59-90; Fall 50-75; Winter 37-53. First killing frost, Nov 14. Last killing frost, Feb. 1.

11 - TAP WATER: Municipal system.

12 - RETAILING:
Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	Kmart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furniture
Cardoza(11)	1	Payless, Safeway, Sprouse Reitz
Koftinow	1	Big Boy Mkt.
TG&Y	1	TG&Y, Alpha Beta
Town Sq.	1	Country Gourmet, Happy Steak

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Manteca; Mars; Brown Mahin.
Discount Stores-TG&Y; K mart.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Thrifty; Payless.
Chain Supermarkets-Safeway; Alpha Beta; Save-Mart; New Deal.
Other Chain Stores-Radio Shack; Grand Auto; Chief Auto.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 6,125; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Polly Wright, BULLETIN, PO Box 912, Manteca, CA 95336; Tel. (209) 239-3535.
National Representatives: Morris; Landon Associates.

MARIN COUNTY

1 - LOCATION: (In San Francisco-Oakland SMSA). E&P Map B-4, County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County and the East Bay U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION: Railroads-Northwestern Pacific. Ferries to San Francisco.
Intercity Bus Lines-Golden Gate Transit; Marin County Transit and commuter buses; Greyhound.

3 - POPULATION:
City (San Rafael) 80 Cen. 44,700; Loc. Est. 47,17[illegible]
CZ-ABC: (70) 189,247; (82) 211,300
RTZ-ABC: (70) 16,791 (82) 10,900
City & RTZ-ABC: (70) 206,038; (82) 222,200
SMSA 80 Cen. 3,252,721; Loc. Est. 3,280,600
County 80 Cen. 222,952; Loc. Est. 225,200

4 - HOUSEHOLDS:
City (San Rafael) 80 Cen. 18,757; Loc. Est. 20,014
County 80 Cen. 88,983; Loc. Est. 92,700
SMSA 80 Cen. 1,281,316; Loc. Est. 1,316,700
CZ-ABC: (70) 62,497; (82) 80,000
RTZ-ABC: (70) 5,109; (82) 5,400
City & RTZ-ABC: (70) 67,606; (82) 85,400
Demographic Information available from Newspaper. See paragraph 14.

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	63	$1,046,905,000
Savings & Loan	40	$770,013,000

6 - PASSENGER AUTOS: County 141,034

7 - ELECTRIC METERS: County 97,183

8 - GAS METERS: Residence, County 79,033

9 - PRINCIPAL INDUSTRIES: Industry and No. of Wage EarnersAgriculture 849; Contract Construction 4,169; Manufacturing 4,500; Transportation, Communications and Utilities 1,946; Wholesale and Retail Trade 19,757; Finance, Insurance and Real Estate 5,784; Services 16,982; Government 13,400. (Total 67,387).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20. Last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING:
Principal Shopping Center-Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shopping Center, Corte Madera Center.
Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(90)	8	Safeway
Northgate(60)	4	Emporium, Sears
Pacheco Plaza(26)	5	Safeway
Corte Madera(40)	5	Mont. Ward, Penney
Larkspur Landing(60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Kaufman's, Guasco Super
Bon Air(23)	2	Petrini's Super
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Pay 'N Save
Nave Center(19)	10	Alpha Beta, Thrifty
Novato Fair(15)	10	Carithers
Novato Center(4)	10	Lucky, Long's Drugs
Red Hill(24)	2	Safeway, Long's Drugs

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept. Mon., Wed & Fri.; most grocery & drug every evening.
Stores Open Sundays-Grocers; Bldg. Materials; Drugs; Montgomery Ward; Young Bros. Furn.; Emporium; Penney's; Sears; Macy's.

13 - RETAIL OUTLETS: Department Stores-Macy's; Emporium; J.C. Penney; Montgomery Ward; Kaufman's; Ross; Sears; Carithers.
Discount Stores-Consumers Co-Op Foods; Consumers Distributing 2; Cost Plus.
Variety Stores-Woolworth; TG&Y; Glen's 2.
Chain Drug Stores-Payless; Thrifty 4; Longs 3; Merrill's; Pay'N Save.
Chain Supermarkets-Safeway 9; Cala/QFI 5; United 2; Lucky 3; Alpha Beta 4; Flair; Fry's Food & Drug.
Other Chain Stores-Singer; Cost Plus; Florsheim Shoes; Granat Bros. Jewelry; Hastings; Leed's (Shoes); Roos Bros.; Sommer & Kaufmann; See's Candies; Goodman's (Gen. Mdse.) 3; Santa's Toys; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Beverley's; Gap; Rainbow Records; Liquor Barn; Earnies; Petrini's; Goodyear 2; Gensler-Lee Jewelry; Abbey Carpets; Kinney Shoes 2; W&J Sloane; Standard Brands Paint; Firestone; General Tires; Goodyear 2; Handyman; Pacific Stereo 2; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Livingston's; R. B. Furniture; Abbey Hallmark; Brentano's; American Express; General Nutrition; Walden Books; Consumers Distributing Corp. 2; Conklin Bros.; Grossman's; Yeeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Grodin's 2; Wherehouse Records 2; Good Vis 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Gallenkamp 2; Zale's Jewelers; The Limited.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 42,713; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Behrens, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representative: Gannett.

MARTINEZ

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-4, County Seat. Residential and industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,582; Loc. Est. 24,844
County 80 Cen. 657,252; Loc. Est. 702,021
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484

4 - HOUSEHOLDS:
City 80 Cen. 8,437; Loc. Est. 9,639
County 80 Cen. 241,805; Loc. Est. 266,696
SMSA 80 Cen. 1,281,316; 1,369,640

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$52,731,409
Savings & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 398,482

7 - ELECTRIC METERS: Residence 14,917

8 - GAS METERS: Residence 14,872

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chemical 790 ($286); Government 6,400 ($372); VA Hosp. 800 ($283).
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28. Last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Centers-6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers-Gregson's; L&L U-Save; Virginia Hills.
Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hilsons.
Chain Drug Stores-Rexall 3; Thrifty Drug; Long's.
Chain Supermarkets-Larid's; Gregson's; Safeway; Farmers.
Other Chain Stores-Goodyear; Big O Tires; Montgomery Ward (catalog); Mode O'Day; Foster's Freeze; Grande's Shoes.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues to sat) 3,361; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: David L. Payne, Gen. Mgr., NEWS-GAZETTE, 615 Estudillo, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives: Western Dailies; USSPI.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City SMSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 125 mi. NE of San Francisco. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634; Loc. Est. 30,895
Marysville 80 Cen. 9,898; Loc. Est. 10,483
Yuba City 80 Cen. 18,736; Loc. Est. 20,412
PMA-ABC: (70) 95,594; (82) 119,800
Counties/SMSA 80 Cen. 101,979; Loc. Est. 109,436
Yuba 80 Cen. 49,733; Loc. Est. 53,329
Sutter 80 Cen. 52,246; Loc. Est. 56,107

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982; Loc. Est. 13,368
Maryville 80 Cen. 4,183; Loc. Est. 4,593
Yuba City 80 Cen. 7,799; Loc. Est. 8,775
PMA-ABC: (70) 29,080; (82) 42,800
Counties/SMSA 80 Cen. 36,313; Loc. Est. 40,258
Yuba 80 Cen. 17,504; Loc. Est. 19,395
Sutter 80 Cen. 18,809; Loc, Est. 20,863

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	18	N.A.
Savings & Loan	10	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: Yuba County 23,833; Sutter 28,023

7 - ELECTRIC METERS: Residence 48,009

8 - GAS METERS: Residence 28,147

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days- 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-6 blocks on D Street, Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; The Mall; Linda; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big R Ctr.	NA	Big R, Prairie Mkt., All-Right Mkt.
College Ctr.(2)	NA	Sprouse Reitz, Holiday
Colusa Ave.(15)	NA	Sprouse Reitz, Safesave Drug
Hillcrest Plz.(22)	NA	Jane's, Main St., Continental Galleries
K mart Center	NA	K mart, Albertson's
Marysville Sq.(5)	NA	Mont. Ward, Lucky, Long's
Linda	NA	
The Mall(36)	NA	Penney, Pay'n Save, K mart
Pay 'N' Save	NA	Pay 'N' Save, House of Fabrics
Village Ctr.(7)	NA	
Westbridge(15)	NA	Bradley's, Lucky, Payless
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Grants
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug

Principal Shopping Days-The Mall, Linda-

Westbridge Shopping, Yuba City, Fri., Sat & Mon.
Stores Open Evenings-Wed. & Fri.
Stores Open Sundays-Food, drug, clothing, appliances.

13 - RETAIL OUTLETS: Department Stores-Penney; Montgomery Ward; Sears; Bradley's; Jay's; National Dollar.
Discount Stores-Pay 'N' Save; K mart; Big R.
Variety Stores-Woolworth; Sprouse Reitz; Cornet.
Chain Drug Stores-Payless 2; Thrifty; Safe-save 2; Walgreen; Pay'n Save; Long's.
Chain Supermarkets-Safeway;Yuba Munger; Lucky 2; Cloverleaf; Holiday 3; Albertson's; Prairie Market.
Other Chain Stores-Singer; Firestone; Goodrich. Shoe Stores: Shannon's; Kinney's 2; Dave Kahn's 1. Men's Stores: Kauffman's; Schneider's 2; Dunne's; Others: Radio Shack; House of Fabric; McMahan's Furniture; Bresler's Ice Cream; College-Hi; General Nutrition; Mode O'Day; Bedazzled; Wherehouse; Craig's Discount Auto; Handyman; Prairie Market; Designer Fabric; Goodyear 2; Kragen Auto Supply.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 23,007; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wallace A. Lagorio, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 319 G St.,P.O.Box 431 Marysville, CA 95902; Tel. (916) 742-6491.
National Representative: Branham.

MAYWOOD

See HUNTINGTON PARK

MERCED

1 - LOCATION: Merced County, E&P Map C-5, County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Nat'l. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: Railroads-Amtrak; AT&SF; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Yosemite Transp.
Airlines-Inland Empire.

3 - POPULATION:
Corp. City 80 Cen. 36,499; Loc. Est. 38,000
CZ-ABC: (70) 29,872; (82) 49,400
RTZ-ABC: (70) 78,633; (82) 100,900
County 80 Cen. 134,560; Loc. Est. 140,000
City & RTZ-ABC: (70) 108,505; (82) 150,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,381; Loc. Est. 14,963
County 80 Cen. 44,539; Loc. Est. 50,991
CZ-ABC: (70) 9,341; (82) 18,200
RTZ-ABC: (70) 22,549; (82) 33,700
City & RTZ-ABC: (70) 31,890; (81) 51,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11	$538,716,000
Savings & Loan	7	(incl. above)

6 - PASSENGER AUTOS: County 62,725

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food, Processing & Packing 2,300; Insurance 500; Lumber 300; Aluminum Products 150; Health Care Products 100; Printing & Publishing 180; Drapery Mfg. 150; Trucking 200; Air Force Base 7,000 ($100 million annual payroll); Metal Electrical Contractors 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Centers-Downtown; 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center 1000 W. Olive Ave., 56 stores.
Neighborhood Shopping Centers-Westgate Center, W. Main St.; Save Mart Center, G. St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway, 21 St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thu.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; Stefani's; J.C. Penney; Tall's; K mart.
Chain Drug Stores-Thrifty 2; Long's; Bill's Drug; Payless.
Chain Supermarkets-Safeway 2; Save Mart 3; Prairie Markets; Alpha Beta; New Deal Markets.
Other Chain Stores-Toppers Jewelry; Mode O'Day; Gallenkamp's; Shoe Palace; House of Fabrics; Elaine Powers; Musicland; Kinney Shoes; Singer; Goodyear; Goodrich; Firestone; Western Auto; Cal-Auto; Pep Boys Auto; McMahan Furniture; Slater's Furniture; Diamond National; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Asher Bros. Shoes; Coronet; Beverly Fabrics; Grand Auto; Pic-A-Dilly; Kragen Auto; Grossman's; Handyman; Feminine Fitness; Miller's Outpost.

14 - NEWSPAPERS: SUN-STAR (e) 23,007; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Zack Herrell, Dir. of Sales, SUN-STAR, 3033 N. G St., Merced, CA 95340; Tel. (209) 722-1511.
National Representative: Calif. Newspaper Mkts.

MODESTO

1 - LOCATION: Stanislaus County (SMSA). E&P Map C-5, County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers-122.
Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines-Aspen; Inland Empire.

3 - POPULATION:
Corp. City 80 Cen. 106,105; Loc. Est. 117,327
PMA-ABC: (70) 194,506; (82) 284,600
County/SMSA 80 Cen. 271,800; Loc. Est. 294,024
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,127; Loc. Est. 44,459
PMA-ABC: (70) 62,100; (82) 106,400
County/SMSA 80 Cen. 97,700; Loc. Est. 107,960

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$969,321,000
Savings & Loan	16	$576,440,000

6 - PASSENGER AUTOS: County 147,619

7 - ELECTRIC METERS: Residence 54,969

8 - GAS METERS: Residence 40,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-All Mfg. 17,800; Nondurable Goods 12,400; Durables 5,400; Food Processing 10,000; Retail Trade 18,000; Wholesale Trade 18,000; Government 17,000; Construction 6,400; Transportation and Utilities 3,800; Services 16,600.

10 - CLIMATE: Min. & Max. Temp.-Winter 3654; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; No. Freeway 99 at Dale Rd.
Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S. on Crows Landing Road; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyns, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center-Vintage Faire, No. Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vintage Faire	4	Sears, Penney's, Macy's, Gottschalk's, Weinstock's
McHenry Vlg.	2	Dunlap's, New Deal, Ardan's
Yosemite	2	Farr's, New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart, Thrifty
Ulrich	2	Save Mart
Lloyds Square	2	Handyman
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Ward's, Thrifty
Briggsmore Plz.	2	Ted's, Bonanza
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y, Zody's
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1
Century Center	3	Gray's, Raley's
Frontier Town	3	Center State Bank
Northgate Village	3	Ken's Camera
Western Plaza	3	Phone Center
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Big 5

Principal Shopping Days-Thurs., Fri., Sat. & Sun.

Stores Open Evenings-Department Stores-Mon. & Thurs.; Food-every night except Sunday; Vintage Faire-Mon. thru Fri. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Montgomery Ward; Dunlaps; K mart; Penney; Loebs; Farr's; Colburns; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Gray's; Macy's; Zody's.
Variety Stores-Woolworth; Sprouse Reitz 4.
Chain Drug Stores-Payless 2; Long's 3; Paul's Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets-Lucky; Gemco 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Prairie Markets 2; Raley's 2; Alpha Beta 2.
Discount Stores-Beno's; K mart 2; Bonanza; TG&Y; Gemco; Payless 2; Long's 3; Zody's; Liquor Barn.
Other Chain Stores-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Beno's; Blue Chip Stamps; Brownie Muffler; Copeland Lumber; Cousin's; Dutch Boy Paint; Dunlap's; Federated Group; Firestone; Fuller Paints; Handy Andy; Handyman; Hartfield's; House of Carpets; House of Fabrics; King Norman; Landons; Leed's; Levitts; Thom McAn; McMahan's; J. Magnin; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Self-Service Furn.; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Turner's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Mervyn's; Ardan's; Bedazzled; Ernie's Liquors; Furrow Lumber; 84 Lumber; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Gray's; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp; Rasco Toys; Video Concepts.

14 - NEWSPAPERS: BEE (m) 69,743; (S) 76,145; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Craig A. Moon, Adv. Dir., BEE, PO Box 3928 Modesto, CA 95352; Tel. (209) 578-2080.
National Representative: CWO&O.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey SMSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Intercity Bus Lines-Monterey Peninsula Transit; Greyhound.
Airlines-United; Golden West; Apollo; AirCal.

3 - POPULATION:
Corp. City 80 Cen. 27,558; Loc. Est. 28,217
CZ-ABC: (70) 94,306; (82) 99,000
Bal. in PMA-ABC: (70) 39,675; (82) 56,900
County/SMSA 80 Cen. 290,444; Loc. Est. 305,650
Total PMA-ABC: (70) 133,981; (82) 155,900

4 - HOUSEHOLDS:
City 80 Cen. 11,208; Loc. Est. 11,747
County/SMSA 80 Cen. 95,734; Loc. Est. 103,352
CZ-ABC: (70) 30,436; (82) 38,600
Bal. in PMA-ABC: (70) 8,150; (82) 14,200
Total PMA-ABC: (70) 38,586; (82) 52,800

5 - BANKS: Corp. City 9; Dep. N.A.

6 - PASSENGER AUTOS: County 149,022

7 - ELECTRIC METERS: Residence 42,768

8 - GAS METERS: Residence 36,929

9 - PRINCIPAL INDUSTRIES: Industry, Annual Payroll-Military $422,300,000; Tourist $278,900,000; Manufacturing $5,375,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Del Monte Shopping Center in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.
Neighborhood Shopping Centers-Fremont & Broadway; Seaside; Monte Vista Ctr.; Monterey; Forest Hill Ctr.; Fairway Ctr.; Pacific Grove; Village Ctr.; Carmel Valley; Country Club.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Monte(90)	NA	Macy's, Lucky, Thrifty Drugs, Saks
The Barnyard(60)	NA	Thunderbird Book Store
Carmel Rancho(10)	NA	Monte Mart, Brinton's
Carmel Center(13)	NA	Safeway, Long's
Crossroads(60)	NA	Long's, Safeway
Olympia Plaza(22)	NA	Sears
Carmel Plaza(62)	NA	J. Magnin
Country Club(22)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept.-Mon.-Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-Holman's; Macy's; J.C. Penney.
Discount Stores-Monte Mart; K mart.
Variety Stores-Woolworth; Sprouse Reitz 3.
Chain Drug Stores-Long's 2; Thrifty 2.
Chain Supermarkets-Safeway 6; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores-Western Auto; Firestone 2; Grand Auto; Aroans; Singer Co.; Hastings; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Joseph Magnin.

14 - NEWSPAPERS: PENINSULA HERALD (m) 32,092; (S) 33,463; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93950; Tel. (408) 646-4301.
National Representative: Branham.

NAPA

1 - LOCATION: Napa County, (In Vallejo-FairfieldNapa SMSA). E&P Map B-4, County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Bridgeford Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 50,879; Loc. Est. 57,061
CZ-ABC: (70) 45,845; (82) 56,800
RTZ-ABC: (70) 33,295; (82) 45,600
County 80 Cen. 99,199; Loc. Est. 108,695
SMSA 80 Cen. 334,402; Loc. Est. 369,289
City & RTZ-ABC: (70) 79,140; (82) 102,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,714; Loc. Est. 21,421
County 80 Cen. 36,624; Loc. Est. 41,426
SMSA 80 Cen. 117,050; Loc. Est. 133,580
CZ-ABC: (70) 14,719; (82) 21,300
RTZ-ABC: (70) 10,379; (82) 16,800
City & RTZ-ABC: (70) 25,098; (82) 38,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$260,200,000
Savings & Loan	9	$290,000,000

6 - PASSENGER AUTOS: County 55,261

7 - ELECTRIC METERS: 28,459

8 - GAS METERS: 28,459

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Leather Goods 425; Clothing 150; Tractor 90; Steel Pipe 1,200; Grape & Wine 1,266; Napa State Hospital 2,100; Calif. Veteran's Home 1,018; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23. Last killing frost, Mar. 26.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers (No. of Stores)-Napa Valley (18); River Park (13); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10). ,

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Cottingtown	48	Emporium, K mart
Solano Mall	20	Penney's, Mervyn's

Principal Shopping Days-Thurs., Fri. & Sat. Stores open Thursday evenings.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Carithers; Mervyn's; K mart; Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Woolworth; Goodyear; Grand Auto; Grossman's; Wickes; Woolworth; Garden Center; SherwinWilliams; Radio Shack; Handyman; Kragen Auto; Bistrin's; Payless; Thrifty.
Variety Stores-Woolworth; Darr's; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Rexall 2; Payless; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 3; Food Fair; Food City; Vallerga's 3; Lucky; Alpha Beta; Giovannon's; Fiesta Markets; Albertson's.

14 - NEWSPAPERS: REGISTER (e) 21,446; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jess Hasty, Adv. Dir., REGISTER, 1615 Second St., Napa, CA 94558; Tel. (707) 226-3711.

National Representative: None.

NEWARK

See FREMONT

OAKLAND

1 - LOCATION: Alameda County (In San Francisco, Oakland SMSA). E&P Map B-5, County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: Railroads-SP; AT&SF; UP; WP.
Motor Freight Carriers-1,65.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Continental; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-Air Canada; Alaska; American; British Air; Continental; Delta; Eastern; Japan; Mexicana; Northwest; Pan Am; TWA; Republic; Frontier; Air California; Apollo; PSA; United; Western; World Airways; Trans America; Phillipine Air; Singapore Air.

3 - POPULATION:
Corp. City 80 Cen. 339,288; Loc. Est. 336,133
PMA-ABC: (70) 1,631,573; (82) 1,790,600
County 80 Cen. 1,105,379; Loc. Est. 1,124,056
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 141,640; Loc. Est. 147,682
PMA-ABC: (70) 538,044; (82) 689,000
County 80 Cen. 426,092; Loc. Est. 446,458
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640

5 - BANKS:	NUMBER	DEPOSITS
Commercial	318	$7,164,450,000
Savings & Loan	191	$5,255,331,000

6 - PASSENGER AUTOS: County 612,324

7 - ELECTRIC METERS: Residence 638,932

8 - GAS METERS: Residence 600,731

9 - PRINCIPAL INDUSTRIES: (County): Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 29,100 ($313); Fab. Metal Prods. 12,300 ($354); Machinery 11,000 ($358); Tran. Equip. 11,000 ($358); Primary Metals 6,100 ($350); Chemicals 11,000 ($342); Petroleum & Coal Prods. 5,000 ($417); Printing & Publishing 6,200 ($351); Paper Prods. 5,400 ($306); Stone, Clay & Glass Prods. 5,100 ($319).

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:
Principal Shopping Centers Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E. 14th St.; 65 along E. 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way., Rockridge Center; Eastmont Mall, 73rd & Foothill.
Regional Shopping Centers Bayfair; San Leandro; El Cerrito Plaza; El Cerrito; Fremont Hub, Fremont; Fashion Center, Fremont; Sun Valley, Concord; Southland Hayward; Broadway Plaza, Walnut Creek; Hilltop, Richmond; New Park, Newark; Stoneridge, Pleasanton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acorn Comm.(28)	NA	
Chabot Park(5)	NA	Safeway
College Square(9)	NA	
Eastmont Mall(82)	NA	J.C. Penney, Mervyn's, Safeway
Foot Hill Sq.(30)	NA	Thrifty Drug, Radio Shack
Highland Sq.(9)	NA	
Jack London Village(54)	NA	
Lincoln Sq.(17)	NA	Safeway
MacArthur(50)	NA	Wholworth's
Downtown Oakland	NA	Liberty House, Emporium-Capwell

Stores Open Evenings-Mon. & Thurs. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium-Capwell's, Macy's 5; Mervyn's 7; Montgomery Ward 6; J. C. Penney 10; Liberty House 4; Sears 5; Gabardine's 2; Sherwood Swan & Co.; McCaulou's 8; Bullock's.
Discount Stores-Gemco 3; K mart 7.
Variety Stores-Newberry 3; Sprouse Reitz 13; Woolworth 9.
Chain Drug Stores-Drug King 2; Guy's 13; Long's 16; Domar's; Kerstein's 2; Payless 12; Pay 'n Save 5; Thrifty 14; Walgreen 5; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 4.
Chain Supermarkets-Safeway 61; Food Farm 2; Albertson's 5; Fry's 10; Park & Shop 3; Lucky 51, Cooperative of Berkeley 9; Alpha Beta 11; 7-Eleven 69; Big T Supermarket 11; Farmer's Markets 4; Romley's Markets 4; Russells Markets 5; Diablo Foods 4; Flair Mkt. 9.
Other Chain Stores-Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires 13; Bond's 3; Breuner's 2; C.B.S. Plywood 6; Crescent Jewelers 5; Davidson & Licht 5; Edison Bros. 12; Firestone 18; Florsheim 3; Foreman & Clark 2; Gallenkamp's 17; Goodyear 17; Goodrich 4; Grand Auto 17; W.T. Grand 4; Grodin's 5; Hartfield's 7; Hastings 4; Zale's Jewelers 5; Kinney Shoes 8; Kragen Auto 5; Lerner's 2; Levitz 2; I. Magnin 2; Joseph Magnin 4; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 4; R.B. Furniture 2; Regal Shoes 4; Roos/Atkins 10; S&H Green Stamps 2; Dr. Scholl's; Singer 10; Sleep Aire 4; Smith's 11; Western Auto 2; Kress 3; Goldmans 8.

14 - NEWSPAPERS: EASTBAY TODAY (m-mon to fri) 94,310; TRIBUNE (e-mon to fri) 120,011; EASTBAY TODAY/TRIBUNE Comb.(m&e) 214,321; TRIBUNE (m-sat) 163,906; TRIBUNE (S) 172,549; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Diane Broch, Adv. Dir., EAST BAY TODAY/TRIBUNE, PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.
National Representative: Gannett.

OCEANSIDE

1 - LOCATION: San Diego County, (In San Diego SMSA), E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Santa Fe; Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 80 Cen. 76,698; Loc. Est. 82,905
CZ-ABC: (70) 55,438; (82) 128,500
RTZ-ABC: (70) 106,888; (82) 156,300
County/SMSA 80 Cen. 1,861,846; Loc. Est. 2,012,745
City & RTZ-ABC: (70) 162,326; (82) 284,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,022; Loc. Est. 33,965
County/SMSA 80 Cen. 670,094; Loc. Est. 746,819
CZ-ABC: (70) 18,362; (82) 49,800
RTZ-ABC: (70) 28,057; (82) 48,400
City & RTZ-ABC: (70) 46,419; (82) 98,200

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 1,022,723

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: (Number of Employees)Electrical Connectors (500); D C Power Supplies/Transformers (380); Electronic Components/Systems (250); Agriculture (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Electronic Mfg. (100).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.
Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Sq.(23)	1	Von's, Thrifty
Plaza Camina Real(129)	4	Penney, May Co., Sears, Woolworth, Bullock's,
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz.(21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Mesa Marguirita(3)	NA	Express Lane Foods
Oceana(17)		Price Drug
College Plz.(20)	NA	Sprouse Reitz, Safeway, Thrifty
Baskin Robbins(9)	NA	Baskin Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Huckaby's; May Co.
Variety Stores-Sprouse Reitz; Woolworth; Long's; Pay Less.
Discount Stores-Fed-Mart; Value-Fair; K mart.
Chain Drug Stores-Mission Park 2; Fed Mart; Long's.
Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.
Other Chain Stores-Singer Co.; Sears Roebuck; Elms; Southern California; Thrifty Drug; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 27,581; (S) 29,007; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.
National Representative: CWO&O.

ONTARIO-UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map D-7. 35 mi. E of Los Angeles; On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.
Intercity Bus Lines-Greyhound; So. Cal. Rapid Transit; Continental Trailways; Omnitrans.
Airlines-Air Cal.; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 136,467; Loc. Est. 142,400
Ontario 80 Cen. 88,820; Loc. Est. 92,500
Upland 80 Cen. 47,647; Loc. Est. 49,900
SMSA 80 Cen. 1,557,080; Loc. Est. 1,628,000
PMA-ABC: (70) 178,349; (82) 241,200
County 80 Cen. 893,157; Loc. Est. 929,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 46,397; Loc. Est. 52,350
Ontario 80 Cen. 29,376; Loc. Est. 32,750
Upland 80 Cen. 17,561; Loc. Est. 19,600
County 80 Cen. 308,062; Loc. Est. 333,800
SMSA 80 Cen. 551,081; Loc. Est. 615,960
PMA-ABC: (70) 52,119; (82) 82,500

5 - BANKS:	NUMBER	EST. DEP.
Commercial	18	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 460,029

7 - ELECTRIC METERS: Residence 80,942

8 - GAS METERS: Residence 44,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aircraft 1,475; Citrus Processing 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	Millers Outpost, K mart
Indian Hill Vlg.	6	Sears, Zody's, Sav-On Drugs, Newberry's
Montclair Plaza	5	Broadway, May Co., Mont. Ward, Akron, Penney
Ontario Plz.(36)	NA	J.M. McDonald's, Market Basket, Thrifty Drug
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Gemco
Town Center Upland	NA	Thrifty Drug, Vons, Sav-On Drugs
Upland Ctr.(18)	NA	Stater Bros., Pic 'n' Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Dept. & discount-Fri.; Supermarkets-nightly.
Stores Open Sundays-Department, discount, major mkts.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney 2; J.M. McDonald; Miller's Outpost 3; Mervyn's; May Co.; Broadway; Best Products; Montgomery Ward; Gemco 2; Zody's 2.
Discount Stores-K mart 3; Fedco; Pic 'N Save.
Variety Stores Comets; Rascos; Sprouse Reitz; TG&Y; Ralphs 5 & 10.
Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Sav-On 2; Long's.
Chain Supermarkets-Vons 4; Alpha Beta 4; Market Basket; Stater Bros. 9; Ralphs; Albertson's; Lucky; Skaggs; Alpha Beta; Safeway.
Other Chain Stores-Angels 3; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furniture; Armstrong Nurseries; Lerners; Gallenkamps; House of Fabrics; Cloth World; Ole's Hardware; Builder's Emporium; Radio Shack; Singer; It's A Dilly; Olympic Sales; B.C. Shoes; Clothestime; Koby Shoes.

14 - NEWSPAPERS: DAILY REPORT (e) 33,610; (S) 34,874; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Toebe Bush, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 983-3511.
National Representative: Western Dailies.

ORANGE COUNTY
(Anaheim)

1 - LOCATION: Orange County, (In Anaheim-Santa AnaGarden Grove SMSA), E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: Railroads-AT&SF; SP; UP.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:
Corp. City 80 Cen. 221,847; Loc. Est. 241,807
County/SMSA 80 Cen. 1,931,570; Loc. Est. 2,113,404
PMA-ABC: (70) 239,321; (82) 296,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,628; Loc. Est. 89,428
County/SMSA 80 Cen. 685,815; Loc. Est. 773,744
PMA-ABC: (70) 72,662; (82) 106,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	29	$711,131,000
Sav. & Loan	16	$524,162,000

6 - PASSENGER AUTOS: County 1,172,268

7 - ELECTRIC METERS: Residence 73,571

8 - GAS METERS: Residence 60,363

9 - PRINCIPAL INDUSTRIES: (Number of Wage Earners)-Electronic Equipment 7,700; Entertainment 7,600; Electro-mechanical Prods. 2,865; Data Processing Equipment 2,100; Electronic Prods. for Armed Forces 1,600; Lock Sets 1,450; Minicomputers 1,200; Sound Prods. & Telephone Equipment 900.
Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Plaza de Oro, 41 stores; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 28; Canyon Village 26; La Palma-Imperial 30.
City Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granda Square 23; Madison Square 18; MagnoliaBroadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Canyon Plaza(70)	NA	Singer, Albertson's
Anaheim Plaza(62)	NA	Mervyn's, Robinson's
Brookhurst(51)	NA	Goodyear, Alpha Beta
E.Anaheim(50)	NA	Sav-on Drug, Thriftimart

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Most stores throughout the week.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance, specialty stores.

13 - RETAIL OUTLETS: Department Stores-The Akron; Anthony's; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.
Discount Stores-Lucky; Zody's; Fed-Mart; Kmart.
Variety Stores-Sprouse Reitz; TG&Y.
Chain Drug Stores-Payless; Rexall; Sav-On; Thrifty; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Lucky; Market Basket; McCoy's; Ralph's; Satellite; Stater Bros.; Thriftimart; Von's.
Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Radio Shack; Rayco Car Service; See's Candy Shops; SherwinWilliams; Silverwoods; Singer Co.; The Clothes Horse; Toy City; Toys R Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 14,360; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data; Karl Wray, Pub., ANAHEIM BULLETIN, PO Box 351, Anaheim, CA 92805; Tel. (714) 634-1567.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY
(Costa Mesa)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana-Garden Grove SMSA), E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-22.
Bus Lines-Greyhound; Laguna Beach-Santa Ana; Huntington Beach; Continental Trailways; Santa Ana, Orange County Transit District.
Airlines-Hughes Air West; Air California; Golden West; Trans Catalina.

3 - POPULATION:
Corp. City 80 Cen. 82,291; Loc. Est. 86,629
CZ-ABC: (70) 122,082; (82) 158,000
RTZ-ABC: (70) 253,092; (82) 433,100
County/SMSA 80 Cen. 1,931,570; Loc. Est. 2,113,404
City & RTZ-ABC: (70) 367,028; (82) 591,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,487; Loc. Est. 34,973
County/SMSA 80 Cen. 685,815; Loc. Est. 773,744
CZ-ABC: (70) 43,184; (82) 66,400
RTZ-ABC: (70) 79,956; (82) 161,700
City & RTZ-ABC: (70) 123,140; (82) 228,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	96	$2,185,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,172,268

7 - ELECTRIC METERS: 263,398

8 - GAS METERS: 244,335

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Pdts.; Structural Adhesives; Lamination Material; Fiberglass Pdts.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sproting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agriculture.

10 - CLIMATE: Ann. Min. and Max. Temp.-Costa Mesa: 43-74. Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness, 125 parts per million; not fluoridated.

12 - RETAILING:Principal Shopping Centers
Costa Mesa-South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hillgren Square; Downtown Costa Mesa.
Newport Beach-Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar; Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers-Huntington Center eight mi. from city zone retail center. (Broadway, Montgomery Ward, J.C. Penney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, Penney, Broadway); Woodbridge Center; Irvine.
Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Supermarkets; May Co.; Sears; J.C. Penney; The Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Costa Mesa-May Co.; Sears; J.C. Penney; Montgomery Ward; Bullock's; Nordstrom's; Saks 5th Ave.; Mark Cross; I. Magnin; Woolworth; Reinert's. **Newport Beach**-Broadway; J.W. Robinson; J.C. Penney; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwood's; Broods Bros.
Discount Stores-Costa Mesa-Builder's Emporium; K mart; Treasury Stores; Fedco.
Variety Stores-Woolworth; Gilbert's.
Chain Drug Stores-Thrifty; Sav-On; Rexall; Owl; Gulid.
Chain SupermarketsCosta Mesa-Alpha Beta; Albertson's; Bargain Basket; Stater Bros.; Safeway; Lucky Stores; Market Basket; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's. **Newport Beach**-Market Basket; Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores-Harris & Frank; Brooks Bros.; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Speedee Marts; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Gold Key Furniture; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's; Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: PILOT (e) 39,356; (S) 39,008; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kay Schultz, Adv. Dir., PILOT, 330 W. Bay St., Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representative: CWO&O.

ORANGE COUNTY
(Fullerton)

1 - LOCATION: Orange County (In Anaheim-Santa Ana-Garden Grove SMSA). E&P Map D-7. 35 mi. from Los Angeles; 5 mi. N of Disneyland; 100 mi. N of San Diego.

2 - TRANSPORTATION: Railroads-SF; UP; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Metropolitan Rapid Transit; Orange Co. Transit.

3 - POPULATION:
Corp. City 80 Cen. 102,034; Loc. Est. 108,564
CZ-ABC: (70) 107,774; (82) 148,900
RTZ-ABC: (70) 139,470; (82) 193,600
City & RTZ-ABC: (70) 247,244; (82) 342,500
County/SMSA 80 Cen. 1,931,570; Loc. Est. 2,113,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,869; Loc. Est. 41,234
County/SMSA 80 Cen. 685,815; Loc. Est. 773,744
CZ-ABC: (70) 32,666; (82) 52,200
RTZ-ABC: (70) 39,434; (82) 65,200
City & RTZ-ABC: (70) 72,100; (82) 117,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	21	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: County 1,566,485

7 - ELECTRIC METERS: 43,221

8 - GAS METERS: 29,868

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 557; Construction 1,109; Manufacturing 23,740; Durable Goods 15,894; Aerospace 13,950; Trans/Comm/Utilities 1,088; Trade 9,673; Fin/Ins/Real Estate 2,354; Services 8,144; Government 9,053.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-87; Summer 52-98; Fall 49-92; Winter 31-77. First killing frost, Dec. 3. Last killing frost, Feb. 6.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Downtown Center-16 blocks on 5 sts.
Neighborhood Shopping Centers-N. Harbor 900-1400; S. Harbor 400-500; W. Commonwealth 400-500, 1600-1700; Raymond Ave. 100-400; Harbor & Orangethorpe (50 stores); Chapman & Raymond (29 stores); Orangethorpe & Brookhurst (30 stores); Brea Blvd. (15 stores); Yorba Linda Blvd. & Bradford (33 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brea Mall(185)	NA	May Co., Sears, B'way, Nordstrom's
Lucky Square(8)	NA	Lucky Stores, Rexall Drug
College Plaza(14)	NA	McCoy Mkt., Sav-On
College Square(10)	NA	Thrifty Drug, Builder's Emporium
East Fullerton(18)	NA	Alpha Beta, Super Valu
Crossroads(33)	NA	Ralph's Groc., Thrifty Drug, Mervyn's
Sunny Hills Plz.(34)	NA	Sunny Crest Mkt., Loehmann's
Orangefair(42)	NA	Boston Store, Woolworth, Penney, Long's
Sunrise Vlg.(25)	NA	Sav-On Drug, Von's Mkt.
W. Fullerton(23)	NA	Albertson's, Alpha Beta, Owl Drug, Thrifty Drug
La Mancha Ctr.(11)	NA	Ralph's, Thrifty Drug

Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.; Most food & drug open every night.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Boston Stores; Wineman's; Mervyn's; Sears; May Co.; Robinson's; Nordstrom's; Broadway.
Variety Stores-Woolworth's.
Discount Stores-Ole's; Builder's Emporium; Zody's; Gemco 2; K mart 2; Handyman; Pic 'n Save; LP Home Center; Best Products.
Chain Supermarkets-Safeway; Alpha Beta 11; Lucky Stores 5; Ralph's 2; Pantry Mkt. 2; McCoy Mkts. 2; Von's 4; Albertson's 5.
Chain Drug Stores-Thrifty 4; Long's; Sav-On 2; Supervalu; Owl Rexall; Skagg's.
Other Chain Stores-Goodyear; Firestone; Pep Boys Auto; Chief Auto Supply 2; Carpet Town; Thompson Furniture; Lawson's Jewelry; Gallenkamp Shoes; Berland's Shoes; Radio Shack 3; Big 5 Sporting Goods; Newberry Fabric; Boston Store; Color Tile.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 21,607; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald M. Hopp, Adv. Dir., NEWS TRIBUNE, 655 W. Valencia Dr., Fullerton, CA 92632; Tel. (714) 871-2345.
National Representative: Branham.

ORANGE COUNTY
(La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana-Garden Grove SMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232; Loc. Est. 47,221
PMA-ABC: (70) 59,797; (82) 75,000
County/SMSA 80 Cen. 1,931,470; Loc. Est. 2,113,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,538; Loc. Est. 17,608
PMA-ABC: (70) 17,847; (82) 26,000
County/SMSA 80 Cen. 685,815; Loc. Est. 773,744

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	11	N.A.
Commercial	16	N.A.

6 - PASSENGER AUTOS: County 1,172,268

7 - ELECTRIC METERS: 27,568

8 - GAS METERS: 20,584

9 - PRINCIPAL INDUSTRIES: (Number of employees). La Habra-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Department Stores 650; Hospital 285.
Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Utility Products 300; Industrial & Agricultural Chemicals 175.

10 - CLIMATE: Min. & Max. Temp.-N.A. Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard; not fluoridated. Brea: Alkaline, medium soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Habra:		
Fashion Sq.(50)	NA	Bullock's, Buffums
La Habra Sq.(22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Lowe's for Men
Hacienda Plaza(16)	NA	Albertson's
Brea:		
Brea Mall(100)	NA	Sears, May Co.
Brea Plaza(30)	NA	Thrifty Drug, Albertson's
Brea Heights(18)	NA	Ray's Mkt.
Imperial Plaza(16)	NA	Alpha Beta

Other Shopping Centers (No. of Stores)-La Habra: Highland Center (15); La Habra Plaza (14); Imperial Beach Center (14); Beach Plaza (12); Town & Country (12); Harbor Square (12); Spadra Square (10); North Hills Plaza (10); Harbor Central Plaza (10); Central Plaza (10); Chantry Square (10); Beach Plaza (9).
Brea: Brea Center (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: Department Stores-Builder's Emporium; Buffum's; Bullocks; Sears; May Co.; Broadway.
Discount Stores-K mart; Gemco.
Variety Stores-Pic 'n' Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 4; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Market Basket; Safeway.
Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoe Store; 7-Eleven Food Stores; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Center; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 3,654; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Graham, Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY
(Santa Ana)

1 - LOCATION: Orange County (in Anaheim-Santa Ana-Garden Grove SMSA). E&P Map D-8, County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); R.M. Nixon Fwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72, 214 & 250.

2 - TRANSPORTATION: Railroads-Santa Fe; So. Pacific (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers-137.
Intercity Bus Lines-Greyhound; Continental Trailways; So. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Tustin Nickel Bus; Town Tours; Grayline Tours; Orange Coast Sightseeing. Charter Lines-Aardvarck; Four Winds; Pacific Scenic; Taylor Gus; Thompson Transp.; Western Stages.
Airlines-Air California; Golden West; Hughes Airwest; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int's (LAX) and Long Beach.

3 - POPULATION:
Corp. City 80 Cen. 203,713; Loc. Est. 220,900
PMA-ABC: (70) 1,420,386; (82) 2,060,400
County/SMSA 80 Cen. 1,931,570; Loc. Est. 2,113,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,038; Loc. Est. 71,462
County/SMSA 80 Cen. 685,815; Loc. Est. 773,744
PMA-ABC: (70) 436,120; (82) 741,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	309	$7,219,471,000
Commercial	417	$8,313,125,000

6 - PASSENGER AUTOS: County 1,172,268

7 - ELECTRIC METERS: County 768,782

8 - GAS METERS: 591,950

9 - PRINCIPAL INDUSTRIES: (Number of Employees)-Agriculture 9,800; Construction 44,000; Manufacturing 219,500; Transportation, Communic. & Utilities 29,600; Wholesale Trade 47,700; Finance, Insurance & Real Estate 62,400; Services 186,500; Government 107,300.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7. Last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, individual shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anaheim Plaza(75)	NA	Broadway, Mervyn's, Robinson's
Brea Mall(140)	NA	Sears, May Co., Nordstrom
Buena Park(141)	NA	Sears, May Co.
City, The(85)	NA	May Co., J.C. Penney
Fashion Island(76)	NA	Robinson's, Broadway
Fashion Square (La Habra)(43)	NA	Buffum's, Bullock's
Fashion Square (Santa Ana((37)	NA	I. Magnin, Bullock's
Honer Plaza(27)	NA	Montgomery Ward
Huntington(60)	NA	J.C. Penney, Broadway
Laguna Hills(80)	NA	J.C. Penney, Broadway
Mall of Orange(93)	NA	Broadway, J.C. Penney, Sears
Orangefair(42)	NA	J.C. Penney, Boston
S. Coast Plaza(75)	NA	Saks, Sears, May Co.
Westminster(185)	NA	Sears, May Co., Robinson's
Mission Viejo(123)	NA	Robinson's, Mont. Ward

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. thru Fri.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: Department Stores-Boston; Broadway; Buffums; Bullock's; May Co.; Penney's; Robinson's; Sears; Montgomery Ward; Woolworth; I. Magnin; Joseph Magnin; Nahas; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores-The Akron; Fedco; Fed-Mart; Gemco; K mart; Woolco; Zody's.
Variety Stores-Gilbert; Kresge's; K mart; Newberry's; Pic 'n Save; Sprouse Reitz; Sunset House; TG&Y; Woolworth.
Chain Drug Stores-Danber 5; Gemco Pharm. 7; Hill Drugs 4; Rexall 12; Sav-On 23; Super Valu 4; Skagg's 12; Thrifty 32; Lucky's Pharm. 8; Vista Drugs 3.
Chain Supermarkets-Albertson's 24; Alpha Beta 47; A & M Markets 2; El Rancho 5; Gemco Foods 7; Lucky 19; Market Basket 13; McCoy's 2; Pantry 5; Ralph's 26; Safeway 12; Smith's Food King 3; Stater Bros. 17; Thriftimart 6; Von's 22.
Other Chain Stores-Men's Wear: Harris & Frank, Desmond's, Chasens, Foreman & Clark, House of Tailoring, Rebel Shops, Silverwood's; M/W Wear: Bond's, The Gap, Lou Millers, Wild West; Women's Apparel: Anita Shop, Hartfield's, Mode O'Day, Judy's, Lane Bryant, Show Off, Draper's, Sally Shops, Wet Seal; Auto Supply: Pep Boys, Western Auto, Goodyear, Firestone, Security Tire, Mark C. Bloome, Chief Auto Supply; Footwear: Cover Girl Shoes, Leed's, Wetherby-Kayser, Kirby's, Thom McAn, Shoe Market, Standard Shoes, Kinney's, Gallenkamp, Enna Jettick, C.H. Baker; Jewelers: Rupert's, Hatfield-Neiman, J. Herbert Hall, Zale's, Hudson's; Furniture: Barker Bros., National Furniture, J.H. Biggar, Riveria, McMahan's, Gold Key, Levitz, R.B., Simmons, Sleepeze Beds, Schaefer's; Fabrics: Fabrific, Solomon, Fabric City, Singer, Uniform Shop, Surefit Seat Cover; Beauty & Health Salons: Permatress, Crowning Glory, Magic Mirror, Gloria Marshall Salons, Holiday Health Spa, Jack LaLanne, Tiffany's Feminine Way; Paint: Dutch Boy, Sherwin-Williams, Pittsburgh Paint, Standard Brands, Sinclair; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Hardware: Ole's, Builders Emporium, Angel's Home Improvement Centers, Handyman Store, Linbrook Hardware, Ward & Harrington, Wickes Lumber; Misc.: Thrif-d-lux Cleaners, Abby Rents, Jurgensen's Gourmet.

14 - NEWSPAPERS: REGISTER (all day-mon to fri) 251,647; (m-sat) 246,994; (S) 286,096; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.
National Representative: Story & Kelly-Smith.

ORLAND

1 - LOCATION: Glenn County, E&P Map B-2. Fruit, olive & nut packing center; nurseries; fish hatcheries; farming (fruit, poultry, dairy, rice); almonds; oranges; milk products. On I-5 State Hwy. 32.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,976; Loc. Est. 4,501
County 80 Cen. 21,350; Loc. Est. 23,588

4 - HOUSEHOLDS:
City 80 Cen. 1,549; Loc. Est. 1,842
County 80 Cen. 7,707; Loc. Est. 8,780

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 11,393

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Manufacturing (4 plants), 700 ($250); Food 300 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Ann. Min. & Max. Temp.-27-110.

11 - TAP WATER: Alkaline, hardness varies; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-8 blocks, 6th & 7th sts.; Tierra Del Sol Shopping Center.
Nearby Shopping Centers-North Valley Plaza (Longs; Mervyns; Penneys; Mont. Ward); Almond Orchard (King Norman; Radio Shack); Mangrove Plaza (Shop-N-Save).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Daughtrey's.

14 - NEWSPAPERS: UNIT-REGISTER (m-mon to fri) 847; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Pat Begrin, Adv. Dir., UNIT-REGISTER, 405 Colusa St., PO Box 847, Orland, CA 95963; Tel. (916) 865-4433.
National Representative: None.

OROVILLE

1 - LOCATION: Butte County, E&P Map B-3, County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: Railroads-Western Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Oroville Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 8,683; Loc. East. 9,179
PMA-ABC: (70) 30,471; (82) 43,800
County 80 Cen. 143,851; Loc. Est. 158,484
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,753; Loc. Est. 4,145
PMA-ABC: (70) 10,434; (82) 17,400
County 80 Cen. 56,904; Loc. Est. 64,640

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 78,177

7 - ELECTRIC METERS: Residence 13,512

8 - GAS METERS: Residence 7,266

9 - PRINCIPAL INDUSTRIES: (County): Industry, Number of Wage Earners (Av. Wkly. Wage). Woodworking 1,120 ($205); Food Processing 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Comm. & Util. 1,535 ($160); Timber; Ag. Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-90; Summer 51-108; Fall 32-92; Winter 28-65.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING:
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; J.C. Penney; Western Auto; City of Paris; Firestone; Grand Auto.
Variety Stores-Woolworth; Beno's.
Chain Drug Stores-Thrifty; Raley's; Long's.
Chain Supermarkets-Raley's; Safeway; Albertson's; Holiday.
Other Chain Stores-Kinney Shoes; Payless Shoes.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 11,276; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Gentry, Adv. Dir., MERCURY-REGISTER, 2081 Second St. Oroville, CA 95965; Tel. (916) 533-3131.
National Representative: Branham.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7. On U.S. Hwy. 101A, midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland route); 3 mi. from Pacific Ocean.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Golden West.
Shipping-Oxnard Harbor District, Port Hueneme.

3 - POPULATION:
Corp. City 80 Cen. 108,195; Loc. Est. 118,718
CZ-ABC: (70) 89,294; (82) 145,000
RTZ-ABC: (70) 47,246; (82) 64,000
County/SMSA 80 Cen. 529,899; Loc. Est. 573,254
City & RTZ-ABC: (70) 136,540; (82) 209,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,087; Loc. Est. 37,371
County/SMSA 80 Cen. 173,254; Loc. Est. 193,061
CZ-ABC: (70) 25,370; (82) 48,200
RTZ-ABC: (70) 11,760; (82) 18,400
City & RTZ-ABC: (70) 37,130; (82) 66,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	18	$1,588,831,000
Savings & Loan	29	$1,653,574,000

6 - PASSENGER AUTOS: County 283,643

7 - ELECTRIC METERS: Residence 32,129

8 - GAS METERS: Residence 29,597

9 - PRINCIPAL INDUSTRIES: Blood Bank Reagents; Boat Mfg. & Sales; Bldg. & Construction Materials; Chemical Mfg.; Electronics; Farm Implements; Flowers; Food Processing; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Products; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supplies; Oil Refining; Garment Mfg.; Paper Products; Plastics; Precision Hydraulics; Precision Machining; Printing & Publishing; Steel Fabrication; Trailers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Slightly alkaline, moderately hard.

12 - RETAILING:
Shopping Centers-24 shopping centers with 580 stores.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Akron; Broadway; May Co.; Mont. Ward; Penney; Sears; Mervyn's.
Variety Stores-TG&Y 2; Sprouse Reitz 2; Woolworth 2.
Discount Stores-K mart; Gemco; Zody's.
Chain Drug Stores-Key Rexall; Laubacher's 3; Sav-On; Thrifty 3.
Chain Supermarkets-K&G 3; Alpha Beta 2; Albertson's; Hughes; Lucky's; Mayfair 2; Safeway 4; Santa Cruz 2; Smith's Food King 3; Von's.
Other Chain Stores-Blue Chip Stamps; Hickory Farms; Petrie's; Dalton Books; S&H Green Stamps; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite.

14 - NEWSPAPERS: THE PRESS-COURIER (e) 19,805; (S) 20,769; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Mgr., THE PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives: Thomson; Western Dailies.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10; U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-American; Western; Republic; TWA; Alaska; Sun Aire; Pacific Express; CP; Pacific Western; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 32,271; Loc. Est. 36,252
CZ-ABC: (70) 42,661; (82) 73,100
Bal. in PMA-ABC: (70) 5,927; (82) 12,400
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501
County 80 Cen. 663,923; Loc. Est. 745,821
Total PMA-ABC: (70) 48,588; (82) 85,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,384; Loc. Est. 23,276
County 80 Cen. 243,019; Loc. Est. 281,536
SMSA 80 Cen. 551,081; Loc. Est. 635,966
CZ-ABC: (70) 17,709; (82) 35,200
Bal. in PMA-ABC: (70) 2,926; (82) 7,000
Total PMA-ABC: (70) 20,635; (82) 42,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	24	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: County 354,352

7 - ELECTRIC METERS: Desert, Hot Springs, Cathedral City, Palm Desert 51,000

8 - GAS METERS: 32,450

9 - PRINCIPAL INDUSTRIES: Tourism. 55 golf courses; 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; James Franciscus Tennis Tournament; World's Largest Passengercarrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual average 2.40 inches. Min. & Max. Temp.Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply; not fluoridated.

12 - RETAILING:
Principal Shopping Area-Along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cameron Ctr.(3)	NA	Woolworth's
Desert Inn Fashion Plaza(37)	NA	I.Magnin, Silverwood's
Indian Palms	NA	Smith's Food King, K mart
Market Basket Center(20)	NA	Sprouse Reitz, Alpha Beta
Palm Springs Mall(41)	NA	Penney, Walker-Scott
Plaza	NA	Desmond's
Palms to Pines III (22)	NA	Safeway, McDonald's
Rancho Las Palmas	NA	Long's, Von's
Smoke Tree Village(21)	NA	Von's, Long's Drug
Sun Center	NA	Sears Catalog
Sunrise(23)	NA	Smith's Food King
The Vineyard(27)	NA	Fashion Optical

13 - RETAIL OUTLETS: Department & Specialty Stores Bullocks Wilshire; Saks Fifth Ave.; Robinsons; Desmond's; W.J. Sloane; J.C. Penney; I. Magnin; Silverwoods; J. Magnin; Walker Scott; Leed's Jewelers; Berner Judd; Big Five; K mart; Gemco.
Chain Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 2; Drug King; MDX; Long's 2.
Chain Supermarkets-Safeway 2; Market Basket 2; Alpha Beta 2; Von's 4; Smith's Food King 5.
Other Chain Stores-Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's.

14 - NEWSPAPERS: DESERT SUN (e) 25,783; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward L. Davis, Mktg. Dir., DESERT SUN, PO Box 190, Palm Springs, CA 92263; Tel. (714) 325-8666.
National Representative: CWO&O.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose SMSA). E&P Map B-5. University center. Central San Francisco Peninsula location; 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

2 - TRANSPORTATION: Railroads-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; West Coast; Lufthansa; Golden Carriage; Golden Gate; CAAC; Mexicana; Federal Express; Air Trails; Evergreen; Alaska; Apollo; CP Air; Aspen; Branas; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Air Alaska; Yosemite; Pan American; United; American; Western; Flying Tigers; Japan; Quantas; Empire; Pacific Southwest; Delta; Philippines; Canadian Pacific; Air Cal; Continental. At San Jose Airport (15 mi. S): PSA; Republic; American; Apollo; Golden Gate; TWA; Aspen; United; Western; Air California; Continental.

3 - POPULATION:
Corp. City 80 Cen. 55,142; Loc. Est. 54,264
CZ-ABC: (70) 337,789; (82) 353,700
RTZ-ABC: (70) 121,313; (82) 141,800
County/SMSA 80 Cen. 1,295,071; Loc. Est. 1,340,597
City & RTZ-ABC: (70) 459,102; (82) 495,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,041; Loc. Est. 23,323
County/SMSA 80 Cen. 458,519; Loc. Est. 489,234
CZ-ABC: (70) 116,904; (82) 142,400
RTZ-ABC: (70) 38,581; (82) 52,800
City & RTZ-ABC: (70) 155,485; (82) 195,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	26	$729,732,000
Savings & Loan	15	$561,067,000

6 - PASSENGER AUTOS: County 788,584

7 - ELECTRIC METERS: Residence 25,738

8 - GAS METERS: Residence 22,845

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Electronics 30,000 ($195); Education 5,800 ($185); Print. & Pub. 950 ($165); Manufacturing 238,200 ($345); Services 160,400 (N.A.); Retail Trade 100,500 (N.A.).
Principal Industrial Pay Days-Electronics Plants, Wed. or Fri.; Education, 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:
Downtown Shopping District-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S. of California Ave.; 8 on S. Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr	10	Ward's, Macy's
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Alma Plaza	1	Lucky Market
Edgewood	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
San Antonio	2	Liberty House, Sears, Mervyn's, Grodin's
Old Mill	2	
Mayfield Mall	2	Penney, Cost Plus, Consumer Distributors
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View	4	Lucky
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	J.C. Penney, Smith's, Bullock's, Sears, I. Magnin
Stanford Regional	0	Emporium, Macy's, Saks, I. Magnin, J. Magnin

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Open Sundays-Food, department, drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: Department Stores-The Emporium 2; Saks Fifth Ave.; Jos. Magnin; I. Magnin 2; J.C. Penney 3; Sears 2; Bergmann's; Macy's 2; Liberty House; Bullock's 2; Mervyn's 3.
Discount Stores-Gemco; K mart; Gold Circle.
Variety Stores-Woolworth 3; Sprouse Reitz 2; TG&Y; Coast-to-Coast.
Chain Drug Stores-Rexall 7; Walgreen's 2; Thrifty Drug 3; Payless 3; California Ave. Phcy. 5; Palo Alto Drug 2; Long's 3.
Chain Supermarkets-All American; Littleman's; Lucky Stores 4; Safeway 9; Brentwood 3; Albertson's; Continental 2; Consumer's Co-Op 5; Alpha Beta; Fry's; Q.F.I.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto; Bullock's.

14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 62,806; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Al Foissotte, Nat. Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94302; Tel. (415) 326-1200.
National Representatives: CWO&O; Western Dailies.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc; Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 119,374; Loc. Est. 121,380
CZ-ABC: (70) 187,127; (82) 187,600
RTZ-ABC: (70) 197,107; (82) 212,000
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 384,234; (82) 399,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,470; Loc. Est. 50,293
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 68,345; (82) 80,100
RTZ-ABC: (70) 69,659; (82) 87,700
City & RTZ-ABC: (70) 138,004; (82) 167,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	28	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 44,642

8 - GAS METERS: Residence 43,113

9 - PRINCIPAL INDUSTRIES: (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Agriculture 200; Construction 4,200; Manufacturing 19,000; Trans/Comm/Utilities 6,000; Retail Trade 28,000; Wholesale Trade 4,000; Finance/Real Estate/Insurance 8,000; Services 42,000; Government 16,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 57-90; Fall 50-85; Winter 39-90.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:
Principal Shopping Center-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shopping Center.
Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Arcadia	NA	May Co., Hinshaw's
Santa Anita(120)	NA	The Broadway
Fashion Pk.	NA	Buffum's, J.C. Penney, J.W. Robinson
E. Pasadena	NA	Fedco, Akron
South Lake(44)	NA	Bullock, I. Magnin
Rosemead	NA	Sears
Foothill(9)	NA	Market Basket
Colorado & Lake(50)	NA	
Pasadena(13)	NA	
C.B.(4)	NA	
Fairgrove(10)	NA	Thrifty Drug
Hastings Ranch(21)	NA	Woolworth's, Sears
Orange Grove(10)	NA	Pantry Mkt.
Washington East(7)	NA	Alpha Beta, Von's
Eagle Rock	NA	May Co., Ward's
Monrovia	NA	Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thu., Fri., some Sundays; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores-Bullock's; Broadway; Sears Roebuck; J.C. Penney; J. W. Robinson; Iver's; Magnin; Buffum's; Mervyn's; Hinshaw's.
Discount Stores-Big 5; Fedco; Akron; Lucky; Ole's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 4; Safeway; McCracken's; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2; Vernon's; Exclusive Prescription; Sav-On 2.
Chain Supermarkets-Market Basket 4; Albertson's 3; Alpha Beta 5; Safeway 3; Ralph's 7; Pantry 6; Von's 6; Jurgensen's 3; El Rancho 3; Lucky 2.
Other Chain Stores-Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National; Furniture: Barker Bros., Superior, Jamestown, McMahan's, Biggar's, Riviera Sofa; Women's Apparel: Siverwood's, Phelp's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C. H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin Williams, Dutchboy, Mathews, Standard Brands; General: W. P. Fuller, Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Pacific Stereo, Dow-Milo, Wesco, Empire, Radio Shack.

14 - NEWSPAPERS: STAR-NEWS (all day) 47,765; (S) 41,863; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Walt Stiles, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.
National Representative: Knight-Ridder.

PASO ROBLES

1 - LOCATION: San Luis Obispo County, E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, light mfg., recreation (Lake Nacimiento & The Mission).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Orange Belt.
Airlines-Golden Valley; Aero.

3 - POPULATION:
Corp. City 80 Cen. 9,163; Loc. Est. 10,300
County 80 Cen. 155,345; Loc. Est. 169,791
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,631; Loc. Est. 3,816
County 80 Cen. 58,171; Loc. Est. 65,527

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$27,300,000
Commercial	5	$104,600,000

6 - PASSENGER AUTOS: County 84,594

7 - ELECTRIC METERS: Residence 4,457

8 - GAS METERS: Residence 3,713

9 - PRINCIPAL INDUSTRIES: There are several manufacturing, assembly and sales plants in the community. Leading group classes of products are: Electronic Components; Printed Business Forms; Metal Fabrication; Boat Fabrication; Greeting Card Printing; Feed Products; Fruit and Nut Processing; 4 Wheel Drive Adapters; Modular Homes; Almond Processing; Correctional Institution; Plastic Tools; Feed Machinery; Farm Machinery; Printing Components; Portable Airline Hangers; Feed and Grain; Fiberglass Pleasure Boats; Regulators; Machine Work & Welding.

10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:
Principal Shopping Center-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 7 on Spring St.
Principal Shopping Days-Dept.-Wed., Thurs., Fri., Sat.; Food-Wed., Thurs., Fri., Sat.; Stores open Fri. night.

13 - RETAIL OUTLETS: Department Stores-Paso Robles Mercantile; R.C. Heaton; Redi-Western; K mart.
Variety Stores-F.S. Rasco; Cornet Stores.
Chain Drug Stores-ADX; Rexall; Thrifty.
Chain Supermarkets-Safeway; Williams; Lucky's.

Other Chain Stores-J.C. Penney; Western Auto; Mode O'Day; Montgomery Ward; Sears (catalog); TV & Appliance; Radio Shack; Coast-toCoast; Hayward Lumber; Diamond International.

14 - NEWSPAPERS: PRESS (e-mon to fri) 4,635; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: R.D. Reddick, Prom. Dir., PRESS, 1050 Park St., Paso Robles, CA 93446; Tel. (805) 238-0330.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa SMSA). E&P Map B-4. 38 mi. N of San Franciscoon U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: Railroads-Northwestern Pac.; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines-Greyhound; Golden Gate Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 33,834; Loc. Est. 36,512
CZ-ABC: (70) 24,870; (82) 36,700
RTZ-ABC: (70) 85,384; (82) 112,600
County/SMSA 80 Cen. 299,827; Loc. Est. 327,845
City & RTZ-ABC: (70) 110,254; (82) 149,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,122; Loc. Est. 12,862
County/SMSA 80 Cen. 114,523; Loc. Est. 129,136
CZ-ABC: (70) 7,795; (82) 13,500
RTZ-ABC: (70) 25,063; (82) 39,100
City & RTZ-ABC: (70) 32,858; (82) 52,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 172,724

7 - ELECTRIC METERS: Residence 11,326

8 - GAS METERS: Residence 10,976

9 - PRINCIPAL INDUSTRIES: There are 52 manufacturing plants in the community area. Leading group classes of products are: Dairy, poultry, electronics and optics. The largest manufacturing firms in the community area are: (Firm, No. of Wage Earners)-Sola Optical, USA (270); Poly-Vue Plastics, plastic bottles (150); Petaluma Poultry Processors (150); O'Brien-Sportorno-Mitchell, Frozen Food Products (150); California Cooperative Creamery, Butter, Milk and Related Products (106). Facilities include 11 machine shops, 1 grey iron foundry, 1 non-ferrous metal foundry, and 3 public warehouses. Major raw material resources include: Native stone and adobe.

10 - CLIMATE: Av. Daily Temp.- 44 to 70.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Petaluma Plaza(18)	1	Albertson's, Thrifty Drug.

		J.C. Penney, Radio Shack, True Value Hdwe.
Plaza North(25)	1	K mart, Longs Drug
Washington Sq.(44)	1	Safeway, Mervyn's, Pay'n Save
Golden Eagle(30)	NA	Alpha Beta

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thu., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; J. C. Penney; Carithers; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-Albertson's; Alpha Beta; Lucky Stores; Safeway; Food City; Hagstrom's; Prairie Market; Carl's Mkt.
Other Chain Stores-Firestone; Triple S Tire; Mode O'Day; Kinney Shoe; Smith Shoe; Marlene's; Modern Eve; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Wilson Furniture; Self Service Furniture; Ernie's Liquors; Baskin Robbins; Diamond International; Wickes Lumber; True Value Hardware; Shaw's Candies; Surplus Store; Radio Shack; Picadilly; Big R Stores; Wendy's; Sambo's; McDonald's; Taco Bell; Round Table Pizza; Red Boy Pizza; Shakey's Pizza; Straw Hat Pizza; Burger King; Happy Steak; Kentucky Fried Chicken; Jack in the Box; Payless Drug; Longs Drug; K mart; TG&Y; Sports-a-foot; International Imports; Payless Shoes; Beauty Store & More; Market Place; Shutterbug; Winchells Donuts; Mosher's Shoes; Hungry Bear; Command Performance; Clothes Direct; Boot Station; Shoe Factory; Sizes Plus.

14 - NEWSPAPERS: ARGUS-COURIER (e) 9,245; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Herdt, Adv. Dir., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: Newspaper Adv. Service.

PITTSBURG

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA) E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24; 32 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034; Loc. Est. 37,327
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
County 80 Cen. 657,252; Loc. Est. 702,021
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,087; Loc. Est. 13,352
County 80 Cen. 241,805; Loc. Est. 266,696
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$45,000,000
Savings & Loan	2	$15,900,000

6 - PASSENGER AUTOS: County 398,482

7 - ELECTRIC METERS: Residence 9,480

8 - GAS METERS: Residence 9,359

9 - PRINCIPAL INDUSTRIES: Steel; Chemicals; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING:
Shopping Centers-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Sears; K mart; Sprouse Reitz; J.C. Penney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri; S) paid 5,808; controlled 8,720; Sept. 30, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Gary Bieger, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.
National Representatives: CWO&O; USSPI.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA), E&P Map D-7, 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; Interstates 10 and 210.

2 - TRANSPORTATION: Railroads- Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Los Angeles Rapid Transit District; Greyhound; Continental.
Airlines-AirCal; Alaska; Republic; Pacific Southwest; Western; American; Continental; Golden West; United; TWA; Air Cortez; Inland Empire; Imperial; SunAire.

3 - POPULATION:
Corp. City 80 Cen. 92,742; Loc. Est. 94,408
PMA-ABC: (70) 220,747; (82) 283,300
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,153; Loc. Est. 32,293
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
PMA-ABC: (70) 63,196; (82) 92,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 35,173

8 - GAS METERS: Residence 28,124

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 7,000; Forestry & Fisheries 2,000; Construction 6,000; Manufac. 40,000 (guided missiles 7,800; tech. prod. 935; paper prod. 500; street sweeping machinery 643; misc. 1,000); Trans. Commun. Util. 4,000; Whol. & Ret. 23,000; Fin. Ins., Real Estate 3,500; Services 23,000; Govt. 20,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30. Last killing frost, April 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING:
Major Shopping Centers-Indian Hill Mall, Pomona (90 stores); Montclair Plaza, Montclair (90 stores); Diamond Bar Blvd. Center, Diamond Bar (55 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores).
Neighborhood Shopping Areas-7 neighborhood shopping areas at East Holt, North Garey, West Holt, West Mission Ave. and East, North Towne, Foothill Garey, and Indian Hill on I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montclair(90)	6	May, Broadway, J.C. Penney, Wards, Akron, Best
Indian Hill(90)	3	Sears, Newberry, Zody's, Roberts, Sav-On, Millers Outpost
Mountain Green(25)	5	Long's Drugs, Mervyn's
Garey	3	McCoys, Radio Shack
K mart	4	Lou Millers, K mart
Fedco	10	Fedco
Downtown Mall	NA	Buffum's

Principal Shopping Days-7 days a week.
Stores Open Evenings-Food & dept.

13 - RETAIL OUTLETS: Department Stores-Brands; Buffum's; Roberts; Sears 2; Millers Outpost 2; J.C. Penney; Best Products; May Co.; Mervyn's; Wards; Lou Miller; Broadway; Boston; K mart 4.
Discount Stores-Gemco; Zody's; Fedco.
Variety Stores-Comet 3; Newberry's; Owl Rexall 2; Sprouse Reitz; TG&Y 3.
Chain Drug Stores-Owl Rexall; Cave Prescription 4; Hamilton 3; Long's; Sav-On 3; Thrifty 12; Clark's; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta 4; Boys; Budget Ranch 2; Gemco; Hughes; Market Basket; Stater Bros. 8; McCoys; Ralphs; Lucky 2.
Other Chain Stores-Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Lucky Auto; Chief Auto; Thom McAn; Red Wing Shoes; Moran Draperies; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; 84 Lumber; Oles; Angels.

14 - NEWSPAPERS: PROGRESS-BULLETIN (e) 33,979; (S) 42,507; (m) 7,706; comb.(m&e) 41,685; (m-sat) 40,412; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Wolf, Adv. Mgr., or Don Russell, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91769; Tel. (714) 622-1201.
National Representative: Western Dailies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville SMSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Intercity Bus Lines-Orange Belt.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 19,707; Loc. Est. 21,301
County/SMSA 80 Cen. 245,751; Loc. Est. 249,862

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,605; Loc. Est. 7,538
County/SMSA 80 Cen. 80,659; Loc. Est. 90,252

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	5	$78,850,125
Commercial	5	$155,220,000

6 - PASSENGER AUTOS: County 113,010

7 - ELECTRIC METERS: 8,540

8 - GAS METERS: Residence 7,094

9 - PRINCIPAL INDUSTRIES: Yarn Mfg.; Machine Shops; Marine Steering systems; Electronics; 24 Packing Plants; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Maintenance Service; Commercial Printing; Hospital 1,850 emp.; Textile Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Porterville Plaza(26)	NA	Alpha Beta, Mont. Ward, Thrifty Drug
Porterville West(4)	NA	K mart, Lucky's, Longs

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country; Village.
Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Western Auto; J.C. Penney; K mart; Bullard's; Grossmans.
Variety Stores-Rasco.
Chain Drug Stores: Thrifty 2; Town & Country; Longs.
Chain Supermarkets-Safeway; Town & Country 3; Smith's; Food King; Alpha Beta Mkt.
Other Chain Stores-Sears (catalog); Reisig's Shoes; Remar's; The Vogue; Topper's; Bonanza 88] Store; Rasco; Coast-to-Coast; Cassidy's Shoes.

14 - NEWSPAPERS: RECORDER (e) 13,039; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ron Betry, Adv. Mgr., RECORDER, 115 E. Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative: Branham.

RED BLUFF

1 - LOCATION: Tehama County, E&P Map B-3, County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-S.P.
Intercity Bus Lines-Pacific Greyhound; Continental Trailways; Mt. Lassen Transit.
Motor Freight-5.
Airlines-Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,490; Loc. Est. 10,208
PMA-ABC: (70) 29,517; (82) 41,400
County 80 Cen. 38,888; Loc. Est. 42,379
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,684; Loc. Est. 3,876
County 80 Cen. 14,538; Loc. Est. 16,291
PMA-ABC: (70) 9,567; (82) 15,700

5 - BANKS:	NUMBER	EST. DEP.
Savings	4	$128,326,868
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 19,381

7 - ELECTRIC METERS: Residential City 5,365

8 - GAS METERS: Residential City 4,814

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't. Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92, chlorinated

12 - RETAILING:
Principal Shopping Area-3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza	1	Mont. Ward, Raley's
Adobe Plaza	1	Western Farm, Frosile & Assoc., Rose Realty
K mart Ctr.	1	K mart
Antelope Ctr.	2	Holiday Mkt., Sprouse Reitz, Paint Mart, T&P Liquors
Old Cowtown	3	Camper's Corral, M'Lady Boutique
Big R Center	3	Big R, Prairie Mkt., Triple S Tires

Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Genl. Mdse., Fri.; Food, every night and Sun.
Stores Open Sundays-Food.

13 - RETAIL OUTLETS: Department Stores-D.R. Mann's; Montgomery Ward; J.C. Penney; Army-Navy; Big R Ranch & Home Supply.
Discount Stores-K mart; W. Mines; Pay 'N Save.
Variety Stores-Sprouse Reitz; Ben Franklin.
Chain Drug Stores-Raley's Drug Center.
Chain Supermarkets-Safeway; Prairie Mkt.; Holiday 2; Raley's; Antelope Mkt.
Other Chain Stores-Mode O'Day; Western Auto; Coast-to-Coast; Sears (Catalog); Diamond Natl.; Triple S Tires; Paint Mart.

14 - NEWSPAPERS: DAILY NEWS (e) 8,365; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jean Thompson, Adv. Mgr., NEWS, PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Western Dailies.

REDDING

1 - LOCATION: Shasta County,(SMSA) E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River, County Seat; Jr. College Center.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways; Inter Mountain Stage; Redwood Empire Lines.
Airlines-Hughes Air West; Frontier; West Air; Republic.

3 - POPULATION:
Corp. City 80 Cen. 41,995; Loc. Est. 46,[illegible]
PMA-ABC: (70) 89,884; (82) 142,600
County/SMSA 80 Cen. 115,715; Loc. Est. 126,913

4 - HOUSEHOLDS:
City 80 Cen. 16,786; Loc. Est. 18,401
PMA-ABC: (70) 29,581; (82) 54,700
County/SMSA 80 Cen. 43,014; Loc. Est. 48,686

5 - BANKS:	NUMBER	EST. DEP.
Commercial	15	$520,000,000
Savings & Loan	15	(incl. above)

6 - PASSENGER AUTOS: County 62,725

7 - ELECTRIC METERS: 13,454

8 - GAS METERS: 14,224

9 - PRINCIPAL INDUSTRIES: Cabinet Works; Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Cosmetics; Campers; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.
Neighborhood Shopping Centers-Village Plaza; No. Market St.; So. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cypress(5)	2	Albertsons, Long's, K mart, Grand Auto

Cypress Square	1	Baskin-Robbins Prince James
Village Plaza	1	Mont.Ward, Thrifty Drug, Farmers Mkt.
N. Market St.	1	Farmers Mkt.
S. Market St.	3	Farmers Mkt.
Enterprise	4	Holiday Mkt., Western Auto
Country Club(20)	3	
Redding Mall(105)	NA	
Mount Shasta Mall(58)	2	
Town & Country(18)	2	
Mission Square	2	
4-Corners(35)	4	Safeway, Sprouse Reitz

Principal Shopping Days-Wed. thru Sat.
Stores Open Evenings-Mon. & Fri.; Mt. Shasta Mall, Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; C. M. Dicker; Sears.
Discount Stores-K mart.
Variety Stores-Sprouse Reitz; Bonanza.
Chain Drug Stores-Thrifty; Pay Less; Pay 'N Save 2; Owen's 3; Longs Drug.
Chain Supermarkets-Safeway 4; Farmers Mkt. 5, Holiday Markets 5; Albertson's; MRS 5; United Grocers 3.
Other Chain Stores-Apparel: Anita Shop, Bistrin's, College-Hi, Hartfield's, Mode O'Day, Oser's, Piccadilly, The Fashion, Topps & Trowsers, Young Country, Sun West, Carriage House, Prince James, Kauffman's; Auto Supply: Western Auto, Goodyear, Goodrich, OK Rubber Welders, Grand Auto, Calif. Parts & Equip., Diamond National, C. C. Meek Lbr. 2; Candy: MacFarlane's, Rafferty's, Van Duyn's; Furniture: McMahan's, Roy Brown, Mama Papa; Jewelry: Beadazzled, Gensler-Lee, Tiffan's, Weisfield's; Shoes: Brown's, Kinney's 2, Karl's, Huston's, Johnson Shoes, Buster Brown, Guild House; Misc.: Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwr., B. Dalton Booksellers, House of Fabrics 2, Merle Norman, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Wherehouse, Jax Music, Ardans.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 34,502; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: H.C. (Bob) Stovel, Adv. Dir., RECORD SEARCHLIGHT, PO Box 2397, Redding, CA 96003; Tel. (916) 243-2424.
National Representative: Branham.

REDLANDS

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino-Ontario SMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: Railroads-SF, SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Santa Fe; Greyhound; Omnitrans.

3 - POPULATION:
City 80 Cen. 43,619; Loc. Est. 47,742
County 80 Cen. 893,157; Loc. Est. 995,680
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,759; Loc. Est. 16,143
County 80 Cen. 308,062; Loc. Est. 354,[illegible]30
SMSA 80 Cen. 551,081; Loc. Est. 635,9[illegible]

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 460,029

7 - ELECTRIC METERS: Residence 17,093

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING-**Principal Shopping Center**-5 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave, Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Village(25)	1	Lucky, Webb's
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1/2	Stater Bros.
Redlands Oasis(5)	NA	7-Eleven
Redlands Mall(45)	NA	Harris, Von's

Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Harris; J.C. Penney; Webb's; Mervyn's.
Variety Stores-Rasco; TG&Y.
Discount Stores-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Cunningham's 2; Long's Drug (Fall '82).
Chain Supermarkets-(Corp. Limits)-Lucky; Stater Bros. 3; Market Basket 2; Alpha Beta; Von's.
Other Chain Stores-Maggi's, McMahan's; Sears (catalog); Penney; Firestone; Goodyear; Blue Chip Stamps; House of Fabrics; Mode O'Day; Radio Shack; General Nutrition; Winston Tire; Chief Auto.

14 - NEWSPAPERS: FACTS (e) 8,273; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James C. Webb, Adv. Dir., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: None.

RICHMOND

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-4. Residential and industrial. NE across bay from San Francisco on the Bay. 15 mi. over Bay Bridge. On U.S. Hwy. 80; State Hwy. 17; I-80.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Public Trans.; BART.
Motor Freight Carriers-265.
Intercity Bus Lines-Greyhound; Alameda-Contra Costa Transit; Continental Trailways.
Freight Steamship Lines-26.
Airlines-(At Oakland-15 mi.) United; Western; TWA; American; PSA; Air West; Eastern; (S. F. International 25 miles).

3 - POPULATION:
Corp City 80 Cen. 74,676; Loc. Est. 75,333
County 80 Cen. 657,252; Loc. Est. 702,021
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,107; Loc. Est. 29,064
County 80 Cen. 241,805; Loc. Est. 266,696
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 398,482

7 - ELECTRIC METERS: West Contra Costa County 63,699

8 - GAS METERS: West Contra Costa County 61,871

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Construction 4,300 ($281); Food 1,800 ($202); Whls. & Ret. Trade 10,300 ($187); Electronics 640 ($192); Chemicals 463 ($211); Petroleum 4,913 ($222); Metal Fabrication 755 ($231); Tile 83[illegible] ($222); Ship Repair 400 ($206); Railroad 50[illegible] ($231).
Principal Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-63; Summer 54-70; Fall 51-69; Winter 42-55; Av. An. Rain-23.6 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers-15 blocks on MacDonald Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hilltop(140)	NA	Emporium Capwell, Macy's, JC Penney
El Portal(40)	NA	Sears, Long's Drugs, Safeway
El Cerrito(60)	NA	Emporium Capwell, Lucky's, Long's
Pinole Valley(20)	NA	
Appian 80 (35)	NA	Long's Drugs, Safeway
Tara Hills(9)	NA	Sprouse Reitz
Valley View(12)	NA	Lucky's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open-Mon. and Fri. nights.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Blumenfeld's; Capwell's; El Cerrito & Richmond; National Dollar; Montgomery Ward; Newberry; Mervyn's; Macy's; Smith's; Grodin's; Roos/Atkins.
Discount Stores-Discount Mart; Tenner Assn; K mart; Consumers Distributing.
Chain Drug Stores-Thrifty; Long's 2; Payless; Consumer Co-op of Berkeley 8; Pay 'N Save.
Chain Supermarkets-Big T; Safeway 7; Lucky 6; Fry's 2; Ralph's; P & X; Albertson's; Alpha Beta; Consumer Co-op 8: Rancho 2.
Other Chain Stores-Woolworth; Firestone; Goodyear; Singer; Grand Auto; Marlene's; Breuner's; Baskin-Robbins; Conn Drug; Ben Franklin; Fuller Paint; Gallenkamp; Goldman's; Kinney's; Leed's; Burt's; Wolf's Jewelers; Milen's.

14 - NEWSPAPERS: CONTRA COSTA INDEPENDENT (e-mon to fri) 30,343; THE SUNDAY PAPER (S) 45,438; sworn Mar. 31, 1982.
(THE SUNDAY PAPER is published jointly by the INDEPENDENT & the BERKELEY GAZETTE.)
Local Contact for Advertising and Merchandising Data: John Carnahan, Mkt. Dir., CONTRA COSTA INDEPENDENT, 164 Harbor Wy., Richmond, CA 94801; Tel. (415) 234-6262.
National Representatives: Landon Associates; USSPI.

RIDGECREST

1 - LOCATION: Kern County, E&P Map D-6 (In Bakersfield SMSA). 125 mi. E of Bakersfield. Logging Lumber Mill. On U.S. Hwy. 395; State 178.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Airlines-C&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 15,929; Loc. Est. 20,167
CountySMSA 80 Cen. 403,089; Loc. Est. 427,029

4 - HOUSEHOLDS:
City 80 Cen. 5,762; Loc. Est. 6,675
CountySMSA 80 Cen. 139,811; Loc. Est. 152,701

5 - BANKS:	NUMBER	DEPOSITS
Credit Unions	2	$26,767,641
Savings & Loan	1	$9,200,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 249,211

7 - ELECTRIC METERS: Residence 6,790

8 - GAS METERS: Residence 5,820

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll)-Chemical 600 ($24,000,000); Naval Research 6,000 ($2,000,000); Lumber 210 ($1,127,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Centers-Ridgecrest Plaza, China Lake Blvd. & Ridgecrest (12 stores); Sierra Vista Shopping Center (10 stores).
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thrifty Drugs; Safeway; Albertsons; Sav-On Drug; Sprouse Reitz (Mon. to Fri.).

13 - RETAIL OUTLETS: Chain Stores-Western Auto; K mart; Sprouse Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Wards; Anita's; Mode O'Day; Sav-On Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 6,842; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Hunter, Gen. Mgr., INDEPENDENT, 739 N. China Lake Blvd., Ridgecrest, CA 93555; Tel. (714) 375-4481.
National Representative: American Newspaper Reps.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside. San Bernardino-Ontario SMSA). E&P Map E-7, County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 10 mi. E of Ontario International Airport.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe; Southern Pacific.
Motor Freight Carriers-65.
Intercity Bus Lines-Rapid Transit; Pacific Greyhound; Overland Continental; Hemet; Riverside Transit Agency.
Airlines-Air California; Hughes Air West; Golden West; American; Continental; Western; United; Eastern; PSA; TWA; Republic.

3 - POPULATION:
Corp. City 80 Cen. 170,876; Loc. Est. 172,800
PMA-ABC: (70) 325,788; (82) 483,000
County 80 Cen. 663,923; Loc. Est. 707,900
SMSA 80 Cen. 1,557,080; Loc. Est. 1,675,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,964; Loc. Est. 59,193
County 80 Cen. 243,019; Loc. Est. 281,536
SMSA 80 Cen. 551,081; Loc. Est. 635,966
PMA-ABC: (70) 104,254; (82) 181,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	30	$581,000,000
Savings & Loan	22	$771,465,000

6 - PASSENGER AUTOS: County 354,352

7 - ELECTRIC METERS: Residence 62,665

8 - GAS METERS: 57,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (quarterly payroll)Agriculture 15,619 ($39,019,722); Mining 1,300 ($8,244,253); Construction 9,668 ($47,038,942); Manufacturing 25,522 ($121,036,263)-Transportation 7,659 ($42,584,340); Wholesale Trade 6,457 ($28,769,891); Retail Trade 40,346 ($95,367,463); Finance 8,709 ($33,062,341); Services 36,988 ($117,403,694); Government 42,454 ($160,203,492).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 57-93; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft; naturally fluoridated.

12 - RETAILING:
Major Shopping CentersRegional Centers-Riverside Plaza; Tyler Mall; Riverside Auto Center, Riverside; Inland Center and Central City Mall, San Bernardino; Palm Springs Mall, Palm Springs; Indio Fashion Mall, Indio; Hemet Valley Mall, Hemet.
Area Centers-Downtown Riverside Mall; Hardman Center; Brockton Arcade: Town Square Center; Canyon Crest Towne Center; K mart Shopping Center; Arlington Plaza; Arlington Square-Arlington; Madington Square; Adams Plaza; Gemco Center; La Sierra Plaza; Sunnymead Shopping Center-Riverside. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West Shopping Center; Parkridge Plaza-Corona. Lake Elsinore Plaza-Elsinore. Sun City Shopping Center-Sun City. Perris Plaza-Perris. Stage Coach Plaza-Banning. Beaumont Village Shopping Center-Beaumont. Vons East Shopping Center; Hemet Plaza; Stater Bros. Shopping Center; Sears Plaza; Ramona Plaza; Vons West Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; West Hemet Village; Hemet Valley; Farmer's Corner-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Canyon Plaza; Smoke Tree Shopping Center; Sunrise Plaza; Vineyard-Palm Springs. Palms to Pines Plaza; El Paseo Square-Palm Desert. Indio Fashion Mall; Town & Country Center; Indio Plaza-Indio. Some 20 centers distributed throughout the cities and 17 in other areas of Riverside County.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside(68)	2	Harris, Mont. Ward, Vons
K mart	2	K mart, Albertson
Town Square(19)	2	Mkt. Basket, Thrifty Drug
Canyon Crest Towne Center(60)	2	Thrifty, Alpha Beta
Pine	2	Alpha Beta
University(20)	3	Alpha Beta
Brockton Arcade(65)	2	Uli's
Madington Sq.(21)	3	Vons, Sav-On Drugs
Hardman(39)	3	Lucky Discount
Arlington Sq.	3	Gemco
Victoria Vlg.(8)	4	Stater Bros.
California Sq.	5	Alpha Beta
Adams Plaza(4)	5	Albertson's
Arlington Plz.(14)	5	Thriftymart, Ole's
Tyler Mall(88)	7	Penney's, Broadway, May Co.

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney 2; Mont. Ward; Sears 2; Carpenter's; Broadway; Harris 2; May Co.; Mervyn's; Gaines; Nahas; Winemans.
Discount Stores-Gemco 2; K mart 6; Zody's 2.
Variety Stores-TG&Y 5; Sprouse Reitz 6; Woolworth 2; Cornet.
Chain Drug Stores-Thrifty 13; Sav-On 4; Sail Drugs; Long's 2.

Chain Supermarkets-Alpha Beta 12; Stater Bros. 23; Vons 8; Market Basket 2; Safeway 6; Albertson's 3; Thriftimart; Gemco 2.
Other Chain Stores-Adler Shoes; Aaron Bros.; Aamco; Angel's Anita; Airstep; Barker Bros.; Bernice White; Best Products; Builders Emporium; Big 5; Carpeteria; Chess King; Chief Auto Supply; Cline Stationery; Cloth World; Color Tile; Clothes Time; Car Parts Inc.; C&R Clothiers; Crown Books; Contempo Casuals; Cookie Company; Docktor's Pet Center; Dorothe's Maternity; Dutch Boy Paints; B. Dalton Booksellers; D'Arca Tux & Bridal; Eagleson's Mens Wear; Earthcraft; Earl Scheib; Ellanors Half Size; Farrell's; Fashion Conspiracy; Fashion Barn; Fashion Crossroads; Firestone; Florsheim Shoes; Foxmore Casuals; Fuller O'Brien Paints; Flagg Bros.; Footlocker; Fayva; Forsight Optical; Friedman's Microwaves; Gallenkamp's Shoes; General Nutrition; Gene's Smart Shop; Goodyear; Goldmine; Great Earth Vitamins; House of Fabrics; It's-A-Dilly; Jr. Shoetown; Key Carpets; Kinney Shoes; Kirk's Jeweler's; Kroger's Tires; Leed's; Lerner Shops; Leroy Jewelers; Licorice Pizza; Little Folk Shop; Marling's Shoes; Mervyn's; Mark C. Bloom; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Lou Miller's; Mission Electronics; Marrow's Nut House; Moran Draperies; Musicland; Motherhood Maternity; National Shirt; Ole's; Ol-san's Furn.; Pacific Stereo; Pams; Pep Boys; Park Lane Hosiery; Pic 'n Save; Pittsburgh Plate Glass; Plaza Shoetown; Plum Tree; R&B Furniture; Radio Shack; Raven's Hallmark; Richman Bros.; Richlen S&W Plastics, Stag Shop; S&G Carpets; Sweetbrair Shops; See's Candy; Sherwin-Williams; Shoe Market; Show Off; Singer; Sleepshop; Standard Brands Paint; Stationer's Corp.; Stockwell & Binnery; Swiss Colony; Swensens Ice Cream; Sun Boss; Thom McAn; T Shirt Plus; Tinderbox; Things Remembered; University Stereo; Weisfields; Western Auto; Wherehouse; Winston Tires; Zales; Zip's Ice Cream.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m-mon to fri) 74,666; (e-mon to fri) 34,594; Comb. (m&e) 109,260; (sat) 108,275; (S) 115,170; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE, PO Box 792, Riverside, CA 92502; Tel. (714) 684-1200.
National Representative: Sawyer-Ferguson-Walker.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento SMSA). E&P Map B-4, Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: **Railroads**-So. P[illegible] Amtrak; Union Pac.; Western Pac.
Motor Freight Carriers-ABF Freight Systems; McLaughlin Draying; Nikkei; Peters Truck Lines; Ri[illegible] Transportation; Wells Cargo.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
City 80 Cen. 24,210; Loc. Est. 24,347
PMA-ABC: (70) 41,543; (82) 67,200
County 80 Cen. 117,247; Loc. Est. 124,818
SMSA 80 Cen. 1,014,002; Loc. Est. 1,052,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,164; Loc. Est. 8,452
County 80 Cen. 42,732; Loc. Est. 45,705
SMSA 80 Cen. 383,341; Loc. Est. 425,151
PMA-ABC: (70) 11,072; (82) 24,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loans	5	N.A.

6 - PASSENGER AUTOS: County 72,677

7 - ELECTRIC METERS: Residence 10,334

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. Car Maint.; Marshalling Yard 2,100 ($300); Cement & Clay Pdts. 925 ($240); Electronics 1,040 ($285); Medical Services 875 ($500); Wood Products 259 ($312); Higher Education 127 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Vernon St.; Roseville Square; Grand Oaks; Sunset Plaza; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Center; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Sunrise Mall(107)	10	Weinstocks
Roseville Sq.(37)	0	J.M. McDonalds, Safeway
Rocklin	3	Safeway

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Penneys; K mart; Payless; J.M. McDonalds; Demas; Raley's.
Chain Drug Stores-Rexall 4; Raley's; Payless 3; Thrifty 4.
Chain Supermarkets-Safeway 2; Raley's 2; Lucky Stores; Albertson's; Alpha Beta; Jumbo; Compton's.
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Diamond International; Furrow's; Pay 'n Pak; Pay 'n Save; Woolworth's; Consumers; Farmer's Warehouse Liquors; Woolworth Garden Center.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 11,170; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Weyman W. Zelder, Ret. Adv. Mgr., PRESS-TRIBUNE, 413 N. Lincoln, Roseville, CA 95678; Tel. (916) 786-8742.
National Representatives: USSPI; Western Dailies.

SACRAMENTO

1 - LOCATION: Sacramento County (SMSA), E&P Map B-4, State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E. of San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Western Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay; and Pacific Ocean; River Container Barge System).
Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Western; P.S.A.; Air California; Frontier; West Air; Republic; American; Inland Empire; PacificCal; Wings West; Pacific Coast.

3 - POPULATION:
Corp. City 80 Cen. 275,741; Loc. Est.286,648
PMA-ABC: (70) 800,592; (82) 1,114,500
[illegible] 80 Cen. 783,381; Loc. Est. 841,378
[illegible] 1,014,002; Loc. Est. 1,088,896
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 112,859; Loc. Est. 122,576
PMA-ABC: (70) 255,826; (82) 416,700
County 80 Cen. 299,805; Loc. Est. 332,041
SMSA 80 Cen. 383,841; Loc. Est. 425,151

5 - BANKS:	NUMBER	DEPOSITS
Commercial	43	$4,057,787,000
Savings & Loan	27	$2,577 740,000

6 - PASSENGER AUTOS: County 444,315

7 - ELECTRIC METERS: County 306,842

8 - GAS METERS: County 241,353

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Retail Trade 80,700; Wholesale Trade 18,000; All Mfg. 26,700; Nondurable Goods 12,500; Durables 14,200; Food Products 6,100; Fed. Govt. 25,500; State & Local Govt. 116,700; Construction 18,200; Transportation & Public Utilities 21,900; Fin., Insurance & Real Estate 22,900; Services 75,100.

10 - CLIMATE: Min. & Max. Temp.-Winter 39-53; Spring 48-71; Summer 59-93; Fall 52-77. First killing frost, Dec. 8. Last killing frost, Feb. 2.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Sunrise Mall (107 stores) 5900-6100 Sunrise Blvd.; Florin Mall (93 stores) 5901 Florin Road; Country Club Plaza (50 stores) 2300 Watt Avenue; Country Club Centre (65 stores) 3300 El Camino; Arden Fair Mall (74 stores) 1601 Arden Way; Downtown Plaza (40 stores) Downtown Plaza; Birdcage Walk (65 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Square(18)	NA	Raley's Mkt.
Arden Fair(74)	NA	Woolworth's, Sears, Thrifty Drug, Weinstock's
Arden Plaza(17)	NA	Lucky Mkt, Manor Drug, Valley Hardware
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk(65)	NA	Long's, Wards, Corti Bros., Macy's
Camellia City(9)	NA	Lucky Mkt., TG&Y
College Greens(8)	NA	Raley's Mkt.
Country Club Center(65)	NA	Liberty House, Wards
Country Club Plaza(50)	NA	Weinstock's, Penney's
Cordova(30)	NA	Lucky Mkt., Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Lawrences
Crossroads(10)	NA	Corti Bros.
Downtown Plaza(40)	NA	Macy's, Weinstock's, Liberty House
Florin Plaza	NA	Jumbo Mkt.
Florin Square(23)	NA	
Florin Mall(93)	NA	Weinstock's, Sears, Penney's, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza(Citrus Heights)	NA	Thrifty, Alpha Beta
Hollywood Plaza(6)	NA	Raley's, Lawrence's
Lanai(38)	NA	
Madison Mall(35)	NA	Raley's
Midway(El Camino)(14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt., McDonalds
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Point West(20)	NA	Mervyn's, Consumers Distributing.
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Safeway, McDonalds
Southgate(27)	NA	Lucky Mkt., Liberty House, Thrifty Drug
South Hills(31)	NA	Sprouse Reitz, Jumbo
Sunrise Mall(107)	NA	Liberty House, Weinstock's, Sears, Penney's
Sunrise Oaks(21)	NA	Thrifty, Alpha Beta
Tallac Vlg.(14)	NA	Vans
Taylor's(23)	NA	Lucky Mkt.
Town & Country(55)	NA	William Glen
University Vlg.(23)	NA	Safeway
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart
Manzanita/ Madison(12)	NA	Cloth World, Raley's

Principal Shopping Days-Department Stores-Thu., Fri., Sat. Grocery Stores-Wed., Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. thru Fri. Food every night.
Stores Open Sundays-Grocery; Super Drugs; Discount; Dep't.; Automotive.

13 - RETAIL OUTLETS: **Department Stores**-Lawrence's 2; Weinstock's 5; Macy's 2; Sears 3; Montgomery Wards 3; J.C. Penney 3; Liberty House 4; Mervyn's 4; McDonald 2.
Discount Stores-K mart 5; Gemco 4; Best Products 3; Consumer Dist. 3; Ardan; Zody's 3.
Variety Stores-Woolworth 5; Ben Franklin 2; Sprouse Reitz 5; TG&Y.
Chain Drug Stores-Payless 8; Manor 3; Rexall 5; Raley's 9; Thrifty 18; Pay 'N Save 3; Long's 6.
Chain Supermarkets-Compton's 6; Safeway 17; Pantry 3; Prairie 2; 7-Eleven 42; Corti Bros. 4; Bel Air 6; Lucky 18; Farmer's 17; Raley's 10; Van's 8; Jumbo 10; Albertson's 6; Alpha Beta 10; Circle H 3; Circle K 43; Big Boy 3.
Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mister G; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Dalton Books; J. Magnin; Ransohoff's; Hastings; Smith's Men's Wear; Gloria Marshall; Singer Co.; Lane Bryant; Mode O'Day; Baskin Robbins; Levitz Furniture; Oshman's; Walden Books; Merribee Needlearts and Crafts; Big 5; United Sporting Goods; Furrow Bldg; 84 Lumber; Pay N Pak; Athletic Shoe Factory; Koby's Shoes; Knapp Shoes; Fleet Feet; Cousins; The Gap; Wherehouse Records; Sun Stereo; Pacific Stereo; Fashion Conspiracy; College-Hi; Lumberjack; Granat Bros.; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Bedazzled; Groths Shoes; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Foxy Lady; KinderFoto; Marshalls; Pic-A-Dilly; Toys R Us; Handyman; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Tower of Shoes & Clothing.

14 - NEWSPAPERS: BEE (m) 219,216; (S) 244,841; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Nat'l Adv. Mgr., BEE, PO Box 15779, Sacramento, CA 95852; Tel. (916) 446-9354.
National Representative: CWO&O.
UNION (m) 112,922; (S) 113,941; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Murray, Nat'l. Adv. Mgr., UNION, 301 Capitol Mall, PO Box 2711, Sacramento, CA 95813; Tel. (916) 442-7811.
National Representative: Landon Associates.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey SMSA), E&P Map B-5, County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-Air California; United; Yosemite; Apollo; Golden Gate.

3 - POPULATION:
Corp. City 80 Cen. 80,479; Loc. Est. 87,385
CZ-ABC: (70) 60,173; (82) 88,000
RTZ-ABC: (70) 62,673 (82) 71,100
County/SMSA 80 Cen. 290,444; Loc. Est. 305,650
City & RTZ-ABC: (70) 122,846; (82) 159,100

4 - HOUSEHOLDS:
City 80 Cen. 26,857; Loc. Est. 29,231
County/SMSA 80 Cen. 95,734; Loc. Est. 103,352
CZ-ABC: (70) 18,631; (82) 30,600
RTZ-ABC: (70) 15,969; (82) 22,600
City & RTZ-ABC: (70) 34,600; (82) 53,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	18	$381,000,000
Savings & Loan	12	$320,000,000

6 - PASSENGER AUTOS: County 149,022

7 - ELECTRIC METERS: 45,673

8 - GAS METERS: 34,183

5 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, Forestry & Fisheries 23,300; Construction 3,000; Manufacturing 9,200; Transportation, Communication & Utilities 5,100; Wholesale & Retail Trade 19,900; Finance Insurance & Real Estate 4,400; Services 20,400; Gov't 24,400.
Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Northridge(3 mi. on Highway 101); 3 blocks on downtown Main St.; 4 blocks on S. Main St. area (Valley Center); 3 blocks on N. Main (Sherwood Gardens); Star Center (2 blocks So. Main St.); 2 blocks E. Alisal St. (Monte Mart); 2 blocks E. Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S. Main St.; Hartnell Plaza, 1 block on W. Alisal.
Neighborhood Shopping Districts-2 blocks on N. Main St.; 3 blocks on E. Alisal St.; 1 block San Juan Road; 1 block on S. Main; 2 blocks on E. Laurel Dr., 1 block on W. Laurel Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge	3	Emporium, Safeway, Sears, J.C. Penney, Mervyn's, Payless Drug
Valley Center	1	Woolworth, Carpeteria
Sherwood Gdns.	2	Malnicks, Handyman
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Longs Drugs, Albertson's
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob [illegible] Mkt.
Monte Mart	NA	Monte Mart
No. Salinas	NA	Thrifty Drug

Hartnell Plaza	1	Alpha Beta
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Department Stores-Mon., Thu. and Fri.; Northridge Shpg. Ctr. Daily; other Shopping Centers: Mon., Thurs., and Fri.; Chain Food & Chain Drug: Daily.

13 - **RETAIL OUTLETS: Department Stores**-Emporium; Sears; J.C. Penney; Ford's; Mervyn's; Malnicks; Monte Mart; Montgomery Ward; K mart.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty; Long's; Star 2; Payless.
Chain Supermarkets-Purity; Safeway 3; Lucky 2; Star Mkt.; Monte Mart; Albertson's; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's; Empire 2; Garden Supplies: Monte Mart, Handyman; Paint: Sherwin-Williams, Pittsburgh Paint, Standard Brand Paints; Mary Carter; Shoes: Daley's Bootery, Leeds, Kushin's, Kinney's; Women's Apparel: Anita Shops, Lerner's, Petries; Other: S. & H. Green Stamps, Color Tile; Carpeteria.

14 - **NEWSPAPERS**: CALIFORNIAN (e) 23,433; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Stout, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett.

SAN BERNARDINO

1 - **LOCATION**: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7, County Seat. Misc. Mfg., Kaiser Steel and subsidiary companies. Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E. of Los Angeles.

2 - **TRANSPORTATION: Railroads**-AT&SF; U.P. and S.P. Mainline; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines-Western; Golden West; Air Cal.; Continental; PSA; Republic; American; United; Air Cortez; TWA; Alaska Airlines; Imperial; Sunair; Inland Empire.

3 - **POPULATION**:
Corp. City 80 Cen. 118,057; Loc. Est. 129,000
PMA-ABC: (70) 394,422; (82) 487,800
County 80 Cen. 893,157; Loc. Est. 967,900
SMSA 80 Cen. 1,557,080; Loc. Est. 1,675,800
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
City 80 Cen. 42,925; Loc. Est. 46,178
County 80 Cen. 308,062; Loc. Est. 328,266
SMSA 80 Cen. 551,081; Loc. Est. 587,286
PMA-ABC: (70) 125,603; (82) 190,100

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	19	N.A.
Savings & Loan	23	N.A.

6 - **PASSENGER AUTOS**: County 460,029

7 - **ELECTRIC METERS**: Residence 44,000

8 - **GAS METERS**: Residence 39,119

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners-Manufacturing 62,800; Construction 25,400; Mining 2,300; Trans. Comm. Util. 26,500; Fin. Ins., R.E. 19,000; Serv. 94,500; Gov. 102,700; Agric. 19,400; Whsle Trade, 15,900; Retail Trade, 97,700; Total 466,200.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - **CLIMATE**: (Avg. Temperature) Spring 61; Summer 76; Fall 70; Winter 55.

11 - **TAP WATER**: Neutral, hard; not fluoridated.

12 - **RETAILING:Neighborhood Shopping Centers**-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Center-Inland Center with 3 major dept. stores, air conditioned mall, 70 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 100 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Mont. Ward, Penney
Crossroads(9)	4	Market Basket
Del Rosa(40)	4	Stater Bros., Long's Drug
Inland Center(75)	1	Sears, May Co., Broadway, Hale's
Sterling(21)	4	Gemco, TG&Y, Von's Mkt.
Wildwood Plaza(18)	4	Alpha Beta, Stater's, TG&Y, Thrifty Drug
Fontana Sq.(30)	14	J.C. Penney, Woolworth
N. Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse Reitz, Stater's
Redlands(25)	10	Von's Mkt.

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept.; Downtown and Shopping Center-Mon. thru Sun. Food every night.

13 - **RETAIL OUTLETS: Department Stores**-Harris Co.; Sears; Penney; May Co.; Broadway; Montgomery Ward; Mervyns.
Discount Stores-Fedco; Fed Mart; Norton AFB PC; K mart; Lucky's; Zody's; Gemco.
Variety Stores-Woolworth; TG&Y 4; Akron; Pic 'N Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 5; Long's 3; Drug King; Sav-On Drug.
Chain Supermarkets-Safeway 4; Stater Bros. 33; Alpha Beta 16; Von's 6; Market Basket 3; Lucky Stores 3; Fed Mart 3.
Other Chain Stores-McMahon (Furn.) 5; R&B Furn.; Mark C. Blonme; U.S. Royal; Richman Bros.; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; House of Fabrics; Fashion Fabrics; Karl's Shoes; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sally Shops; Soda Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Angel's Home Center; Changing Times; Chess King; Hardy Shoes; Parklane Hosiery; Lane Bryant; Walden Books; Hickory Farms; Oles; Record Bar; Music Land; Sunset House; Stride-Rite; Maggie's; Gene's; Petries; ABC Kiddie Shops; Hartfields; Robby; Foxmore Casuals; Penny Owsely; Master's Candy; See's Candies; Goodman Jewelry; Rebel Shop; Irv Silvers; Oshman's Sporting Goods; Big 5 Sporting Goods; Akron; Winston Tire; Pep Boys.

14 - **NEWSPAPERS**: SUN (m) 80,862; (S) 84,417; Mar. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Nell Randolph, Nat. Ad. Mgr., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.
National Representative: Gannett.

SAN CLEMENTE

1 - **LOCATION**: Orange County, E&P Map D-8 (In Anaheim-Santa Ana-Garden Grove SMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - **TRANSPORTATION: Railroads**-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines.

3 - **POPULATION**:
Corp. City 80 Cen. 27,325; Loc. Est. 30,746
CZ-ABC: (70) 21,213; (82) 37,200
RTZ-ABC: (70) 15,736; (82) 43,400
County/SMSA 80 Cen. 1,931,570; Loc. Est. 2,113,404
City & RTZ-ABC: (70) 36,949; (82) 80,600

4 - **HOUSEHOLDS**:
City 80 Cen. 11,764; Loc. Est. 14,607
County/SMSA 80 Cen. 685,815; Loc. Est. 773,744
CZ-ABC: (70) 7,811; (82) 16,100
RTZ-ABC: (70) 5,476; (82) 17,300
City & RTZ-ABC: (70) 13,287; (82) 33,400

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - **PASSENGER AUTOS**: County 1,172,268

7 - **ELECTRIC METERS**: Corp. City 8,743

8 - **GAS METERS**: Corp. City 8,149

9 - **PRINCIPAL INDUSTRIES**: Rubber Prod.; Aerospace; Light Aggregate; Copper Prod.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Ptg. Ave. Wkly. Wage $140.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 51-67; Winter 4[illegible]-64; Summer 61-74; Fall 56-73.

11 - **TAP WATER**: Saline, hard.

12 - **RETAILING**:
Principal Shopping Center-Del Mar and environs.
Neighborhood Shopping Centers-Alpha Beta-El Camino Plaza, 800 block; South El Camino Real and San Diego Freeway at Estrella exit; Thrifty Drug, 700-800 block North El Camino Real; San Clemente, Capistrano Valley-Von's Market; Thrifty Drug, Doheny Park Rd. and Victoria Ave., Capistrano Beach; La Plaza, Dana Point; El Adobe Plaza, San Juan Capistrano; Monarch Bay Plaza; Laguna Niguel; Ralph's/SavOn; Pico Plaza.

13 - **RETAIL OUTLETS: Department Stores**-Sears; Montgomery Ward.
Variety Store-Thrifty Drug; Gilbert; Cornet.
Chain Drug Stores-Thrifty; SavOn.
Chain Supermarkets-Safeway 2; Alpha Beta 2; Albertson's; Ralph's; Von's; Lucky Stores.

14 - **NEWSPAPERS**: SUN-POST (e-mon to fri) 7,453; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives: Landon Associates; USSPI.

SAN DIEGO

1 - **LOCATION**: San Diego County (SMSA). E&P Map E-8, County Seat. Tourist center. Ocean-based industry & biochemical center. Agriculture county 132 mi. S. of Los Angeles. Interstate 5, 8, 163 and 805.

2 - **TRANSPORTATION: Railroads**-Santa Fe; San Diego & Arizona and Southern Pacific; Amtrak.
Motor Freight Carrier-42.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; Pacific Southwest; United; Western; National; Delta; Republic; Pan Am; TWA.

3 - **POPULATION**:
Corp. City 80 Cen. 875,504; Loc. Est. 930,176
CZ-ABC: (70) 1,136,046; (82) 1,581,800
RTZ-ABC: (70) 221,808; (82) 411,100
County/SMSA 80 Cen. 1,861,846; Loc. Est. 2,012,745
City & RTZ-ABC: (70) 1,357,854; (82) 1,992,900
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
City 80 Cen. 321,039; Loc. Est. 348,694
County/SMSA 80 Cen. 670,094; Loc. Est. 746,8[illegible]
CZ-ABC: (70) 358,271; (82) 585,200
RTZ-ABC: (70) 65,242; (82) 143,700
City & RTZ-ABC: (70) 423,513; (82) 728,900

5 - **BANKS**:	**NUMBER**	**EST. DEP.**
Savings & Loan	30	N.A.
Commercial	33	N.A.

6 - **PASSENGER AUTOS**: County 1,022,723

7 - **ELECTRIC METERS**: County, Residence 722,019

8 - **GAS METERS**: County, Residence 540,076

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners (Av. Wkly. Wage)-Govt. 141,000 (N.A.); Service 148,600 (N.A.); Trade 147,700 (N.A.); Mfg. 108,000 ($248).

10 - **CLIMATE**: Min. & Max. Temp.-Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11 - **TAP WATER**: Alkaline, hard; Nor fluoridated.

12 - **RETAILING**:
Principal Shopping Centers-Number of Stores-76 blocks on Broadway and A, B, C, E, Sts 900 stores; South Bay Plaza 52; Clermont Quad 52.
Neighborhood Shopping Centers (No. of Stores)El Cajon Shopping 19; Fletcher Hills 35; Loma Square 19; Metropolitan 12; Mission Square 23; Pacific Plaza 40; Serra Mesa 23; Spring Valley 27; Escondido Square 19; Midtown Plaza 16; Oceanside Shopping 21; Plaza of The Four Flags 20.
Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Valley(10)	5	Montgomery Ward, May Co., Walker Scott, Bullock's
College Grove Center(87)	8	Walker Scott, Penney, Safeway, Mervyn's
Clairmont Sq.(83)	NA	Walker Scott, Marshall's
Grossmont Ctr.	14	Broadway, Mont. Ward, Penney, Buffums
Chula Vista(35)	10	Broadway, Penney, Von's
Parkway Plaza(112)	17	Sears, May Co.
Mira Mesa Mall	NA	Walker Scott, Newberry's, Von's
Fashion Valley(84)	5	Robinson's, Broadway, J.C. Penney, Buffum's, Neiman Marcus
Escondido Vil.	30	Walker Scott, Mayfair, Sears
Plaza Camino Real(137)	30	May Co., Penney, Broadway, Sears, Bullocks
University Towne Center(130)	15	Broadway, Robinsons, Sears
La Jolla Village Square(54)	NA	Bullocks Wishire, May Co., I. Magnin

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Nightly & Sun. afternoon.

13 - **RETAIL OUTLETS: Department Stores**-Broadway 4; Walker Scott 11; Sears 6; Montgomery Ward 4; J.C. Penney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire 2; Mervyn's 3.
Discount Stores-Fedco; Gemco 6; Jetco; K mart 9; Price Club 2.
Variety Stores-Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores-Drug King 2; Thrifty 32; Long's 14; Drug Mart 2; SavOn 19.
Chain Supermarkets-Safeway 45; Mayfair 5; Lucky (dba Food Basket & Gemco) 26; Alpha Beta 29; Big Bear 29; Von's 29; Jurgensen's 4; 7-Eleven Stores 199; Corner Foods 3; Circle K 2; The Market Place; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 3.
Other Chain Stores-Harris & Frank 4; Mode O'Day 4; Adorable Dress Shop; Anita Shops 3; National Dollar; Eastman Kodak; Standard Brand Paints 3; Lerner's 4; Thom McAn 7; Firestone 11; Goodrich Pep Boys 4; Singer Co. 7; Glidden; Kinney's Shoes 11; Goodyear 12; Karl's Shoes 4; Hartfield 5; Zale Jewelers 6; S&H Green Stamps; C. H. Baker (shoes); Dorman's (auto supplies) 16; Flagg Bros. 3; Frazee's Paints 13; Gallenkamp 7; Golden State Fabrics 6; Handyman (lawn & garden) 9; Highlander (men's) 7; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 6; Leeds (shoes) 8; Marsis (women's) 7; McMahan's Furn. 5; Sak's Fifth Ave.; San Diego Glass & Paint 17; Schiller Jewelers 3; Scotty's TV; Streicher's Shoes 11; United Furn. 5; Universal Boot 11; Western Auto 4; Boise Cascade (lumber & supplies) 8; Joseph Magnin; Radio Shack 31; Ortho Mattress 5; Checker Auto 16; Builder's Emporium 5; Oshman's 3.

14 - **NEWSPAPERS**: TRIBUNE (e) 126,308; UNION [illegible]16,252; (S) 339,922; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bert Winrow, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (714) 299-3131.
National Representative: Sawyer-Ferguson-Walker.
TRANSCRIPT (m-mon to fri) 7,024; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: D.R. Detjen, Dir. Nat'l. Adv., TRANSCRIPT, 861 Sixth Ave, San Diego, CA 92101; Tel. (714) 232-4381.
National Representative: None.

The Community
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SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco-Oakland SMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Financial and insurance, mining, agriculture, electronics and wholesale center.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (subway). Southern Pacific; Santa Fe; Western Pacific; Northwestern Pacific.
Motor Freight Carriers-100.
Steamship Lines-200.
Intercity Bus Lines-AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit, Samtrans.
Airlines-Air California; American; Canadian Pacific; China; Continental; Delta; Flying Tiger; Air Canada; Air Charter West; Republic; Japan; Northwest, Overseas National Airways; Pacific Southwest; Pan Am; Pacific; Phillippine; Qantas; SFO Helicopter; World; Swift Aire; TWA; United; Western.

3 - POPULATION:
CityCounty 80 Cen. 678,974; Loc. Est. 712,779
CZ-ABC: (70) 782,596; (82) 733,600
Bal. in PMA-ABC: (70) 3,896,704; (82) 4,617,200
Total PMA-ABC: (70) 4,679,300; (82) 5,350,800
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
CityCounty 80 Cen. 298,957; Loc. Est. 323,594
CZ-ABC: (70) 316,681; (82) 346,000
Bal. in PMA-ABC: (70) 1,252,658; (82) 1,731,600
Total PMA-ABC: (70) 1,569,339; (82) 2,077,600
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640

5 - BANKS:	NUMBER	EST. DEP.
Commercial	62	$22,536,109,000
Savings & Loan	24	$4,347,586,000

6 - PASSENGER AUTOS: SMSA 1,840,902

7 - ELECTRIC METERS: Residence (SMSA) 1,234,116

8 - GAS METERS: Residence SMSA 1,120,025

9 - PRINCIPAL INDUSTRIES: (SMSA) Industry, Number of Wage Earners-Construction 75,100; Manufacturing 201,200; Food Prod. 28,900; Textile Prod. & Apparel 16,000; Paper 8,300; Printing & Pub. 21,900; Chemical Prod. 13,600; Petroleum 8,700; Rubber & Plastics 3,600; Leather 600; Lumber 1,500; Furniture 3,700; Stone 6,300; Metal, Inc. Fabrication 29,200; Machinery 16,500; Electrical 17,800; Transportation Equip. 12,000; Instruments 2,900; Utilities & Transportation 131,300; Wholesale & Retail Trade 381,000; Finance, Insurance & Real Estate 153,700; Services 378,300; Gov't-Federal 67,600; State & Local 218,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-58.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:(San Francisco)-Central Business District boundaries established in 1955; bounded on the north by a zig-zag line starting at Van Ness Avenue and Ellis Street; thence to Leavenworth, Bush, Stockton, California, Kearny & Pacific; on the east by the Embarcadero; on the south by Howard Street, and the west by 11th Street, Market and Van Ness.
Principal Shopping Center-(San Francisco)-9 blocks on Market St.; 1st to 5th Sts.; and a triangle, Sutter and Market, to Sutter and Mason, to Mason and Market; area fifteen blocks of stores, shops and office buildings.
Stores Open Sundays-All major department stores; Regional shopping centers; most Food stores.

SMSA Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfair, San Leandro	NA	Macy's, Ward's
Broadway, Walnut Creek	NA	Emporium-Capwell, J.C. Penney, Bullock's
Contra Costa, Pleasant Hill	NA	Ward's
Country E. Mall, Antioch	NA	J.C. Penney, Sears, Mervyn's, Ward's
Eastmont, Oakland	NA	J.C. Penney, Mervyn's
El Cerrito Plz., El Cerrito	NA	Emporium-Capwell
Fashion Island, San Mateo	NA	Bullock's, J.C. Penney, Liberty House, Ward's
Fremont Fashion Ctr., Fremont	NA	Emporium-Capwell
Fremont Hub, Fremont	NA	Montgomery Ward, Mervyn's
Hillsdale, San Mateo	NA	Macy's, Sears, Emporium-Capwell
Hilltop, Richmond	NA	J.C. Penney, Macy's, Emporium-Capwell
Newpark Mall, Newark	NA	Macy's, Sears
Northgate, San Rafael	NA	Emporium-Capwell, Sears
Serramonte, Daly City	NA	Macy's, Mervyn's, Mont. Ward
South Shore Ctr., Alameda	NA	J.C. Penney, Mervyn's
Southland, Hayward	NA	J.C. Penney, Sears, Liberty House
Stoneridge, Pleasanton	NA	Emporium-Capwell, J.C. Penney, Macy's
Stonestown, San Francisco	NA	Emporium-Capwell, Bullock's
Sun Valley, Concord	NA	Macy's, J.C. Penney, Emporium-Capwell
Tanforan, San Bruno	NA	J.C. Penney, Sears, Emporium-Capwell
West Lake, Daly City	NA	J.C. Penney

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores-SMSA-Bullock's 3; Emporium-Capwell 13; Gemco 6; K mart 11; Liberty House 5; Macy's 9; Mervyn's 11; Montgomery Ward 8; J.C. Penney 15; Sears 8; Livingston's 6; Saks Fifth Avenue 2; I Magnin 6; J. Magnin 13; Neiman Marcus (1-opens Nov. 1982).
Chain Drug Stores-SMSA-Long's 28; Merrill's 6; Payless 19; Pay'n Save 6; Thrifty 27; Walgreen's 21.
Chain Supermarkets-SMSA-Safeway 100; Lucky 71; Alpha Beta 22; Cala-QFI 23; Albertson's 5; Consumer's Co-op 10; Petrini's 6; Fry's 11; Brentwood 9.
Other Retail Outlets SMSA (1 or more stores)-Women's Clothing: Maison Mendessolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited; Men's Clothing: Alfred Dunhill, Bond's, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, J. Press; Men's & Women's Clothing: Hastings', The Peddler, The Gap; Shoes: Bally, Chandler, Burt's, Florsheim, Thayer McNeill, Frank More, Gallenkamp, Kinney, Kushin, Thom McAn, Nunn-Bush, Pappagallo, Regal; Misc.: Pacific Stereo, Good Guys, Computerland, B. Dalton, Crown Books, Waldenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 530,672; EXAMINER (e-mon to fri) 155,298; Comb. (m&e) 685,970; EXAMINER & CHRONICLE (S) 673,029; (m-sat) 477,982; (e-sat) 117,416; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Hanes, Adv. Dir., San Francisco Newspaper Agency, 525 Mission St., San Francisco, CA 94103; Tel (415) 777-5700.
National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.
Intercity Bus Lines-Continental Trailways; Greyhound; Southern Calif. Rapid Transit.
Airlines-Ontario Int'l Airport, 20 mi. E of San Gabriel Valley, has 9 major Carriers: American, Air Calif., Continental, PSA, TWA, United, Western, Republic & Alaska Airlines.

3 - POPULATION:
Cities 80 Cen. 299,001; Loc. Est. N.A.
CZ-ABC: (70) 431,537; (82) 488,600
RTZ-ABC: (70) 242,976; (82) 240,200
County/SMSA: 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 674,513; (82) 728,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 94,805; Loc. Est. N.A.
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 114,676; (82) 152,600
RTZ-ABC: (70) 73,690; (82) 85,500
City RTZ-ABC: (70) 188,366; (82) 238,100

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	37	N.A.
Savings & Loan	34	N.A.

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Processing, Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prod.; Airplane Parts; Air & Space Electronics; Bicycle Mfg.; Heating & Air. Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.
Principal Industrial Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Downtown Shopping Areas-Azusa; Baldwin Park; Covina; Glendora; La Puente.
Major Shopping Centers-Eastland; Fashion Plaza; West Covina; Foothill Center; Azusa; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte 1; Mayflower; Puente Hills Mall; Five Points.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: Department Stores-May Co.; Broadway 2; Sears 3; J.C. Penney 6; Akron; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 2.
Discount Stores-Oles; Gemco; LaPuente; Zody's 3; K mart 3; Roberts.
Variety Stores-Woolworth 2; Newberry; Sprouse Reitz 2; Cornet 3; Kresge; TG&Y 6.
Chain Drug Stores-Thrifty 10; Sav-On 11; Long's 4; Owl Rexall 4; Clarks 3; Rose 2; San Gabriel Phcy.; SupeRx.
Chain Supermarkets-Alpha Beta 18; Lucky 5; Market Basket 4; Gemco 2; Ralph's 5; Safeway 3; Albertsons 3; Thriftimart 2; Boys Mkt.; Vons 10; McCoys 2; Stater Bros. 3.
Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Mark C. Bloom; Furniture: Barker Bros., Bealls, Wickes, Carpet Town, Levitz McMahan; Jewelry: Gaylord, Kay's, Lawson's, Le Roys; Lbr. Hdw.: Angels, Bielecs, Builder's Emporium, Ole's Supply, Pick's, Standard Brand Paints; Mens & Women's Apparel: Desmond's, Harris & Frank, Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds.

14 - NEWSPAPERS: TRIBUNE (m-mon to fri) 27,582; (e-mon to fri) 35,123; Comb. (m&e) 62,705; (sat) 60,408; (S) 62,292; Mar. 31, 1982 ABC.
(Evening edition discontinued April 16, 1982.)
Local Contact for Advertising and Merchandising Data: Lee Jackson, Adv. Mgr., TRIBUNE, PO Box 1259, Covina, CA 91722; Tel. (213) 962-8811.
National Representatives: CWO&O; Thomson; USSPI.

SAN JOSE

1 - LOCATION: Santa Clara County (SMSA), E&P Map B-5, County Seat. Manufacturing, research and development, and agricultural center. At Southeast of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific (freight only).
Motor Freight Carriers-1,008.
Intercity Bus Lines-Greyhound; Peerless.
Airlines Air California; Aspen Airways; Golden Gate; Republic; Continental; PSA; United; Western; American; Swift Aire; TWA; Apollo Airways.

3 - POPULATION:
Corp. City 80 Cen. 636,550; Loc. Est. 658,924
CZ-ABC: (70) 862,883; (82) 1,134,100
Bal. in PMA-ABC: (70) 201,831; (82) 218,800
County/SMSA 80 Cen. 1,295,071; Loc. Est. 1,340,597
Total PMA-ABC: (70) 1,064,714; (82) 1,352,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 211,935; Loc. Est. 226,617
County/SMSA 80 Cen. 458,519; Loc. Est. 489,234
CZ-ABC: (70) 255,790; (82) 394,900
Bal.in PMA-ABC: (70) 67,080; (82) 86,200
Total PMA-ABC: (70) 322,870; (82) 481,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	242	$4,943,308,000
Savings & Loan	174	$3,991,325,000

6 - PASSENGER AUTOS: County 788,584

7 - ELECTRIC METERS: County Residence 393,201

8 - GAS METERS: County Residence 370,620

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 237,500 (Durable 212,800; Non-durable 24,700); Trade 130,000; Services 157,800; Government 83,400; Construction 22,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plaza(16)	NA	Service Merchandise, Emporium
Capitol Sq.(44)	NA	Walgreen, Montgomery Ward
Eastridge(150)	NA	Emporium, Macys, J.C. Penney, Sears
Mayfield Mall(54)	NA	J.C. Penney
Oakridge Mall(115)	NA	Bullocks, Macys, Montgomery Ward
Princeton Plz.(41)	NA	BrentWood Mkt, Mervyns
Prune Yard(71)	NA	All Specialty
San Antonio(63)	NA	Liberty House, Mervyns, Sears
Stanford(133)	NA	Bullock's, Emporium,
Stevens Creek Plaza(296)	NA	I. Magnin, Emporium Macy's
Sunnyvale Town Center(105)	NA	Montgomery Ward, Macy's
Town & Country Village(131)	NA	All Specialty
Vallco Fashion Park(100)	NA	J.C. Penney, Sears, Bullocks
Valley Fair(53)	NA	Macy's, Payless
Westgate(18)	NA	Harts, J.C. Penney, Montgomery Ward

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept.-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Macy's; Emporium; Sears; J.M. McDonald; Liberty House; Mervyn's; Bullocks; Catalogue Sales: Best Products; Consumers Dist. Co.; Service Merchandise Co; Kessler.
Discount Stores-Gemco; K mart.
Variety Stores-Jolly 5-10; TG&Y; Rasco; Kress; Woolworth.
Chain Drug Stores-Payless 7; Thrifty 14; Drug King 2; Walgreen's 7; Sav-On 6; Bill's Drugs 4; Longs 12.
Chain Supermarkets-Safeway 32; Lucky 25; Fry's 11; Dick's 3; PW Supermarkets 6; 7-Eleven 98; Food Fair 4; Alberson's 7; Food Villa 6; Brentwood 6; Nob Hill 9; Alpha Beta 24; Lincoln Lane 2; Manor Market 3.
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Western Auto; Breslers 33 Flavors; Farrells Ice Cream; See's; Baskin-Robbins; Swenson's; Dairy Belle; Foster Freeze; Shaw's; (confection); Gensler-Lee; Zale jewelry; Shreve Co.; Proctor's; Crescent Jewelers; Fuller Paints; Pittsburgh Paints; Sherwin-Williams Paint; Morwear Paint; Kelly-Moore Paint; Glidden (paints); Thom McAn; Thayer McNeil; Gallenkamps; Kinney's; Leed's; C.H. Baker; Sommer & Kaufmann; Buster Brown; Florsheim (shoes); Nat'l. Shirt Shops; Grodin's; Smith's (men's wear); Bond's; Shirt Works; Richman's (men's wear); Roos Bros.; Hastings (men's & women's wear); Arden's; Hartfield's; Lerner Shops; Mode O'Day; House of Nine; Anita's;

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NEWSPAPER

Saks Fifth Avenue; I. Magnin; Jos. Magnin; Livingston's; Frederick's of Hollywood; Lane Bryant; Foxmoor Casuals (women's wear); Sherman Clay (music); Breuner's; W. J. Sloane; Levitz Ortho Mattress; S. Christian of Copenhagen; Gold Key; RB Furniture; House of Fabrics; S&H Green Stamps; Blue Chip Stamps; Singer Co.; Marshall's.

14 - NEWSPAPERS: MERCURY (m-mon to fri) 163,285; (e-mon to fri) 63,544; Comb. (m&e) 226,829; MERCURY NEWS(m-sat) 215,805; MERCURY NEWS (S) 276,293; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir., Tom Housler, Nat'l Adv. Sales Mgr., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 289-5666.
National Representative: Knight-Ridder.

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles and San Francisco, 8 mi. from Pacific Ocean. Railroad division point. On U.S. Hwy. 101 and State Hwy. 1. Trading center for agricultural area.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.
Airlines-Swift-Aire.

3 - POPULATION:
Corp. City 80 Cen. 34,252; Loc. Est. 36,130
CZ-ABC: (70) 28,036; (82) 38,100
RTZ-ABC: (70) 77,654; (82) 129,500
County 80 Cen. 155,345; Loc. Est. 169,791
City & RTZ-ABC: (70) 105,690; (82) 167,600

4 - HOUSEHOLDS:
City 80 Cen. 13,670; Loc. Est. 13,743
County 80 Cen. 58,171; Loc. Est. 65,527
CZ-ABC: (70) 9,643; (82) 15,300
RTZ-ABC: (70) 24,283; (82) 47,600
City & RTZ-ABC: (70) 33,926; (82) 62,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: County 84,594

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, Forestry, Fishing 2,800; Construction 3,000; Manufacturing 2,500; Government 13,450; Colleges 2,100; Trans., Communications, Utilities 3,000; Trade 12,550; Services 9,800; Financial, Real Estate, Insurance 1,750; Total employment (county) 63,000.
Principal Industrial Pay Days-Railroad, 10th & 25th; Hwy. Dept & Oil, 1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3. Last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Retail trade area San Luis Obispo County and environs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq.(14)	1	William's Bros. Mkt., Rileys, McMahans Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Beno's, Sears, Lucky, Thrifty Drug, Radio Shack
Santa Maria Town Center(87)	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Center(27)	NA	Penney, Pic N'Save, Corn
Broadway Plaza(6)	NA	Montgomery Ward, Safeway
Pepper Tree Plaza	NA	Thrifty, Grand Auto
Stowell Ctr.(50)	NA	McMahan's Furn.
Atascadero	NA	Sprouse Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Plaza(14)	NA	Williams Bros., Western Auto, Montgomery Ward (catalog)
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless Drug
Five Cities(18)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Thurs.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Rileys; J.C. Penney; Sears Roebuck; Beno's; Montgomery Ward Catalog; Gottschalks.
Variety Stores-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse Reitz; Cornet.
Discount Stores-Beno's; Pic 'N Save; Carpeteria.
Chain Drug Stores-Carpenter's (Rexall); Thrifty Drug 2; ADX; Payless.
Chain Supermarkets-Safeway 5; Williams Bros. 7; Lucky Mkts. 4; IGY 10.
Other Chain Stores-Firestone; Fresno Paints; Singer Co.; McMahan (furniture); Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardon; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: TELEGRAM-TRIBUNE (e) 25,304; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Howard J. Higgins, Gen. Adv., TELEGRAM-TRIBUNE, 1321 Johnson Ave., San Luis Obispo, CA 93401; Tel. (805) 543-1901.
National Representative: Western Dailies.

SAN MATEO

1 - LOCATION: San Mateo County, (In San Francisco-Oakland SMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-60.
Intercity Bus Lines-Pacific Greyhound; Sam Trans.
Airlines-Served by San Francisco Airport (7 mi. N)

3 - POPULATION:
Corp. City 80 Cen. 77,561; Loc. Est. 77,500
CZ-ABC: (70) 168,839; (82) 170,000
RTZ-ABC: (70) 198,398; (82) 222,100
County 80 Cen. 588,164; Loc. Est. 591,000
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
City & RTZ-ABC: (70) 367,237; (82) 392,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,855; Loc. Est. 33,200
County 80 Cen. 225,479; Loc. Est. 229,200
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640
CZ-ABC: (70) 59,733; (82) 70,000
RTZ-ABC: (70) 65,360; (82) 86,100
City & RTZ-ABC: (70) 125,093; (82) 156,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	20	$2,849,880,000
Savings & Loan	27	$2,818,506,000

6 - PASSENGER AUTOS: County 402,673

7 - ELECTRIC METERS: 33,597

8 - GAS METERS: 28,707

9 - PRINCIPAL INDUSTRIES: Flower Growing & Shipping; Printing; Feed; Precision Instruments; Transportation - Airlines; Tourism; Lumber & Lumber Prod.; Manufacturing Plants; Producing Furniture; Chemicals & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Exec. Admin. offices of Major U.S. Corps; Hotels-Motels; Sales offices & warehousing (distr. ctrs.); Light Industry; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prod.; Drugs; Paint; Wine; Clothing; Food; Utilities & Sanitary Services.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75; First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Centers-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Center, El Camino to Edison St.; 33rd to 36th Ave.; Concar Center, 19th & Delaware; Borel Square, 19th & El Camino; Fashion Island Center, Mariners Island Blvd. & Hwy. 92.
Neighborhood Shopping Centers-25th Ave. and El Camino Real; Hillsdale and El Camino, Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Bld. & Highway 92.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon., Thu. & Fri., Some open 5 nights and Sundays.

13 - RETAIL OUTLETS: Department Stores-Levy Bros.; Sears Roebuck; J.C. Penney; Macy's; Emporium; Montgomery Ward; Consumer Distribution; Bullocks; Liberty House; Mervyn's; Nordstrom's.
Discount Stores-Cost Plus; Payless.
Variety Stores-Newberry; Woolworth; Sprouse Reitz; Ben Franklin.
Chain Drug Stores-Walgreen; Thrifty; Drug King; Long's; Payless; Bill's Drugs.
Chain Supermarkets: Safeway 15; Lucky 6; Alpha Beta 2; QFI 5; Petrinis 4; Albertson's.
Other Chain Stores-Clothing: Roos-Atkins, Hastings, Schneider's; Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, J.C. Penney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's R.J Cross; Others: Frank Newman, Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's, Handyman, R. & B. Furn., Brooks Cameras, Grodins, Rochester Big & Tall.

14 - NEWSPAPERS: TIMES and NEWS LEADER (e) 48,588; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Nat. Adv. Mgr., TIMES and NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
National Representatives: Calif. Newspaper Mkts. (West Coast); Western Dailies.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA), E&P Map D-8. 25 mi. S of Los Angeles, on Pacific Ocean. Not a part of Los Angeles politically. One of the world's largest man-made harbors; San Pedro Harbor is also known as Los Angeles Harbor.

2 - TRANSPORTATION: Railroads-Santa Fe; So. Pacific Ry.; U.P. Ry.; Harbor Beltline.
Motor Freight-176 (cargos for ships).
Steamship Lines-53 Passenger; 121 Freight. (All Major Lines).
Intercity Bus Lines-Rapid Transit.
Airlines-Served by Los Angeles International, Long Beach and Torrance Municipal Airports.

3 - POPULATION:
Community Loc. Est. 77,104
CZ-ABC: (70) 62,108; (82) 67,100
RTZ-ABC: (70) 260,727; (82) 272,400
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 322,835; (82) 339,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Community Loc. Est. 25,785
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 21,342; (82) 27,000
RTZ-ABC: (70) 82,203; (82) 100,100
City & RTZ-ABC: (70) 103,545; (82) 127,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Comm.	11	$294,874,000
Savings & Loan	9	$580,170,000

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 34,905

8 - GAS METERS: Residence 29,351

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Wholesale Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Help Prod.; Rock Prod.; Can Factories.
Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-52; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING:
Principal Shopping Center-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.
Neighborhood Shopping Centers-8th & Weymouth; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shopping Center; Pacific View Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts.	3	Sears Surplus
Park Plaza	3	Newberry, Von's, Sav-On
Harbor Village(32)	NA	
Ports 'O Call Village(75)	NA	
Whaler's Wharf	NA	Hickory Farms
Western Plaza	NA	
Westmont Plaza	NA	Lucky Market
Garden Ctr.	NA	Thrifty Drugs
Tarragona Plaza	NA	Market Basket
Pacific View	NA	Vons

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Newberry's; Sears Roebuck.
Variety Stores-J.J. Newberry 2.
Chain Supermarkets-Safeway; Pacific Central; McCowan's 3; Pirozzi's Market; Von's 2; Lucky 2; Market Basket; 7-Eleven 3.
Other Chain Stores-Gallenkamps (Shoes); Western Auto; Goodyear; Newberry's; Firestone; Singer Co.

14 - NEWSPAPERS: NEWS-PILOT (e) 14,287; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Kenessey, Adv. Mgr., NEWS-PILOT, PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.
National Representative: Sawyer-Ferguson-Walker.

SAN RAFAEL

See MARIN COUNTY

SANTA ANA

See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc SMSA). E&P Map C-7, County Seat. Residential; educational; design & research; medical center; resort. NW Southern California; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Fransisco. Univ. of California (Santa Barbara campus-14,473 students).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-United; Golden West; Pacific.

3 - POPULATION:
Corp. City 80 Cen. 74,452; Loc. Est. 79,586
CZ-ABC: (70) 144,376; (82) 164,300
RTZ-ABC: (70) 119,948; (82) 143,200
County/SMSA 80 Cen. 298,660; Loc. Est. 323,786
City & RTZ-ABC: (70) 264,324; (82) 307,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City: 80 Cen. 32,579; Loc. Est. 35,468
County/SMSA: 80 Cen. 109,343; Loc. Est. 121,646
CZ-ABC: (70) 50,035; (82) 66,500
RTZ-ABC: (70) 33,894; (82) 48,000
City & RTZ-ABC: (70) 83,929; (82) 114,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial (SMSA)	77	$1,279,528,000
(Corp. City)	26	$689,501,000
Sav. & Loan (SMSA)	46	$1,202,534,000
(Corp. City)	21	$746,317,000

6 - PASSENGER AUTOS: County 172,069

7 - ELECTRIC METERS: 36,674

8 - GAS METERS: 27,685

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No of Wage Earners-Agriculture 7,800; Mining 1,800; Construction 4,900; Manufacturing 17,500; Transp., Comm. and Util. 5,300; Whole and Ret. Trade 31,000; Fin. Ins. and Real Est. 5,500 ; Services 25,500; Government 26,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:
Principal Shopping Centers-7 blocks on State St. and LaCumbre Plaza
Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points, north edge of city

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Calle Real(58)	NA	Smith's Food King
Cliff Drive(19)	NA	Smith's Food King
Fairview	NA	Safeway, Thrifty
Five Pts.(27)	NA	Thrifty Drug, Kinney's, Smith's Food King
Coast Village	NA	Von's
La Cumbre Pl.(64)	NA	Robinson's, Sears
Loreto Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Smith's Food King
Milpas(7)	NA	Smith's Food King
Mission-Creek(23)	NA	Alpha Beta

Montecito Vlg.(50)	NA	Montecito Grocery
Montecito Village South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
University Vlg.	NA	Thrifty, Smith's Food King

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Abron; Penney's; Robinson's; Sears; I. Magnin.
Variety Stores-Cornet; Newberry; TG&Y 4; Woolworth.
Chain Drug Stores-Rexall 8; Sav-On; Thrifty 5; Long's 2.
Chain Supermarkets-Alpha Beta; Smith's Food King 7; Safeway 3; Santa Cruz 2; Albertson's; Von's 3.
Other Chain Stores-Clothing: Harris & Frank, Lerners, I. Magnin, Silverwood's; Jewelry: B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Jarman, Kinney, Leeds, Mandel's, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Western Auto.

14 - NEWSPAPERS: NEWS-PRESS (e) 46,980; (S) 52,713; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Thornton, Nat'l. Adv. Mgr., NEWS-PRESS, Drawer NN, Santa Barbara, CA 93102; Tel. (805) 966-3911.
National Representative: CWO&O.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (SMSA). E&P Map B-5, County Seat. Residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco, 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Peerless; Pacific Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483; Loc. Est. 44,864
CZ-ABC: (70) 57,831; (82) 87,000
RTZ-ABC: (70) 35,919; (82) 63,400
County/SMSA 80 Cen. 188,141; Loc. Est. 209,545
City & RTZ-ABC: (70) 93,750; (82) 150,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,617; Loc. Est. 17,717
County/SMSA 80 Cen. 71,793; Loc. Est. 82,559
CZ-ABC: (70) 22,684; (82) 40,300
RTZ-ABC: (70) 12,168; (82) 25,300
City & RTZ-ABC: (70) 34,852; (82) 65,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$1,012,584,000
Savings & Loan	15	$586,316,000

6 - PASSENGER AUTOS: County 107,510

7 - ELECTRIC METERS: County 81,814

8 - GAS METERS: County 56,527

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Farm, Food 1,600 ($300); Lumber 350 ($275); Gum Mfg. 225 ($300); Electronics 1,800 ($375); Concrete Bldg 170 ($300).
Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 6. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING:
Principal Shopping Center-12 blocks on Pacific Garden Mall; 1 on Locust; 1 on Cathcart; 1 on Walnut; 6 on Front; Regional Shopping Center; Capitola Mall-Kings; Plaza-41st Avenue.
Neighborhood Shopping Centers-Linda Vista Subd.; Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Seabright; Opal Cliffs; El Rancho; 38th Ave. & Portola; Rancho Del Mar; Aptos; Kings Plaza; 41st and Capitola Ave.; Kings Village; Scotts Valley; Felton Fair; Deerpark Center, Aptos.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Opal Cliffs	3	Opal Cliffs, Food Cntr.
Linda Vista(17)	1	Linda Vista Mkt.
East Santa Cruz	1	Eberts
King's Plaza(24)	5	Alpha Beta, Thrifty
Rancho Del Mar(50)	8	Safeway
King's Village(48)	6	MacDonald's Foods
East Cliff Village(13)	2	DeLuxe Foods, Long's Drug
San Lorenzo Park Plaza(6)	NA	Albertson Foods, Long's Drug
Capitola Mall(47)	5	Sears, Mervyn's
Soquel Ave.(5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	6	Safeway, Thrifty Drug
Deer Park Center	8	DeLuxe Foods

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Leask's; Penneys; Sears; Ebert's; K mart; Mervyn's; Ford's.
Variety Stores-Woolworth's; Ben Franklin; Palm; Sprouse Reitz; TG&Y.
Discount Stores-Super Auto Store; Consumers Distributing; Krogen's; Liquor Barn.
Chain Drug Stores-Horsnyder Rexall; Palm Rexall; Long's 2; Thrifty 3; Village Rexall; Crown Rexall.
Chain Supermarkets-Safeway 5; Red & White 4; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill.
Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Trend O'Fashion; Montgomery Ward (catalog); Sears; Firestone; Goodyear; McMahon's Furniture; Coast-to-Coast; B. Dalton, Bookseller; Foxmoor; Hickory Farms; House Fabrics; Kinney's Shoes; Keepsake Diamonds; Radio Shack; Thom McAn; Zale's Jewelers; Color Tile; Musicland; Pioneer Stores; Record Factory.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 26,774; (S) 30,571; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Herman L. Powell, Adv. Dir., SENTINEL, 207 Church St., Santa Cruz, CA 95060; Tel. (408) 423-4242.
National Representative: Branham.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc SMSA). E&P Map C-7. Manufacturing, agriculture and military NASA Space Center; in NW part of Los Angeles, 271 mi. S. of San Francisco.

2 - TRANSPORTATION: Railroads-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers-4.
Intercity Bus Lines-Pacific Greyhound; Central Coast Bus Lines.
Airlines-Swift Aire.

3 - POPULATION:
Corp. City 80 Cen. 39,685; Loc. Est. 43,700
CZ-ABC: (70) 48,378; (82) 54,000
RTZ-ABC: (70) 83,817; (82) 107,500
City & RTZ-ABC: (70) 132,195; (82) 161,500
County/SMSA 80 Cen. 298,660; Loc. Est. 323,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,040; Loc. Est. 16,165
CZ-ABC: (70) 14,277; (82) 18,000
RTZ-ABC: (70) 23,932; (82) 36,300
City & RTZ-ABC: (70) 38,209; (82) 54,300
County/SMSA 80 Cen. 109,343; Loc. Est. 121,646

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 172,069

7 - ELECTRIC METERS: Residence 19,639

8 - GAS METERS: Residence 27,079

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($150); Oil 699 ($175); Food Processing 2,205 (N.A.); Prod. Mfg. 725 ($175); Defense Installation 10,201 ($200); Record Mfg. 750 ($175); Cable Mfg. 200 ($175); Electrical Sub Station & Components 150 ($175); Aircraft Mfg. 225 ($200).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26. Last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Center-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 1 on Blosser; 3 in Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Maria(3)	NA	Lucky Market, Penney, Thrifty Drug
Williams Ctr.(2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl.(2)	NA	Safeway, Sav-On, Montgomery Ward
Oak Knolls(8)	NA	Safeway, Cornet
Blosser Strip(3)	NA	Riviera, Landons Furn., Gallenkamp Furn.
Alco Ctr.(2)	NA	Handyman, Williams Bros. Mkt.
K mart(2)	NA	K mart
Santa Maria Town Center Mall(72)	NA	Gottschalk's, Sears
Stowell Center(1)	NA	McMahan's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-J.C. Penney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Handyman (5 nights); Downtown Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Haslams; Cornet 2; Bryant & Trott; Fashion Center; Montgomery Ward; K mart; Builder's Emporium; Gottschalk's.
Variety Stores-Cornet 2; Sprouse Reitz.
Chain Drug Stores-Gardner-Wheaton (Rexall) 2; Thrifty 2; K mart; Parsons; Sav-On; Valley Medical Phcy. 2; Medicine Shoppe; Long's Drug.
Chain Supermarkets-Safeway 3; Williams Bros. 10; Lucky 3.
Other Chain Stores-Firestone; Goodyear; McMahan's (furniture); Romar's; Mode O'Day; Trend-O'Fashion; Karl's Shoes; Holser & Bailey; Riviera Sofa-Bed; Singer Co.; Firestone; Goodrich; Grand Auto; Thom McAn; Kinney Shoes; Anita Shops; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Party Time; Casual Corner; Hartfield's; Musicland; Korb's; Bobbie West; Village East; Zale's; Tiffin's Jewelers; Ringmaker's; Gallenkamp; Haslam's; B. Dalton; Grodman's; Handyman; Ardan Catalog; Consumers Distributing.

14 - NEWSPAPERS: TIMES (e) 19,560; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pete Doughtie, Adv. Dir., TIMES, PO Box 400, Santa Maria, CA 93546; Tel. (805) 925-2691.
National Representative: None.

SANTA MONICA

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach SMSA). On Santa Monica Bay. 17 mi. from Los Angeles. Terminus of Santa Monica Freeway and Pacific Coast Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-300.
Intercity Bus Lines-Santa Monica Municipal; So. Cal. Rapid Transit District; Greyhound.
Airlines-United; American; TWA; Pan Am; Continental; Bonanza; Western. All major carriers & local Commuter lines.

3 - POPULATION:
Corp. City 80 Cen. 88,314; Loc. Est. 88,502
CZ-ABC: (70) 88,289; (82) 95,000
RTZ-ABC: (70) 198,857; (82) 214,900
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 287,146 (82) 309,900
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912; Loc. Est. 45,896
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 40,374; (82) 50,800
RTZ-ABC: (70) 77,906; (82) 98,500
City & RTZ-ABC: (70) 118,280 (82) 149,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 34,119

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Manufacturing 30,400; Service 34,400; Gov't. 29,500; Others 21,000; Trade (wholesale & retail) 26,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-Santa Monica Place 1 blk, 3 levels.
Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
14th & Wilshire	1	Vons
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century Sq.(60)	7	J. Magnin Jr., Gelsons Mkt.
Fox Hills(135)	6	Broadway, May Co. J.C. Penney
Marina(42)	4	Boys, Safeway
Brentwood(34)	2	Book Nook
Westland(12)	4	May Co.
Santa Monica(153)	0	Broadway
Culver Ctr.(7)	5	J.C. Penney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Every night; Food-Most stores open every night.
Stores Open Sundays-Food, Sears, Penneys, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Henshey's; Campbells; May Co; Broadway; Bullocks; Robinsons.
Variety Stores-Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores-Drug King; Thrifty 2; Savon Drugs 2; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Supermarkets-Alpha Beta 2; Boys Mkt. 2; Albertsons; Food King 3; Hughes 5; Lucky's 3; Market Basket 4; Ralphs 3; Royal; Safeway 11; Thriftimart 4; Von's 3; Westward Ho 3; V&S 2; Grocery Warehouse.
Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: EVENING OUTLOOK (e) 33,660; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Harrison, Display Adv. Mgr., EVENING OUTLOOK, 1920 Colorado Ave., Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representatives: CWO&O; USSPI.

SANTA PAULA

1 - LOCATION: Ventura County, (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7. Residential and Agricultural Center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacific Freight Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Charter Service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
City 80 Cen. 20,552; Loc. Est. 21,318
County/SMSA 80 Cen. 529,899; Loc. Est. 573,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,849; Loc. Est. 7,190
County/SMSA 80 Cen. 173,254; Loc. Est. 193,061

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 298,436

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 6,420 ($168); Oil Drilling, Pumping and Processing 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Processing; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta No. 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Santa Paula Store.
Variety Stores-Coronet; Gilbert's; Beno's; Sears (catalog).
Chain Drug Stores-Thrifty; Couch's 3.

Chain Supermarkets-Alpha Beta; Safeway; Santa Paula Supermarket; Stop'N Shop.
Other Chain Stores-Western Auto; Firestone; Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 3,081; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising **Data:** Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representative: None.

SANTA ROSA

1 - LOCATION: Sonoma County, (SMSA) E&P Map B-4, County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State Hwys.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma-Santa Rosa R.R.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Golden Gate.
Airlines-West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205; Loc. Est. 90,980
CZ-ABC: (70) 77,450; (82) 128,300
RTZ-ABC: (70) 211,980; (82) 316,900
County/SMSA 80 Cen. 299,827; Loc. Est. 327,845
City & RTZ-ABC: (70) 289,430; (82) 445,200

4 - HOUSEHOLDS:
City 80 Cen. 33,800; Loc. Est. 36,546
County/SMSA 80 Cen. 114,523; Loc. Est. 129,136
CZ-ABC: (70) 27,135; (82) 52,700
RTZ-ABC: (70) 69,739; (82) 122,700
City & RTZ-ABC: (70) 96,874; (82) 175,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	25	N.A.

6 - PASSENGER AUTOS: County 164,623

7 - ELECTRIC METERS: County Residence 112,982

8 - GAS METERS: County Residence 86,568

9 - PRINICPAL INDUSTRIES: County-Mining 400; Construction 5,600; Manufacturing: Durable 9,800, Non-Durable 4,400; Transportation & Utilities 4,500; Trade: Retail 18,400, Wholesale 3,600; Finance, Ins., Real Estate 5,600; Services 17,300; Government 20,300; Other Non-Agricultural 10,500; Agriculture 3,800.
Principal Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.- Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Center-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Center-Large centers, about 180 stores: Montgomery Village; Montgomery Drive and Farmers Lane, 80 Stores: Town & Country, 15 stores at end of McDonald Ave.; Roseland; about 10 stores on Sebastopol Road; Santa Rosa Plaza, about 8 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores; Larkfield, on Highway 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Vistadel Valle Plaza, Farmers Lane at Bennett Valley Rd., 23 stores.
Regional Shopping Center-Coddington, Hwy 101 at Steele Lane, 100 tenants; Santa Rosa Plaza, downtown, enclosed mall, 120 tenants.
Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Department Stores. Food about 50% open every night.
Open Sunday-Discount, Department and most Food Stores.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Rosenbergs; White House; Montgomery Ward; Penneys; The Emporium; Joseph Magnin; Roos Bros.; Mervyn's; Liberty House; Macy's.
Discount Stores-K mart.
Variety Stores-Sprouse Reitz; TG&Y.
Chain Drug Stores-Thrifty 2; Tomasco 3; Long's 2; Medico 3; Payless; Pay & Save.
Chain Supermarkets-Safeway 4; Lucky 2; Albertson's; A&B 3; Alpha Beta 2; Mohar 4; Farmer's Market; Petrini; Raley's 2.
Other Chain Stores-Jewel Box; General Tire; Goodrich; Singer Co.; Smith's Shoes 3; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Jay Vee Stores; Hickory Farms; Breuners Home Furnishings; R B Furniture; New York Fabrics; Standard Brand Paint; Zales, Grodins; Millers Outpost; Lerners; Walden Books; Thom McAn; Gallenkamps; House of Almonds.

14 - NEWSPAPERS: PRESS-DEMOCRAT (e-mon to fri) 67,661; (S) 75,120; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Judy Bello, Natl. Adv. Mgr., PRESS-DEMOCRAT, 427 Mendocino Ave., PO Box 569, Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representative: Landon Associates.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA); E&P Map D-7. 30 mi. from Los Angeles, 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight only).
Motor Freight Carriers-11; 1 local.
Bus Lines-Local system with a connection to Los Angeles.

3 - POPULATION:
Corp. City 80 Cen. 77,500; Loc. Est. 82,607
County/SMSA 80 Cen. 529,899; Loc. Est. 573,254
CZ-ABC: (70) 56,464; (82) 88,400
RTZ-ABC: (70) 9,663; (82) 12,800
City & RTZ-ABC: (70) 66,127; (82) 101,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036; Loc. Est. 23,427
County/SMSA 80 Cen. 173,254; Loc. Est. 193,061
CZ-ABC: (70) 13,554; (82) 24,800
RTZ-ABC: (70) 2,584; (82) 4,100
City & RTZ-ABC: (70) 16,138; (82) 28,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	14	N.A.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 298,436

7 - ELECTRIC METERS: Residence 34,746

8 - GAS METERS: 21,475

9 - PRINICPAL INDUSTRIES: Industry, Number of Wage Earners-Diversified 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Centers-Number of stores, Location-Larwin Square 34, Los Angeles Ave.; Mervyn's Center 23; Cochran (1 block off Los Angeles Ave.); Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Sycamore; Ralphs Center 13, Los Angeles Ave. & Erringer; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 25, Cochran & Sycamore.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Larwin Square(23)	3	Builders Emporiun Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Discount
Cedar Plaza	2	General Store, Baskin Robbins
Mervyn's	1	Mervyn's, Sav-On
Gemco(21)	1	Gemco
Oaks	10	Broadway Penney, May Co.
Mall	10	Sears, Von's
Sycamore Plaza(2)	NA	Miller's Outpost

Principal Shopping Days-Wed., Thurs., Fri., Sun.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Mervyn's.
Variety Stores-K mart; Gemco.
Chain Drug Stores-Sav-On; Thrifty Drug.
Chain Food Stores-Ralph's; Safeway; Thriftmart; Von's.
Other Chain Stores-Firestone; Mark C. Bloome; Naha's; Builders Emporium; Lumber City.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 13,417; (S) 13,666; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Monroe Curtis, Adv. Mgr., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: Western Dailies.

SONORA

1 - LOCATION: Tuolumne County, E&P Map C-4, County Seat. 40 mi. N of Yosemite; 120 mi. E of San Francisco on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: Railroads-Sierra.
Intercity Bus Lines-Greyhound.
Airlines-Yosemite.
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 3,239; Loc. Est. 3,293
County 80 Cen. 33,920; Loc. Est. 37,325

4 - HOUSEHOLDS:
City 80 Cen. 1,292; Loc. Est. 1,019
County 80 Cen. 12,668; Loc. Est. 14,373

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$120,021,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 19,119

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: N.A.

9 - PRINICPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Lumber 2,000 ($350); Trade 530 ($250); Government ($280); Mining 209 ($220); Service 329 ($240); Utilities 150 ($200).
Principal Industrial Pay Days-5th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-6 blocks on Washington and Stewart Sts.
Neighborhood Shopping Centers-Mono Highway E. of Sonora, Stockton Rd. W. of Sonora; Groveland; Jamestown; Twain Harte; Columbia; Tuolumne; Pinecrest; Willow Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foster Bros.(9)	0	Montgomery Ward, Savemart Mkt.
Hales & Symons(4)	0	Sears, Safeway
Sierra(3)	2	Con Quick Mkt., Coast-to-Coast
Sonora(19)	0	Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Some stores Fri.; Food every evening and Sundays.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Montgomery Ward; Nine; Value Giant; Mark Twain.
Variety Stores-Sprouse Reitz.
Discount Stores-Payless.
Chain Drug Stores-Thrifty; Bertolli's; Bob's Pharmacy.
Chain Supermarkets-Savemart 3; Safeway; Super Save; EZ Mart 2; Don Quick 2.
Other Chain Stores-Foster Freeze; Red & White 3; Western Auto; Kentucky Fried Chicken; Swensen's.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 8,961; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.
National Representative: None.

SOUTH BAY

See TORRANCE

SOUTH GATE

See HUNTINGTON PARK

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County, E&P Map C-4, Lake Tahoe on Highway 50; 110 mi. from Sacramento at Nevada-California Stateline.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Graylines; L. T. R. Stage Lines.
Airlines-Aspen Airways; Golden West Airways. Flying Services; Norcal.
Motor Freight Carriers-Delta Lines; Western Gillette; Arrow Mayflower; South Tahoe Moving and Storage (Bekins).

3 - POPULATION:
Corp. City 80 Cen. 20,681; Loc. Est. 23,838
County 80 Cen. 85,812; Loc. Est. 101,730

4 - HOUSEHOLDS:
City 80 Cen. 9,004; Loc. Est. 11,643
County 80 Cen. 32,505; Loc. Est. 39,716

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	7	$81,795,000
Savings & Loan	5	$590,000,000

6 - PASSENGER AUTOS: County 49,237

7 - ELECTRIC METERS: (City) 9,527

8 - GAS METERS: N.A.

9 - PRINICPAL INDUSTRIES: Tourism, year-around recreation, 5 major ski areas, 309 motels & hotels (6,529 units); Gaming. Nevada area: construction, real estate, mining.

10 - CLIMATE: Avg. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru April.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers:
Lampson Plaza 22 stores; Ski Run 8 stores; Alphine; Bijou; Mell's; Schnidts; Ski Run; Town & Country; Round Hill Pines; Zephyr Cove, Nevada; Incline Village, Nev.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Al Tahoe(10)	NA	Pay Less Drug, Lucky Mkt.
Tahoe Crescent(24)	NA	Magnin, Lawrence's, Raley's Drug
Tahoe South Y(25)	NA	K mart, Raley's Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; Joseph Magnin; Carson Furniture; Raley's 2; K mart; The Outdoorsman; Outfitter.
Variety Stores-Sprouse Reitz 2.
Chain Drug Stores-Shelley's 3; Payless; Thrifty Drug; Raleys 3.
Chain Supermarkets-Safeway 7; Inks Markets; Raley's 4; Lucky Stores 2.
Other Chain Stores-Montgomery Ward (TBA, Appliance); Sears (TBA, Appliance); Grand Auto; Firestone; Handy Andy.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 9,641; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: D.W. Wright, Pub., TAHOE TRIBUNE, 3079 Harrison Ave., South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (SMSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on I-5; 345 mi. from Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers-38 Common; 90 Contract.
Freight Steamship Lines-23.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Aspen; Pacific Express; Air Chaparral; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 155,000; Loc. Est. 218,000
CZ-ABC: (70) 161,206; (82) 211,700
Bal. in PMA-ABC: (70) 129,002; (82) 151,500
County/SMSA 80 Cen. 347,342; Loc. Est. 359,887
Total PMA-ABC: (70) 290,208; (82) 363,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,742; Loc. Est. 85,000
County/SMSA 80 Cen. 136,000; Loc. Est. 145,629
CZ-ABC: (70) 53,249; (82) 82,000
Bal. in PMA-ABC: (70) 39,123; (82) 53,600
Total PMA-ABC: (70) 92,372; (82) 135,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11	$1,139,750,949
Savings & Loan	12	$2,960,000,000

6 - PASSENGER AUTOS: County 180,843

7 - ELECTRIC METERS: Residence(CZ) 74,532

8 - GAS METERS: Residence(CZ)72,058

9 - PRINICPAL INDUSTRIES: Industry, Number of Wage EarnersManufacturing 20,200; Food Products 7,900; Lumber & Wood Products 1,900; Machinery 1,100; Trans. & Utilities 8,100; Trade 27,700; Finance, Insurance & Real Estate 5,400; Services 23,500; Gov't 27,900; Construction 5,700; Mining 100; Paper, Printing & Pub.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 35-99; Summer 48-111; Fall 30-101; Winter 25-73. First killing frost, Dec. 11. Last killing frost, Feb. 12.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING:
Downtown Shopping Area-consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers- Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marnego Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Manor, (Regional Shopping Center); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Ln. & West Ln; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Ave.	2	Lucky Store
Charter Way	2	Safeway
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Don Quick, Campbell's, Food Bank, Payless
Lincoln Village West	5	Don Quick
Mayfair	4	Savemart
Weberstown	4	Sears, Weinstock's
Sherwood Manor	4	Macy's, Ward's
Sherwood Plaza	5	K mart
Parkwoods	6	Sibs Mkt.
Hammer Lane	6	Alpha Beta
Venetian Square	5	Frys
Yosemite	2	Troglias Dept., A&L Mkt.
Waterloo Rd.	3	Rasco-Tempo, Giant Food, Don Quick
Venetian Gardens	5	Alpha Beta
College Sq.	5	Mervyn's
Hammer Ranch	5	Long's
Hammertown	7	Zody's, Ole's
Quail Lakes Plaza	5	Longs, Food Bank
Colonial Plaza	7	Fry's, Grossman
St. Mark's Plaza	5	Alpha Beta
Venetian Bridges	5	Marshall's

Principal Shopping Days-Department Stores Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Downtown Thu., Fri.; Webertown-Sherwood Manor Mon. thru Fri.; Pacific Ave. Mon., Thurs.; Lincoln Village Mon. and Thurs.
Stores Open Sundays-Major grocers, dept. & discount: Macy's, Weinstock's, Ward's, Sears, Breuner's, Payless, K mart, Penney's, Angel's, Mervyn's.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Macy's; Weinstock's; Montgomery Ward; Sears; Dry Goods Stores; Rosenthal's; Brown & Mahin 2; Troglia's 2; Furniture Stores; Breuner's; Cousin's; N. Sweet; Acme; Capital; Great Western; Georgetown Manor; R B Furn.; Town & Country; Thornton House.
Discount Stores-K mart 2; Gemco; Pay Less 2; Angel's; Long's; Zody's; Marshall's.
Variety Stores-Kress; Newberry.
Chain Drug Stores-Thrifty 3; Pay Less 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Supermarkets-Alpha Beta 2; Centro Mart 10; Quik Stop 4; Sib's 3; Lucky; Save-mart 3; Safeway 5; Segarini's 5; Gemco 1; 7-Eleven 3; Don Quick 9; K mart 2; Food Bank 3; Fry Markets 3; New Deal 2.
Other Chain Stores-Shoes: Gallenkamp, Karl's, Leed's 2; Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Western Auto, Grand Auto 2, Big Brake, Roddy's, Kragen Auto, Mervyn's, Best Dept. Store, Winston Tire, Big-O Tires; Others: Big S Sporting Goods, Builders Emporium, Federated Group, Grossmans.

14 - NEWSPAPERS: RECORD (e-mon to fri) 53,969; (m-sat) 53,897; (S) 56,416; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob West, Nat'l. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.
National Representative: Gannett.

TAFT

1 - LOCATION: Kern County (In Bakersfield SMSA). E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: Railroads-Sunset.
Bus Line-Foster Transp. to Bakersfield.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 5,316; Loc. Est. 5,648
County/SMSA 80 Cen. 403,089; Loc. Est. 427,029

4 - HOUSEHOLDS:
City 80 Cen. 2,096; Loc. Est. 2,347
County/SMSA 80 Cen. 139,811; Loc. Est. 152,701

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 201,402

7 - ELECTRIC METERS: Total 5,447

8 - GAS METERS: Total 5,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage) Oil 4,950 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28. Last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shpg. Ctr. & some Downtown.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sugar 'n Spice; Lack's for Guys and Gals; Vic's; Weldons; Marty's; Helen's Shoppe; Lee's Shoe Palace; The Boat Shop; Word of Faith Book Store.
Variety Stores-TG&Y; Kirkpatrick Bros.; Bonanza 88; Discount Mart.
Chain Drug Stores-Safeway.
Chain Supermarkets-West Side; Safeway; 11-C; Hall Mart.
Other Chain Stores-Mode O'Day; Goodyear; TG&Y; Safeway Drug Center; Sears (Catalog); Wards (Catalog); Beno's; Coast-to-Coast.

14 - NEWSPAPERS: MIDWAY DRILLER (e-mon to fri) 4,113; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Don Durham, Adv. Dir., MIDWAY DRILLER, 800 Center, Taft, CA 93268; Tel. (805) 763-3171.
National Representative: None.

THOUSAND OAKS

1 - LOCATION: Ventura County, E&P Map D-7 (In Oxnard-Simi Valley-Ventura SMSA). 40 mi. W of Los Angeles, 396 mi. S of San Francisco; On U.S. Hwy. 101, State Highway 23; Hq. for Northrop-Ventura Science Mfg.; and North American Aviation Science Center. Home of California Lutheran College; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: Airlines-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).
Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Trucklines-California Motor Express; Consolidated Freightways; United Parcel; Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:
Corp. City 80 Cen. 77,797; Loc. Est. 84,162
PMA-ABC: (70) 65,721; (82) 96,890
County/SMSA 80 Cen. 529,899; Loc. Est. 573,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,112; Loc. Est. 29,365
County/SMSA 80 Cen. 173,254; Loc. Est. 193,061
PMA-ABC: (70) 17,401; (82) 29,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 298,436

7 - ELECTRIC METERS: Residence 33,555

8 - GAS METERS: Residence 33,300

9 - PRINCIPAL INDUSTRIES: There are approximately 127 industrial firms in the Conejo Valley. Leading group classes of products are electronic components, aircraft and missile components, defense systems and plastic products. The largest industrial firms and employment in the area are: Northrop Corp. 890; Burroughs Corp. 1050; Bunker Ramo 900; Semtech Corp. 625; Autologic Corp. 400; Raypal Co., Inc. 300; Fansteel Corp. 230; State Farm Insurance 720; Los Robles Reg. Med. Center 800; Conejo Valley Unified School District 1500; Westlake Com. Hosp. 423; IBM Corp. 250; California Lutheran College 275; Rockwell Int'l Science Center 420; News-Chronicle 172; TRW 125; McDonald Enterprises 100; Trailer Life Pub. 130; Prudential Ins. Co. (home office 1980) 800; Leutron Corp. 800. Number of Wage Earners: 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Principal Shopping Center-The Oaks Mall.

Name (No. of stores)	Miles from Downtown	Principal Stores
Agoura Meadows	8	Sav-On, Vons
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-on Drug, Ralph's
County Line Ctr.	NA	
E and K Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz(12)	NA	Saro's Leather
Glen Oaks(10)	NA	
Heritage Plz.(12)	NA	
Janss Mall(40)	NA	Vons, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L and K Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq(10)	6	
North Oaks Pl.(8)	NA	Dairy Queen
Oak View Plaza(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Thriftimart, Radio Shack
Park Plaza(24)	NA	
Skyline Plz.(10)	NA	Magic Chef Pantry
Sun Plaza(135)	NA	
The Oaks(146)	NA	Broadway, J.C. Penney, May Co.
Olive Grove(100)	NA	Dinner Theatre
Twin Oaks Plz.(12)	NA	Thrifty Drug, Safeway
Ventu Park Ctr.(8)	5	Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Safeway, Liquor Barn
Vogue Plaza(16)	NA	
Wendy-Kimber Plaza(20)	6	
Westlake Business Park	NA	
Westlake Hills Plaza(40)	NA	Thrifty Drug, Ralph's
Westlake Plz.(44)	NA	Thriftimart

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Broadway; May Co.; Robinson's; J.C. Penney; Marshalls.
Variety Stores-Sprouse Reitz.
Discount Stores-K mart.
Chain Drug Stores-Thrifty; Safeway; Guild; Sav-On; All Med.; Clark's; Rexall; CVS.
Chain Supermarkets-Albertson's; Alpha Beta; Von's; Safeway; Thriftimart; K&G Mkts.; Ralphs; Hughes.
Other Chain Stores-Rug Crafters; Hairstyling & Nail Co.; Le Monaco's; Hansel and Gretel; Earthcraft; Expanding Wall; Paintings of the World; Sunset House; Wallpapers To Go; Wood Factory; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Morella Pearl; Slavick's; Zales; Barney's; The Brick Shirt House; Chess King; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jacke Wolfe; Jeans West; Miller's Outpost; Creative Stereo; Gould Music; Musicland; Organ Exchange; Radio Shack; The Wherehouse; Airstep West; Athlete's Foot; Bell Bros. Shoes; Berman Corson Shoes; Buster Brown; Connie's Shoes; Foot Locker; Gallenkamp; Hanover Shoes; Hardy Shoes; Kinney; Leed's; Maling's; Florsheim; Red Cross Shoes; Regal Shoes; The Shoe Affair; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; I Natural Cosmetics; Merlo's Cutlery; Michael's Toys; Moran Drapery; Nails Etc.; National Uniforms; Parklane Hosiery; Pipe Pourri; The Sunglass; Texas Instruments; Vince's Pet Center; Walden Books; Casual Corner; Contempo Casuals; Fashion Conspiracy; Foxmoor; KoKo's Fashions; Lanz of Calif.; Lerner's; Motherhood Maternity; Pigeon's; Poppy Seed; Rix Rack; Sandy Lane; Show Off; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium; Lumber City; Mart Furniture; Mervyn's; Nurseryland; Ethan Allen-Traister's; Wetherby Kayser; Red Wing Shoes; Merle Norman; Carpeteria; Stretch & Sew; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e-mon to fri) 21,012; (S) 21,345; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Boline, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.
National Representative: Western Dailies.

TORRANCE

1 - LOCATION: In Los Angeles County (In Los Angeles-Long Beach SMSA), E&P Map D-7; PMA includes divisions of Torrance and South Bay Cities-Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates, and Redondo Beach. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach, Hwy. 101.

2 - TRANSPORTATION: Railroads-Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit; Greyhound; Torrance and Gardena Municipal.
Airlines-L. A. Intl. Arpt. within PMA. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497; Loc. Est. 130,935
PMA-ABC: (70) 620,992; (82) 676,700
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,410; Loc. Est. 50,300
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,[illegible],468
PMA-ABC: (70) 200,148; (82) 255,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	149	$3,240,007,000
Savings & Loan	92	$3,178,298,000

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 142,943

8 - GAS METERS: Residence 154,400

9 - PRINCIPAL INDUSTRIES: 432 manufacturing plants. Leading products are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equipment, drilling equipment, rubber products, chemicals, aluminum products, research electronics, steel fabrication, home building products and engineering, paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 144,282; Est. Wkly Wage $299.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Downtown Shopping Areas-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Village, 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Redondo Beach:		
Redondo Vlg.(15)	NA	Sears, SupeRx Drugs
Redondo Shopping Center(15)	NA	SupeRx Drugs
South Bay Ctr.(57)	NA	May, Thrifty Drug
King Harbor Plaza(.5)	NA	Lucky Stores
The Pier(65)	NA	Sears, Gallenkamps
In Torrance:		
Del Amo Fashion Center(275)	NA	Sears, Broadway, Penney, Robinson's, Bullocks, Mont. Ward, Ohrbachs
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart
Pacific Plaza(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, Newberrys
In Palos Verdes:		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Vons, Safeway, Thrifty Drug
In Manhattan Beach:		
Manhattan Village	NA	Buffum's, Bullock's, Wilshire, Ralph's, Sav-On
Fisherman's Village(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier 1 Imports
Washington Sq.(22)	NA	

In Carson:

Carson Mall(90)	NA	Broadway, Sears, Penney
In Inglewood:		
Crenshaw-Imperial Plaza(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Smiths Food, Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo: Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N. Redondo: Artesia Blvd. 6 blocks; E. Hermosa: Pacific Coast Hwy., 5 blocks; E. Manhattan: Pacific Coast Hwy., 4 blocks; Walteria: Hawthorne Ave., 4 blocks; N. Torrance: 190th St., 3 blocks; Southwood: Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita, Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda, Lunada Bay, PV.

Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Department and Food-7 days a week.

13 - RETAIL OUTLETS: Department Stores-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks; Montgomery Ward 2; Ohrbach's (Torrance); Sears 3; Penney's 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire 2; Boston Stores 3.
Discount Stores-The Akron; Zodys 4; ATA; K mart 3; Try-It-Store; Angel's; Fed Mart 2; Simon's; Gemco 3.
Variety Stores-J.J. Newberry 6; Woolworth; Comet Stores; Kress; Kresge; TG&Y 3; Hermosa 5-10-25¢.
Chain Drug Stores-Thrifty Drug 10; Sav-On 10; Drug King; Clark Drug 3; The Guild 3; Walters; Long's.

Chain Supermarkets-Safeway 18; Lucky 10; Thriftmart 2; Ralph's 7; Market Basket 5; Foods Co. 5; Von's 7; Mayfair 3; Royal Food; Boy's Market 5; Alpha Beta 10; Better Foods 2; Hughes 3; Food King 7; Top Valu 4; McCoys 2; Albertson's; Jewel T.
Other Chain Stores-Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, I. Magnin, Lerners, Judy's, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Wilson House [illegible] Gale's, Jinx, The Gap, Miss Lori; Men's: [illegible] & Frank, Silverwoods, Surprise Store, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Step 2, Innes 2, Kirby's, Bertand's, Hudson's 3, Cabot's, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 2, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Hal's 2, Homeowners Emporium 2; Furniture & Carpeting: McMahan's 4, Barker Bros, Moran Draperies, Carpetown Carpeteria 2, Hub, R-B Furniture 3, Danica, Lee's Bars & Stools, Friendly Furniture, Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furniture; Jewelers: Hudson, Zale's, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, International House of Pancakes 2, Gloria Marshall Reducing, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NHQ Music, Pier 1 Imports, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 85,417; (S) 101,568; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville SMSA). E&P Map D-6. Centrally located on US Hwys. 99, 63 and State Hwy. 137 in Central San Joaquin Valley. 45 Hwy. mi. S of Fresno; 63 Hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers-18 Local; 20 Major.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.
Airlines-Inland; Swift.

3 - POPULATION:
Corp. City 80 Cen. 22,475; Loc. Est. 24,388
CZ-ABC: (70) 21,485; (82) 30,800
RTZ-ABC: (70) 18,551; (82) 24,400
County/SMSA 80 Cen. 245,751; Loc. Est. 266,667
City & RTZ-ABC: (70) 40,036; (82) 55,200

4 - HOUSEHOLDS:
City 80 Cen. 7,755; Loc. Est. 8,311
County/SMSA 80 Cen. 80,659; Loc. Est. 90,252
CZ-ABC: (70) 6,623; (82) 11,200
RTZ-ABC: (70) 4,986; (82) 7,600
City & RTZ-ABC: (70) 11,609; (82) 18,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 113,010

7 - ELECTRIC METERS: Residence 7,994

8 - GAS METERS: Residence 7,657

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agriculture 800 to 3,000 (unskilled) $125-$225; (seasonal, skilled) $125-300; Ag(seas.) ($125 to $300); Ag(year) ($125-300).
Principal Industrial Pay Days- 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING:
Principal Shopping Center- 10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.
Neighborhood Shopping Centers- Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country Village	2	Thrifty Drug, K mart, Alpha Beta
Mountain View Plaza	2	Longs Drugs, Lucky Supermarket

Principal Shopping Days-Thurs., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Leggett's; Sears (catalog); Men's Stores: Cave's; Bob Myers; McCourt's; Safarjans; Continental Western Wear; Women's Stores: Vogue; Mari D's; Betty's Apparel; Country Girl; Anne Gerald.
Discount Stores-Surplus City; K mart.
Chain Drug Stores-Thrifty Drug; Sweet's Drug (McKesson); Hamilton's Pharm. (McKesson); Longs Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Lucky.
Other Chain Stores-Western Auto; Goodrich; Ace Hardware; Remar's; Lampe Lumber; Goodyear; Mode O'Day; McMahan's Furniture; Mathis & Bolinger; Fisco; Radio Shack; Ernie's Liquor.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 8,819; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Nelson, Adv. Dir., ADVANCE-REGISTER, PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.
National Representative: Branham.

TURLOCK

1 - LOCATION: Stanislaus County (in Modesto SMSA) E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S. of Stockton; 300 mi. N. of Los Angeles; 100 mi. S.E. of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific; Tidewater Southern; Santa-Fe.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,291; Loc. Est. 30,555
CZ-ABC: (70) 15,754; (82) 28,800
RTZ-ABC: (70) 26,395; (82) 38,300
County/SMSA 80 Cen. 265,902; Loc. Est. 292,024
City & RTZ-ABC: (70) 42,149; (82) 67,100

4 - HOUSEHOLDS:
City 80 Cen. 9,932; Loc. Est. 12,153
County/SMSA 80 Cen. 94,674; Loc. Est. 107,960
CZ-ABC: (70) 5,369; (82) 11,400
RTZ-ABC: (70) 7,723; (82) 13,100
City & RTZ-ABC: (70) 13,092; (82) 24,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commerical	9	$23[illegible],000,000
Savings & Loan	6	$118,950,000

6 - PASSENGER AUTOS: County 138,153

7 - ELECTRIC METERS: 13,100

8 - GAS METERS: 12,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 1,419 (Jan.)-2,833 (Sept.); Gov't. 1,512; Const. 504; Mfg. 934; Transp. 543; Services 1,787; Whls. & Retail Trade 1,841.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Center-6 blocks on Main from Lander on the west to Palm on the east, plus one block each way north and south of Main. 120 stores.
Neighborhood Shopping Center-Canal Center, 6 stores. 1 block on E. Canal at Johnson. Valley View Shopping Center; 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thu., some on Fri.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; J.C. Penney; Montgomery Ward; McMahan's; Beno's; K mart.
Variety Stores-Woolworth; Sprouse Reitz; Bonanza 88¢.
Chain Drug Stores-Dale's 3; Sav-Mor; Thrifty; Long's Drugs.
Chain Supermarkets-Safeway; Liberty 2; National; Rudy's Mkt.; Richland Mkt.; Buy Way Mkt.; Save Mart; Real Deal; Lucky Mkt; Turlock Super.
Other Chain Stores-Women's Wear; Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply.

14 - NEWSPAPERS: JOURNAL (e) 9,043; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Vern DeBolt, Adv. Dir., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative: Branham.

UKIAH

1 - LOCATION: Mendocino County, E&P Map A-4. County Seat. 117 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Northwestern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-(Charter): Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
City 80 Cen. 12,035; Loc. Est. 13,113
County 80 Cen. 66,738; Loc. Est. 74,114
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,668; Loc. Est. 4,737
County 80 Cen. 25,072; Loc. Est. 28,728

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 34,702

7 - ELECTRIC METERS: Residence County 24,644

8 - GAS METERS: Residence County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, Number of employees (Av. Weekly Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct. Last killing frost, mid-March.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING:
Principal Shopping Centers-Downtown area; Peartree; Deep Valley; Orchard Plaza.
Principal Shopping Days-Thurs., Fri.
Nearby Shopping Centers-Yokayo (6 blocks) North State (3 mi.) Food Depot, Wilson Furniture, Mendo Mill & Lbr.; Deep Valley Shpg. Ctr.
Stores Open Evenings-Dept.-Thu.; Food-Nightly.

13 - RETAIL OUTLETS: Variety Stores-Rasco's; Sprouse Reitz; Cal's Variety; Ben Franklin.
Discount Stores-Payless; Thrifty.
Chain Drug Stores-Rexall; Medico 2; Thrifty 2; Payless; Long's.
Chain Supermarkets-Shop & Save; Farmers; Albertson's; Safeway.
Other Chain Stores-J.C. Penney; Montgomery Ward; Sears (catalog); Ben Franklin; K mart; Coast to Coast Hdw.

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The Daily Breeze market area is the fastest growing, most affluent portion of Los Angeles County.

✓ AGGREGATE INCOME: [illegible]
✓ TOTAL RETAIL SALES [illegible]
✓ MEDIAN INCOME: $27,327
✓ HOUSEHOLDS: 337,300
✓ POPULATION: 1,058,515

You can reach it all with The Daily Breeze

✓ CIRCULATION: 101,645
✓ PENETRATION: 34%
✓ CIRCULATION GROWTH: 227% [illegible]

Copley Newspapers

Los Angeles Sales Office
(213) [illegible]

Represented by
SAWYER-FERGUSON-WALKER CO. INC.

Source: ABC [illegible] Survey of Buying Power

14 - NEWSPAPERS: JOURNAL (e mon to fri; S) 8,940; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Gary L. Fawson, Adv. Dir., JOURNAL, PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative: Western Dailies.

UPLAND
See ONTARIO

VALLEJO

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa SMSA); 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: Railroads-So. Pacific (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 90,188; Loc. Est. 84,476
PMA-ABC: (70) 175,745; (82) 253,800
County 80 Cen. 235,203; Loc. Est. 250,031
SMSA 80 Cen. 334,402; Loc. Est. 240,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,969; Loc. Est. 30,607
County 80 Cen. 80,426; Loc. Est. 90,590
SMSA 80 Cen. 117,050; Loc. Est. 120,800
PMA-ABC: (70) 52,777; (82) 89,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	20	$265,738,732

6 - PASSENGER AUTOS: County 127,153

7 - ELECTRIC METERS: Residence 33,800

8 - GAS METERS: Residence 31,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000, ($400); General Mills 130 ($325); Construction 150 ($478); Kaiser Ind. 200 ($400); Peter Kiewit Sons 300 ($478).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Principal Shopping Centers-5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive.
Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.
Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flemingtowne(10)	NA	Vallergas Market
Larwin Plaza(40)	NA	Thrifty Drug, Sears, Consumers Dist., Cresent Jewelers
Rancho Square(6)	NA	Safeway
Hilltop(49)	NA	Macy's, Capwells, Penney's
Solano/80(10)	NA	Payless, Lucky Store
Bway/Tenn.	NA	Smiling Sam's Drugs
Tuolumne & Tenn.	NA	Market Basket
Springtowne	NA	Farmers Mkt.
Solano Mall	NA	Penney, Mervyn's, Ward's
Sonoma & Serano	NA	Longs Drug, Fry's, Mervyn's

Principal Shopping Days-Sat., Mon., Wed., Fri.
Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Wards.
Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky Yard Bird; Mervyn's; Grossmans; Wickes; Color Tile; Rainbow Furn.
Variety Stores-Sprouse Reitz; Smiling Sam's; Longs Drugs; Kragens; Pic'n Save; Carpeteria; Grossmans.
Chain Drug Stores-Merrill's; Thrifty; Payless; Smiling Sam's; Longs Drugs.
Chain Supermarkets-Safeway 4; Vallerga's; Lucky; Farmer's Mkt.; Abeyta Village Super Market; Fry's.
Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Jay Vee; Cresent Jewelers; Meyers (jewelry); Smith (men's wear); Allen's (shoes); Hardy Shoes; Reeves Shoes; Save-on-Fashions (women's); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 24,306; (S) 24,537; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mike Ferguson, Adv. Dir., TIMES-HERALD and NEWS-CHRONICLE, 500 Maryland St., Vallejo, CA 94590; Tel. (707) 644-4121.
National Representatives: Western Dailies; USSPI.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7, County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 70 mi. NW of Los Angeles.

2 - TRANSPORTATION: Railroads-So. Pac.
Motor Freight Carriers-6.
Airlines-Golden West & Desert Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
San Buenaventura 80 Cen. 74,474; Loc. Est. 79,252
PMA-ABC: (70) 164,472; (82) 248,500
RTZ-ABC: (70) 211,958; (82) 327,700
Total PMA & RTZ-ABC: (70) 376,430; (82) 576,200

County/SMSA 80 Cen. 529,899; Loc. Est. 573,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
San Buenaventura 80 Cen. 29,197; Loc. Est. 31,666
County/SMSA 80 Cen. 173,254; Loc. Est. 193,061
PMA-ABC: (70) 50,452; (82) 88,800
RTZ-ABC: (70) 56,017; (82) 102,100
Total PMA & RTZ-ABC: (70) 106,469; (82) 190,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings (City)	9	N.A.
Savings & Loan (Co.)	12	$1,619,434,000

6 - PASSENGER AUTOS: County 298,436

7 - ELECTRIC METERS: Residence 32,140

8 - GAS METERS: Res. & Com'l. 26,554

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Production & Affiliated 2,000; Food Processing 80-150; Garment Mfg. 100.
Principal Industrial Pay Days-Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-92; Summer 51-81; Fall 38-79; Winter 35-80.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Center Buenaventura Center.
Neighborhood Shopping Centers-6 blocks on N. Ventura Ave.; 5 blocks on Main St.; East End, 6 on Buena Center (5 Points); 15 on Thompson Blvd.; 3 on Ashwood Telegraph; 4 on Buenaventura Ctr.; 2 on Victoria Telegraph; 2 on Victoria Telephone; 1 on Kimball Telegraph.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buenaventura(50)	2	Broadway, Penney's, Wards
East Ventura	2	Sears, Von's, Gemco, Newberry's, Mervyn's
College Square(17)	3	Mayfair, Sunburst
Victoria Plaza(8)	4	Safeway, Sav-On, Lumber City, K mart
Kimball	4	Albertson's
Esplanade	9	May Co., Sears

Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; J.C. Penney; Ventura; Scott's; Great Eastern; Pic 'N Save; Mervyn's.
Discount Stores-The Akron; Fed Mart; K mart; Zody's; Gemco.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Thrifty 2; Drug King; Sav-On; College Phcy.; Brand's Buena 2; Midway.
Chain Supermarkets-Safeway; Mayfair; Von's 2; Thriftimart 2; Alpha Beta; Albertson's; Ralph's.
Other Chain Stores-Furniture: Barker Bros., Levitz, R.B., Ortho Mattress, Hub Furniture, McMahan's, Riviera Sofa; Firestone; Western Auto; Goodrich; Singer Co.; Sherwin-Williams; Fuller Paints; Lawson Jewelry; Mills Jewelers; See's Candies; Stationer's Corporation; Desmond's; Pic-A-Dilly; Lerner's; [illegible]'s; Gallenkamp; Weatherby Kayser; Leed's; [illegible]; Radio Shack; Harris & Frank.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 40,942; (S) 43,149; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Spawn, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93006; Tel. (805) 656-4111.
National Representative: Western Dailies.

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA), E&P Map E-7.

2 - TRANSPORTATION: Railroads-Sante Fe; Union Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Air Service-Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220; Loc. Est. 15,853
CZ-ABC: (70) 11,545; (82) 16,000
RTZ-ABC: (70) 32,945; (82) 44,400
SMSA 80 Cen. 1,557,080; Loc. Est. 1,741,501
County 80 Cen. 893,157; Loc. Est. 995,680
City & RTZ-ABC: (70) 44,490; (82) 60,400

4 - HOUSEHOLDS:
City 80 Cen. 5,338; Loc. Est. 5,858
County 80 Cen. 308,062; Loc. Est. 354,430
SMSA 80 Cen. 551,081; Loc. Est. 635,966
CZ-ABC: (70) 3,561; (82) 6,300
RTZ-ABC: (70) 10,054; (82) 15,300
City & RTZ-ABC: (70) 13,615; (82) 21,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	13	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 460,029

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 67-96; Fall 50-78; Winter 33-57.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Center-Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores).

13 - RETAIL OUTLETS: Department Stores-J.C.Penney; Sears; TG&Y; K mart; Gemco.
Variety Stores-Gilbert; Sprouse Reitz; Cornet Stores.
Chain Drug Stores-Thrifty.
Chain Food Stores-Safeway; Thriftimart; Von's; Alpha Beta; Stater Bros.
Other Chain Stores-Goodyear; Montgomery Ward; Singer; Chief Auto; Anita's; Mode O'Day; Gallenkamp's; Karl's; Builder's Emporium; Pic'n Save; Mark C. Bloom; Winston Tires.

14 - NEWSPAPERS: PRESS (e-mon to fri) 16,045; (S) 16,623; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Edsall, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92392; Tel. (714) 245-7744.
National Representative: Western Dailies.

VISALIA

1 - LOCATION: Tulare County, (In Visalia-Tulare-Porterville, CA SMSA). E&P Map D-6, County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198; 187 mi. to Los Angeles; 245 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: Railroads-Freight on S.P., & S.F.; Buses connect.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages.
Motor Freight Carriers-34.
Airlines-Inland Empire Airlines.

3 - POPULATION:
Corp. City 80 Cen. 49,729; Loc. Est. 53,961
CZ-ABC: (70) 27,268; (82) 53,300
RTZ-ABC: (70) 39,696; (82) 52,600
County/SMSA 80 Cen. 245,751; Loc. Est. 266,667
City & RTZ-ABC: (70) 66,964; (82) 105,900

4 - HOUSEHOLDS:
City 80 Cen. 18,190; Loc. Est. 19,806
County/SMSA 80 Cen. 80,659; Loc. Est. 90,252
CZ-ABC: (70) 9,080; (82) 20,800
RTZ-ABC: (70) 11,984; (82) 18,400
City & RTZ-ABC. (70) 21,064; (82) 39,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$418,864,000
Savings & Loan	9	(incl. above)

6 - PASSENGER AUTOS: County 113,010

7 - ELECTRIC METERS: Residence 17,659

8 - GAS METERS: Residence 16,951

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Wage)-Garment 370 ($6.50); Electronics 530 ($12.04), Woodworking 150 ($5.90); Canning and Processing 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.-Summer 59-107; Winter 41-68.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING:
Principal Shopping Center-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Fair Ctr.; County Center Shopping Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Visalia Fair(46)	5	Penney's, Longs Drugs, Gottschalk's
County Center(15)	4	K mart, Payless Drug, Albertson Mkt.
Sequoia Mall(50)	7	McDonalds Dept., Sears, Mervyn's
Walnut Plaza	5	Grand Auto, Builders Emporium, Consumers Dist.

Stores Open Evenings-Visalia Fair, 6 nights; Downtown Thurs.; Food-Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears; Don McWilliams 2; Gottschalks; Mervyn's; J.M. McDonalds.
Variety Stores-Woolworth.
Discount Stores-K mart; Gemco.
Chain Drug Stores-Long's; Thrifty; Payless; Gemco.
Chain Supermarkets-Safeway; Youngs 2; Fairway; Best Buy Mkt.; Alpha Beta; Albertsons.
Other Chain Stores-Karl's Shoe; Anita Shops (women's); Cal Auto; Crescent Jewelers; Goodyear; Western Auto; Blue Chip Stamps; See's Candy; Remar's; Trend O'Fashion; Motherhood Maternity; Leed's Shoes; Singer Co.; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builders Emporium; Fashion Fabrics; Pep Boys; McMahan's; Sherwin Williams; S&H Green Stamps; Rogers Jewelers; Zales; Topps & Trousers; Wherehouse; Bobby West; Borman Hallmark; Dreyers; William Carol; Arden's Womens; Designer Fabrics; Handyman; Coast to Coast; Simon Sez Toys; Ardans; Firestone; Wilshire Paint; Color Tile; Grand Auto; Kragen.

14 - NEWSPAPERS: TIMES-DELTA (e) 20,433; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul R. Cislini, Adv. Dir., TIMES-DELTA, PO Box 31, Visalia, CA 93279; Tel. (209) 734-5821.
National Representative: Gannett.

VISTA

1 - LOCATION: San Diego County (In San Diego SMSA). E&P Map E-8, 32 mi. N of San Diego; Agricultural area. On State Hwy. 76 & 78; Interstate 15 & 5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834; Loc. Est. 39,134
County/SMSA 80 Cen. 1,861,846; Loc. Est. 2,012,745

4 - HOUSEHOLDS:
City 80 Cen. 13,690; Loc. Est. 15,684
County/SMSA 80 Cen 670,094; Loc. Est. 746,815

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial (Local)	1	N.A.
Commercial (Br.)	15	N.A.

6 - PASSENGER AUTOS: County 1,022,723

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Fruit and Poultry Farming; Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vista Broadway	0	Thrifty Drug, Safeway
Vista Plaza I	0	Coronet, Sears, Alpha Beta
Vista Plaza II	0	Sail Drug, Big Bear
Vista Plaza III	NA	Vons, Sav-On Drugs
College Blvd.	1	Sprouse Reitz, Thrifty Drug, Safeway
Plaza Camino Real	5	Sears, The Broadway, J.C. Penney, May Co., Bullocks, Woolworth
Vista Plaza IV	NA	K mart
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (e-mon to fri) 7,776; (S) 7,976; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Ronald E. Ofiesh, Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (714) 724-7161.
National Representative: USSPI.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-5. Suburban retail trade area. 25 miles E of San Francisco. 17 miles E of Oakland.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Bay Area Rapid Transit (BART).
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 53,643; Loc. Est. 58,838
SMSA 80 Cen. 3,252,721; Loc. Est. 3,371,484
County 80 Cen. 657,252; Loc. Est. 702,021
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,387; Loc. Est. 26,519
County 80 Cen. 241,805; Loc. Est. 266,696
SMSA 80 Cen. 1,281,316; Loc. Est. 1,369,640

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	50	N.A.
Other	36	N.A.

6 - PASSENGER AUTOS: County 398,482

7 - ELECTRIC METERS: Residence 27,431

8 - GAS METERS: Residence 22,564

9 - PRINCIPAL INDUSTRIES: Standard Oil; U.S. Steel; Dow Chemical; Johns Manville; Del Monte; Safeway; Wards; Varian Instrument; Zehntel; Bechtel; C&H Sugar; Bank of America.

10 - CLIMATE: Ann. Max. Temp. 72; Min. 44; Rainfall 15 inches annual average.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop	7	Liberty House, Thrifty Drug, Woolworth's
Contra Costa	4	Montgomery Ward, Home Yardage, Thrifty Drug
Sun Valley	6	Macy, Penney, Sears, Hastings, Zales
Clayton Valley	10	Safeway, Lucky, Long's
Countrywood	NA	McCaulou's Dept., Long's Drugs
Willows	6	Livingston's
Vineyard	7	Fry's, K mart
Encina Grande	NA	Safeway
Broadway	NA	Penney, Woolworth, Capwell's, Bullock's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney; Liberty House; Macy's; Sears; Capwell's; Montgomery Ward; Bullock's; Mervyn's.
Discount Stores-K mart; Treasury.
Variety Stores-Woolworth.
Chain Drug Stores-Geys; Longs; Payless; Pay 'n Save; Thrifty; Walgreen.
Chain Supermarkets-Albertson's; Farmers; Lucky; Louis; Ralph's; Alpha Beta; P&X; Safeway; Park & Shop; Frys; 7-Eleven.
Other Chain Stores-Automobile Accessories: Goodyear, Grand Auto, Firestone; Ladies Apparel: Goldman's, Lane Bryant, Clothes Barn, Anita, Mode O'Day, Sandra Joy, Clothes Horse, Little Daisy, Casual Corner, Marlene's; Men's Apparel: Smith's, Hastings; Ladies' & Men's Apparel: Grodins, Roos/Atkins; Shoes: Weston's, Leeds, Kushins, Grandes, Sommer & Kaufman, Florsheim, Gallenkamp, Seniors, Watkins, Kinney, Burts, Smith & Foley, Allens, Hardy, Thom McAn; Candy: McFarlands, Edys, Hooper Lawrence Sees; Paint: Standard Brands, Kelly-Moore, W.P. Fuller, Payless, Professional, Sherwin-Williams; Furniture: Breuners, R & B Furniture, Levitz, Travalini, W.J. Sloane, Nor-Cal; Jewelry: Davidson/Licht, Granat Bros., Zales, Shreves, Weisfields, Milens, Wolff's; Music: Sherman & Clay, Music Box; Optical: Jenkel-Davidson, Franklin Phoenix.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m-mon to fri; S) Paid 59,245; Controlled 50,469; Mar. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Tom Ward, Natl. Adv. Mgr., CONTRA COSTA TIMES, 2640 Shadelands Drive, Walnut Creek, CA 94609; Tel. (415) 943-8376.
National Representatives: CWO&O; USSPI.

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz SMSA), E&P Map B-5. Hub of Pajaro Valley. Agriculture and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:
Corp. City 80 Cen. 23,543; Loc. Est. 26,480
CZ-ABC: (70) 21,539; (82) 34,700
RTZ-ABC: (70) 16,116; (82) 23,800
County/SMSA 80 Cen. 188,141; Loc. Est. 209,545
City & RTZ-ABC: (70) 37,655; (82) 58,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,172; Loc. Est. 9,046
County/SMSA 80 Cen. 71,793; Loc. Est. 82,559
CZ-ABC: (70) 7,130; (82) 13,500
RTZ-ABC: (70) 4,443; (82) 7,700
City & RTZ-ABC: (70) 11,573 (82) 21,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 107,510

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Food Processing and Packing 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft, not flouridated.

12 - RETAILING:
Principal Shopping Center-3 blocks on Main St.
Neighborhood Shopping Centers-No. Main St.; E. Lake Area; Freedom; Pajaro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
May Way(5)	2	Freedom Food Ctr.
Town & Country	4	Happy Burro Mkt.
Alta-Vista(20)	3	Happy Burro Mkt.
Eastlake Vlg.(29)	6	Lambert's
Crestview(16)	1	Lucky Stores
Pajaro Valley(27)	2	Albertson's, K mart
Rancho Del Mar(50)	8	Safeway
Capitola Mall(47)	17	Mervyn's, Sears
Deer Park	14	Deluxe Foods

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Ford's; J.C. Penney.
Variety Stores-Woolworth.
Discount Stores-Payless; K mart.
Chain Drug Stores-May Way; Longs; Thrifty.
Chain Supermarkets-Lucky Stores; Albertsons.
Catalog Sales Stores-Montgomery Ward.
Other Chain Stores-Western Auto; Grand Auto.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) 12,580; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.
National Representative: Branham.

WHITTIER

1 - LOCATION: Los Angeles County (In Los AngelesLong Beach SMSA). E&P Map D-7. 14 mi. E of Los Angeles; on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra; I-605, Freeway N & S at city's westerly line.

2 - TRANSPORTATION: **Railroads**-Union Pacific and Southern Pacific; Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Cross-Town Suburban; Greyhound; Southern California Rapid Transit District (RTD).
Airlines-At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Int. Airport.

3 - POPULATION:
Corp. City 80 Cen. 68,872; Loc. Est. 69,974
CZ-ABC: (70) 86,364; (82) 86,400
RTZ-ABC: (70) 285,492; (82) 315,800
County/SMSA 80 Cen. 7,477,657; Loc. Est. 7,615,312
City & RTZ-ABC: (70) 371,856; (82) 402,200

4 - HOUSEHOLDS:
City 80 Cen. 26,712; Loc. Est. 26,813
County/SMSA 80 Cen. 2,730,674; Loc. Est. 2,866,468
CZ-ABC: (70) 29,416; (82) 34,400
RTZ-ABC: (70) 76,967; (82) 100,200
City & RTZ-ABC: (70) 106,383; (82) 134,600

5 - BANKS:	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,011,015

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 400; Mining (Oil mainly) 500; Contract Construction 4,000; Mfg. 21,700; Transp., Comm., Utilities 7,500; Whsl. & Retail 18,500; Finance, Real Estate & Related 2,800; Service 14,300; Government 9,500; Total employment 79,200.
Principal Pay Days-Fri. & Sat.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-7 blocks on Philadelphia St.; 9 blocks on Greenleaf Ave.
Other Shopping Centers (No. of Stores): Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 16; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Luitweiler 15; La Habra Plaza; Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76.
Principal Shopping Days-Mon., Thu., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon., Thurs. & Fri. Food-every evg.

13 - RETAIL OUTLETS: **Department Stores**-Boston Stores 2; Sears; J.C. Penney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; Zody's; K mart; Jewelcor; Mervyn's; Akron.
Discount Stores-SaveCo; Freight Outlet; Fedmart; Woolco.
Variety Stores-Woolworth 2; Newberry's 2; Sprouse Reitz; Pick and Save 2.
Chain Drug Stores-Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.
Chain Supermarkets-King Cole; Market Basket 4; Von's 4; Safeway; Alpha Beta 6; McCoy's 4; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkts.
Other Chain Stores-LeRoy's (jewelers); Gallenkamps Shoes; Firestone; King's (jewelry); Desmond's (clothing); Barker Bros. (furniture); Harris & Frank (clothing); Zales (jewelry); McMahon's (furniture); C.H. Barker; Lead's; Alroe; Western Auto; Robert Hall 2; Lawson Jewelers; Georgetown Manor (furniture).

14 - NEWSPAPERS: NEWS (e) 17,282; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dwight King, Adv. Dir., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.
National Representative: Branham.

WILLOWS

1 - LOCATION: Glenn County, E&P Map B-3, County Seat. Agricultural center, 140 mi. NE of San Francisco; 87 mi. N of Sacramento. On I-5.

2 - TRANSPORTATION: **Motor Freight Carriers**-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,777; Loc. Est. 5,229
County 80 Cen. 21,350; Loc. Est. 23,588

4 - HOUSEHOLDS:
City 80 Cen. 1,834; Loc. Est. 2,016
County 80 Cen. 7,707; Loc. Est. 8,780

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 11,393

7 - ELECTRIC METERS: Residence 12,424

8 - GAS METERS. Residence 5,596

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Rice Proc. 135 ($150); Fiberglass Plant 400 ($200).
Principal Pay Days-15th & 31st.

10 - CLIMATE: Ann. Min. & Max. Temp.-25-112.

11 - TAP WATER: Alkaline, hardness varies; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Willows Mall; 7 blocks on Tehsma Ave., 3 blocks on Butte St., 1 block on Walnut & 4 on W. Sycamore St.
Principal Shopping Days-Mon., Thurs. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Daughtrey's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ray's; Walgreen; Rexall; Willows Pharmacy.
Chain Supermarkets-Holiday; Sani-Food; Safeway.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 1,625; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Patricia Begnn, Adv. Mgr., JOURNAL, 101 Airport Rd., Willows, CA 95988; Tel. (916) 934-5411.
National Representative: None.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento SMSA), E&P Map B-4, County Seat. 20 mi. W of Sacramento (State Capitol) and 97 mi. N of San Francisco; Sacramento River 2 mi N at its nearest point. On U.S. Hwys 9 & 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

2 - TRANSPORTATION: **Railroads**-Sacramento-Northern (Western Pacific) & Southern Pacific.
Motor Freight Lines-8.
Intercity Bus Lines-Greyhound.
Airports-8 mi. E. Sacramento, Metro Airport; 5 mi. W Executive Airport.
Water-Yolo-Sacramento deepwater port, 17 mi. SE.

3 - POPULATION:
Corp. City 80 Cen. 30,235; Loc. Est. 33,311
CZ-ABC: (70) 20,677; (82) 32,300
RTZ-ABC: (70) 42,134; (82) 49,600
City & RTZ-ABC: (70) 62,811; (82) 81,900
SMSA 80 Cen. 1,014,002; Loc. Est. 1,088,896
County 80 Cen. 113,374; Loc. Est. 121,678
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,740; Loc. Est. 12,000
County 80 Cen. 41,304; Loc. Est. 43,899
SMSA 80 Cen. 383,841; Loc. Est. 425,151
CZ-ABC: (70) 6,533; (82) 12,000
RTZ-ABC: (70) 12,237; (82) 16,600
City & RTZ-ABC: (70) 18,770; (82) 28,600

5 - BANKS:	NUMBER	EST. DEP.
Savings	7	N.A.
Savings & Loan	5	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 57,094

7 - ELECTRIC METERS: Residence 10,210

8 - GAS METERS: Residence 11,972

9 - PRINCIPAL INDUSTRIES: Industry, Numb
Wage Earners-Canning 1,200; Sugar Ref
465; Plastics 300; Mobile Homes 480; Fa

Machy. 135; Trucking 400; Hosp. & Medical 600; Newspaper 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-96; Summer 47-102; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Purity(10)	0	Sears
Ky. Village	1	Kentucky Mkt.
South Land Shops(6)	1	Raley's Mkt.
Woodland Ctr.(13)	0	Penney, Woolworth
Court Plaza	0	TG&Y, Thrifty Drug, House of Fabrics
West & Court St.	0	TG&Y, Lucky
Shade Tree	NA	Payless Drugs, Alpha Beta
Cottonwood Plaza(12)	NA	Holiday Market, Colonial Drug
West Main Plaza	1	Long's, Safeway, Wards

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.; Shopping ctrs. nightly.
Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Breit's; Sears.
Variety Stores-Woolworth.
Discount Stores-Payless; TG&Y; Long's.
Chain Drug Stores-Thrifty; Walgreen; Rexall.
Chain Supermarkets-Safeway; Lucky; Alpha Beta; Raley's; Holiday; Nugget.
Other Chain Stores-Western Stores; Mode O'Day; Grand Auto; Big O Tires; Diamond International; Goodyear; Winston Tires; McMahan Furniture.

14 - NEWSPAPERS: DEMOCRAT (e) 12,856; Mar. 31,1982 ABC.
Local Contact for Advertising and Merchandising Data: Gene Lofton, Adv. Dir., DEMOCRAT, Court & Second Sts., Woodland, CA 95696; Tel. (916) 662-5421.
National Representative: Western Dailies.

YREKA

1 - LOCATION: Siskiyou County, E&P Map B-2, County Seat. Cattle, agriculture, lumbering, mining, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 96 & I-5.

2 - TRANSPORTATION: Railroads-Yreka Western; Southern Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental Pacific Trailways.
Airports-6.

3 - POPULATION:
Corp. City 80 Cen. 6,134; Loc. Est. 5,795
County 80 Cen. 39,715; Loc. Est. 39,713

4 - HOUSEHOLDS:
City 80 Cen. 2,548; Loc. Est. 2,204
County 80 Cen. 15,816; Loc. Est. 15,525

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$44,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,428

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 854

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture & Forestry 4,575 ($250); Mining 200 ($200); Mfg. 1,450 ($200); Lumber & Wood Pdts. 1,275 ($200).

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct. Last killing frost, late April.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers-Montague (6 mi.); Montague Drive in Mkt.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Penney; Sears.
Discount Stores-Payless; Rasco; Thrifty Drug.
Chain Drug Stores-Cummings; Walgreen.
Chain Supermarkets-Safeway; Drive 'N Save; Gil's; Food for Less.
Other Chain Stores-Shasta Auto; Littrell Parts.

14 - NEWSPAPERS: SISKIYOU NEWS (e-mon to fri) 5,360; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Don Hogan, Pub., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
National Representatives: Western Dailies; Thompson.

YUBA CITY

See MARYSVILLE

COLORADO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso and Teller Counties.
Denver-Boulder-Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin and Jefferson Counties.
Fort Collins-Larimer County.
Greeley-Weld County.
Pueblo-Pueblo County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	186	217	232
5-14 Years	459	439	470
15-24 Years	422	571	611
25-44 Years	548	916	981
45-64 Years	407	499	534
65 and Over	187	247	265
TOTAL	2,209	2,889	3,093

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	450	675	1,047
General Mdse	815	1,204	2,052
Food	1,150	2,008	3,901
Automobiles	1,222	2,081	3,063
Gasoline Stations	416	708	1,529
Apparel	263	438	739
Furniture	297	480	765
Eat-Drink Places	492	966	1,920
Drugs	179	248	457
TOTAL	5,869	9,825	17,568

ALAMOSA

1 - LOCATION: Alamosa County, E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Ctr. for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western; Cumbres and Toltec Scenic.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.
Airlines-Frontier; Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 6,830; Loc. Est. 6,737
County 80 Cen. 11,799; Loc. Est. 11,820

4 - HOUSEHOLDS:
City 80 Cen. 2,314; Loc. Est. 2,244
County 80 Cen. 3,921; Loc. Est. 4,008

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 5,937

7 - ELECTRIC METERS: Residence 4,317

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping District-23 blocks on Main and State Sts.
Neighborhood Shopping Centers-Near College, and east side area.
Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Sundays-Supermarkets, discount stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Rexall; Merit Drug; Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 5,991; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bill LaPuzza, Adv. Mgr. VALLEY COURIER, 401 State Ave., Alamosa, CO 81101; Tel. (303) 589-6661.
National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Denver-Boulder SMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Highways 7, 119 and US 36.

2 - TRANSPORTATION: Railroads-Colorado & Southern; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines: Rocky Mountain Transp.-summer only; Regional Transportation District.

3 - POPULATION:
Corp. City 80 Cen. 76,685; Loc. Est. 77,479
CZ-ABC: (70) 66,935; (82) 74,700
RTZ-ABC: (70) 35,961; (82) 69,300
County 80 Cen. 189,625; Loc. Est. 200,567
SMSA 80 Cen. 1,619,921; Loc. Est. 1,717,599
City & RTZ-ABC: (70) 102,896; (82) 144,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,674; Loc. Est. 29,174
County 80 Cen. 68,964; Loc. Est. 75,250
SMSA 80 Cen. 609,005; Loc. Est. 664,050
CZ-ABC: (70) 21,030; (82) 30,000
RTZ-ABC: (70) 10,674; (82) 25,000
City & RTZ-ABC: (70) 31,704; (82) 55,000

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	8	$199,000,000
Commercial	9	$374,800,000

6 - PASSENGER AUTOS: County 123,942

7 - ELECTRIC METERS: Residence 32,475

8 - GAS METERS: Residence 24,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Univ. of Colo. 9,800; Research 6,843; Electronics 4,752; Manufacturing 2,179; Service Industries 7,611; Food Industries 1,245.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11. Last killing frost, May 2.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut.
Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N. Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapahoe Vlg.(22)	1/4	Safeway
Base Mar(29)	NA	Sears
Crossroads(46)	NA	J.C.Penney, Ward's
Table Mesa(30)	1/2	Albertson's, King Sooper
Thunderbird Sq.(9)	NA	Safeway
University Vlg.(22)	NA	Safeway
Village(35)	NA	7-Eleven

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Some Downtown open Thur.; Some shopping centers open Mon. through Fri.; Some food, discount & hardware open Sun.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Neusteters; Montgomery Ward; Fashion Bar; Denver Dry.
Variety Stores-Ben Franklin; Woolworth's.
Chain Drug Stores-Walgreen; Skagg's.
Discount Stores-K mart; Woolco; Target.
Chain Supermarkets-Safeway 2; Ideal; King's Soopers 3; Miller's Supers; Albertson's 2.
Other Chain Stores-Firestone; Sears (catalog); Singer Co.; Sherwin-Williams Paint; Cook Paint & Varnish; Homestead House (furn.); Fontius Shoes; Goodyear; Richman Bros.; Eakers; Fred Schmid Appliances; Zale's; Downing's Appliances; Radio Shack; Team Electronics.

14 - NEWSPAPERS: CAMERA (m) 28,898; (S) 35,019; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Douglas J. Barnett, Disp. Mgr., CAMERA, 1048 Pearl St., Boulder, CO 80306; Tel. (303) 442-1202.
National Representative: Knight-Ridder.

CANON CITY

1 - LOCATION: Fremont County, E&P Map C-2, 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs. 125 mi. S SW of Denver.

2 - TRANSPORTATION: Railroads- D&RG; SF.
Motor Freight Carriers- 4.
Intercity Bus Lines- Continental.

3 - POPULATION:
Corp. City 80 Cen. 13,037; Loc. Est. 14,178
CZ-ABC: (70) 14,206; (82) 20,600
RTZ-ABC: (70) 8,856; (82) 11,100
County 80 Cen. 28,676; Loc. Est. 30,728
City RTZ-ABC: (70) 23,062; (82) 31,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,746; Loc. Est. 5,040
CZ-ABC: (70) 4,571; (82) 7,800
RTZ-ABC: (70) 2,846; (82) 4,200
County 80 Cen. 10,058; Loc. Est. 11,082
City RTZ-ABC: (70) 7,417; (82) 12,000

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	3	$[illegible],920,000
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 15,716

7 - ELECTRIC METERS: Residence 10,206

8 - GAS METERS: Residence 8,228

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Colo. State Prison 500 ($195); Light Mfg. 1,000 ($170).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 57-87; Fall 31-61; Winter 25-54.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on 3 sts.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Grocery, 2 discount & 5 drug.
Stores Open Sundays-Grocery & 4 drug & 2 discount.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Eisenhowers.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Alco.
Chain Drug Stores-Palace Drug; Rexall.
Chain Supermarkets-7-Eleven Store; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik [illegible]ay 6; City Market.
Other Chain Stores-Coast-to-Coast; Sears; Montgomery Ward; Checker Automotive.

14 - NEWSPAPERS: RECORD (e-mon to fri) 7,912; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jay Frizzo, Adv. Dir., RECORD, 523 Main St., Canon City, CO 81212; Tel. (303) 275-4121.
National Representative: Branham.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs SMSA). E&P Map C-2, County Seat, 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, cultural and educational center. 5 colleges. U.S. Air Force Academy. Also, HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command, Fort Carson. On State Hwys. 115 & 83; I-25; U.S. Hwys. 85, 37, 24.

2 - TRANSPORTATION: Railroads-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-TWA; Frontier; Rocky Mountain; Pioneer; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 215,150; Loc. Est. 217,790
PMA-ABC: (70) 239,288; (82) 335,200
County 80 Cen. 309,424; Loc. Est. 313,221
SMSA 80 Cen. 317,458; Loc. Est. 322,942
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,241; Loc. Est. 84,441
County 80 Cen. 107,791; Loc. Est. 112,454
SMSA 80 Cen. 110,673; Loc. Est. 116,007
PMA-ABC: (70) 68,708; (82) 113,000

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	23	$895,268,000
Savings & Loan	10	(incl. above)

6 - PASSENGER AUTOS: County 182,554

7 - ELECTRIC METERS: 101,975

8 - GAS METERS: 82,407

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Military 30,279 ($295); Whol. & Ret. 24,950 ($310); Service Industries 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2. Last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered, flouridated.

12 - RETAILING: **Downtown Shopping Centers**-8 blocks on East Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.
Neighborhood Shopping Centers-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak. Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers, Circle at Airport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(100)	4	Penney, The Denver
Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Audobon Gdns.	2	Cost Plus
Venetian Vlg.(15)	3	Albertson's
Security(30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon(24)	4	No Frills
Chapel Hills	9	Sears, K mart
Circle Fair	3	Albertson's
Pioneer Plaza(60)	2	Woolco
Fountain Vly.(13)	8	Safeway
Broadmarket(35)	2	Safeway
Widefield Mall	8	Safeway
Rustic Hills	4	Hatch's
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears
Mall of the Bluffs(62)	7	Alco
Academy Mart(15)	4	Target
Central Bank Plz(17)	3	Wards
Chase Stone	0	May, D&F
N. Circle Plz.(20)	3	Cloth World
Uintah Gardens	3	King Soopers

Also Knob Hill; Circle Drive; Woolmoor; K mart Plaza; Woolco Plaza; County Club; Maizeland Moors Ranch Center; Woodland Park; Corners.
Principal Shopping Days-Department stores Mon., Thurs., Fri. & Sat. Food stores Wed., Fri., Sat. & Sun.
Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores-Hibbard; Perkins-Shearer; May D&F; Sears; J.C. Penney; Montgomery Ward; Fashion Bar; The Denver; Odds & Ends; Alco; K mart; H.G. Wilson; Labelle's; Target; Woolco; Yellow Front; H.J. Wilson's.
Discount Stores-K mart 5; Woolco 4; Target 2; Alco 2.
Variety Stores-Woolworths; Duckwall's.
Chain Drug Stores-Walgreen's 5; Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers.
Chain Supermarkets-Safeway 9; Albertson's 5; City Supers; King's 7; Simm's; 7-Eleven; Kwik Way.
Other Chain Stores-Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich; Pittsburgh Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes, Kinney; Kwal Paint; Mary Carter; Helzberg Jewelers; Edison Bro.; Eakers; Dave Cook; Downings; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Walden Books; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zales; Zerbes; Sutherland Lumber; Weberg's; Handy Dan; Pay 'n Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Payless Cashways; Park Lane; Merle Norman; K-G Men's; National Shirt; Docktor Pet; Royal Optical; B. Dalton; Bohm Allen; Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m) 34,897; (e) 47,416; Comb. (m&e) 82,313; (m-sat) 81,219; (S) 87,129; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tim D. Holden, Adv. Mgr., GAZETTE TELEGRAPH 30 S. Prospect, Colorado Springs, CO 80906. Tel. (303) 636-0331.
National Representative: CWO&O.
THE SUN (m-mon to fri) 33,137; (m-sat) 32,968; (S) 34,664; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Thompson, Adv. Dir., THE SUN, PO Box 130, Colorado Springs, CO 80901; Tel. (303) 633-3861.
National Representative: Sawyer-Ferguson-Walker.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1, County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Western (freight).
Motor Freight Carriers-Edson Express.
Intercity Bus Lines-Continental Trailways (Freight & Passengers), Wilderness Transit.
Airlines-Colorado Air Freight Express (twice dailyfreight and passengers); charter flights.

3 - POPULATION:
Corp. City 80 Cen. 8,133; Loc. Est. 13,400
County 80 Cen. 13,133; Loc. Est. 14,900

4 - HOUSEHOLDS:
City 80 Cen. 2,947; Loc. Est. 4,971
County 80 Cen. 4,578; Loc. Est. 5,399

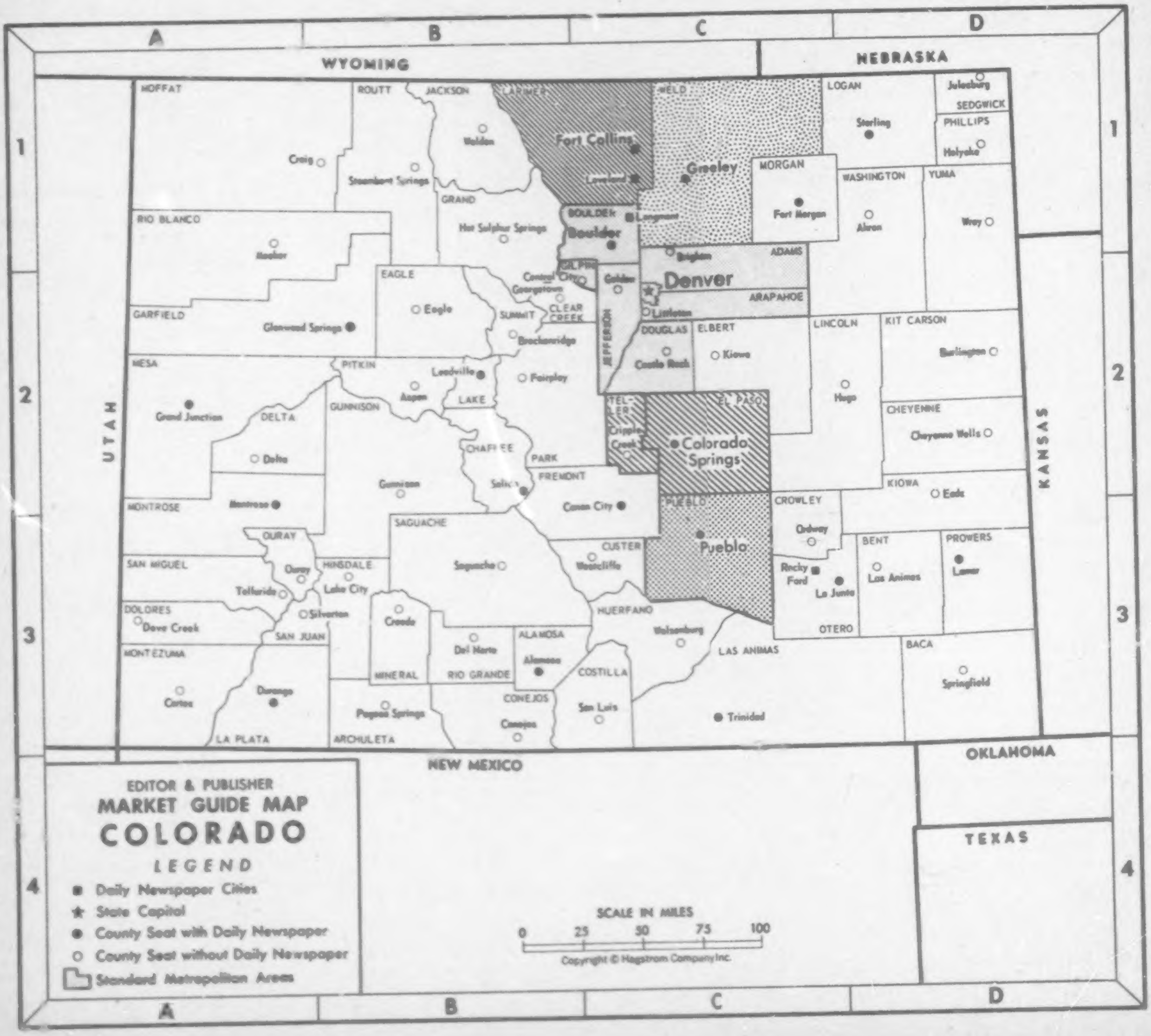
5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	1-$15,200,000; 1-N.A.
Savings & Loan	2	N.A.
Savings	2	1-$2,750,000; 1-N.A.

6 - PASSENGER AUTOS: County 6,862

7 - ELECTRIC METERS: Residence & Comm. 6,291

8 - GAS METERS: Residence & Comm. 3,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Warehouse 7; Wheat Storage 16; Meat Packing 29; Construction 312; Heavy Machinery 221;


A
B
C
D
1
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WYOMING
NEBRASKA
UTAH
KANSAS
OKLAHOMA
TEXAS
NEW MEXICO
MOFFAT
ROUTT
JACKSON
LARIMER
WELD
LOGAN
SEDGWICK
PHILLIPS
MORGAN
WASHINGTON
YUMA
RIO BLANCO
GRAND
BOULDER
GILPIN
ADAMS
EAGLE
GARFIELD
SUMMIT
CLEAR CREEK
JEFFERSON
ARAPAHOE
DOUGLAS
ELBERT
LINCOLN
KIT CARSON
MESA
PITKIN
LAKE
DELTA
GUNNISON
TELLER
EL PASO
CHEYENNE
CHAFFEE
PARK
FREMONT
KIOWA
MONTROSE
SAGUACHE
PUEBLO
CROWLEY
OURAY
CUSTER
BENT
PROWERS
SAN MIGUEL
HINSDALE
OTERO
DOLORES
SAN JUAN
HUERFANO
MONTEZUMA
MINERAL
RIO GRANDE
ALAMOSA
COSTILLA
LAS ANIMAS
BACA
LA PLATA
ARCHULETA
CONEJOS
Craig
Steamboat Springs
Walden
Fort Collins
Loveland
Greeley
Sterling
Julesburg
Holyoke
Fort Morgan
Akron
Wray
Meeker
Hot Sulphur Springs
Boulder
Longmont
Brighton
Central City
Georgetown
Golden
Denver
Littleton
Eagle
Glenwood Springs
Breckenridge
Castle Rock
Kiowa
Burlington
Grand Junction
Aspen
Leadville
Fairplay
Hugo
Cripple Creek
Colorado Springs
Cheyenne Wells
Delta
Gunnison
Salida
Canon City
Eads
Montrose
Saguache
Westcliffe
Pueblo
Ordway
Ouray
Lake City
Telluride
Silverton
Rocky Ford
La Junta
Las Animas
Lamar
Dove Creek
Creede
Del Norte
Alamosa
Walsenburg
Springfield
Cortez
Durango
Pagosa Springs
Conejos
San Luis
Trinidad
EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
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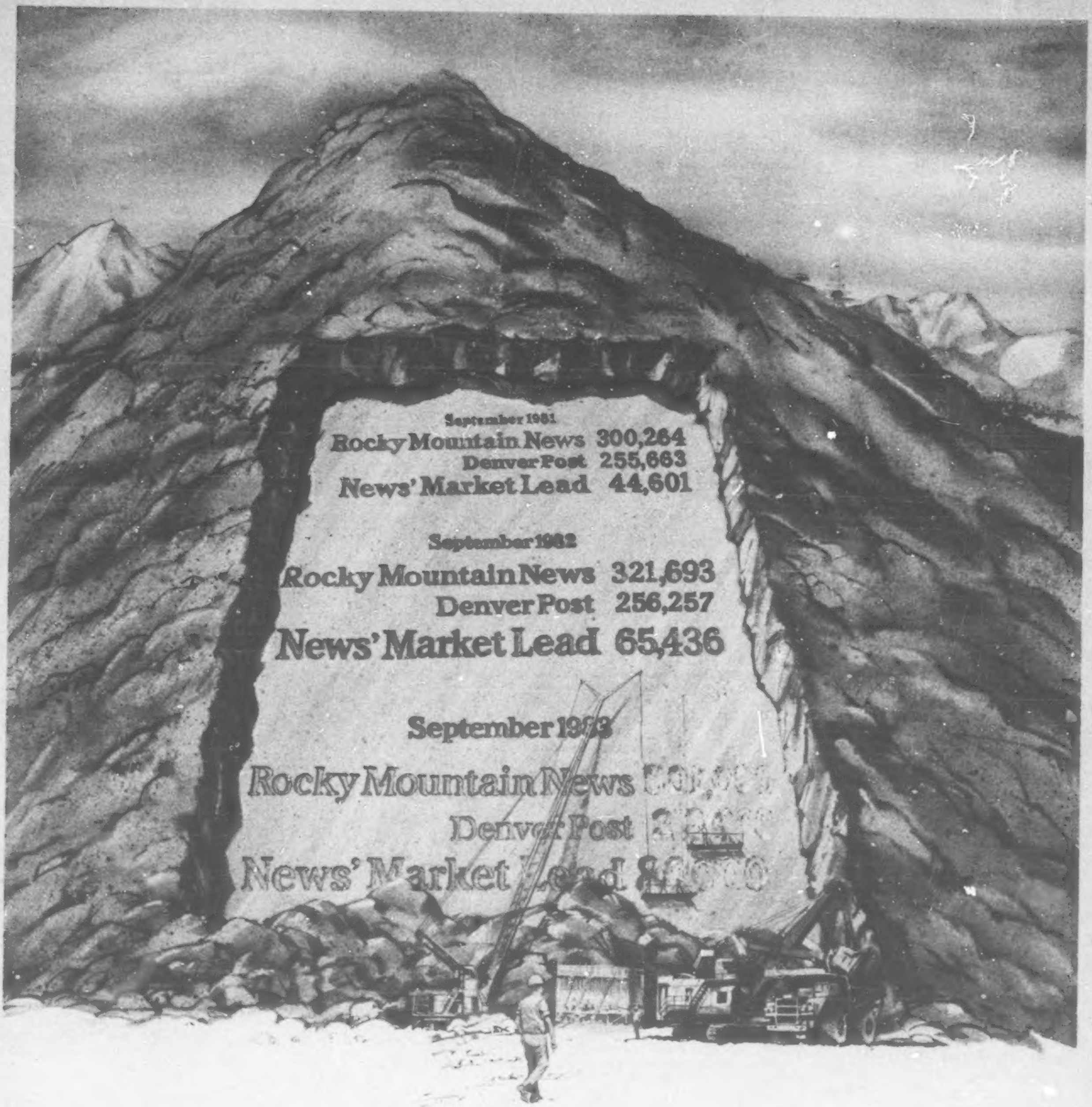
September 1981
Rocky Mountain News 300,264
Denver Post 255,663
News' Market Lead 44,601
September 1982
Rocky Mountain News 321,693
Denver Post 256,257
News' Market Lead 65,436
September 1983
Rocky Mountain News
Denver Post
News' Market Lead

King of the Mountains

Denver's #1 Daily Continues Its Reign

One full year of head-to-head morning competition ended September 30th in Denver. The stone-cold facts from ABC: The dynamic growth of the Rocky Mountain News continues at an even greater pace, in both circulation* and advertising linage. Rhetoric of the also-ran notwithstanding, advertisers placed nearly 6,000,000** more full-run lines in the News this year than the other paper. Like we said, the competition ended September 30, 1982.

*ABC FAS FAX 9/30/82 **Media Records 9/30/82

Denver's Extraordinary Morning Newspaper

Rocky Mountain News

A Scripps-Howard Newspaper. Represented nationally by Story & Kelly-Smith, Inc.
ATLANTA • NEW YORK • BOSTON • SAN FRANCISCO • CHICAGO • DALLAS • LOS ANGELES • PHILADELPHIA • DETROIT

Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

10 - CLIMATE: Temp.-Annual average daily high 62.1; Annual average daily min. 44.3; Record high 100; Record low 45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

12 - RETAILING:Principal Shopping Center 9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Mall	2	Norm's Sound
Centennial Mall	4	Anthony's, Eakers, Wards, Safeway

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Centennial Mall: Mon.-Sat. until 8:00.
Stores Open Sundays-Centennial Mall: 10:00-6:00.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; C.R. Anthony's; Golden Rule; Eakers.
Chain Supermarkets-Safeway; City Market.
Other Chain Stores-J.W. Brown Tires; Sathers Jewelry; Goodrich; Firestone; Bumper-to-Bumper; Sears; Wards; 7-Eleven; Circle K; Holiday Inn; Best Western; Burger King; Kentucky Fried Chicken; McDonald's Family Restaurant.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 3,985; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, PO Box 5, Craig, CO 81[illegible]26; Tel. (303) 824-7031.
National Representative: Branham.

DENVER

1 - LOCATION: Co-extensive with Denver County, (Denver-Boulder SMSA). E&P Map C-2. On virtually level terrain one mile above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads-Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Colorado & Southern; Amtrak.
Motor Freight Carriers-96.
Intercity Bus Lines-Greyhound; Continental Trailways; Gray Line.
Airlines-Continental; Delta; Frontier; United; Western; TWA; Ozark; Texas International; Aspen Airways; Mexicana; Rocky Mountain Airways; Air Midwest; Eastern; Piedmont; Republic; American; U.S. Air; Wien.

3 - POPULATION:
Corp. CityCounty 80 Cen. 491,396; Loc. Est. 496,712
CZ-ABC: (70) 1,044,931; (82) 1,390,800
Bal. in PMA-ABC: (70) 407,073 (82) 667,600
Total PMA-ABC: (70) 1,452,004 (82) 2,058,400
SMSA 80 Cen. 1,619,921; Loc. Est. 1,717,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
CityCounty 80 Cen. 211,220; Loc. Est. 220,064
CZ-ABC: (70) 336,651; (82) 508,500
Bal. in PMA-ABC: (70) 124,582; (82) 239,100
Total PMA-ABC: (70) 461,233; (82) 747,600
SMSA 80 Cen. 609,005; Loc. Est. 664,050

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	15	$6,278,100,000
Commercial (SMSA)	100	$7,996,600,000

6 - PASSENGER AUTOS: County 305,158

7 - ELECTRIC METERS: All Classes SMSA 666,251

8 - GAS METERS: All Classes SMSA 525,514

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 44,400 ($485); Manufacturing 128,100 ($332); Nondurable Goods 49,300 ($333); Durable Goods 78,800 ($330).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-[illegible]0; Summer 51-92; Fall 18-68; Winter 13-59. First killing frost, Oct. 22. Last killing frost, May 6.

11 - TAP WATER: Alkaline, 53% of supply hard, 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

12 - RETAILING:Principal Shopping Area-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.
Neighborhood Shopping Areas-W. Alameda & S. Sheridan; W. 20 & Youngfield; 3400 Youngfield; 3100 S. Sheridan: 795 S. Colo. Blvd.; 6500 S. Bdwy.; 5050 S. Federal; W. 48 & Pecos; E. 3rd Ave. & Hudson; 3300 Dahlia: 3575 S. Logan; 3300 S. Bdwy.; E. Hampden & S. Fairfax; E. 22nd Ave. & Kearney; W. Colfax & Carr; 600 S. Holly; E. 14th Ave. & Kearney; W. 6th & Garrison; 601 S. Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E. 23rd & Oneida; E. 33rd & Holly; W. 72nd & Pecos; W. 38th & Ames; 9000 N. Wash.; E. Fla. & Holly; W. 38th & Wadsworth; W. Littleton Blvd. & S. Windermere; 7200 W. Alameda; S. Colorado Blvd. & Yale; 5801 W. 44th Ave.; 10405 W. Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W. Miss. & Quivas; 6455 W. Colfax; So. Fed. & W. Evans; 2200 W. Alameda.

Nearby Shopping Centers (Number of Stores): Alameda & Garrison, 9200 W. Alameda Ave. (7); Applewood Village, 3320 Youngfield St. (41); Arapahoe, 5100 S. Lowell Blvd. (9); Arvada Plz., 58th & Independence St. (63); Arvada Sq., 9215-9491 Ralston Rd. (21); Athmar Park, 1900 W. Mississippi Ave. (14); Aurora Mall, I-225 & Alameda Ave. (140); Aurora Plz., 600 Peoria St. (10); Avondale Village, 3200 W. Colfax Ave. (13); Base-Mar, Baseline Rd. & Broadway, Boulder (29); Bear Valley, 3100 S. Sheridan Blvd. (50); Berkeley Village, 5400 Sheridan Blvd. (18); Boulevard Shops, 8113 West 94th Ave. (16); Brentwood, 1900-[illegible]000 S. Federal Blvd. (34); Broadridge Plz., 6900 South Broadway (24); Broadway Estates, 6512-60 S. Broadway (13); Brookridge, 5102-5198 S. Broadway (34); Buckingham Sq., 1306 S. Havana St. (110); Buckingham Village, 1535-155[illegible] S. Havana (30); Centennial Sq., West Belleview & Bryant (26); Cherry Creek, 1st Ave. & University Blvd. (51); Cinderella City, 701 W. Hampden Ave. (200); Colfax-Kipling, 9797 W. Colfax Ave. (30); Country Club, 1862 S. Wadsworth (9); Crossroads Mall, 1600 28th St., Boulder (50); Denver Sq., 555 17th St. (15); Dry Creek, 3575 S. Logan (11); Eastwood Village, 3140 S. Parker Rd. (15); Englewood Plz., 3315-65 S. Broadway (19); Foothills, 13019-13111 W. Alameda (14); 43rd & Lowell, 4357 Lowell Blvd. (4); Garland, N. Washington & Garland Sts. (15); Goldsmith Center, 8000 E. Quincy Ave. (23); Green Mountain Plz., 12270 W. Alameda Pkwy (14); Greenbrier Plz., W. 72nd & Pecos (21); Gunbarrel, 6560-70 Lookout Rd., Boulder (7); Hampden & Shoshone, 1860-1894 W. Hamilton Pl. (9); Hampden Arbor, 7625 W. Hampden Ave. (15); Happy Canyon, 5000 E. Hampden (22); Hoffman Heights, 6th Ave. & Peoria St. (36); Iliff Village Center, 2295 S. Chambers Rd. (13); J.C.R.S., W. Colfax & Pierce St. (21); Jersey Shoppette, E. 9th & Jersey St. (9); Jewell Plz., 10815 W. Jewell (13); Jewell Sq., 7777 W. Jewell Ave. (17); King Crest, 66th and Wadsworth (11); King Soopers, 80th & Wadsworth (31); King Soopers, 1410 S. Sheridan Blvd. (8); King Soopers, Arapahoe & S. Glencoe (27); King Soopers, 100 W. Littleton (9); King Soopers, Alameda & Union Blvd. (28); King Soopers, Leetsdale & Monaco (14); King Soopers, Mississippi at Havana Ave. (26); King Soopers, 84th & Pecos St. (19); Kipling Square, 4550 S. Kipling (14); Lake Arbor Center, W. 80th Ave. & Wadsworth Blvd. (17); Lakeside Mall, 5801 W. 44th Ave. (60); Larimer Sq., 1463 Larimer (44); Levitz House & Home Center, 4401 S. Tamarac St. (8); Lochwood, W. Florida at Kipling; Malley Heights, Malley Dr. at N. Washington (25); Marketplace Center, Parker Rd. & E. Dartmouth Ave. (40); Mayfair North, 6201-45 E. 14th Ave. (10); Meadowlark, W. 6th & Garrison St. (17); Mission Viejo, E. Hampden Ave. & Chambers Rd. (19); Monaco Sq., 900 S. Monaco (13); Montbello Plz., 4690 Peoria St. (10); North Valley, 84th Ave. & I-25 (94); Northglenn Mall, 104 Ave. & I-25 (96); Old South Gaylord St. Shops, 1000 S. Gaylord St. (54); Oneida Park, E. 23rd Ave. & Oneida St. (16); Oneida Sq., Leetsdale & Oneida St. (11); Orchard Plz., 5910 S. University (20); Palmer Gardens, N.E. Corner 30th & Walnut St., Boulder (21); Paramount Heights, W. 26th & Kipling St. (10); Parker Station, 3124 S. Parker Rd. (6); Pheasant Grove, W. 120th & Pierce St. (40); Regal Shoppes, 1440-1490 S. Colorado Blvd. (10); Regatta Plz., S. Parker Rd. at Peoria (22); Sakura Sq., Lawrence to Larimer on 19th St. (12); Sheridan Acres, 6400 Sheridan Blvd. (16); Smoky Hill, 15725 Smoky Hill Rd. (6); Southglenn, E. Arapahoe Rd. & S. University Blvd. (116); Southwest Plz., S. Wadsworth & W. Bowles (220); Standley Lakes Plz., 8711 Wadsworth Blvd. (19); Stockade Shops, 2648 S. Parker Rd. (11); Summit Sq., 84th & Federal (23); Table Mesa, 600 S. Broadway, Boulder (31); Thornton Center, 88th & N. Washington (45); Thunderbird Sq., 4700-44 Baseline Rd., Boulder (8); University Hills Mall, 2700 S. Colorado Blvd. (50); University Hills Plz., 2500 S. Colorado Blvd. (29); University Hills South, 2800 S. Colorado Blvd. (17); Villa Center, S. of Valmont on 28th St., Boulder (14); Villa Italia, 7200 W. Alameda Ave. (133); The Village, 2525 Arapahoe Ave., Boulder (42); Virginia Shops, 1507-11 S. Holly St. (6); Wadsworth Arbor Shoppette, 8410 Wadsworth Blvd. (9); Wadsworth Arbor II, 8700 Wadsworth Blvd. (4); Welshire Plz., 2300 S. Colorado Blvd. (24); West Park Village, W. Evans & Clay St. (18); Westland Center, 10405 W. Colfax Ave. (42); Westminster Mall, Boulder Turnpike & Sheridan at 88th (57); Westminster Plz., 7301 N. Federal Blvd. (42); Wheat Ridge Park 'n Shop, 38th & Wadsworth Blvd. (15); Williams Village, 30th & Baseline Rd., Boulder (15); Willow Springs II, N.W. Corner 28th & Iris St., Boulder (6); Woodglen Shoppette, 3901 E. 112th Ave. (9); York Plz., 2401 E. 88th Ave. (5).
Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Evenings-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. thru Fri. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-The Denver; Joslins; May-D&F; Montgomery Ward; J.C. Penney; Sears.
Men's and Women's Clothing Stores-Amters; Aspen Leaf; Clint Fabions; Cottrell's; Eakers; Fashion Bar; Grassfield Gano Downs; Howells; Joseph Magnin; KG Mens Store; Ladybee Fashions; Lane Bryant; Margo's; McDonalds Clothing; Mens Fashion Warehouse; Miller Stockman; Montaldos; Neusteters; Perkins Shearer; PMM Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center.
Discount Stores-Target; K mart; Woolco; LaBelle's; O. G. Wilson; J Branham.
Variety Stores-Woolworth; White; Duckwall; TG&Y.
Chain Drug Stores-Walgreen 15; Skaggs 19; King Soopers 36; Merit 3; Econo 3; K mart 3.
Chain Supermarkets-Safeway 53; Albertsons 18; Friendly Cash & Carry 5; Assoc. Food Markets 6; TJ's Foods 2; King Soopers 42; Super Foods 13; Shoppin' Bag 3.
Cooperative-Buying Groups-Associated Grocers of Colorado 430.

14 - NEWSPAPERS: POST (m) 258,376; (S) 356,372; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Lucas, Gen Adv. Mgr., POST, PO Box 1709, Denver, CO 80201; Tel (303) 820-1420.
National Representative: Sawyer-Ferguson-Walker.
ROCKY MOUNTAIN NEWS (m) 312,873; (S) 335,665; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Henry A. Howe, Jr., Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, PO Box 719, Denver, CO 80201; Tel (303) 892-5151.
National Representative: Story & Kelly-Smith.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: Railroads-Durango-Silverton narrow gauge.
Motor Freight Carriers-3.
Bus Lines-Continental Trailways.
Airlines-Frontier; Sun West.

3 - POPULATION:
Corp. City 80 Cen. 11,426; Loc. Est. 11,712
County 80 Cen. 27,424; Loc. Est. 29,649

4 - HOUSEHOLDS:
City 80 Cen. 4,120; Loc. Est. 3,680
County 80 Cen. 9,746; Loc. Est. 10,863

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$161,574,000
Savings	1	Incl. above.
Savings & Loan	2	Incl. above.

6 - PASSENGER AUTOS: County 14,904

7 - ELECTRIC METERS: Residence 6,542

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber Processing 125; Iron and Sheet Metal 13 ; Oil & Natural Gas 150; Bottling Plants 70.
Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.
Neighborhood Shopping Center-In Animas City (North Main Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.(9)	NA	
Town Plz.(16)	NA	Ward's, Safeway

Principal Shopping Days-Mon., Thu., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: Department Stores-Graden Mercantile; J.C. Penney; Montgomery Ward; Sears (catalog); TG&Y Family Center.
Discount Stores-Gibson's; Yellow Front.
Variety Stores-Woolworths.
Chain Drug Stores-Basin Rexall; Professional; Plaza.
Chain Supermarkets-Safeway; Sure Value 2; City 2; Peoples 2.
Other Chain Stores-Sweetbriar; Mode O'Day.

14 - NEWSPAPERS: HERALD (e-mon. to fri.) 6,324; (S) 7,877; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Don Schlichting, Assoc. Pub., HERALD, 1275 Main Ave., Durango, CO 81301; Tel. (303) 247-3504.
National Representative: Branham.

FORT COLLINS

1 - LOCATION: Larimer County, (SMSA). E&P Map C-1, County Seat. Colorado State University (20,000); tourist gateway. 65 mi. N of Denver, 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632; Loc. Est. 69,758
CZ-ABC: (70) 43,337; (82) 71,800
RTZ-ABC: (70) 16,826; (82) 30,800
CountySMSA 80 Cen. 149,184; Loc. Est. 163,772
City & RTZ-ABC: (70) 60,163; (82) 102,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320; Loc. Est. 24,381
County 80 Cen. 54,086; Loc. Est. 61,342
CZ-ABC: (70) 13,106; (82) 25,600
RTZ-ABC: (70) 5,157; (82) 11,100
City & RTZ-ABC: (70) 18,263; (82) 36,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	7	$332,000,000
Savings & Loan	7	N.A.
Industrials	4	N.A.

6 - PASSENGER AUTOS: County 88,101

7 - ELECTRIC METERS: CityCounty Residence 63,483

8 - GAS METERS: County Residence 41,392

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machine Parts 760 ($250); Welders 160 ($270); Plastics 380 ($228); Concrete Pdts. 250($270); 96 Manufacturing industries employ 4,725.
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-82; Fall 22-52; Winter 13-42. First killing frost, Sept. 8. Last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-Foothills Fashion Mall, Foothills Square; University Mall; K mart Plaza.
Neighborhood Shopping Centers-Laurel and College; College and Prospect; North College, 700-1100 blocks; West Elizabeth and Shields; South College, 2000-6500 blocks; South College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus West(33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall(50)	3	May D&E, Safeway, Denver Dept., Sears, J.C. Penney, Skaggs
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall(25)	1	King Sooper, Mont. Ward, Walgreen's, Eaker's
K mart Plaza	1 1/2	K mart

Principal Shopping Days-Thurs., Fri., Sat., Sun., Wed.
Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Penney; Sears; The Denver; May D&F; Eakers; Fashion Bar.
Variety Stores-Woolworth.
Discount Stores-K mart; Target LaBelle's.
Chain Drug Stores-Walgreen 2; Rexall; Skaggs; Merit.
Chain Supermarkets-Safeway 2; Toddy's Markets; King Soopers 2; Steele's 2; Beaver 3, Albertson's.

14 - NEWSPAPERS: COLORADOAN (e-mon to fri) 18,181; (S) 20,711; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joelene S. Carson, Adv. Dir., COLORADOAN, 1212 Riverside Ave., Fort Collins, CO 80824; Tel. (303) 493-6397.
National Representative: Gannett.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1. 80 mi. NE Denver on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: Railroads-Burlington; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,768; Loc. Est. 9,249
County 80 Cen. 22,513; Loc. Est. 23,579
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366; Loc. Est. 3,458
County 80 Cen. 7,981; Loc. Est. 8,624

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$85,201,000
Savings & Loan	4	$55,071,047

6 - PASSENGER AUTOS: County 12,900

7 - ELECTRIC METERS: Residence 4,179

8 - GAS METERS: Residence 3,186

9 - PRINCIPAL INDUSTRIES: Sugar; Tools; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes.

10 - CLIMATE: First killing frost, Oct. 18. Last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 13 on Platte Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E. Railroad Ave.(10)	NA	Big T Mkt.

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; A. G. Eaker.
Discount Stores-Alco; Gibson; K mart.
Chain Drug Stores-Walgreen; Macy's; Rexall.
Chain Supermarkets-Johnson's Super; Green Acres AG Mkt.; Big T Super; Edwards Mkt.; Safeway Stores, Inc.
Other Chain Stores-Coast-to-Coast; Brown's Shoe Fit; Conrads'.

14 - NEWSPAPERS: TIMES (e) 6,257; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, 329 Main St., Fort Morgan, CO 80701; Tel. (303) 867-5651.
National Representative: Branham.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2, County Seat. Agricultural, logging, resort area. 75 mi. NE of Grand Junction. On State Hwy. 82, 133; U.S. Hwy. 6, 24; I-70.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Glenwood-Aspen Stages; Mid-Continental Coaches; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637; Loc. Est. N.A.
County 80 Cen. 22,514; Loc. Est. 25,279

4 - HOUSEHOLDS:
City 80 Cen. 1,930; Loc. Est. N.A.
County 80 Cen. 8,131; Loc. Est. 9,450

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$102,000,000

6 - PASSENGER AUTOS: County 16,303

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Logging; Resort (Hot Springs); Mining (coal).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Neighborhood Shopping Centers-City Market Plaza; Van Rand Center.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 5,092; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Paul A. Smardo, Adv. Mgr., GLENWOOD POST, 201 Eighth St., Glenwood Springs, CO 81610; Tel. (303) 945-8515.
National Representative: Branham.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, wholesale & retail, mining, industrial, recreation center. 250 mi. from Denver; 300 mi. from Salt Lake City.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental.
Airlines-Frontier; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 28,144; Loc. Est. 30,604
County 80 Cen. 81,530; Loc. Est. 89,775
CZ-ABC: (70)47,203; (82) 75,900
Bal. in PMA-ABC: (70)55,644; (82) 84,500
Total PMA-ABC: (70)102,847; (81) 160,400
Bal. in RTZ-ABC: (70) 15,025; (82) 20,700
Total PMA & RTZ-ABC: (70) 117,872; (82) 181,100

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766; Loc. Est. 13,004
County 80 Cen. 29,668; Loc. Est. 33,729
CZ-ABC: (70)15,474; (82) 29,100
Bal. in PMA: (70)17,999; (82) 32,000
Total PMA-ABC: (70)33,473; (82) 61,100
Bal. in RTZ-ABC: (70) 15,025; (82) 20,700
Total PMA & RTZ-ABC: (70) 37,987; (82) 68,400

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	4	$280,033,554
Commercial	7	$303,702,867

6 - PASSENGER AUTOS: County 49,540

7 - ELECTRIC METERS: 32,096

8 - GAS METERS: 24,858

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Public Utilities 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; Teller Arms, North Ave. and 23rd; Brach's Village; Albertson's, 12th and Orchard (43 stores); Eastgate; K mart Plaza; Mesa Mall, Hwys. 6 & 50 (80 stores); Coronado Plaza (18 stores); Monument Village (15 stores).
Neighborhood Shopping Centers-2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Teller Arms(23)	3	Tempo, Safeway
North 7th St.	2	Gibson Phcy., Mesa Phcy.
North Ave.	1	City Mkt., Woolco, K mart, Gibson
Grand Ave.	NA	Grand Ave. City Mkt.
Orchard Mesa	NA	7-Eleven, Safeway
Pioneer Village(6)	2	Brach's Mkt., Western Auto

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings and Sundays-Grocery, drug, shopping center, discount stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Keith O'Brien; Bullock's; Sears.
Variety Stores-Woolworth; Western Auto.
Discount Stores-Gibson's; Surplus City; Tempo; K mart; Woolco.
Chain Drug Stores-Mesa 3; Walgreen 3; Campus Rexall 2; Skagg's Walker 2; Gibson's 2.
Chain Supermarkets-Safeway 4; City Market 5; Thriftway 2; Waddel's; Albertson's.
Other Chain Stores-Singer Co.; Fashion Bar; Sweetbriar; Mode O'Day; Pay'n Pak; Radio Shack; Nautilus; Baskin Robbins; Wendys; McDonalds.

14 - NEWSPAPERS: SENTINEL (e) 32,785; (S) 36,103; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ralph R. Powers, Adv. Sales Mgr., SENTINEL, 730 S. 7th St., Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative: Branham.

GREELEY

1 - LOCATION: Weld County, (SMSA). E&P Map C-1, County Seat. NE part of state, midway between the capital cities of Colorado and Wyoming, 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado & Southern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 53,006; Loc. Est. 56,397
CZ-ABC: (70) 38,902; (82) 59,700
RTZ-ABC: (70) 50,395; (82) 71,000
County/SMSA 80 Cen. 123,438; Loc. Est. 181,686
City & RTZ-ABC: (70) 89,297; (82) 130,700

4 - HOUSEHOLDS:
City 80 Cen. 19,351; Loc. Est. 20,912
County/SMSA 80 Cen. 47,002
CZ-ABC: (70) 11,858; (82) 21,300
RTZ-ABC: (70) 14,806; (82) 24,300
City & RTZ-ABC: (70) 26,664; (82) 45,600

5 - BANKS:	NUMBER	EST. DEP.
Industrial	2	N.A.
Savings & Loan	4	$111,000,000
Commercial	7	$417,726,000

6 - PASSENGER AUTOS: County 66,357

7 - ELECTRIC METERS: Residence 21,500

8 - GAS METERS: Residence 19,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar Ref. 100 (N.A.); Food Proc. 100 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 120 (N.A.); Packing Plant 540 ($180).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greeley Mall(90)	NA	Montgomery Ward, Joslins, Safeway, Zales
Hillside Center(14)	NA	Leather Bench
Hillside Mall(24)	NA	Woolco, King Soopers
Wilshire(7)	NA	Eaker's

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eve's.

13 - RETAIL OUTLETS: Department Stores-Joslin's; J.C. Penney; Montgomery Ward; Denver Dry Goods; Eaker's; J.Y. Smith; Big R; McDonalds.
Discount Stores-K mart; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-Merit 4; Skagg's 2.
Chain Supermarkets-Safeway 2; King Soopers; Toddy's; Shopping Bag; Johannsens; Grocery Warehouse.
Other Chain Stores-Auto Supplies: K mart, Sears; Dairies: Meadow Gold, Carlson-Frink; Finance Companies: Dial, General, Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins, Dairy Queen; Jewelry: Grayheal, Weiss, Zale; Men's Wear: Otis Bros., Mike's, Gregory's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Kemac, Cooks; Sewing Centers: Viking, Bernina, Necchi-Elna, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Foot-So-Port, Red Wing, Pay Less, Fashion Bar Shoe, Karls; Women's Apparel: Fashion Bar, Mode O'Day.

14 - NEWSPAPERS: TRIBUNE & REPUBLICAN (e) 22,223; (S) 21,928; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Loren C. Abbott, Mktg. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631; Tel. (303) 352-0211.
National Representative: NASCO.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 6, 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713; Loc. Est. 7,876
County 80 Cen. 13,070; Loc. Est. 13,322
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,842; Loc. Est. 2,914
County 80 Cen. 4,658; Loc. Est. 4,932

5 - BANKS: 2 Sav. & Loan; Dep. $129,422,054

6 - PASSENGER AUTOS: County 7,090

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bus Manufacturing 400; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-10 blocks Main St.; 20 stores on adjacent streets; Orchard Plaza Shopping center, 9 outlets; Village Shopping Center, 10 outlets; K mart shopping center, 6 outlets.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Eisenhauer's; Montgomery Ward (catalog); Montgomery Ward; TBA; Sears (catalog); Big R; Farm and Ranch General Store.
Variety Stores-Duckwall.
Discount Stores-Gibson; K mart.
Chain Drug-Geddy's; Coles; Gibson's Phcy.; Corner Phcy.; Jim's Phcy.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Wharehouse Foods.
Other Chain Stores-Sweetbriar's; Conrad's; Mademoiselle; The Pizza Hut; Kentucky Fried Chicken; Sonic Drive-In; Burger King.

14 - NEWSPAPERS: TRI-STATE NEWS (e-mon to fri) 3,398; sworn March 31, 1982.
Local Contact for Advertising and Merchandising Data: Ted Seart, Adv. Dir., TRI-STATE NEWS, 310 S. 5th, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative: Branham.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County Seat.

2 - TRANSPORTATION: Railroads-Atchison, Topeka and Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,338; Loc. Est. 8,361
County 80 Cen. 22,567; Loc. Est. 22,123

4 - HOUSEHOLDS:
City 80 Cen. 3,007; Loc. Est. 3,016
County 80 Cen. 7,937; Loc. Est. 7,974

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$41,572,000
Savings & Loan	2	$200,000,000
Industrial	1	$3,249,625

6 - PASSENGER AUTOS: County 11,469

7 - ELECTRIC METERS: Residence 3,566

8 - GAS METERS: Residence 4,003

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-RR Shops 580; Food Prods. 375; Radar 200; Brass Mfg. 92.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-50; Summer 60-77; Fall 41-57; Winter 19-35. First killing frost, Oct. 8. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Sat.; Food Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Gambles; Sears; Coast-to-Coast.
Variety Stores-Woolworth.
Discount Stores-Gibson's; TG&Y.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e-mon to fri) 4,006; (m-sat) 4,062; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Spencer Bortis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (303) 384-4475.
National Representative: Branham.

LEADVILLE

1 - LOCATION: Lake County, E&P Map B-2, County Seat. Residential and industrial center. 121 mi. from Canon City, 162 mi. from Pueblo, 185 mi. from Grand Junction, 112 mi. from Denver. On U.S. Hwy. 24; State Hwy. 91.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande.
Motor Freight Carriers-Ephraim Frt.; Rio Grande Frt.
Intercity Bus Lines-Continental; Rio Grande.

3 - POPULATION:
Corp. City 80 Cen. 3,879; Loc. Est. 3,887
County 80 Cen. 8,830; Loc. Est. 9,264

4 - HOUSEHOLDS:
City 80 Cen. 1,437; Loc. Est. 1,329
County 80 Cen. 3,000; Loc. Est. 3,238

5 - BANKS:	NUMBER	EST. DEP.
Commercial	1	$30,000,000

6 - PASSENGER AUTOS: County 4,926

7 - ELECTRIC METERS: Residence 3,480

8 - GAS METERS: Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Ore Mining 2,150 ($210); Smelting; Milling; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Sun.-Safeway; Super Foods; Skaggs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Crews-Beggs; Sears; Montgomery Ward.
Chain Supermarkets-Safeway; Super Foods 3; Mini-Mkt.; Skaggs; 7-Eleven.

14 - NEWSPAPERS: HERALD DEMOCRAT (e-mon to fri) 2,050; Publisher's statement Feb., 1982.
Local Contact for Advertising and Merchandising Data: F. R. Bochatey, Pub., HERALD-DEMOCRAT, Box 960, Leadville, CO 80461; Tel. (303) 486-0461.
National Representative: Branham.

LONGMONT

1 - LOCATION: Boulder County, (Denver-Boulder SMSA). E&P Map C-1. Residential, agriculture and industrial center 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287, 7 mi. W of I-25.

2 - TRANSPORTATION: Railroads-Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942; Loc. Est. 47,208
CZ-ABC: (70) 23,209; (82) 44,800
RTZ-ABC: (70) 27,173; (82) 47,000
SMSA 80 Cen. 1,619,921; Loc. Est. 1,717,599
County 80 Cen. 189,625; Loc. Est. 200,567
City & RTZ-ABC: (70) 50,382; (82) 91,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483; Loc. Est. 17,132
County 80 Cen. 68,964; Loc. Est. 75,250
SMSA 80 Cen. 609,005; Loc. Est. 664,050
CZ-ABC: (70) 7,557; (82) 17,100
RTZ-ABC: (70) 8,228; (82) 16,900
City & RTZ-ABC: (70) 15,785; (82) 34,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$156,314,000
Savings & Loan	6	$2,899,596,232

6 - PASSENGER AUTOS: County 123,842

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersOil & Air Filters 400; Turkey Process 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Storage Tech 2,000; Heavy Duty Tractors; 4-WD Acces. 100

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8. Last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears; TG&Y; Skaggs; Starrs.
Variety Stores-Howell's; K mart; Eakers.
Discount Stores-Bi-Rite; K mart.
Chain Drug Stores-Walgreen; Rexall; Sullivan's 4; Skagg's.
Chain Supermarkets-Safeway 3; Ideal; Albertson's; King Sooper; Shoppin' Bag.
Other Chain Stores-Firestone; M&O Tire; AB Tire City; Goodyear Service Store; Bob's Toy Chest; Shoe Fair; Pic-A-Dilly; Shoe Den; Zales.

14 - NEWSPAPERS: TIMES-CALL (e-mon to fri) 17,993; (sat;S) 18,609; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William L. Johnson, Vice Pres., TIMES-CALL, 717 4th Ave., Longmont, CO 80501; Tel. (303) 776-2244.
National Representative: Branham.

LOVELAND

1 - LOCATION: Larimer County, (In Fort Collins SMSA). E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 87, 287.

2 - TRANSPORTATION: Railroads-Colo. & Southern; Great Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 30,244; Loc. Est. 33,201
CZ-ABC: (70) 16,220; (82) 35,800
RTZ-ABC: (70) 21,246; (82) 29,600
City & RTZ-ABC: (70) 37,466; (82) 65,400
County/SMSA 80 Cen. 149,184; Loc. Est. 163,772

4 - HOUSEHOLDS:
City 80 Cen. 11,429; Loc. Est. 12,032
County/SMSA 80 Cen. 54,086; Loc. Est. 61,342
CZ-ABC: (70) 5,547; (82) 14,100
RTZ-ABC: (70) 6,705; (82) 11,100
City & RTZ-ABC: (70) 12,252; (82) 25,200

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	6	$100,000,000
Commercial	5	$117,743,427

6 - PASSENGER AUTOS: County 88,101

7 - ELECTRIC METERS: Residence 13,977

8 - GAS METERS: Residence 14,153

9 - PRINCIPAL INDUSTRIES: -(Number of Workers) Sugar; Potteries; Meat Packing; Furniture; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prod.; Shower Massagers; Water testing equipment.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orchard(23)	2	King Soopers, Eakers
Westlake	2	West Lake Mkt., Ben Franklin
Century Mall(25)	12	Wards, King's Sooper
K mart (Ft. Collins)(16)	11	K mart
K mart (Greeley)	20	K mart
Hillside (Greeley)(24)	20	Woolco, Kings Sooper
Foothills Mall	11	Sears, Skaggs, Safeway, JC Penney
Foothills Square	11	J. M. McDonald, Fashion Bar
Greeley Mall(90)	20	Josilin, Wards, Safeway, Sears, McDonald
Horizon Park	17	K mart, Skaggs, Eakers, King Sooper

Principal Shopping Days-Sat., Mon., Thu. Supermarkets open Sundays.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; J.M. McDonald; Whites; Sears.
Discount Stores-Alco; Loveland; K mart; Wheelers.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Dan-Y; Rexall; Draper; Walgreen; Loveland Drug.
Chain Supermarkets-Safeway; King Soopers; AG.
Other Chain Stores-Goodyear; Firestone; Hibbs Clothing; Kinney Shoes; Eakers; Westermann's; Furgeson Hdw. Center.

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 15,020; (sat; S) 15,258; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Weir, Adv. Dir., REPORTER-HERALD, 450 Cleveland, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Branham.

MONTROSE

1 - LOCATION: Montrose County, E&P Map A-2, County Seat. Agricultural center, 300 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50 and 550; State Hwy. 90.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Frontier; Aspen Airways.

3 - POPULATION:
Corp. City 80 Cen. 8,722; Loc. Est. 9,478
County 80 Cen. 24,352; Loc. Est. 26,391
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,254; Loc. Est. 3,357
County 80 Cen. 8,428; Loc. Est. 9,384

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$105,387,887

6 - PASSENGER AUTOS: County 13,133

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: 3,546

9 - PRINCIPAL INDUSTRIES: Agriculture; Livestock; Mining (gold, silver, lead, zinc, uranium, radium); Lumbering; Candies.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Conrad's; Mode O'Day; Montgomery Ward.
Discount Stores-Gibson; K mart; Yellow Front.
Variety Stores-Ben Franklin.
Chain Drug Stores-Anderson; Merit.
Chain Supermarkets-City 3; Safeway; City Market; Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,474; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St., Montrose, CO 81401; Tel. (303) 249-3444.
National Representative: Branham.

PUEBLO

1 - LOCATION: Pueblo County (Pueblo SMSA). E&P Map C-3, County Seat. Manufacturing; Agriculture; Wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado and Southern Burlington; Colorado & Wyoming CF&I freight.
Motor Freight Carriers-8.
Intercity Bus Lines-Denver-Colorado Springs-Pueblo Trailways; Continental Trailways; Greyhound; 24 Taxi Cabs.
Airlines-Pioneer; Rocky Mt. Airways; Charter Service; Pan Ark Aviation; Pueblo Aircraft Service; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 101,686; Loc. Est. 103,732
CZ-ABC: (70) 108,248; (82) 114,300
Bal. in PMA-ABC: (70) 139,069; (82) 142,300
Total PMA-ABC: (70) 247,317; (82) 256,600
County/SMSA 80 Cen. 125,972; Loc. Est. 129,208

4 - HOUSEHOLDS:
City 80 Cen. 37,240; Loc. Est. 38,664
County/SMSA 80 Cen. 45,095; Loc. Est. 47,689
CZ-ABC: (70) 32,849; (82) 40,600
Bal. in PMA-ABC: (70) 42,875; (82) 51,600
Total PMA-ABC: (70) 75,724; (82) 92,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	9	$304,833,267
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 66,457

7 - ELECTRIC METERS: Residence 48,201

8 - GAS METERS: Residence 39,994

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersManufacturing 8,860; MiningTrade (Retail & Wholesale) 9,370; Government 10,210; Transportation, Utilities & Communications 6,820; Finance, Insurance, Real Estate 1,720; Service 9,350; Contract Construction 1,500. Largest Manufacturing Employers CF&I 5,878; Dana Corp. 450; Rockwool Insulating 160; Abex Corp 152; Pepsi Cola 200; Largest Government, Commercial, or Service employers Pueblo Army Depot 875; Local Hospitals 1,946; Colo. State Hospital 1,418; University of Southern Colorado 684; School District (2) 2,750; Dept. of Transp. 600; U.S. Government Printing Office 148.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Government-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19. Last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING:Principal Shopping Area-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belmont(27)	1	Eaker's, Alco, Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)	0	Sears
Sunset Plaza(33)	2	Alco, Shoppin' Bag, Safeway
King Sooper	2	King's Sooper, Eaker's
Pueblo Mall(87)	1	Montgomery Ward, The Denver, J.C. Penney, Joslin's
Regency Sq.(32)	2	J.C. Penney, Skagg's

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Fri. to 8. Some grocery, drug open Sun.

13 - RETAIL OUTLETS: Department Stores-Joslin's; Denver & Wilsons; Montgomery Ward; Sears; J.C. Penney; Eakers 2.
Discount Stores-Germer's; So-Lo Food; Alco 2; Gibson; King Soopers 2; K mart 2.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug-Skaggs; Grove (Merit) 5; Alamo 2; Associated Druggists 10.
Chain Supermarkets: Safeway 4; Blende Super; Chets Food Center 3; King Soopers 2; Super Foods 5; 7-Eleven 21; Kwik Way 17; Shoppin Bag; Loaf n' Jug 7.
Other Chain Stores-B. F. Goodrich; Goodyear; Lerner's; Fashion Bar; Kinney Shoes; Leeds Shoes; Lerner Stores; Baker Shoes; Arden's; Singer Co.; Atlas Sewing Center; Zale Jewelers; Alco 2; Sherwin-Williams Paints 2; McMurty Paint; Diana Shops; Pittsburgh Paint & Glass; Mary Carter (Paints) 2; S&H Green Stamps; Franklin Optical; Douglas Optical; Zale Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Pdts.; Sidles Co.; Baskin-Robbins Ice Cream; Miller Tire; McCoy Co.; Mor-Valu Stamps; O-K Tire; IBM; Mode O'Day; NAPA Auto Parts; Electronics Diagnostic Center; AC Transmission Center; Kwal Paints; Team Electronics; Sutherland Lumber Co.; Aetna Mobile Home Sales; Big Sur Waterbeds; Pay n' Pack 2, Checker Auto 2.

14 - NEWSPAPERS: CHIEFTAIN (m-mon to fri) 38,201; STAR-JOURNAL (e-mon to fri) 12,522; (m-sat) 49,916; Comb (m&e) 50,723; STAR-JOURNAL & CHIEFTAIN (S) 50,349; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth T. Carlson, Adv. Dir., STAR-JOURNAL & CHIEFTAIN, PO Box 36, Pueblo, CO 81002; Tel. (303) 544-3520.
National Representative: Branham.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: Railroads-Santa Fe.
Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,804; Loc. Est. 4,740
County 80 Cen. 22,567; Loc. Est. 22,123

4 - HOUSEHOLDS:
City 80 Cen. 1,706; Loc. Est. 1,719
County 80 Cen. 7,937; Loc. Est. 7,974

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	1	$12,906,000
Commercial	4	$27,951,000

6 - PASSENGER AUTOS: County 11,469

7 - ELECTRIC METERS: Residence 1,752

8 - GAS METERS: Residence 2,262

9 - PRINCIPAL INDUSTRIES: Pumps; Seeds; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg; Sports Clothing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Saturday evgs.; some on Sun.

13 - RETAIL OUTLETS: Variety Stores-Carousel.
Discount Stores-Gibson's; TG&Y.
Chain Drug Stores-Walgreen.
Chain Supermarkets-Safeway; 7-Eleven; Loaf'N Jug; Love's Country Store.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,078; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Anne Thompson, Pub., GAZETTE, PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351
National Representative: Branham.

SALIDA

1 - LOCATION: Chaffee County, E&P Map B-2. Industrial, agricultural, residential center and vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285 and 291.

2 - TRANSPORTATION: Railroads-Division point for D&RGW R.R.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870; Loc. Est. 5,252
County 80 Cen. 13,227; Loc. Est. 14,732
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975; Loc. Est. 1,982
County 80 Cen. 4,758; Loc. Est. 5,505

5 - BANKS:	**NUMBER**	**EST. DEP.**
County	1	$12,000,000
Bldg. & Loan	1	$29,000,000
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 8,518

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: D&RGW RR Division Point; Limestone Quarry and Screening Plant; Granite Quarries; Lbr.; Feldspar; Fluorspar; Beryllium; Copper; Soil Conditioning Agent; Tourist; Bentonite; Livestock Auctioning Center; Poultry; Granite Grit Mfg.; Beryl; Terrazo; Agricultural; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-CrewsBeggs; Sharpes.
Discount Stores-Gibson.
Variety Store-Woolworth.
Chain Supermarkets-Safeway; AG 4.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,424; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St., Salida, CO 81201; Tel. (303) 539-6691.
National Representative: Branham.

STERLING

1 - LOCATION: Logan County, E&P Map D-1, County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of Colorado. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Freight.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,385; Loc. Est. 11,550
CZ-ABC: (70) 10,636; (82) 11,500
RTZ-ABC: (70) 24,300; (82) 24,900
County 80 Cen. 19,800; Loc. Est. 19,910
City & RTZ-ABC: (70) 34,936; (82) 36,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392; Loc. Est. 4,425
County 80 Cen. 7,146; Loc. Est. 7,500
CZ-ABC: (70) 3,467; (82) 4,400
RTZ-ABC: (70) 7,927; (82) 9,400
City & RTZ-ABC: (70) 11,394; (82) 13,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$75,000,000
Commercial	5	$130,000,000

6 - PASSENGER AUTOS: County 11,807

7 - ELECTRIC METERS: Residence 5,313

8 - GAS METERS: Residence 5,260

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Railroad Shops & Offices 215 ($360); Sugar Refining 30 ($240); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($270); Beef Slaughter Plant 400 ($280); Miller Western Wear 250 ($135).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct.19. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-30 blocks on 11 streets.
Neighborhood Shopping Centers-Fair Shopping Center; U.S. Hwy. 138, N. edge of city; High Plains Center; West Main Street.
Principal Shopping Days- Wed., Thu., Fri.
Stores Open Evenings- Food-Thu. Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; C. R. Anthony; Montgomery Ward; Sears; Mr. D's; Bostwicks; Watkins.
Variety Stores-Woolworth's.
Discount Stores- Gibson's; K mart; Ranch Wholesale; Wheelers.
Chain Supermarkets-Safeway; U-Save Supers 2; Bauer's; Big T.
Other Chain Stores-Coast-to-Coast; Brown Shoe-Fit; Mode O'Day; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Checker Auto; Payless Shoes.

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 7,269; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative: Branham.

TRINIDAD

1 - LOCATION: Las Animas County, E&P Map C-3, County Seat. S. central part of state.

2 - TRANSPORTATION: Railroads-AT&SF; C&S (frgt.); C&W (frgt.)
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,663; Loc. Est. 10,333
CZ-ABC: (70) 9,901; (82) 9,100
RTZ-ABC: (70) 5,843; (82) 5,400
County 80 Cen. 14,897; Loc. Est. 15,816
City & RTZ-ABC: (70) 15,744; (82) 14,500

4 - HOUSEHOLDS:
City 80 Cen. 3,516; Loc. Est. 3,538
County 80 Cen. 5,367; Loc. Est. 5,862
CZ-ABC: (70) 3,239; (82) 3,500
RTZ-ABC: (70) 1,845; (82) 2,000
City & RTZ-ABC: (70) 5,084; (82) 5,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$30,623,275

6 - PASSENGER AUTOS: County 7,080 (1980)

7 - ELECTRIC METERS: 3,366

8 - GAS METERS: 3,002

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mines (Coal) 675 ($160); Cattle Industry $3,000,000 yearly.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft, chlorinated; not fluoridated.

12 - RETAILING:Principal Shopping Center-Six blocks on Main and Commercial Streets.
Neighborhood Shopping Centers-Arizona and Colorado Aves.; University St. Pine & State Sts.
Principal Shopping Days-Mon., Wed. and Sat.
Stores Open Sundays- Grocery, drug and discount.

13 - RETAIL OUTLETS: Department Stores-Jamieson's.
Variety Stores-Ahlschwede Variety (Ben Franklin).
Discount Stores-Pixie.
Chain Drug Stores- Rexall 2.
Chain Supermarkets-Safeway 2; Ringo Bros. 3.
Other Chain Stores-Gamble's; Mode O'Day.

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3,665; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Maio, Adv. Mgr., CHRONICLE-NEWS, PO Box 763, Trinidad, CO 81082; Tel. (303) 846-3311.
National Representative: None.

CONNECTICUT SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bridgeport-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Derby and Milford cities in New Haven County.
Bristol-Bristol city; Burlington town in Hartford County; Plymouth town in Litchfield County.
Danbury-Danbury city; Bethel, Brookfield, New Fairfield, Newton and Redding towns in Fairfield County; New Milford town in Litchfield County.
Hartford-Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton and Portland towns in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon and Willington towns in Tolland County.
Meriden-Meriden city in New Haven County.
New Britain-New Britain city; Berlin, Plainville and Southington towns in Hartford County.
New Haven-West Haven-New Haven and West Haven cities; Clinton town in Middlesex County; Bethany, Branford, East Haven, Guilford, Hamden, North Branford, Madison, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, Conn.-R.I.-New London and Norwich cities; Borzah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrook town in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.
Norwalk-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
Springfield-Chicopee-Holyoke, Mass.-Conn.-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield and Wilbraham towns in Hampden County, Mass.; Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley and Southampton towns in Hampshire County, Mass.; Warren town in Worcester County, Mass.; Somers town in Tolland County, Conn.
Stamford-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.
Waterbury-Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury and Wolcott towns in New Haven County; Thomastown, Watertown and Woodbury towns in Litchfield County.

STANDARD CONSOLIDATED STATISTICAL AREA

New York-Newark-Jersey City, N.Y.-N.J.-Conn.-Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long BranchAsbury Park, N.J. SMSA; Paterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayerville, N.J. SMSA; Norwalk and Stamford, Conn. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	253	185	189
5-14 Years	601	462	471
15-24 Years	494	561	572
25-44 Years	731	861	878
45-64 Years	665	674	688
65 and Over	288	365	372
TOTAL	3,032	3,108	3,170

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	334	475	606
General Mdse	989	1,262	1,768
Food	1,640	2,387	3,812
Automobiles	1,220	1,782	2,155
Gasoline Stations	505	805	1,429
Apparel	436	558	775
Furniture	364	451	592
Eat-Drink Places	533	889	1,452
Drugs	236	310	469
TOTAL	7,217	10,428	15,458

ANSONIA

1 - LOCATION: New Haven County, E&P Map B-3. Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-CR&L; Intercity; Berkshire.

3 - POPULATION:
Corp. City 80 Cen. 19,039; Loc. Est. 18,202
CZ-ABC: (70) 73,700; (82) 78,300
County 80 Cen. 761,337; Loc. Est. 753,325

4 - HOUSEHOLDS:
City 80 Cen. 7,035; Loc. Est. 6,771
County 80 Cen. 271,542; Loc. Est. 276,715
CZ-ABC: (70) 22,285; (82) 27,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$341,298,000
Savings & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - PASSENGER AUTOS: County 384,539

7 - ELECTRIC METERS: Residence 30,347

8 - GAS METERS: Residence 10,577

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): All Mfg. 6,060 ($198); Primary Metals 1,510 ($239); Fabricated Metals and Machinery 2,550; other Mfg. 2,000 ($183); Total Emp. 14,610.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Centers-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, AnsoniaSeymour; Route 34, Derby; Route 110, Shelton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall(36)	NA	K mart, First Nat'l
Ansonia Plaza(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plaza(6)	NA	Seymour Foodland
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(5)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	Fair Shoppe
Tri-Town Plz.(17)	NA	King's, Warehouse Foods
Caldor Ctr.(4)	NA	Caldor, Shop-Rite
Southside(7)	NA	A&P
Klarides Vlg.(6)	NA	Klarides Market

Nearby Shopping Centers-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center(Seymour).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.; Mkts.-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-A. Krieger; Bradlee's; Isaacson's; Kings; J.C. Penney.
Variety Stores-Woolworth; May's.
Discount Stores-Bradlee's; King's; Caldor; Best Buy Appliances; K mart.
Chain Drug Stores-Rexall 2; Rite Aid; Lear's 3; Whalen's 2; C.V.S.
Chain Supermarkets-A&P; First National; Stop and Shop; Warehouse Foods; Shop-Rite; Klarides; Seymour Foodland.
Other Chain Stores-Thom McAn; Firestone; J.C. Penney; Radio Shack; Morse Shoes; Shoe Town; Value House; Friendly Ice Cream; McDonald's; Dunkin Donuts; Kentucky Fried Chicken; Big L; Bonanza; Hardees; Burger King; Long John Silver.

14 - NEWSPAPERS: SENTINEL (e) 18,244; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Brad A. Lipe, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
National Representative: Thomson Newspapers.

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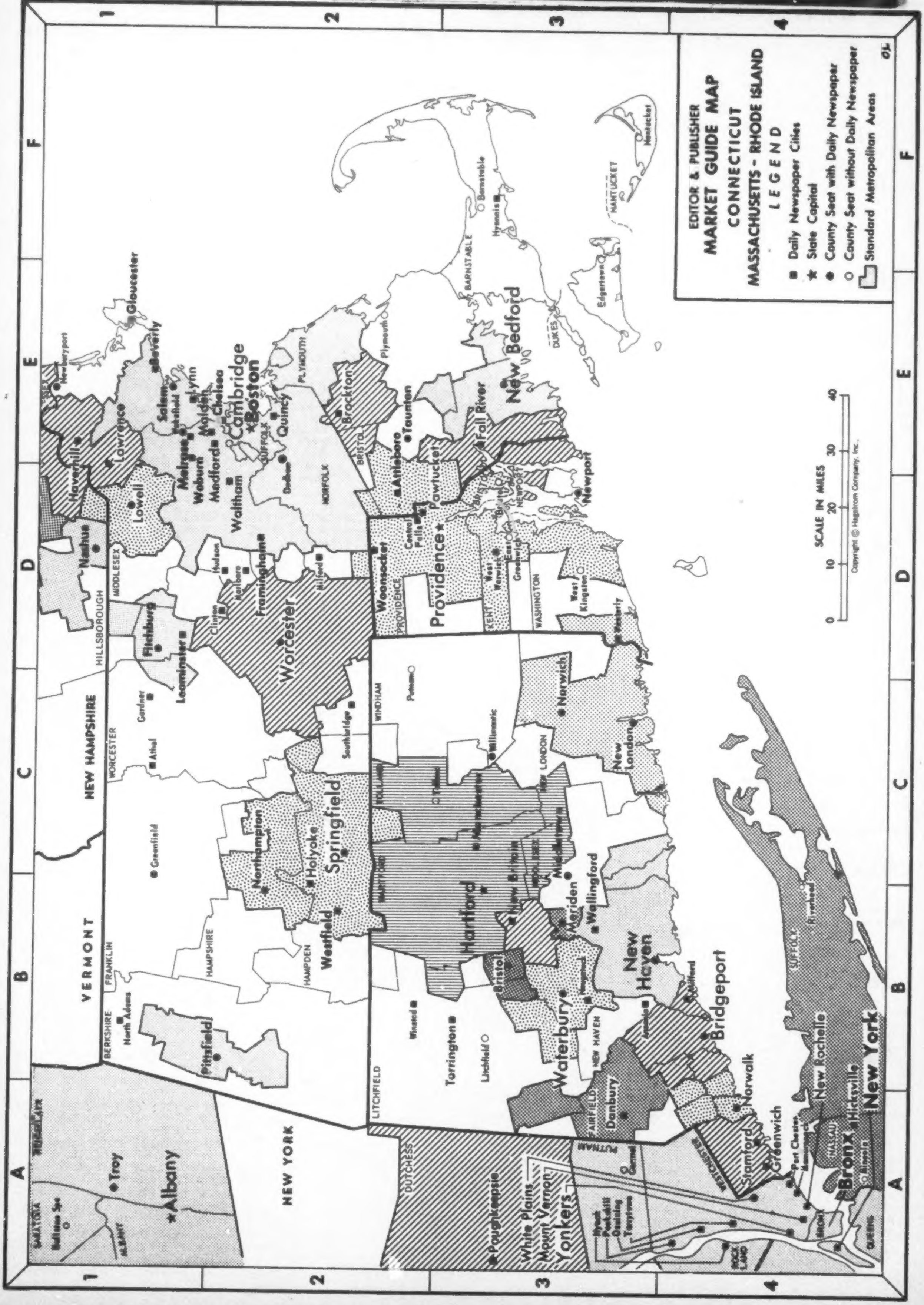
EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 10 20 30 40
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Westfield
Worcester
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Leominster
Gardner
Athol
Southbridge
Framingham
Nashua
Lowell
Lawrence
Haverhill
Newburyport
Gloucester
Beverly
Salem
Lynn
Chelsea
Malden
Melrose
Woburn
Medford
Cambridge
Boston
Waltham
Quincy
Dedham
Brockton
Plymouth
Taunton
Attleboro
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
East Greenwich
Newport
West Kingston
Westerly
Putnam
Willimantic
Norwich
New London
Rockville
Manchester
Hartford
New Britain
Middletown
Meriden
Wallingford
Bristol
Torrington
Winsted
Litchfield
Waterbury
Naugatuck
New Haven
Milford
Ansonia
Bridgeport
Danbury
Norwalk
Stamford
Greenwich
Port Chester
Mamaroneck
New Rochelle
White Plains
Mount Vernon
Yonkers
Bronx
New York
Hicksville
Mineola
Riverhead
Poughkeepsie
Carmel
Troy
Albany
Ballston Spa
Peekskill
Ossining
Tarrytown
Nyack

BRIDGEPORT

1 - LOCATION: Fairfield County (In Bridgeport SMSA). E&P Map B-4, County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak; Tri State Authority.
Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers-80.
Intercity Bus Lines-Greyhound; Trailways; Stratford Bus; Greater Bridgeport Transit Authority.
Airlines-Atlantic Air; Pilgrim.

Danbury
NEW YORK
Milford
BRIDGEPORT
Norwalk
Stamford
Greenwich
Long Island Sound
Mileage From Bridgeport To: New York City 58 Hartford 53
CONNECTICUT
BRIDGEPORT

Bridgeport Post-Telegram
Comb. (m&e) 89,847
The Sunday Post (S)
91,846 ABC 3/ 31/ 82

3 - POPULATION:
Corp. City 80 Cen. 142,546; Loc. Est. 135,554
CZ-ABC: (70) 294,198; (82) 266,700
RTZ-ABC: (70) 234,974; (82) 245,900
County 80 Cen. 807,143; Loc. Est. 791,275
SMSA 80 Cen. 395,455; Loc. Est. 387,042
City & RTZ-ABC: (70) 529,172; (82) 512,600

4 - HOUSEHOLDS:
City 80 Cen. 52,026; Loc. Est. 51,611
County 80 Cen. 280,597; Loc. Est. 283,631
SMSA 80 Cen. 136,127; Loc. Est. 136,147
CZ-ABC: (70) 93,478; (82) 97,900
RTZ-ABC: (70) 69,560; (82) 84,700
City & RTZ-ABC: (70) 163,038; (82) 182,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: County 462,625

7 - ELECTRIC METERS: Residence 109,551

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Machinery 9,100 ($267); Transportation Equip. 13,650 ($269); Electrical Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Downtown Shopping Centers-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	Howard Johnson, A&P, Bradlee's
Brookside(16)	4	Liggett, McCrorys, First Nat'l.
Connecticut Post(70)	10	Alexanders, Caldor
Crossroads(60)	NA	Read's, Sears
Shop-Rite	4	Shop-Rite Mkt.
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Trumbull(110)	8	G.Fox, Waldbaum's, Read's
The Dock	6	Bradlees, Stop & Shop
Univ. Square(10)	1	Warnaco

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Mon. & Thu. Food-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Read's; Howland's; Alexander's; Sears; Fairfield Stove; Skydel's; G. Fox; Blakes.
Discount Stores-Stratford Town Fair; Bradlee's; King's; Caldor; K mart.
Variety Stores-Woolworth's; H.L. Green; McCrorys.
Chain Drug Stores-Walgreen; SupeRx; Rite-Aid 3; Medi-Mart 4; CVS.
Chain Supermarkets-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Beechwood 2; Crown Budget 2; Sunshine 2; Waldbaum's 5; Pathmark 2; Gran Central 3; Shop-Rite 2.
Other Chain Stores-Thom McAn; Goodyear; Firestone; Channel; Pearle.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 17,929; POST (e-mon to fri) 71,918; (S) 91,846; comb.(m&e) 89,847; (sat) 80,432; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, POST & TELEGRAM, 410 State St., Bridgeport, CT 06604; Tel. (203) 333-0161.
National Representative: Landon Associates.

BRISTOL

1 - LOCATION: Hartford County, (In Bristol SMSA). E&P Map B-3. Manufacturing center in central Connecticut; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-35.
Intercity Bus Lines-Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370; Loc. Est. 57,038
CZ-ABC: (70) 60,596; (82) 63,600
RTZ-ABC: (70) 28,178; (82) 27,700
County 80 Cen. 807,766; Loc. Est. 795,122
SMSA 80 Cen. 73,762; Loc. Est. 73,425
City & RTZ-ABC: (70) 88,774; (82) 91,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,510; Loc. Est. 20,774
County 80 Cen. 289,658; Loc. Est. 294,003
SMSA 80 Cen. 25,945; Loc. Est. 26,680
CZ-ABC: (70) 18,621; (82) 22,800
RTZ-ABC: (70) 8,470; (82) 9,800
City & RTZ-ABC: (70) 27,091; (82) 32,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 436,097

7 - ELECTRIC METERS: Residence 20,303

8 - GAS METERS: Residence 5,973

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machinery & Electrical Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Services 3,000; Govt. 2,700; Whse/Retail 4,200. All other 1,790. (Av. Wkly. Wage-$335).
Principal Industrial Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING:Neighborhood Shopping Centers-North Side, Forestville-Pine St.; W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(34)	0	Sage-Allen, Finast
Pine Plaza(28)	3	Western Auto, A&P
Bristol Plaza(31)	2	Bradlees, Stop & Shop
Hub 6 Plz.	2	Caldor, Basics
Woolco Plz.(10)	3	Woolco, Food Mart
Shopper's Jctn.(10)	3	Kings, Market Place

Principal Shopping Days-Wed., Thu., Fri. and Sat.
Stores Open Evenings-Downtown Dept., Thu.; Bristol Centre Mall, Thu. & Fri.; Food, Mon. thru Sat.; Shopping Plaza, Shoppers Junction, The Hub and Woolco Plaza, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Davidson & Leventhal's; Sage Allen.
Variety Stores-Woolworth.
Discount Stores-Bradlee's; Woolco; Zayre; Kings; Caldor.
Chain Drug Stores-Polchar's (Rexall-Terryville); L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's.
Chain Supermarkets-A&P 2; First National; Basics; Stop & Shop; Food Mart 2; Ferraro's; Waz's IGA.
Other Chain Stores-Friendly Ice Cream; Singer; Western Auto; Farm Shop; McDonalds; Burger King; Shoe Towne; Uniroyal; Firestone Stores; Bonanza; Wickes; Grossman's; Inside Outlet; Bess Eaton; Dunkin Donuts; Michaels Jewelers; Kentucky Fried Chicken; Fayva Shoes; So Fro Fabrics; Playtown; Dairy Queen; Chubbs Pier; Baskin Robbins; Pop Shoppe; Roy Rogers; Youth Centre.

14 - NEWSPAPERS: PRESS (e) 21,534; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas J. Clark, Mkt. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.
National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (In Danbury SMSA). E&P Map A-3, County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 38, 58; I-84.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-26.
Intercity Bus Lines-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines-Danbury Airways (commuter service to NY airports).

3 - POPULATION:
Corp. City 80 Cen. 60,470; Loc. Est. 61,551
CZ-ABC: (70) 61,726; (82) 76,200
RTZ-ABC: (70) 136,994; (82) 189,700
County 80 Cen. 807,143; Loc. Est. 791,275
SMSA 80 Cen. 146,405; Loc. Est. 147,087
City & RTZ-ABC: (70) 198,720; (82) 265,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,079; Loc. Est. 22,562
County 80 Cen. 280,597; Loc. Est. 283,631
SMSA 80 Cen. 48,418; Loc. Est. 51,736
CZ-ABC: (70) 18,781; (82) 27,100
RTZ-ABC: (70) 38,316; (82) 62,400
City & RTZ-ABC: (70) 57,097; (82) 89,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$881,620,068
Savings & Loan	2	$290,662,889
Commercial	7	$4,728,458,000

6 - PASSENGER AUTOS: County 462,625

7 - ELECTRIC METERS: Residence 11,400

8 - GAS METERS: Residence 8,111

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 2,880 ($270); Elec. Equip. 4,580 ($269); Metals 1,460 ($339); Precision Instruments 4,820 ($283); Furn. & Paper 1,960 ($404); Corporate Headquarters 2,450 ($405).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza.
Neighborhood Shopping Centers-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkshire(30)	2	Kresge, Bradlee's, CVS, Stop'n Shop, Marshall's, Service Mdse.
Bethel Plaza(10)	2	First National, Agway
Brookfield Ctr.	3	Caldor, Anderson-Little, Shopwell, Radio Shack
Copp's Hill Plaza(23)	5	Stop'n Shop, Genovese, Caldor
New Milford Plaza(20)	10	Bradlee's, Grand Union, Diamond Int'l
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, J.C. Penney, Brooks Drug, National Catalog, A&P
Putnam Plaza	12	King's, Radio Shack
Ridgefield(9)	8	Grand Union, A&P
White Turkey Plaza(8)	3	Woolco, Waldbaum's, 1st Federal Sav., CVS
Kings Plaza	17	Kings, First Nat'l
Plumtrees Plz.	2	Sterling Optical

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's; D.M. Read's; Sears; Caldor; Bradlee's; Marshall's; J.C. Penney, Woolco.
Discount Stores-Bradlee's; Bargain World; Barker's; CVS.
Variety Stores-Woolworth; Kresge; McCrory.
Chain Drug Stores-Whelan; Liggett 2; Rite Aid; Consumer Value; Brooks Drug, Genovese.
Chain Supermarkets-A&P 4; First National 4; Grand Union 5; Daitch Shopwell; Pathmark; Stop'n Shop 2; Waldbaum; Grand Central; Basics; IGA 5.
Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Paint Prods.; Color Your World; Tano Shoes; Sterling Optical; Fred Locke Stereo.

14 - NEWSPAPERS: NEWS-TIMES (e) 40,534; (S) 44,103; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marty Hughes, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.
National Representative: Branham.

GREENWICH

1 - LOCATION: Fairfield County, E&P Map A-4 (In Stamford SMSA). SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail.
Intercity Bus Lines-Valley Transportation Co.; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578; Loc. Est. 58,036
PMA-ABC: (70) 59,755; (82) 60,100
County 80 Cen. 807,143; Loc. Est. 808,700
SMSA 80 Cen. 198,854; Loc. Est. 192,970
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,520; Loc. Est. 21,326
PMA-ABC: (70) 18,859; (82) 22,200
County 80 Cen. 280,597; Loc. Est. 286,200
SMSA 80 Cen. 72,157; Loc. Est. 72,100

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top 50 market; 2nd in the continental United States in Median Household Effective Buying Income. (S&MM)

BRIDGEPORT
CONNECTICUT
POST TELEGRAM

Nationally Marketed By
LANDON ASSOCIATES, INC.

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 462,625

7 - ELECTRIC METERS: Residence 21,985

8 - GAS METERS: Residence 15,020

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Summer 35-91; Fall 51-89; Winter 3-74; Spring 37-74. First killing frost, Dec. 21. Last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Greenwich Ave. & Putnam Ave.
Neighborhood Shopping Areas-Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside, W. Putnam Ave.; Putnam Plaza, E. Putnam Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thru-Way	NA	Woolworth, Rexall, A&P

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Discount Stores-Caldor.
Variety Stores-Woolworth's.
Chain Drug Stores-Liggett's; CVS; Archer; Kent.
Chain Supermarkets-A&P 2; Grand Union 2; First National; Gristede's; Food Mart 3; Grand Central.
Other Chain Stores-Ann Taylor.

14 - NEWSPAPERS: TIME (e-mon to fri) 14,348; (S) 12,526; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Al Arvonio, Display Adv. Mgr., TIME, 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2200.
National Representative: Landon Associates.

HARTFORD

1 - LOCATION: Hartford County (In Hartford SMSA). E&P Map B-3, Capitol. Midway between New York and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak (passengers).
Motor Freight Carriers-82.
Intercity Bus Lines-Short Line; Arrow, Inc.; Bonanza Bus; Connecticut Co.; Post Road Stage; Greyhound; Trailways of N.E., Inc.; Longweil.
Airlines-Air New England; USAir; Alleghany Commuter; American; Delta; Eastern; Avianca; Bar Harbor; Flying Tiger; United; Air-France; Alitalia; British Airways; KLM Royal Dutch; Pan American; Sabena; Trans World; Swissair; Iberia; Altair; Pilgrim; Conn Air; Corporate Air; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 136,392; Loc. Est. 129,333
CZ-ABC: (70) 332,795; (82) 326,000
RTZ-ABC: (70) 549,406; (82) 571,500
County 80 Cen. 807,766; Loc. Est. 804,000
SMSA 80 Cen. 726,114; Loc. Est. 753,900
City & RTZ-ABC: (70) 882,201; (82) 897,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,026; Loc. Est. 52,122
County 80 Cen. 289,658; Loc. Est. 295,100
SMSA 80 Cen. 258,030; Loc. Est. 272,400
CZ-ABC: (70) 111,448; (82) 127,800
RTZ-ABC: (70) 165,208; (82) 201,000
City & RTZ-ABC: (70) 276,656; (82) 328,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	85	$4,053,990,000
Savings & Loan	13	$2,879,926,000
Commercial	113	$5,770,923,000

6 - PASSENGER AUTOS: City Est. 41,533; County 436,097; Three-County Metro 565,600.

7 - ELECTRIC METERS: Residence 47,335

8 - GAS METERS: Residence 37,007

9 - PRINCIPAL INDUSTRIES: Number of Employees (Av. Wkly. Wage)-Insurance 48,470 ($401); Transportation Eq. 46,710 ($407); Retail 61,150 ($181); Machinery (exc. elec.) 13,680 ($355); Food 3,780 ($347).
Principal Pay Days-Mfg. Thurs.; Insurance 15th & 30th; Trade- Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.- Spring 31-95; Summer 50-101; Fall 9-93; Winter 7-67. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Acid very soft; fluoridated.

12 - RETAILING:Downtown Hartford (G. Fox & Co.; Sage-Allen; Luettgens Ltd; Lane Bryant) 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Constitution Plaza; Civic Center Shopping Mall.

Name (No. of stores)	Miles from Downtown	Principal Stores
Bishop's Corner(22)	4	Lord & Taylor, First National
Bloomfield Wintonbury Mall(19)	4	Florence Travis, Youth Center
Bristol Plaza(34)	11	Bradlee's, Stop & Shop, Youth Center
Burr Corners (Manchester)(20)	10	A&P, Caldor
Charter Oak Mall	4	Stop & Shop, Medi Mart, Bradlee's, Radio Shack
Copaco(35)	3	Zayre, Genovese, Copaco, Thom McAn
Corbin's Corner(34)	4	Sears, Stop & Shop
Crossroads Plz(21)	4	Foodmart
Drake Hill Mall (Simsbury)(12)	15	Fitzgerald's, Carroll Reed
East Brook Mall (Mansfield)(22)	24	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
East Windsor	NA	Cohoe's, Dansk
Elmwood	4	First National
Enfield Mall(29)	14	Woolco, Finast
Enfield Square(57)	15	Penney, Steiger's, G. Fox
Farmington Valley Mall(30)	10	Sage Allen, D&L, Stop & Shop, Medi-Mart
Fox Run Mall(26)	4	Top Notch Mkts., Radio Shack
Mkt Place-Glen Lochen (Glastonbury)(26)	4	Francines, Shoe Tree
K mart Plaza(3)	5	K mart, Finast
Manchester Parkade(39)	7	Sears, D&L, King's, Food Mart, Stop & Shop, Youth Center, Anderson Little, Bradlee's
Mott's Center (Wethersfield)(2)	3	K mart, Mott's Super Mkt.
Newington(3)	10	Bradlee's, Warehouse Foods
Old Avon Village	15	Thrifty Yankee, Arrowhead Specialty Shops
Prospect Plaza(15)	3	King's, Finast
Putnam Bridge(16)	3	Zayre, Andy's Food Town
Silver Lane(25)	3	Woolworth
State Line(20)	15	Zayre, Levitz, Shoprite, Genovese Drug
Suffield Vill.(28)	25	A&P
Town Line(14)	6	Caldor, Food Mart
Tri City	11	Sage Allen, D&L, Regal's, Caldor
West Farms(151)	4	G. Fox, Sage Allen, J.C. Penney, Herman's, Roaman's
West Hartford/ K mart Plaza	NA	K mart, Food Mart
West Hartford	4	Sage Allen
Wetherfield(37)	5	Sage Allen, A&P, Youth Center
Windsor(60)		Sage Allen, K mart, A&P, Radio Shack

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K mart; Marshall's; G. Fox; Sage Allen; Sears; Lord & Taylor; Roaman's; Herman's; Luettgen's; D&L. Several stores have branches in West Hartford, East Hartford, Wethersfield, Old Saybrook, Hartford, Enfield, Naugatuck.
Discount Stores-Kings; K mart; Caldor; Two Guys; Zayre; Bradlee's.
Variety Stores-Woolco; K mart 5; Newberry 3; Fairway; Jupiter.
Chain Drug Stores-Walgreen; Maxwell 2; Medi-Mart 4; Genovese 4; Modern 3; Liggett 2; Consumer Value 10; Apothocary 3; Rite Aid 3; Brook's; Arthur's 2; Kazarian 3.
Chain Supermarkets-First Nat'l 21; A&P 17; Stop & Shop 15; Mott's Shoprite 12; Food Marts 5; Stop & Save 5; Frank's 3; Top Notch 4.
Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Lord & Taylor; Moore's 2; Grossman's 6; Wicke's 2; Brewster's; Lane Bryant; Youth Centre 8; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Kaufman Carpet; Casual Corner 4; Kay Jewelers; Lorner; Ormond's 3; Michael's; Baker Shoes 3; Child World 5; So-Fro 5; Helen Gallagher 3; Kinney Shoes 10.

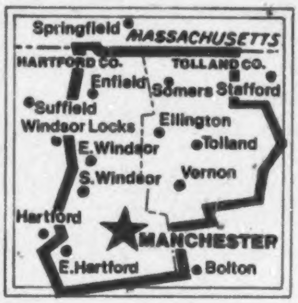
14 - NEWSPAPERS: COURANT (m) 208,845; (S) 290,254; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Robertson, Nat'l Adv. Mgr., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6271.
National Representatives: Million Mkt. Newspapers; American Publishers Representatives.

MANCHESTER

1 - LOCATION: Hartford County (Hartford SMSA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Motor Freight Carriers-3.
Intercity Bus Lines-Arrow; Greyhound.



Journal Inquirer (e)
38,037 ABC 3/ 31/ 82

3 - POPULATION:
Corp. City 80 Cen. 49,761; Loc. Est. 49,510
SMSA 80 Cen. 726,114; Loc. Est. 717,174
County 80 Cen. 807,766; Loc. Est. 795,122
HERALD:
CZ-ABC: (70) 47,994; (82) 50,800
RTZ-ABC: (70) 138,769; (82) 145,400
City & RTZ-ABC: (70) 186,763; (82) 196,200
JOURNAL INQUIRER:
PMA-ABC: (70) 225,526; (82) 233,300

4 - HOUSEHOLDS:
City 80 Cen. 18,459; Loc. Est. 18,612
County 80 Cen. 289,658; Loc. Est. 294,003
SMSA 80 Cen. 258,030; Loc. Est. 262,834
HERALD:
CZ-ABC: (70) 15,459; (82) 19,200
RTZ-ABC:(70) 41,852; (82) 50,900
City & RTZ-ABC: (70) 57,311; (82) 70,100
JOURNAL INQUIRER:
PMA-ABC: (70) 66,554: (82) 80,200

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	5	$166,297,000
Commercial	8	3,235,998

6 - PASSENGER AUTOS: County 436,097

7 - ELECTRIC METERS: 16,484

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's garments; Electrical instruments; Clutches; Paper board; Insulating paper and paper specialties; Toys; Tools.
Principal Industrial Pay Days-Wed.; 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Main St. and Depot Sq.; Manchester Shopping Parkade.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St. Parkade(32)	NA	Kings, Marshall's
Burr Corners(20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E.Hartford)	NA	Bradlees, Stop & Shop, Medi Mart, Radio Shack
E. Hartford Plaza(7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor, Finast
Enfield Mall(30)	NA	Sage-Allen, Woolco
Enfield Sq.(56)	NA	G. Fox, Steigers, J.C. Penney
K mart Plaza (Vernon)(15)	NA	K mart, First National
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E.Hartford)(4)	NA	Andy's Food Town, Zayre's
Shop Rite Plz.(10)	NA	Shop Rite, Radio Shack
Stateline Plz. (Enfield)(18)	NA	Channel Lumber, Zayres, J. Homestock/Levitz
Suffield Vlg.(20)	NA	A&P
Tri-City Plz.(31)	NA	Caldor, D&L, Finast, Sage-Allen

Nearby Shopping Centers-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Trpk. & E. Center St.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Stores-Thu.; Food-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-House & Hale; Marlow's; Worth's 2; Sears.
Discount Stores-King's; Caldor; Bradlee's; Marshall's; K mart.
Variety Stores-Fairway.
Chain Drug Stores-Arthur's.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart; Frank's; Top Notch; Shoprite; Highland Park; Supreme Foods.
Other Chain Stores-Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 10,073; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Hooper, Adv/Mktg. Dir., Herald Square, Manchester, CT 06040; Tel. (203) 643-2711.
National Representative: Landon Associates.
JOURNAL INQUIRER (e-mon to fri; m-sat) 38,037; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Grogan, Adv. Dir., 306 Progress Drive, Manchester, CT 06040; Tel (203) 646-0500.
National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County (Meriden SMSA), E&P Map B-3. Industrial center. Meriden City is an SMSA. Wallingford City is part of New HavenWest Haven SMSA.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; American; Pan American; Delta; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392; Loc. Est. 93,566
Meriden/SMSA 80 Cen. 57,118; Loc. Est. 56,469

Wallingford 80 Cen. 37,274; Loc. Est. 37,067
CZ-ABC: (70) 91,673; (82) 95,500
RTZ-ABC: (70) 54,129; (82) 63,900
County 80 Cen. 761,337; Loc. Est. 753,325
New Haven-West Haven SMSA 80 Cen. 417,592; Loc. Est. 412,595
City & RTZ-ABC: (70) 145,802; (82) 159,400

4 - HOUSEHOLDS:
Corp Cities 80 Cen. 33,857; Loc. Est. 34,195
Meriden/SMSA 80 Cen. 21,051; Loc. Est. 21,387
Wallingford 80 Cen. 12,806; Loc. Est. 12,808
County 80 Cen. 271,542; Loc. Est. 276,715
New Haven-West Haven SMSA 80 Cen. 149,574; Loc. Est. 150,577
CZ-ABC: (70) 28,245; (82) 34,400
RTZ-ABC: (70; 14,122; (82) 21,200
City & RTZ-ABC: (70) 42,367; (82) 55,600

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	9	$612,219,825

6 - PASSENGER AUTOS: County 384,539

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Silverware 7,300; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Utilities 900; Paper Boxes 350; Lighting Equip. 600; Wkly. Industrial Payroll (16 firms) $672,324 (Avg. $298)
Principal Industrial Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on W. Main; Colony, E. Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers-Broad & E. Main; Village of South Meriden, Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barker's Parkade	NA	
Centennial Plaza(15)	NA	King's, First National Super Market
Lincoln Plaza	NA	Motts Shoprite
Meriden Mall	NA	Anderson Little, Walgreen
Meriden Sq.(59)	NA	G. Fox, Penney's
Colony Plaza(20)	NA	Grannucci Furn.

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thu.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Nu-Stars; G. Fox & Co.; Worth's; J.C. Penney; D&L.
Discount Stores King's 2; Caldor 2; Zayre's; K mart 3.
Chain Drug Stores-Courtesy; Stimpson 2; Rite-Aid C.V.S.; Walgreen.
Chain Supermarkets-Finest 2; Barker's; Caplan's; Grand Union; Basics; Food Mart 2; Shop-Rite; Everybody's; Stop & Shop; Towne & County; Guido's; Pik Kwik.
Other Chain Stores-Thom McAn; Singer Co.; Firestone, Walgreen Drug; Baker's Shoes; Chess King; Florsheim Shoes; Kinney Shoes; Lerner Shops; Miles Shoes; Gordon's; Hickory Farms; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Youth Centre; Vision Centre; Morrisons; Great Expectations; MotherCape; Prague Shoes; A.S. Beck; Nature Foods; Life Uniform; Barricini; Pet Towne; Faynoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Inside-Outlet; Channel; SherwinWilliams.

14 - NEWSPAPERS: RECORD & JOURNAL (m) 30,195; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killiau, Adv. Dir., RECORD & JOURNAL, Crown Street Sq., Meriden, CT 06450; Tel. (203) 235-1661.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Middlesex County, E&P Map B-3, County Seat. Industrial, agricultural and educational center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 14, 17, 19, 72 and 157.

2 - TRANSPORTATION: Railroads-Valley Division of N.Y.; N.H.&H.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Co.; Interstate; Greyhound; Trailways of New England.

3 - POPULATION:
Corp. City 80 Cen. 39,040; Loc. Est. 38,641
CZ-ABC: (70) 53,136; (82) 56,000
RTZ-ABC: (70) 87,878; (82) 111,900
County 80 Cen. 129,017; Loc. Est. 129,583
City & RTZ-ABC: (70) 141,014; (82) 167,900

4 - HOUSEHOLDS:
City 80 Cen. 14,130; Loc. Est. 13,548
County 80 Cen. 45,922; Loc. Est. 47,677
CZ-ABC: (70) 15,736; (82) 19,400
RTZ-ABC: (70) 26,437; (82) 39,400
City & RTZ-ABC: (70) 42,173; (82) 58,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 25,302; County 81,621

7 - ELECTRIC METERS: Residence 26,559

8 - GAS METERS: Residence 2,814

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Total Non-Agricultural Employment 44,770; Manufacturing 14,910; Paper, Printing & Publishing 2,010; Chemicals, Rubbers & Plastics 720; Fabricated Metals 1,540; Machinery 1,560; Electrical Equipment 1,870; Other Manufacturing 7,210; Nonmanufacturing 29,860; Construction 1,250; Transportation (incl. RR) 680; Communications & Utilities 1,210; Trade 9,530; Wholesale 1,310; Retail 8,220; Finance, Insurance & Real Estate 1,410; Service 8,700; Government 7,080.
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metro Square(25)	NA	Waldbaum's, Seaboard, CVS Pharmacy, Fayva
Riverview Ctr.(22)	NA	Sears
South End	2	Bradlees, Stop & Shop, Grand Union
Middletown	3	Radio Shack, Shoe Town
Washington(12)	3	Mott's Shop-Rite Mkt., Caldor, Genovese Drugs
Cromwell(30)	4	K mart, Grand Union, Village Fashions, Pappagallo Shop

Principal Shopping Days-Wed., Fri., Sat.
Stores Close-About 10% on Mon.
Stores Open Evenings-All Fri., some Tue. & Thu.; Sears Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Shapiro's; Kabachnick; Sears; J.C. Penney.
Discount Stores-Bradlees; K mart.
Variety Stores-Woolworth's.
Chain Drug Stores-Genovese; CVS Pharmacy.
Chain Supermarkets-First National; Stop & Shop; Grand Union; Mott's Shop-Rite.
Other Chain Stores-Thom McAn; Kabel's; Amato's; Prague Shoes.

14 - NEWSPAPERS: PRESS (e) 21,522; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
National Representative: Landon Associates.

MILFORD

1 - LOCATION: New Haven County, (In Bridgeport SMSA); E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 50,898; Loc Est. 50,051
PMA-ABC: (70) 50,858; (82) 50,600
County 80 Cen. 761,337; Loc. Est. 753,325
SMSA 80 Cen. 395,455; Loc. Est. 387,042
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526; Loc. Est. 16,771
PMA-ABC: (70) 14,581; (82) 17,000
County 80 Cen. 271,542; Loc. Est. 276,715
SMSA 80 Cen. 136,127; Loc. Est. 136,147

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$71,618,000
Commercial	9	N.A.

6 - PASSENGER AUTOS: County 384,539

7 - ELECTRIC METERS: 19,774

8 - GAS METERS: 9,191

9 - PRINCIPAL INDUSTRIES: Locks; Razors; Rivets; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-80; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 25.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conn. Post(63)	NA	Brooks, Caldors, Stop & Shop, Alexander's
Milford Plaza(14)	NA	King's Dept., First National
Shop-Rite(10)	NA	Shop-Rite
Devon Plaza(14)	NA	K mart, Waldbaum
Loehmann's Plaza	NA	Loehmann's, Baskin Robbins
One Milford Sq.	NA	Channel, Waldbaum

13 - RETAIL OUTLETS: Department Stores-Alexander's.
Discount Stores-Alexander's; King's; Caldors.
Chain Drug Stores-Courtesy. Brooks.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,058; (S) 8,805; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Prudence Hunter, CITIZEN, 349 New Haven Ave., Milford, CT 06460; Tel. (203) 874-1691.
National Representatives: Landon Associates; USSPI.

NAUGATUCK

1 - LOCATION: New Haven County, (In Waterbury SMSA). E&P Map B-3; About midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-New England Transp.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Transportation.

3 - POPULATION:
Corp. City 80 Cen. 26,456; Loc. Est. 26,935
PMA-ABC: (70)33,123; (82)38,900
SMSA 80 Cen. 228,178; Loc. Est. 225,765
County 80 Cen. 761,337; Loc. Est. 753,325

4 - HOUSEHOLDS:
City 80 Cen. 9,345; Loc. Est. 9,652
County 80 Cen. 271,542; Loc. Est. 276,715
SMSA 80 Cen. 79,947; Loc. Est. 84,449
Total PMA-ABC: (70)10,089; (82)19,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$8,925,000
Savings & Loan	1	$51,687,012
Savings	1	$97,749,399

6 - PASSENGER AUTOS: County 384,539

7 - ELECTRIC METERS: Residence 10,197

8 - GAS METERS: Residence 3,834

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chemicals 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90 Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Church St.; 1 on Main St.; 2 on Maple St.; Mountview Plaza.
Neighborhood Shopping Centers-Union City; Glenridge; Rubber Ave.; Naug.
Principal Shopping Days-Thur. & Fri.
Stores Close-Mondays during summer months.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Rubin's; Raphael's; Rosenblatt's; Breen's; Carlson's; King's; Worth's.
Variety Stores-G. C. Murphy; Kings.
Chain Drug Stores-Brooks Drug, C.V.S.
Chain Supermarkets: First National; Stop-N-Shop.

14 - NEWSPAPERS: NEWS (e) 4,928; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: F. E. Hennick, Pub., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.
National Representative: Landon Associates.

NEW BRITAIN

1 - LOCATION: Hartford County, E&P Map B-3 (In New Britain SMSA). Adjacent to U.S. Routes 5, 6, I-84 and I-91. State Hwys. 10, 71, 72. Central Connecticut Mfg. Hardware, Machine Tools, Chucks, Hand Tools, Ball Bearings, Plumbing, Heating and Air Conditioning Equipment Locks, Electrical Appliances. 10 mi. SW of Hartford.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vermont Transit.
Airlines-25 miles from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840; Loc. Est. 70,455
CZ-ABC: (70) 111,874; (82) 96,800
RTZ-ABC: (70) 73,822; (82) 93,300
County 80 Cen. 807,766; Loc. Est. 795,122
SMSA 80 Cen. 142,241; Loc. Est. 138,838
City and RTZ-ABC: (70) 185,696; (82) 190,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539; Loc. Est. 28,250
County 80 Cen. 289,658; Loc. Est. 294,003
SMSA 80 Cen. 51,916; Loc. Est. 52,893
CZ-ABC: (70) 36,263; (82) 36,700
RTZ-ABC: (70) 21,433; (82) 31,700
City & RTZ-ABC: (70) 57,696; (82) 68,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$800,585,420
Savings & Loan	1	$91,917,457
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 430,589

7 - ELECTRIC METERS: Residence 28,365

8 - GAS METERS: Residence 19,951

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners, and (Av. Wkly. Wage)-Manufacturing 27,000 ($325); Primary and Fabricated Metals 11,870 ($309); Hardware 5,570 ($314); Machinery 7,630 ($369); Electrical and Transp. Equipment 6,740 ($419); Other Manufacturing 3,920 ($238); Total non-agriculture wage and salary workers 65,900.
Principal Pay Days-Tues., Wed., Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First Killing frost, Oct. 17. Last Killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Main St.; 2 on West Main; 1 on Arch St.; 4 on Broad St.; 2 on East Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 13 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on East Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on West Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Webster Sq.(15)	5	Woolworths, Food Mart
Corbins Corner(34)	5	Sears, D&L, Hoffmans
Twin City Plaza(8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart
Farmingdale Plaza(6)	2	Sussman's, Giant Food, Caldor
Newbrite Plaza(25)	NA	Radio Shack
Stanley Plaza	3	Bradlee's, Shop Rite
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Square Mall(40)	8	JC Penney, G. Fox & Co.
West Farms Mall(100)	5	J.C. Penney, G. Fox & Co., Sage Allen, Herman's
Plainville	3	King's, Sussman's Food
Queen Plaza(12)	9	Zayre, Shop Rite
Caldor/Village	10	Caldor, Food Mart
Newington(3)	7	Bradlees, Stop N'Save
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington Shopade(9)	8	Carpet Factory, Edwards
Prospect Plaza(15)	10	Finast, Kings

Principal Shopping Days-Thurs., Fri., and Sat.
Stores Close-Mon. (partial).
Stores Open Evenings-Food-Wed., Thurs., Fri. Others Thurs. and Fri. Most malls and plazas open every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Davidson and Leventhal; J.C. Penney; Sage-Allen; G. Fox & Co.; Sears; K mart.
Discount Stores-Bradlee's; Zayre; Caldor; K mart; Kings.
Variety Stores-Woolworth; Daffodil Inc.; Showcase; B and D.
Chain Drug Stores-Rite Aid; Arrow Drug 3; Central Rexall 2; Shop-Rite; Belvidere; CVS 2; Mall Drug.
Chain Supermarkets: Finast 4; Food Mart 5; Shop Rite 3; Stop N'Save 3; Stop & Shop 2; A&P; Sussman's Giant Food 4; Heartland Food; Pik-Kwik.
Other Chain Stores-Sherwin Williams; Firestone; Thom McAn; Anderson-Little; Sears; Singer Co.; Wicke's Lumber; Marshall's; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Big L Discounts; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 40,504; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, VP-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-West Haven SMSA); E&P Map B-4. In South Central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34, providing access to markets in Boston, Montreal, New York, Washington, Miami and points west.

2 - TRANSPORTATION: Railroads-Conrail-Amtrak; Fifth most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-117.
Intercity Bus Lines-Arrow; Connecticut Greyhound; Trailways; Chieppo.
Freight Steamship Lines-20.
Airlines-New Air; Pilgrim.
Limousine Service-Passenger service to Kennedy

& LaGuardia Int'l Airports (NYC) & Bradley Int'l Airport (Hartford).

3 - POPULATION:
City 80 Cen. 126,109; Loc. Est. 121,111
CZ-ABC: (70) 312,458; (82) 294,000
RTZ-ABC: (70) 260,942; (82) 300,100
County 80 Cen. 761,337; Loc. Est. 753,325
SMSA 80 Cen. 417,592; Loc. Est. 412,595
City & RTZ-ABC: (70) 573,400; (82) 594,100

4 - HOUSEHOLDS:
City 80 Cen. 50,634; Loc. Est. 47,389
County 80 Cen. 287,184; Loc. Est. 276,715
SMSA 80 Cen 149,574; Loc. Est. 150,977
CZ-ABC: (70) 100,856; (82) 110,600
RTZ-ABC: (70) 76,304; (82) 102,800
City & RTZ-ABC: (70) 177,160; (82) 213,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	21	$8,357,200,000
Savings & Loan	10	$1,616,000,000
Commercial	13	$5,718,700,000
National	8	$4,378,600,000

6 - PASSENGER AUTOS: County 384,539

7 - ELECTRIC METERS: City 53,931

8 - GAS METERS: City 73,194

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners. (Avg. Weekly Wage)-Total Non-Agricultural Employment 193,560 ($308); Manufacturing 43,040; Apparel & Leather 2,770 ($166); Printing & Publishing 3,410 ($292); Chemicals 3,610 ($348); Rubber & Misc. Plastic Products 2,120 ($349); Primary Metals 4,190 ($383); Fabricated Metals 7,390 ($310); Machinery 8,780 ($317); Electrical & Transportation Equipment 8,780 ($352); Other Manufacturing 7,570 ($287); Total Non-Manufacturing 150,520; Construction & Mining 8,720; Transportation (incl. R.R.) 7,190; Communication & Utilities 8,970; Wholesale Trade 10,980; Retail Trade 31,430; All Trade 42,410; Finance, Insurance & Real Estate 10,660; Service 63,840; Government 8,730.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Average Temp.-Spring 48; Summer 72; Fall 56; Winter 32. First killing frost, Nov. 15; Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-in downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Kings
Amity Center	7	McCrory
Ansonia Mall	10	K mart
Branford	5	Woolco
Branhaven	4	Caldor
Connecticut Post	12	Alexanders
Drazen	9	Woolco
Hamden Mart	6	Howlands, Sears
Hamden Plaza	6	Marshalls
K mart Plaza	2	K mart
Maple Croft	14	Marshalls
Meriden Square	20	G. Fox
Montowese	4	Kings
Naugatuck Valley	20	G. Fox
Queen Plaza	22	Zayre
Sears	8	Sears
Wallingford Plaza	15	K mart
Woolco	10	Woolco

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Macy's-Mon. thru Fri.; Sears-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Sears; Macy's; Alexander's; Howland's; G. Fox; Read's; Sage-Allen.
Discount Stores-Woolco; Bradlee's; Caldor; King's; Channel; Marshall's; K mart, Zayre.
Variety Stores-Kresge; American Discount.
Chain Drug Stores-Amity 2; CVS 2; Genovese; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid 3; Walgreen 3.
Chain Supermarkets-First National 8; Big Buy; Pegnataro & Sons 6; Grand Union; Co-Op Mkts. 2; Stop & Shop 17; Food Mart 6; Food-O-Rama 2; Universal Stores 26; Allied Grocers 60; Motts' Shoprite; Pathmark; Crown; Klaride's 2; Everybody's 5; Cheshire IGA 2; A&P 3; Grand Central.
Other Chain Stores-Anderson-Little; Arthurs; Baker Shoe; A.S. Beck; Carol-Ann Dress Shops; Casual Corner; Childworld; Donlevys; Dress Barn; Fayva; Firestone; Fotomat; Franklin Simon; Friendly Frost; Goodyear; Grossmans; Hickory Farms; Hillman-Kohan; Kaufman Carpet; Kinney Shoes; Lane Bryant; Lerner Shops; Michael's Jewelers; Morrisons; J. Press; Radio Shack; Sherman-Williams; Shoe Town; Singer Co; Spencer Gifts; Thayer McNeil; The Gap; Thrifty's; Thom McAn; Uniroyal.

14 - NEWSPAPERS: JOURNAL-COURIER (m-mon to fri) 36,417; REGISTER (e) 92,423; Comb. (m&e) 128,840; (S) 137,044; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Nester Jr., Vice-Pres/Adv., Henry S. Misiak Jr., Nat. Adv. Mgr., REGISTER and JOURNAL-COURIER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.
National Representative: Sawyer-Ferguson-Walker.

NEW LONDON

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich, CT-RI SMSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College (University of CT Branch), U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: Railroads-Amtrak; Central Vermont & Grant Trunk (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.
Airlines-Pilgrim; U.S. Air.

3 - POPULATION:
Corp. City 80 Cen. 28,842; Loc. Est. 26,175
County 80 Cen. 238,409; Loc. Est. 229,225
CZ-ABC: (70) 87,101; (82) 81,300
RTZ-ABC: (70) 79,683; (82) 95,600
SMSA 80 Cen. 248,554; Loc. Est. 239,193
City & RTZ-ABC: (70) 166,784; (82) 176,900

4 - HOUSEHOLDS:
City 80 Cen. 10,461; Loc. Est. 9,703
County 80 Cen. 81,814; Loc. Est. 80,998
SMSA 80 Cen. 85,710; Loc. Est. 84,449
CZ-ABC: (70) 25,232; (82) 27,300
RTZ-ABC: (70) 22,610; (82) 31,700
City & RTZ-ABC: (70) 47,842; (82) 59,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 116,792

7 - ELECTRIC METERS: Residence City 12,125

8 - GAS METERS: City 7,963

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication; Labor Mkt. (51,050). Avg. Wkly Wage $258.64. Total Military & Civil Service Payroll $163,527,000. Area Payroll $590,458,269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New London(13)	1	Sears, First Nat'l.
New London Mall(34)	1	Bradlee's
Waterford(20)	2	A&P, Howland, Binny's
Waterford Plz.(12)	3	Stop & Shop, Kings
Groton Shprs.	3	Bradlee's
Groton Shprs. Mart(25)	3	T.J.Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza(15)	7	IGA
Niantic Village	6	Mitchell's Super Market
Vality Shpg Plz.	10	Vality Dept. Store, Vality Super Market

Principal Shopping Days-Dept. Stores-Thurs., Fri. and Sat.; Food-Thu., Fri., Sat.
Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: Department Stores Howland's; Kresge's; Sears; Bradlee's; Vality; Caldor's; T.J. Maxx; Kings.
Discount Stores-Bradlee's; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Kings.
Variety Stores-Kresge's.
Chain Drug Stores-Whelan Drug; Rite-Aid Drug; Consumer Value; Brooks Disc.; Big L; Medi Mart.
Chain Supermarkets-First National 3; A&P 2; Beit Bros.; Stop & Shop 2; Shop-Rite.
Other Chain Stores-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; T.J.Maxx; D & L.

14 - NEWSPAPERS: DAY (e) 35,907; (S) 32,212; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence L. Dotolo, Adv. Dir., DAY, 47 Eugene O'Neil Dr., New London, CT 06320; Tel. (203) 442-2200.
National Representative: Branham.

NORWALK

1 - LOCATION: Fairfield County (In Norwalk SMSA), E&P Map A-4. Industrial center on the Norwalk River and Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Route 1, on Merritt Pkwy.; Connecticut Tpk., and is terminus of Route 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-55.
Intercity Bus Lines-Trailways; Greyhound; C. R. & L Connecticut Co.; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767; Loc. Est. 75,462
PMA-ABC: (70) 165,207; (82) 166,900
County 80 Cen. 807,143; Loc. Est. 791,275
SMSA 80 Cen. 126,692; Loc. Est. 124,160

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,309; Loc. Est. 28,049
County 80 Cen. 280,597; Loc. Est. 283,631
SMSA 80 Cen. 44,514; Loc. Est. 44,659
PMA-ABC (70) 49,994; (82) 58,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Comm.	11	N.A.

6 - PASSENGER AUTOS: County 462,625

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Electronic Equip.; Research; Optical Eqpt.; Hats; Consmetics; Sweaters; Auto Accessories.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor(8)	NA	Caldor Discount
Gateway(16)	NA	A&P
Norwalk Mall(20)	NA	Pathmark
Strawberry Hill(10)	NA	Grand Union
County Mall(8)	NA	Consumer's Dist.
Electra Plaza(8)	NA	Bradlee's
S.Norwalk Plz.(7)	NA	Grand Central Market
Shopwell Plaza(8)	NA	Shopwell
Darinor(10)	NA	Caldor
K mart Plz.(6)	NA	K mart

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Fullam's; Howlands.
Variety Stores-H.L. Green; McCrory's; Woolworths.
Discount Stores-Bargain World; Caldor; Norwalk Sales; Bradlee's; K mart.
Chain Supermarkets-A&P; Grand Central; Grand Union; Pathmark; Shopwell; Stop & Shop; Waldbaums.

14 - NEWSPAPERS: HOUR (e) 21,093; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Katharine Duprey, Natl. Adv. Mgr., HOUR, 346 Main Avenue, Norwalk, CT 06851; Tel. (203) 846-3281.
National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich CTRI SMSA). County Seat. On Conn. Turnpike. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester, and Providence.

2 - TRANSPORTATION: Railroads-Consolidated Rail; Central Vermont (freight); Providence & Worcester.
Motor Freight Carriers-25.
Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.
Airlines-USAir; Pilgrim; Coastal Air Service.

3 - POPULATION:
Corp. City 80 Cen. 38,074; Loc. Est. 34,557
County 80 Cen. 238,409; Loc. Est. 229,225
SMSA 80 Cen. 248,554; Loc. Est. 239,193

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,320; Loc. Est. 15,224
County 80 Cen. 81,814; Loc. Est. 83,442
SMSA 80 Cen. 85,710; 84,449

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$51,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: County 159,029

7 - ELECTRIC METERS: Residence 16,930

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel [illegible] ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420(NA); Television & Stereo 700 (NA).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-25 blocks on Main; N. Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(15)	NA	Sherwin-Williams
Westgate(5)	NA	
Vality(5)	NA	Vality
Norwichtown(39)	NA	Stop & Shop, Caldor
Wawecus Hill(2)	NA	Kings
Marcus Plz.	NA	Zayer, Shop-Rite Food

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Thur., some Fri. Food Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Reid & Hughes; Vality; Fisher's.
Discount Stores-Mr. Big; Kings; Caldors; Zayre; Fisher's.
Variety Stores-Woolworth.
Chain Drug Stores-Vernon Drug; Genovese; M-D.
Chain Supermarkets-A&P; IGA 4; Beit Bros. 3; Stop & Shop; Shop-Rite.
Other Chain Stores-Benney's; Sherwin-Williams; Friendly Ice Cream; Singer Co.; Railroad Salvage; Prague's; So Fro Fabric; Beaconway; Radio Shack; Brooks Drug.

14 - NEWSPAPERS: BULLETIN (m) 35,341; (S) 39,129; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
National Representative: Gannett.

STAMFORD

1 - LOCATION: Fairfield County, (Stamford SMSA) E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1) Merritt Parkway (Rte 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453; Loc. Est. 98,282
PMA-CZ-ABC: (70) 108,798; (82) 100,000
Bal. in PMA-ABC: (70) 52,889; (82) 54,400
County 80 Cen. 870,143; Loc. Est. 808,700
SMSA 80 Cen. 198,854; Loc. Est. 198,800
Total PMA-ABC: (70) 161,687; (82) 154,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,378; Loc. Est. 37,721
County 80 Cen. 280,597; Loc. Est. 286,200
PMA-CZ-ABC: (70) 34,445; (82) 37,000
Bal. in PMA-ABC: (70) 15,488; (82) 18,600
SMSA 80 Cen. 72,157; Loc. Est. 72,100
Total PMA-ABC: (70) 49,933; (82) 55,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	N.A.
Savings	8	N.A.
Fed. Sav.& Loan	3	N.A.

6 - PASSENGER AUTOS: County 462,625

7 - ELECTRIC METERS: Residence 37,738

8 - GAS METERS: Residence 15,794

9 - PRINCIPAL INDUSTRIES: Diversified manufacturing area includes wide variety of products in chemical; electronics; food, drug & cosmetics; electrical; aircraft; die casting; metals; machinery; apparel and textile products; printing and publishing. Chemical, electronic research laboratories. Headquarters for numerous major corporations.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15. Last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft fluoridated.

12 - RETAILING:Principal Shopping Centers-Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stamford Town Ctr.	NA	Macy's, J.C. Penney
Ridgeway	2	Sears, Gimbels, Grand Central Mkt.
Town & Country	2	J.H. Harvey, Grand Union
Thru-way	4	Woolworth's, A&P
Glenbrook	3	Woolworth's, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Market
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food
Goodwives	5	Grand Union

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. -Sat.; Food: Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Bloomingdale's; Macy's; J.C. Penney; Gimbel's; Lord & Taylor; Caldor.
Discount Stores-County T.V. & Appliances; Bradlee's.
Chain Drug Stores-Syl-May; Caldor; Medi Mart; Genovese; Courtesy.
Chain Supermarkets-A&P 3; First National 2; Grand Union 3; Gristede; Bongiorno's; Grade A 2; Grand Central 5; Stop & Shop; Palmer's 2.
Variety Stores-Woolworth.
Other Chain Stores-National Shoes; Goodyear; Firestone; Singer Co.; Radio Shack; The Limited; Kinney Shoes.

14 - NEWSPAPERS: ADVOCATE (e) 29,620; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Al Arvonio, Display Adv. Mgr., 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2200.
National Representative: Landon Associates.

TORRINGTON

1 - LOCATION: Litchfield county, E&P Map B-3, Industrial and residential center. NW part of state. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202, & 272.

2 - TRANSPORTATION: Railroad-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Arrow; E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Cen. 30,987; Loc. Est. 29,903
County 80 Cen. 156,769; Loc. Est. 155,950

4 - HOUSEHOLDS:
City 80 Cen. 11,995; Loc. Est. 11,488
County 80 Cen. 55,667; Loc. Est. 57,185

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	1	N.A.
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 88,317

7 - ELECTRIC METERS: Residence 9,519

8 - GAS METERS: Residence 5,170

9 - PRINCIPAL INDUSTRIES: Bearings; Spring and Mill Machinery; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Products; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp. Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30. Last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main and S. Main Sts; 2 on Water St; 2 on E. Main; Torrington-Winsted Rd; Route 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(9)	NA	K mart, Fayva Shoes
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Warehouse Foods, Caldor, Newberry
Downtown(32)	NA	Penneys, Woolworth, Superfinast Mkt.

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Caldor; J.C. Penney; Montgomery Ward; Star's; Bradlees; K mart.
Variety Stores-Woolworth.
Discount Stores-Star's; Bradlees; Caldor; K mart.
Chain Drug Stores-Maxwell; Genovese.
Chain Supermarkets-First National; A&P; IGA; Stop & Save 2; Allied Grocers 5; Stop & Shop; Mencuccini's 4; Shop-Rite; Warehouse Foods.
Other Chain Stores-Singer Co.; J.J. Newberry; S&H Green Stamps; Radio Shack.

14 - NEWSPAPERS: REGISTER (e-mon to fri; m-sat) 12,433; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Vincent W. Monteleone, Adv. Dir., REGISTER, 190 Water St, Torrington, CT 06790; Tel. (203) 489-3121.
•**National Representative**: Landon Associates.

WALLINGFORD
See MERIDEN

WATERBURY

1 - LOCATION: New Haven County, (In Waterbury SMSA); E&P Map B-3. 89 mi. from New York City; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers (Transportation Services)- Tose, Inc.; Lombard; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Airlines-Bradley International, Hartford-Springfield; Eastern; USAir; American; United; TWA; Pilgrim; Delta; Texas International.
Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; also connections for Greyhound & Trailways.

3 - POPULATION:
Corp. City 80 Cen. 103,266; Loc. Est. 100,293
CZ-ABC: (70) 161,834; (82) 160,900
RTZ-ABC: (70) 112,496; (82) 128,000
County 80 Cen. 761,337; Loc. Est. 753,325
SMSA 80 Cen 228,178; Loc. Est. 225,765
City & RTZ-ABC; (70) 274,330; (82) 288,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,035; Loc. Est. 38,667
County 80 Cen. 271,542; Loc. Est. 276,715
SMSA 80 Cen. 79,947; Loc. Est. 83,478
CZ-ABC: (70) 51,005; (82) 59,300
RTZ-ABC: (70) 33,844; (82) 44,500
City & RTZ-ABC: (70) 84,849; (82) 103,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$655,872,290
Savings & Loan	2	$403,936,000
Commercial	4	$2,719,006,675

6 - PASSENGER AUTOS: County 384,539

7 - ELECTRIC METERS: Residence 66,084

8 - GAS METERS: Residence 27,289

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chemicals; Electromech. Devices; Undergarments. Total 106,010 Wage Earners ($271 Av. Wkly. Wage).
Principal Industrial Pay Day-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradlee Plaza(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shoprite, Channel
Meriden Road(5)	NA	Mont. Ward
Naugatuck(52)	NA	G. Fox Dept., Sears
Shoppers Corner	NA	K-mart, Shopper's World
Waterbury Plz.(31)	NA	Stop & Shop, Bradlees

Nearby Shopping Centers-2 at E. Main & Edson Ave.; East End, Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; West Main St. Plaza.

City Zone Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Watertown(6)	6	First Natl., Marshall's
Maple-Croft	8	Marshall's, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pik-Kwik
Queen Plaza	10	
Meriden Square	14	J.C. Penney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K-mart, Pik-Kwik
Southbury Plz.(36)	10	Read's, Grand Union

Principal Shopping Days-Wed., Thu., Fri., Sat., Sun.
Stores Open Evenings-Tues., Thurs., Shopping centers: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Howland-Hughes; Almy's; Sears; Worth's 3; G. Fox; J.C. Penney; Read's.
Discount Stores-Shopper's World; Bradleas 2; Caldor.
Variety Stores-Woolworth; Kresge 2; McCrory's; K mart 3; Marshalls 2; Zayre's.
Chain Drug Stores-Whelan's 4; Drug City; Consumer Value Stores 2; Rite-Aid 2; Walgreen's; Genovese Drug.
Chain Supermarkets-A&P 4; First National 5; Pik-Kwik 4; Everbody's 4; Stop & Shop 2; Pathmark; Shop Rite; Walsh's; Waterbury Beef Foodland; Anthony; Grand Union; Gristede; Warehouse Foods.
Other Chain Stores-Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Walden Books; Hanover Shoes; Child World; Friendly Frost; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Hickory Farms; Langley's; Stowell's Jewelers; Castro; Levitz Furniture; Puritan Furniture; Matzkin's; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; T.J. Maxx; General Nutrition Centers.

14 - NEWSPAPERS: REPUBLICAN (m) 36,938; AMERICAN (e) 33,292; Comb (m&e) 70,230; REPUBLICAN (S) 69,732; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald L. Stevens, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadows St, Waterbury, CT 06722; Tel. (203) 574-3636.
National Representative: CWO&O.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. W of Hartford, 50 mi. E of Providence, 25 mi. S of New London.

2 - TRANSPORTATION: Railroads-Central Vermont; Providence & Worchester.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Line; Greyhound; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 14,652; Loc. Est. 14,301
County 80 Cen. 92,312; Loc. Est. 91,765
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,414; Loc. Est. 5,390
County 80 Cen. 32,209; Loc. Est. 33,031

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 43,166

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Thread Mfg. 1,250 ($140); Insulating Prod. 500 ($165); Univ. of Connecticut 4,190 ($239); Eastern Conn. College 257 ($235).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on Main St.; West Main St.; Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willimantic Plaza(12)	2	J.C. Penney
Storrs Plaza	9	A&P
East Brook(32)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days-Thu., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: Department Stores-Todds; King's; Sage Allen.
Discount Stores-Barker's; Caldor; J.C. Penney.
Chain Drug Stores-C.V.S. 2; Rexall; Medical Phcy. 2; Medi Mart.
Chain Supermarkets-A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Elm Super; Better Val-U 3.
Other Chain Stores-Sherwin-Williams; Sears; Montgomery Ward.

14 - NEWSPAPERS: CHRONICLE (e) 10,960; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Douglas C. Murphy, Bus. Mgr., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.
National Representative: Landon Associates.

WINSTED

1 - LOCATION: Litchfield County, E&P Map B-2. Industrial Center.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,847; Loc. Est. 8,581
County 80 Cen. 156,769; Loc. Est. 155,950

4 - HOUSEHOLDS:
City 80 Cen. 4,500; Loc. Est. 3,314
County 80 Cen. 55,667; Loc. Est. 57,185

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$1,329,477,283
Comm. Branches	2	$2,953,503,000

6 - PASSENGER AUTOS: County 88,317

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry (No. of Wage Earners)-Thread (200); Elec. Appl. (525); Ball Bearings (440); Aircraft Parts (200); Elec. Coils (200); Others (750).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 50-95; Fall 25-85; Winter 25-60. First killing frost, Sept. 20. Last killing frost, May 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
King's Plaza	3	King's, Rite Aid, Finast
Torrington Parkade(27)	7	Caldor's, Warehouse Foods
K mart Plaza	9	K mart, Shop-Rite, Genovese
Downtown Shpg. Ctr.	12	Bradlees, Stop'N Shop, Finast

Principal Shopping Days-Thurs. & Fri.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores Colt's; Vaccaris, Penney's.
Variety Stores-King's; Bradlees; Caldors; K mart.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Supermarkets-Allied Grocers 3; A&P; First National; IGA.

14 - NEWSPAPERS: CITIZEN (e) 5,223; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Martha Jensen, Adv. Mgr., CITIZEN, 448 Main St., Winsted, CT 06098; Tel. (203) 379-3333.
National Representative: None.

DELAWARE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	49	41	42
5-14 Years	117	91	93
15-24 Years	95	118	120
25-44 Years	136	164	167
45-64 Years	107	122	124
65 and Over	44	59	60
TOTAL	548	595	606

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	78	119	160
General Mdse	250	328	484
Food	319	474	798
Automobiles	246	362	462
Gasoline Stations	100	162	302
Apparel	72	101	148
Furniture	82	104	144
Eat-Drink Places	104	164	283
Drugs	50	74	118
TOTAL	1,480	2,139	3,346

DOVER

1 - LOCATION: Kent County, E&P Map A-3, State Capital, County Seat. Dover Air Force Base. Millitary Aircraft.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,507; Loc. Est. 24,005
PMA-ABC: (70) 145,781; (82) 180,700
County 80 Cen. 98,219; Loc. Est. 100,279
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,684; Loc. Est. 7,948
County 80 Cen. 32,737; Loc. Est. 34,466
PMA-ABC: (70) 43,523; (82) 63,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 102,346

7 - ELECTRIC METERS: Residence 31,249

8 - GAS METERS: Residence 7,365

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Rubber Prod. 1,400; Food Processing 2,000; Govt. (State Capital) 1,500: Dover Air Force Base 5,300 Military and 1,500 Civilian employees; Paper Products 300. Av. Wkly Wage $187.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10. Last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct.(25)	NA	Dry Goods
Blue Hen(52)	NA	Woolcn, JC Penney, Acme
Capitol(6)	NA	L&D Auto
Carroll's Corner(7)	NA	Safeway, Drug Fair
Dover Mart(9)	NA	A&P
Dover Mall(90)	NA	Sears, Leggetts, Boscov's
Edgehill(2)	NA	Air Base Carpet
Rodney Vlg.(22)	NA	Mont.Ward, Pantry Pride, Thrift Drug

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Food every evening.

13 - RETAIL OUTLETS: Department Stores Braunstein's 2; Sears; Simon's; JC Penney; Hess; Benjamin's 2; Boscov's; Legget's.
Discount Stores-Nichol's; Woolco; Dry Goods; K mart; Tower's; Ames.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Pierce's 2; Thrift 2; Drug Fair; Happy Harry's; Edgehill 2.
Chain Supermarkets-A&P; Big IGA; Acme 2; Safeway; Marstellers 4, 7-Eleven 11; Warehouse Foods.
Other Chain Stores-Thrift Drug 2; Firestone; Goodyear; Goodrich; Penn Jersey; Montgomery Ward; Drug Fair; Pic N' Pay; Lowe's; Wicke's.

14 - NEWSPAPERS: DELAWARE STATE NEWS (e-mon to fri) 24,991 (S) 32,057 Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data; Greg McNally, Adv. Mgr., DELAWARE STATE NEWS, PO Box 737, Dover, DE 19901; Tel. (302) 674-3600.
National Representative: Inimedia.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD SMSA), E&P Map A-6. At junction of Christina Creek and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Baltimore & Ohio (freight).
Motor Freight Carriers-206 commercial & private.
Intercity Bus Lines-Delaware Coach; Delaware Authority for Regional Transit; Greyhound; South Jersey; Trailway.

3 - POPULATION:
Corp. City 80 Cen. 70,195; Loc. Est. 67,924
CZ-ABC: (70) 356,611; (82) 370,000
RTZ-ABC: (70) 281,014; (82) 336,400
SMSA 80 Cen. 524,108; Loc. Est. 526,300
County 80 Cen. 399,002; Loc. Est. 400,300
City & RTZ-ABC: (70) 637,625; (82) 706,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,901; Loc. Est. 30,506
County 80 Cen. 139,292; Loc. Est. 148,956
SMSA 80 Cen. 180,986; Loc. Est. 184,000
CZ-ABC: (70) 107,410; (82) 130,400
RTZ-ABC: (70) 83,164; (82) 116,800
City & RTZ-ABC: (70) 190,574; (82) 247,200

5 - BANKS:

State-24 Banks; Assets $5,706,679,000.

6 - PASSENGER AUTOS: County 224,456

7 - ELECTRIC METERS: County 139,600

8 - GAS METERS: County & City 74,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Average Weekly Wage): Durable Goods 19,200 ($395); Non-Durable Goods 49,500 ($310); Primary Metals 1,900 ($420); Fabricated Metals 1,800 ($250); Machinery and Transportation 11,000 ($439); Food 7,900 ($233); Textiles 500 ($238); Printing and Publishing 2,100 ($292); Chemical Products 31,000 ($411); Rubber and Plastics 2,700 ($342); Manufacturing 69,100 ($345); Apparel 2,100 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-80; Winter 10-68. First killing frost, Nov. 1. Last killing frost, Apr. 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Market St. & King St. from Front to 10 St.

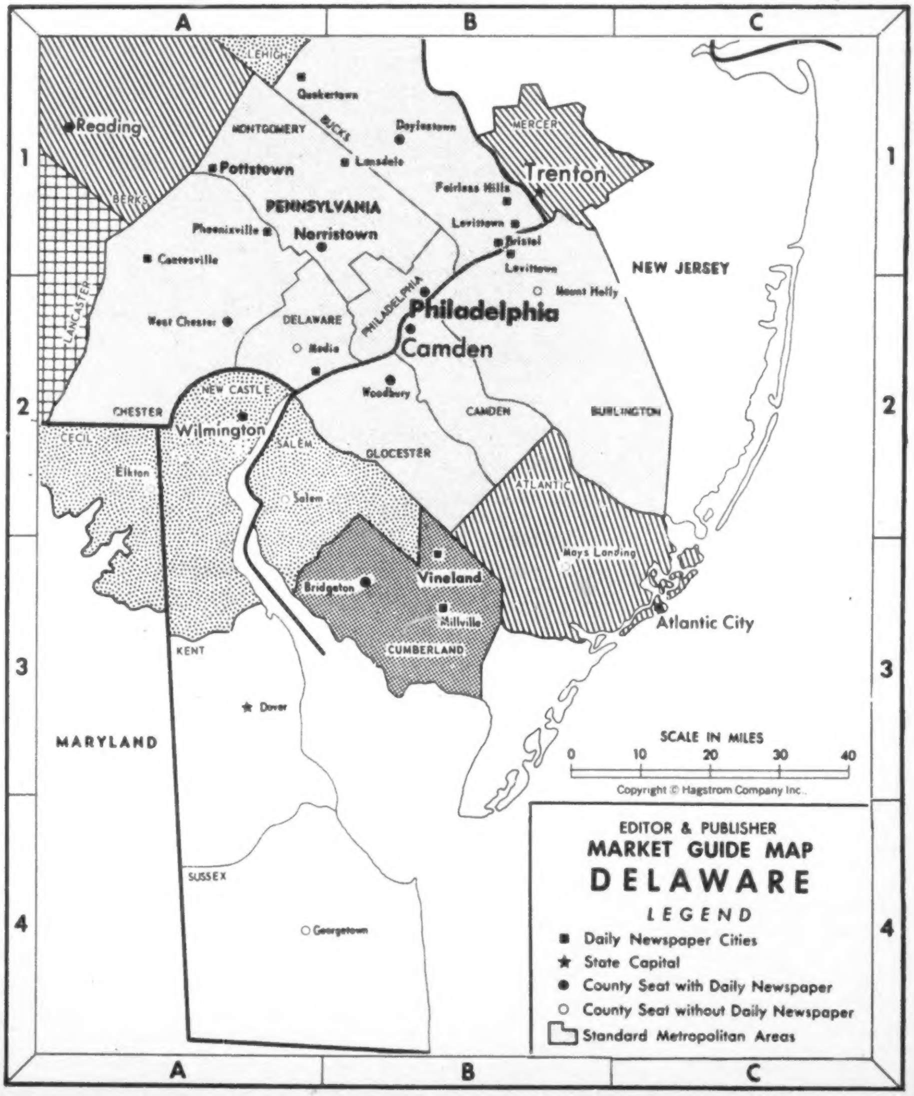
Neighborhood Shopping Centers-Union St. from Front to 8th St.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plaza	10	Woolco
Tri-State Mall(52)	10	Wilm. Dry Goods, K mart
University Plz.	10	Woolco, Acme
Chestnut Hill(20)	15	Gaylord's, JC Penney
Christiana(95)	7	Strawbridge & Clothier, Bamberger's, JC Penney
Dover Mall	NA	Boscov, Sears, Leggetts
Merchandise Mart	3	Strawbridge & Clothier, Acme
Continental(12)	3	Liebman's
Fairfax(21)	4	Acme
Newark(22)	12	Newark Dept., Acme
Graylyn	4	A&P
Midway(21)	8	A&P
Prices Corner(25)	3	Sears, Penney's
Concord Mall(64)	8	Jefferson Ward Pomeroy's
Castle Mall(34)	15	A&P, K mart
New Castle Sq.	10	A&P, Kings

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Discount Sundays; Downtown Fri.; Dept. & Shopping centers every night; Food every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Wilmington Dry Goods; Wanamaker; Strawbridge & Clothier; Kennard-Pyle Co.; Sears; Penney; Braunstein's; Pomeroy's; K mart; Bamberger's; Marshalls.
Discount Stores-Gaylords 4; Silo 3; Jefferson-Ward 2; Woolco 2; Atlantic Appliances; Ames Dept. Store; Nichols; Mason's; Kiddie World.
Variety Stores-Woolworth 4; Rickel's; Richardson


A
B
C
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LEHIGH
Quakertown
Reading
MONTGOMERY
BUCKS
Doylestown
MERCER
Lansdale
Pottstown
Trenton
BERKS
Fairless Hills
PENNSYLVANIA
Levittown
Phoenixville
Norristown
Bristol
Coatesville
Levittown
Mount Holly
NEW JERSEY
LANCASTER
PHILADELPHIA
West Chester
DELAWARE
Philadelphia
Media
Camden
Woodbury
NEW CASTLE
CHESTER
CAMDEN
BURLINGTON
Wilmington
CECIL
SALEM
GLOCESTER
Elkton
ATLANTIC
Salem
Mays Landing
Bridgeton
Vineland
Millville
Atlantic City
KENT
CUMBERLAND
Dover
MARYLAND
SCALE IN MILES
0
10
20
30
40
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SUSSEX
Georgetown
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

5; B.J. Mitchell's 2; Wassam's 4.
Chain Drug Stores-Eckerd's 10; Cappeaus 5; Happy Harry 14; Rite-Aid 4; Thrift 2; Danforth 2; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson Rexall 2; Parklynn-Limestone 4; Medicine Shoppe.
Chain Supermarkets-Pantry Pride 7; A&P 17; Acme 28; Pathmark 3; Hearn 2; Safeway 4; 7-Eleven 43; Wawa 10; IGA; Cumberland Farms 14; Shop'n Bag 4; Shop-Rite; Thriftway 4.
Other Chain Stores-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Phillipsborn (women's); Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Gallenkamp (shoes); Goodyear Svc. Stores; Firestone Stores; General Tire; B.F. Goodrich Tires; Webster's Clothes; Channel Home Ctrs.

14 - NEWSPAPERS: NEWS (m-mon fri) 54,707; JOURNAL (e-mon to fri) 74,385; Comb. (m&e) 129,092; (sat; hol.) 115,944; (S) 121,759; Mar. 29, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Eugene P. Schwenk, Nat'l Adv. Mgr., or Gordon R. Black, Ad. Dir., NEWS JOURNAL PAPERS, 831 Orange St., Wilmington, DE 19899; Tel. (302) 573-2281.
National Representative: Gannett.

DISTRICT OF COLUMBIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Washington, D.C.-Md.-Va.-Washington, D.C.; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, Va.; Arlington, Fairfax, Loudon, and Prince William counties, Va.; Charles, Montgomery and Prince Georges counties, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	60	34	33
5-14 Years	129	79	77
15-24 Years	145	127	125
25-44 Years	198	197	193
45-64 Years	155	127	125
65 and Over	70	74	73
TOTAL	757	638	626

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	30	38	43
General Mdse	225	234	252
Food	296	335	499
Automobiles	180	202	215
Gasoline Stations	96	138	216
Apparel	150	168	205
Furniture	106	115	132
Eat-Drink Places	256	379	545
Drugs	95	97	130
TOTAL	1,797	2,085	2,817

WASHINGTON

1 - LOCATION: Capital of the United States and the District of Columbia, this is the hub of Washington-DC-MD-VA SMSA which includes: District of Columbia, Montgomery, Prince George's and Charles Counties in Maryland; Arlington, Fairfax, Loudoun, Prince William Counties and the Independent Cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia. E&P Maps C-2 (MD) & F-1 (VA).

2 - TRANSPORTATION: Railroads-Amtrak (pass.); B&O; C&O; RF&P (freight); Southern (freight); Auto-Train; Burlington Northern (freight); Conrail (pass. & freight); Chessie System (passenger & freight); Metro Rapid Transit System.
Motor Freight Carriers-77.
Intercity Bus Lines-Colonial Transit; Continental Trailways; Eyre; Freeway Enterprise; Gold Line; Greyhound; J&J Bus Service; Metro Bus System; Ride-On.
Airlines-Aeromech; Air Florida; Air France; Air North; Air Jamaica; Air Virginia; Altair; American; British Airways; Christman Air System; Colgan; Continental; Cumberland; Delta; Eastern; Empire; Henson; Midway; Mid South; New Air; New York Air; Northwest; Ozark; Pan Am; Pennsylvania Commuter; People Express; Piedmont; Pilgrim; Princeton; Ransome Airline; Southern Jersey Airways; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 637,651; Loc. Est. 613,200
CZ-ABC: (70) 1,827,710; (82) 1,683,500
RTZ-ABC: (70) 1,081,091; (82) 1,404,500
SMSA 80 Cen. 3,060,240; Loc. Est. 3,083,300
City & RTZ-ABC: (70) 2,908,801; (82) 3,088,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 252,952; Loc. Est. 247,700
SMSA 80 Cen. 1,112,579; Loc. Est. 1,146,000
CZ-ABC: (70) 617,081; (82) 659,900
RTZ-ABC: (70) 293,563; (82) 446,000
City & RTZ-ABC: (70) 910,644; (82) 1,105,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	60	$15,854,782,000
Savings & Loan	37	$7,716,000,000

6 - PASSENGER AUTOS: SMSA 1,810,800; D.C. 259,200; Local & federal gov't diplomats 13,800

7 - ELECTRIC METERS: SMSA 945,700

8 - GAS METERS: SMSA 558,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fed. Gov't 349,000; State & Local Gov't 175,200; Retail 256,300; Wholesale 59,300; Fin., Ins. & Real Estate 90,400; Trans. & Pub. Utilities 71,200; Construction 63,200; Manufacturing 58,500. Total employed 1,567,400.
Source: D.C. Dept. of Employment Services, Jan. 1982

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 65-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING:Principal Shopping Centers & Areas: District of Columbia-Central Business District: 5th-15th Sts., N.W. bet. the Mall & Mass. Ave., N.W.; Chevy Chase/Friendship Heights; Georgetown; Lower Conn. Ave. from Penna. Ave. North to S Street, N.W. between 17th & 21st Sts., N.W.; Wisconsin Ave.
Other Shopping Areas-Alabama Ave., S.E. Benning Rd., N.E. (Greenway); Brookland; Bladensburg Rd., N.E.; Brightwood; Cleveland Park; Columbia Heights; 18th & Columbia Rd., N.W.; H St., N.E.; Fairfax Village; Kennedy St., N.W.; Lower 14th St., N.W.; Georgia Ave., N.W.; Riggs Road & South Dakota Ave., N.E.; Spring Valley; Pennsylvania Ave. & 6th-8th Sts. S.E.; Pennsylvania & Minnesota Aves., S.E.; Van Ness; Shepard Park-Georgia & Eastern Aves.; Tenleytown; Petworth; 4th-6th & D Sts., S.W.
Shopping Centers-Van Ness Centre; L'Enfant Plaza; Friendship Heights (Mazza Gallerie); Les Champs/Watergate; Hechinger Mall; Georgetown Park.
Charles County (MD)-Shopping centers: La Plata; Waldorf.
Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.
Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.
Prince George's County (MD)-Major shopping areas: Bladenburg; Camp Springs; College Park; Hyattsville; Lanham; Landover; Mt. Rainer; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel.
Shopping Centers-Carrolton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Eastover; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Centre; Marlow Heights; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plaza.
Arlington County (VA)-Major shopping areas: Clarendon; Rosslyn; Shirlington.
Shopping Centers-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.
Alexandria City (VA)-Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.
Shopping Center-Landmark.
Fairfax County (VA)-Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybla Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton.
Shopping Centers-Loehman's Plaza; Pike 7 Plaza; Tyson's Center, Seven Corners; Beacon Mall; Bradlick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Springfield Plz.; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; Pan Am.
Loudoun County (VA)-Major shopping areas: Herndon Junction; Leesburg.
Prince William County (VA)-Major shopping areas: Manassas; Woodbridge; Westgate.
Shopping Centers-Marumsco Plaza; Manassas Mall.
Principal Shopping Days-Mon., Thurs., Fri. & Sat.
Stores Open Evenings-Dept. Stores (downtown) Mon. & Thurs. Suburban stores and most large food stores, every evening. Some food chains open 'til 10:00 p.m. and on Sunday. Most shopping Centers and dept. stores open Sunday. Most food chains open 24 hrs. Mon. thru Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's 2; Hecht's 13; Montgomery Ward 8; J.C. Penney 10; Sears 9; Woodward & Lothrop 12.
Variety Stores-Kresge 6; McCrory 4; Murphy 13; Woolworth 14.
Discount Stores-K mart 14; Memco 8; Woolco 11; Zayre 11.
Appliances & Hi-Fi-Circuit City 8; Contemporary Sounds 5; Erol's 6; George's 7; Luskins 9; Microwave Cooking etc. 5; Myer-Emco 3; Radio Shack 60; Reliable Home Appliances 7.
Building Supplies-Hechinger 16; Lowe's 4; McIntire 16; Scott's 10; 84 Lumber 7.
Chain Drug Stores-Dart 62; Drug Fair 90; People's 136; Rodman's 5; Standard Drug & Affiliates 15.
Chain Supermarkets-A&P 19; Basics 7; Cook's 6; Co-Op Consumers 4; Food Barn 6; Giant 91; Grand Union 26; High's 285; Jumbo 8; Larimer's 2; Magruder's 3; Memco 8; Murray Steaks 26; Pershing Markets 2; Plus 8; Safeway 126; 7-Eleven 257.

Jewelry Stores-Bailey, Banks & Biddle 5; Black, Starr & Frost 3; Boone & Sons 3; J.E. Caldwell 3; Castelberg 6; Gordon's 5; R. Harris-D.P. Paul Co. 3; Kay Jewelers 15; Melart Jewelers 15; Theodore Nye 4; Pampillonia 2; J.B. Robinson 8; Chas. Schwartz & Son 2.
Health Clubs/Reducing Salons-Barbara Ellen Exercise & Fitness Center 10; Fitness World 2; Fun & Fitness Exercise Aquatic Center 9; Holiday Spas 9; Nautilus Fitness Center 5; Spa Lady 10; Diet Center 34; Gloria Marshall Figure Salons 6; European Health Spa 3; Nutri-Systen Weight Loss Center 7.
Furniture Stores-C.L. Barnes 3; Castro Convertibles 2; Coles 5; Colony House; Danker 2; Decor Furniture 2; Design Store 4; Door Store 7; House & Herman; Hub 13; Kimels 4; Knock-Down 3; Levitz 3; Loft Bed 2; Mahler's; Manor House; Marlo 3; MasterCraft Interiors; Mattress Center 6; Mattress Discounters 18; Saah Furniture Manufacturers (unfinished) 2; Scan 8; W&J Sloane 7; Warehouse Sleep Centers 3; Wood Shop 3.
Office Furniture: D&F Furniture 9; Office Furniture Mart 8.
Shoe Stores-Baker 15; Boyce & Lewis 4; Bradshaw 6; Chandler 3; DeYoung 8; Flagg Bros. 5; Florsheim 6; Hahn 23; Hanover 13; Heel 'N Toe 8; Kinney 40; Massey 10; Pic 'N Pay 12; Regal 4; Rich 4; F.R. Richey 3; Shoe Town 14; Shoe World 7; The Bootery 5; Thom McAn 20; Wild Pair 5.
Auto Supplies-Consumer Discount Tire 6; General Tire 3; Goodyear 17; Firestone 10; Hi-Gear 20; Market Tire 26; Merchant Tire 31; Midas Muffler 19; National Tire Wholesale 11; Nationwide 9; Penn Jersey 14; Pep Boys 4; Performance Discount Tire 6; Rayco 3; Stidham Tire 15; Sure Fit 3; Trak-Auto 30; Western Auto 4.
Cosmetics-Elizabeth Arden 2; Merle Norman 14; Mary Kay 13.
Candy-Fannie Farmer 2; Fannie May 16; Russell Stover.
Mens Clothing-Allyn' Men's Shops 7; Arthur A. Adler 2; Big & Tall 3; Britches 11; Cavalier 4; Chess King 6; Dash Designers 5; Georgetown University Shops 2; George's Big & Tall 3; James 2; National Shirt 2; Richman's 8; J. Riggins 6; September 2; Steven-Windsor 11; Wall Street Clothes 3; Webster Men's Wear 5; Wilson's Men Stores 4.
Women's Clothing-Ann Taylor 4; Casual Corner 16; Clothes Corner 2; Dana Robins 3; Fashion Factory 2; Fashion Tree 2; Foxmoor Casuals 11; L. Frank 22; Gartenhaus 2; Hit or Miss 13; Jay's Designer Fashions 5; Lane Bryant 6; Lerner 14; The Limited 10; Loehman's 2; Lord & Taylor 4; Mademoiselle Fashions 13; T.H. Mandy 5; Marianne 12; Marshall's 3; Miss Harper 3; Off The Rax 11; Ormond Shops 7; Pat Arnolde's Talls 4; Petite Street 4; Philipsborn 16; Plymouth 3; Rosendorf/Evans 3; Saks Fifth Ave; Saks-Jandel 3; Seven & Nine Shoppe 2; Show-Off 6; Showroom 2; 16 Plus 5; Susie Casuals 7; Syms; Up-Against The Wall 3.
Men's & Women's Clothing-Jos. A. Bank Clothiers 3; Brooks Bros. 3; David's Village Shops 6; The Gap 12; Garfinckel's 9; Great Factory Store 4; Lewis & Thos. Saltz 3; I. Magnin; Morton's 5; Neiman & Marcus; Pants Corral 18; Raleigh's 11; Royal Formal & Bridal 8.
Children's Furnishings-Beyda; Bo-Peep Shop 3; Crib 'N Cradle 4; Kids Wear Outlet 3; Tots 'N Teens 6; Young Fair 5.
Toys: Juvenile Sales 6; Toys R Us 7.
Fabric Stores-Danneman 9; House of Fine Fabrics 1[illegible]; Mill End Shops 8; Minnesota Fabrics 9.
Sporting Goods-Eddie Bauer; Herman's 9; Hudson Bay Outfitters 15; Irving's Sport Shops 13.
Catalog Stores-Basco 2; W. Bell & Co. 7; Best 7; Evans 4.
Computers-Apple 6; Chafitz; Computers, etc. 2; IBM; Math Box 6; Radio Shack 56.
Bookstores & Records-Crown Books 29; Dalton 10; Walden Books 13; Harmony Hut 8; Record & Tape, Ltd. 4; Variety Records Inc. 8; Waxie Maxie 16.
Other-Becker's 8; Camalier & Buckley 5; China Closet 3; Diener's 7; Kitts Music 18; Pier 1 10; Singer Sewing Center 6; Rits Camera 14; Snap Shots 17.

14 - NEWSPAPERS: POST (m-mon to fri) 760,950; (m-sat) 713,278; (S) 986,024; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Jack Kerrigan, Gen. Adv. Mgr., POST, 1150 15th St., N.W., Washington, DC 20071; Tel. (202) 334-7750.
National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Reps.
TIMES (m-mon to fri) 100,000; Sept. 30, 1982 Publisher's estimate.
Local Contact for Advertising & Merchandising Data: Peter O'Reilly, Mktg. Dir., TIMES, 3600 New York Ave., N.E., Washington, DC 20002; Tel. (202) 636-3000.
National Representative: None.

FLORIDA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County.
Dayton Beach-Volusia County.
Fort Lauderdale-Hollywood-Broward County.
Fort Meyers-Cape Coral-Lee County.
Fort Walton Beach-Okaloosa County.
Gainesville-Alachua County.
Jacksonville-Baker, Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven-Polk County.
Melbourne-Titusville-Cocoa-Brevard County.
Miami-Dade County.
Ocala-Marion County.
Orlando-Osceola, Orange and Seminole Counties.
Panama City-Bay County.
Pensacola-Escambia and Santa Rosa Counties.
Sarasota-Sarasota County.
Tallahassee-Leon and Wakulla Counties.
Tampa-St. Petersburg-Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton-Palm Beach

STANDARD CONSOLIDATED STATISTICAL AREA

Miami-Fort Lauderdale-Includes Miami SMSA and Fort Lauderdale-Hollywood SMSA.

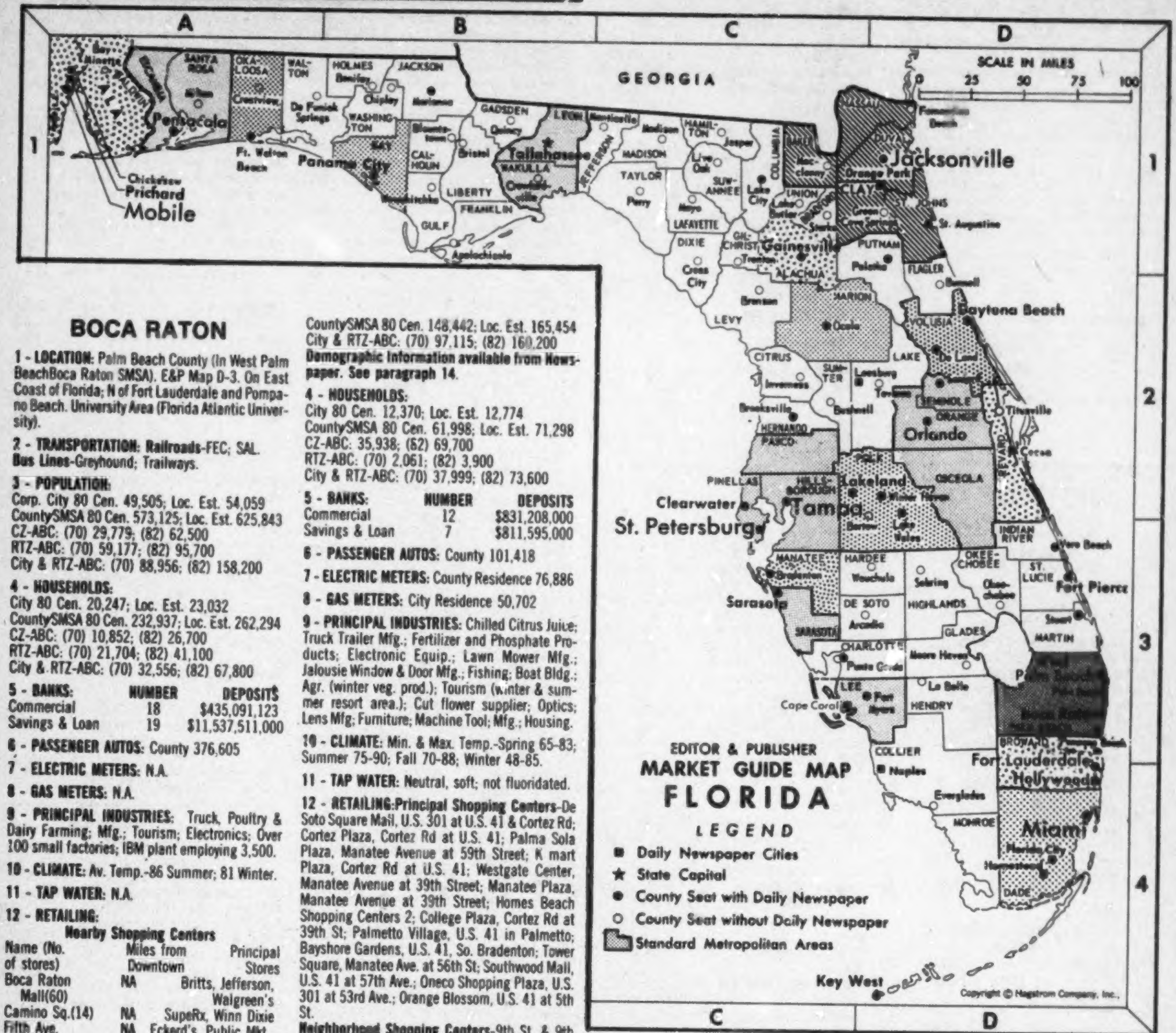
POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	502	570	639
5-14 Years	1,250	1,307	1,465
15-24 Years	1,074	1,622	1,818
25-44 Years	1,510	2,449	2,745
45-64 Years	1,470	2,107	2,362
65 and Over	985	1,685	1,889
TOTAL	6,791	9,740	10,918

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	1,182	1,554	2,598
General Mdse	2,752	4,114	7,562
Food	4,011	7,016	14,697
Automobiles	4,229	6,645	10,546
Gasoline Stations	1,352	2,386	5,559
Apparel	938	1,406	2,560
Furniture	1,077	1,555	2,675
Eat-Drink Places	1,784	2,925	6,265
Drugs	717	1,119	2,222
TOTAL	19,707	31,413	60,668



BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm BeachBoca Raton SMSA). E&P Map D-3. On East Coast of Florida; N of Fort Lauderdale and Pompano Beach. University Area (Florida Atlantic University).

2 - TRANSPORTATION: Railroads-FEC; SAL.
Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 49,505; Loc. Est. 54,059
CountySMSA 80 Cen. 573,125; Loc. Est. 625,843
CZ-ABC: (70) 29,779; (82) 62,500
RTZ-ABC: (70) 59,177; (82) 95,700
City & RTZ-ABC: (70) 88,956; (82) 158,200

4 - HOUSEHOLDS:
City 80 Cen. 20,247; Loc. Est. 23,032
CountySMSA 80 Cen. 232,937; Loc. Est. 262,294
CZ-ABC: (70) 10,852; (82) 26,700
RTZ-ABC: (70) 21,704; (82) 41,100
City & RTZ-ABC: (70) 32,556; (82) 67,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	18	$435,091,123
Savings & Loan	19	$11,537,511,000

6 - PASSENGER AUTOS: County 376,605

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Poultry & Dairy Farming; Mfg.; Tourism; Electronics; Over 100 small factories; IBM plant employing 3,500.

10 - CLIMATE: Av. Temp.-86 Summer; 81 Winter.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boca Raton Mall(60)	NA	Britts, Jefferson, Walgreen's
Camino Sq.(14)	NA	SupeRx, Winn Dixie
Fifth Ave. Plaza(50)	NA	Eckerd's, Public Mkt., Star Value
Royal Palm Plaza(82)	NA	Bogart's
Glades Plaza(85)	NA	

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; Sears.
Discount Stores-Jefferson; K mart; Woolco.
Chain Drug Stores-Eckerd's; SupeRx; Grand Union; Walgreen's; Cunningham; Jericho; Gray Drug; Fedco.
Chain Supermarkets-Winn-Dixie; Publix; Grand Union.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,412; (S) 16,078; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rick Baker, Adv. Dir., NEWS, PO Box 580, Boca Raton, FL 33432; Tel. (305) 395-8300.
National Representatives: Knight-Ridder; USSPI.

BRADENTON

1 - LOCATION: Manatee County, County Seat. (In Bradenton SMSA) E&P Map C-3. On Manatee River & U.S. Highways 41 & 301; 40 mi. S of Tampa; 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: Railroads-S.C.L.
Airlines-Eastern; Pan-Am; Republic; United; Delta; Ozark; People Express; PBA; Altair.
Bus-Trailways; Greyhound.
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 30,170; Loc. Est. 33,263
CZ-ABC: (70) 90,472; (82) 149,400
RTZ-ABC: (70) 6,643; (82) 10,800
CountySMSA 80 Cen. 148,442; Loc. Est. 165,454
City & RTZ-ABC: (70) 97,115; (82) 160,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,370; Loc. Est. 12,774
CountySMSA 80 Cen. 61,998; Loc. Est. 71,298
CZ-ABC: 35,938; (62) 69,700
RTZ-ABC: (70) 2,061; (82) 3,900
City & RTZ-ABC: (70) 37,999; (82) 73,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	$831,208,000
Savings & Loan	7	$811,595,000

6 - PASSENGER AUTOS: County 101,418

7 - ELECTRIC METERS: County Residence 76,886

8 - GAS METERS: City Residence 50,702

9 - PRINCIPAL INDUSTRIES: Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Products; Electronic Equip.; Lawn Mower Mfg.; Jalousie Window & Door Mfg.; Fishing; Boat Bldg.; Agr. (winter veg. prod.); Tourism (winter & summer resort area.); Cut flower supplier; Optics; Lens Mfg; Furniture; Machine Tool; Mfg.; Housing.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-De Soto Square Mall, U.S. 301 at U.S. 41 & Cortez Rd; Cortez Plaza, Cortez Rd at U.S. 41; Palma Sola Plaza, Manatee Avenue at 59th Street; K mart Plaza, Cortez Rd at U.S. 41; Westgate Center, Manatee Avenue at 39th Street; Manatee Plaza, Manatee Avenue at 39th Street; Homes Beach Shopping Centers 2; College Plaza, Cortez Rd at 39th St; Palmetto Village, U.S. 41 in Palmetto; Bayshore Gardens, U.S. 41, So. Bradenton; Tower Square, Manatee Ave. at 56th St; Southwood Mall, U.S. 41 at 57th Ave.; Oneco Shopping Plaza, U.S. 301 at 53rd Ave.; Orange Blossom, U.S. 41 at 5th St.
Neighborhood Shopping Centers-9th St. & 9th Ave., W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Soto Sq.(105)	3	Maas Bros., Sears, Belk Lindsey, J.C. Penney
Cortez Plaza(43)	3	Walgreen, J. Byron's, Woolco, Publix
Palma Sola(32)	5	Grand Union, Treasury Drugs
West Gate(12)	2	Beall's, Publix
Bayshore Gdns.(33)	4	S.H. Kress, Publix
College Plaza(19)	3	Winn-Dixie, Gray Drugs
Whitfield Plz.(19)	5	Eckerd's, Winn-Dixie
Manatee Plaza(14)	2	Eckerd's, Winn-Dixie
Lakeside Pl.(15)	3	Eckerd's, Kash'N Karry
K mart Ctr.(9)	3	K mart
Fairway(8)	4	Fairway Drug
Albertson	3	Albertson
Palmetto Vlg.(15)	5	Winn-Dixie, Eckerd
Oneco Plz.	4	Winn-Dixie, Eckerd
Beachway(24)	NA	Winn-Dixie, Bealls
Tower Sq.(22)	5	Candelino's Rest., Celia Wellon
Southwood Mall(14)	5	Kash N' Karry, SupeRx, Beall's

Principal Shopping Days-Mon., Wed., Thurs., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: Department Stores-Maas Bros.; Sears; Penney; Beall's 4; Belk-Lindsey; Neisner's; Kress; Eagle Army & Navy; Eckerd's 3; J. Byrons; TG&Y.
Discount Stores-Woolco; K mart.
Variety Stores-Woolworth; Kresge; Holiday Variety.
Chain Drug Stores-Walgreen 3; Eckerds 3; Foster; Sharps; SupeRx 2; Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 3; Kash 'N Karry 2; K mart 2; Coker's Mark-ette 2; Foodway 3; Minit-Mart 2; Albertson's; Grand Union 3; Foodway 3; Family Mart.
Other Chain Stores-S&H Green Stamps; Top Value; ABC Liquor.

14 - NEWSPAPERS: HERALD (e) 30,520; (S) 37,072; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Zinn, Adv./Mkt. Dir., HERALD, 401-13th St. W., Bradenton, FL 33505; Tel. (813) 748-0411.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Representatives of Fla.

BROOKSVILLE

1 - LOCATION: Hernando County, E&P Map C-2, County Seat. West coast of Florida, 50 mi. N of Tampa; on U.S. Hwy. 41 & 98; State Hwy. 50.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,582; Loc. Est. 5,904
County 80 Cen. 44,469; Loc. Est. 51,185

4 - HOUSEHOLDS:
City 80 Cen. 2,205; Loc. Est. 2,077
County 80 Cen. 17,735; Loc. Est. 22,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 27,147

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetables packed; Rock Prods.; Electronic Components; Furniture Mfg.; Citrus Fruit & Poultry Farms; Cattle Ranches; Horse Breeding; Furniture Mfg.; Gasohol Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plaza(10)	NA	Neisner's, Publix, Hogan-Rexall
South Plaza(18)	NA	Zayre's, Winn-Dixie, Eckerds
South Sq.(17)	NA	K mart, SupeRx, Kash N' Karry, Masters
Western Way(15)	NA	Eckerd's, Bealls, Winn Dixie, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Neisner's.
Discount Stores-Zayres; Neisner's; K mart.
Chain Drug Stores-Eckerds; SupeRx.

Chain Supermarkets-Thriftway; Publix; Winn-Dixie; Swingline Food Stores; Kash N' Karry.

14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 2,365; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Harlan Phillips, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.

CAPE CORAL

1 - LOCATION: Lee County, E&P Map C-3 (In Fort Myers-Cape Coral SMSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-1.
Airlines-National; Eastern; Florida (at Fort Myers).

3 - POPULATION:
Corp. City 80 Cen. 32,103; Loc. Est. 36,690
CountySMSA 80 Cen. 205,266; Loc. Est. 224,006

4 - HOUSEHOLDS:
City 80 Cen. 12,959; Loc. Est. 13,951
CountySMSA 80 Cen. 82,509; Loc. Est. 92,882

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$132,000,000

6 - PASSENGER AUTOS: County 140,358

7 - ELECTRIC METERS: Residence 8,312

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Canning & Shipping; Electronic parts; Concrete Products; Boats; Lumber; Cigars; Fisheries; Citrus Fruit; Sugar Cane.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-5 Blocks-Cape Coral Pkwy. (38 stores)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza(3)	NA	Eckerd's, Publix, Neisner's
Corawood Mall(44)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Discount Stores-Neisner's; K mart
Chain Drug Stores-Eckerd's; Gray Drug.
Chain Supermarkets-Publix; Big John Food; Winn-Dixie.
Other Chain Stores-Goodrich; Firestone.

14 - NEWSPAPERS: BREEZE (e-mon to fri) 6,950; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: D. R. Langer, Adv. Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.
National Representative: Landon Associates.

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg SMSA). E&P Map C-2, County Seat. All-year vacation resort; 22 mi. from Tampa; 22 mi. from St. Petersburg.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers-4.
Intercity Bus Lines-Tamiani; Trailways; Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Authority.
Airlines-Delta; Eastern; National; Northwest; TWA; Air Florida; Sun; United; Pan American; Naples; Republic; Air Canada; Piedmont; Ozark; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 85,450; Loc. Est. 94,604
CZ-ABC: (70) 102,832; (82) 220,800
RTZ-ABC: (70) 154,538; (82) 168,500
SMSA 80 Cen. 1,569,492; Loc. Est. 1,696,351
County 80 Cen. 728,409; Loc. Est. 795,535
City & RTZ-ABC: (70) 257,370; (82) 389,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,323; Loc. Est. 41,108
County 80 Cen. 319,469; Loc. Est. 351,528
SMSA 80 Cen. 639,014; Loc. Est. 711,962
CZ-ABC: (70) 41,487; (82) 104,700
RTZ-ABC: (70) 47,292; (82) 75,500
City & RTZ-ABC: (70) 88,779; (82) 180,200

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	10	$5,227,356
Commercial	42	$3,082,132

6 - PASSENGER AUTOS: County 504,719

7 - ELECTRIC METERS: 36,676

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism; Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on 2 sts., also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearwater(139)	NA	Mont. Ward, Ivey's, Gayfer's, Burdines
Cleveland Plz.(17)	NA	Publix
Countryside Mall(150)	NA	Maas, Sears, Penney, Robinson
Food Fair(7)	NA	Food Fair, Eagle Army & Navy
Gulf to Bay Plaza(11)	NA	Publix Mkt., Eckerd Drug
Harbor Square(12)	NA	Winn-Dixie
Imperial Sq.(21)	NA	SupeRx, Winn-Dixie
Searstown(31)	NA	Sears, Winn-Dixie
Sunset Point(19)	NA	Beall's
Sunshine Mall(90)	NA	Penney, McCrory, Byron, SupeRx
Tri-City Plaza(21)	NA	Publix, TG&Y
Douglas(7)	NA	Publix, Eckerd
Dunedin(6)	NA	Kwik-Chek
Mid-Way(23)	NA	Publix, Eckerd's
Northwood Pl.(50)	NA	Jacobson's, Winn-Dixie, Shoppers Drug Mart
Seminole Mall(67)	NA	Woolco, J. Byron
Pinellas Sq. Mall(110)	NA	Ivey's, J.C. Penney, Mont. Ward
Tyrone Square(136)	NA	Sears, J.C. Penney, Robinson's, Maas

Principal Shopping Days-Mon., Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Shopping centers to 9, 6 nights (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Burdine's; Robinson's; J. Byron; Maas; Montgomery Ward; Belk-Lindsey; Sears; Ivey's; Gayfer's; Wilson's Jewelers.
Discount Stores-Eagle Family Discount; Zayre; K mart; Handy City; J.M. Fields.
Variety Stores-Woolworth's 2; McCrory 4; Ben Franklin; TG&Y 2.
Chain Drug Stores-Eckerd's 8; Liggett; Madison; Liggett-Rexall; SupeRx 3; Adams; Michel's 3; Kare Drugs.
Chain Supermarkets-A&P; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2; Albertson's 3; Sureway 3; Mr. C's Warehouse 2.
Other Chain Stores-Goodrich; Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furniture; Rhodes Furniture; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army Navy; Lawton Jewelers; Badock Furn.; Ace Hardware; Levitz Furn.; Scottie's Lumber.

14 - NEWSPAPERS: SUN (m) 38,808 (S) 39,882; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Booth, Mktg. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-2000.
National Representatives: Branham; Publishers' Reps. of Florida.

COCOA

1 - LOCATION: Brevard County (In Melbourne-Titusville-Cocoa SMSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 minutes E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

2 - TRANSPORTATION: Railroads-Fla. East Coast.
Bus Lines-Greyhound; Central Florida Coach Lines; Auto Bus; Trailways.
Airlines-Eastern; People Express; Dolphin; Devoe.

3 - POPULATION:
Corp. City 80 Cen. 16,096; Loc. Est. 10,101
PMA-ABC: (70) 230,006; (82) 281,400
CountySMSA 80 Cen. 272,959; Loc. Est. 289,582
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,142; Loc. Est. 5,325
CountySMSA 80 Cen. 101,783; Loc. Est. 107,016
PMA-ABC: (70) 68,405; (82) 98,000

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	62	$832,908,000
Savings & Loan	44	$802,130,000

6 - PASSENGER AUTOS: County 189,988

7 - ELECTRIC METERS: Residence County 115,970

8 - GAS METERS: County 22,806

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 22,500; Construction 6,200; Trans., Communications & Pub. Util. 4,600; Trade 21,700; Fin., Ins. & Real Estate 3,900; Service & Misc. 24,600; Govt. 19,000; Other 8,100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian River(20)	NA	Winn-Dixie, Cooks
Pirtle Plz.(11)	NA	Eckerd's, Food World
Sand Point Village(15)	NA	Great Southern Food Store, Eagle Family Discount
Bay View Plaza(5)	NA	Pantry Pride, Eagle Family Discount
Searstown Mall(31)	NA	Eckerd's, Publix, Sears, Woolworth
Miracle City Mall(53)	NA	Belk-Lindsey, McCrory's, Penney's, Winn-Dixie
Searstown-Rockledge(20)	NA	Food World, Sears
Pineridge(16)	NA	A&P, Eckerds
Byrd Plaza(26)	NA	Belk-Lindsey, Publix, Ben Franklin, Woolworth
Village Green(20)	NA	TG&Y, Winn-Dixie, Liggett Drugs
Merritt Sq.(70)	NA	Jordan Marsh, Ivey's, Publix, Penney's
Fields Plz.(20)	NA	Pantry Pride
Colonial Park Plaza(14)	NA	Eagle Family Discount, Eckerd's, Publix
First Merritt(22)	NA	Winn-Dixie
Causeway(16)	NA	McCrory's, Publix, Eckerd's
Canaveral Plz.(13)	NA	Publix, McCrory's, Eckerd's
Atlantic Plz.(22)	NA	Sleep Scene, Ben Franklin, Eckerd's, Food World
Indialantic(23)	NA	IGA Foodliner, Eckerd's
Zayre Plz.(20)	NA	Zayre, Food World
Sarno Plz.(26)	NA	Eagle Family Discount, McCrory's, Publix
Brevard(25)	NA	Penney's, Eckerd's, McCrory's, Winn-Dixie
Melbourne(23)	NA	Publix, Belk-Lindsey
Miracle(24)	NA	Publix, Eagle Family Discount
Treasure Coast(9)	NA	Woolworth, Pantry Pride
Vero Mall(29)	NA	Penney's, J. Byrons
Plaza West(11)	NA	Winn-Dixie, Eckerds Family Discount
Wickhaven(18)	NA	Ace Hardware
Northgate(8)	NA	Winn-Dixie, Eckerds
K mart Plz.(9)	NA	K mart, Jewel T
Port Malhar Plaza(18)	NA	Winn-Dixie, Eagle, Eckerd's
Palm Bay Center(27)	NA	Publix, K mart, Eckerd's, Luria's
Palm Bay Plz.(6)	NA	Topline
Country Club Plaza(6)	NA	SupeRx

13 - RETAIL OUTLETS: Department Stores (County)Ivey's; Jordan Marsh; J.C. Penney 3; Jefferson Ward 2; Sears 3; Belk-Lindsey 3.
Variety Stores-Woolworth 3; McCrory 6; TG&Y 3; Ben Franklin 2.
Discount Stores-Zayre; Cooks 2; K mart 3.
Chain Drug Stores-Liggett 2; Eckerd's 15; SupeRx 2; Walgreen's 4.
Chain Supermarkets-Publix 9; A&P; Winn-Dixie 13; Albertson's; I.G.A. 2; Mr. Grocer 14; Lil General 3; Food World 4; Majik Market 28; 7-Eleven 20; U-Tote-Em 13; Pantry Pride 5; Zippy Marts 12; SupeRx 3; Jiffy Stores 8; Shop & Go 4; Tenneco 7; Jewel T 3.
Other Chain Stores-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Eagle; Kane's Furniture; Haverty's Furniture; Badcock Furniture; Pan-American Tire; ABC Liquor; Paint Fair; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's.

14 - NEWSPAPERS: TODAY (m) 72,577; (S) 88,759; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Linda Hill, Nat. Adv. Mgr., TODAY, 308 Forrest Ave., Cocoa, FL 32922; Tel. (305) 632-8700.
National Representative: Gannett.

DAYTONA BEACH

1 - LOCATION: Volusia County (SMSA). E&P Map D-2, Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.

2 - TRANSPORTATION: Motor Freight-Central Truck Lines; American Freight System; Bowman; Carolina; Roadway Express; Terminal Transport; Crown Motor Line; Gator Freightways; Ridgeway Transfer & Storage; Allied Van; Ryder.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 54,176; Loc. Est. 56,880
CZ-ABC: (70) 109,392; (82) 181,000
RTZ-ABC: (70) 64,549; (82) 105,900
CountySMSA 80 Cen. 258,762; Loc. Est. 284,664
City & RTZ-ABC: (70) 173,941; (82) 286,900

4 - HOUSEHOLDS:
City 80 Cen. 22,952; Loc. Est. 23,884
CountySMSA 80 Cen. 105,773; Loc. Est. 120,017
CZ-ABC: (70) 41,128; (82) 80,100
RTZ-ABC: (70) 22,959; (82) 43,600
City & RTZ-ABC: (70) 64,087; (82) 123,700

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	7	$1,477,772,000
Commercial	1	$745,833,000

6 - PASSENGER AUTOS: County 161,743

7 - ELECTRIC METERS: Residence 73,250

8 - GAS METERS: Residence 16,500

9 - PRINCIPAL INDUSTRIES: (Number of Employees): Aluminum Prod. 68; Bakeries 189; Boat Repairs 186; Boat Bldrs. 97; Bottlers 101; Chemicals & Drugs 67; Citrus Prod. & Packers 145; Concrete Prods. 321; Ice Cream & Dairy Prods. 164; Millwork & Cabinetmakers 138; Missile Parts 75; Newspapers 612; Novelties 52; Radio & TV Stas. 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet Metal 126; Tool & Die Works 155; Wood Workers 55; Electrical 1,988; Motels 7,028.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; Volusia; 1 on S Ridgewood; 3 on Volusia.
Neighborhood Shopping Centers-2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood; Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; Woolco Shpg. Ctr.; K mart Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Daytona Mall(37)	1	Jefferson Ward, A&P, Winn-Dixie, Zayre
Ellinor Vlg.(15)	5	Black's Pharmacy, Piggly Wiggly
Bellair Plaza(63)	3	Belk-Lindsey, Winn-Dixie, Publix Mkts., Walgreen's, Ivey's, Woolworth
Seabreeze Blvd.	1	Sussman's
Granada Plaza(27)	6	Walgreen's, Pantry Pride
Ormond Beach(20)	8	Eckerd's, Publix, Belk-Lindsey
Holly Hill Plaza(21)	3	Woolco, Pantry Pride, Eckerd's, Goodings
Halifax(17)	2	Eckerd's, Publix
Port Orange(14)	5	Eckerd's, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phar., Thriftyway
Derby Plaza(16)	4	Winn-Dixie
K mart(10)	2	K mart
Sunshine Mall(40)	5	Woolco, Walgreen's, Pantry Pride
The Trails(34)	7	Publix, Eckerd
Rivergate Vlg.(21)	7	Winn-Dixie, SupeRx
Belnova(12)	8	Winn-Dixie, SupeRx
Dunlawton Sq.(29)	8	Publix, K mart, Eckerd
Volusia Mall(108)	3	Sears, May-Cohens, Ivey, Burdines, Belk-Lindsey, J.C. Penney

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food & Dept., Mon. & Fri. 6 Shopping Centers, every weekday evening, Sunday 12-6.

13 - RETAIL OUTLETS: Department Stores-Ivey's; Sears; Jefferson Ward; May Cohen; Burdines; Wilson's Wilkor; J.C. Penney; Furchgott's; Belk-Lindsey.
Discount Stores-Woolco; K mart; Zayre.
Variety Stores-McCrorys 3; G.C. Murphy 2; TG&Y 2; Woolworth.
Chain Drug Stores-Eckerd 8; SupeRx 3; Walgreen 5; Pic'N Save 3; Rexall 5.
Chain Supermarkets-A&P 4; Winn Dixie 13; Publix 8; 7-Eleven 28; Jax Minit 12; Pantry Pride 5; Thriftway 3; Jiffy Stores 31; Pic 'n Save; Goodings; Seven Star 7; Big Star; Handyway 20; Majik 10; Lil General 5.
Other Chain Stores-Diana Shops 2; Three Sisters; Western Auto 3; Firestone; Goodyear; Goodrich; Bulter's 2; Baker's; Cannon; Phillips; Beck; Bell Bros.; Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn.; Zale's; Gordon's Jewelers 2; National Shirt Shops (Menswear); Morrison's Cafeteria 2; S&S Cafeteria 2; Howard Johnson's 4; Holiday Inn 8; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark; Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes; Hickory Farms; Jacob's Jewelers; Jean's West; Richman Bros.

14 - NEWSPAPERS: JOURNAL (m) 58,257; NEWS (e-mon to fri) 30,467; Comb. (m&e) 88,724; NEWS JOURNAL (S) 79,199; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rita Carrey, Nat'l. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511.
National Representatives: Sawyer-Ferguson-Walker; Publishers Representatives of Fla.

DE LAND

1 - LOCATION: Volusia County (In Daytona Beach SMSA). E&P Map D-2, County Seat. Citrus growing and packing area; lumber, agriculture, cattle. Misc. mfg. area. College town, N central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-9.
Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,354; Loc. Est. 16,453
CZ-ABC: (70) 22,588; (82) 32,600
RTZ-ABC: (70) 22,333; (82) 37,900
County/SMSA 80 Cen. 258,762; Loc. Est. 284,664
City & RTZ-ABC: (70) 44,921; (82) 70,500

4 - HOUSEHOLDS:
City 80 Cen. 5,986; Loc. Est. 6,459
County/SMSA 80 Cen. 105,773; Loc. Est. 120,017
CZ-ABC: (70) 7,733; (82) 13,100
RTZ-ABC: (70) 8,933; (82) 17,700
City & RTZ-ABC: (70) 16,666; (82) 30,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,583,842,721
Commercial	4	$172,483,000

6 - PASSENGER AUTOS: County 161,743

7 - ELECTRIC METERS: West Volusia 34,037

8 - GAS METERS: City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Citrus; Fernery; Dairy; Poultry; Forestry; Cattle; Vegetable Farming; Hypodermic Needle Mfg.; Concrete Products.; Woodworking; Cabinet Mfg.; Navy Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers.

The News Tribune
St. Lucie County's
Information Center

SERVING
Fort Pierce 78 Years
Port St. Lucie 20 Years

NO.1 Morning Circulation Paper In St. Lucie Co. 7 Days A Week

A FREEDOM
NEWSPAPER

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13. Last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING:Principal Shopping Center-6 blocks Blvd.; (center downtown) and 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(11)	NA	Publix, Eckerd, J. Byron
De Land Plaza(1)	NA	Pantry Pride
Westgate(5)	NA	Thriftway
Woodland Plaza(22)	NA	Belk-Lindsey, Rose's, Eagle, Sears(catalog), Winn-Dixie, SupeRx
K mart Plaza	NA	K mart

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLoon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Most on Friday. Shopping Center til 10 nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears (catalog); Belk-Lindsey; Rose's; Eagle Family Discount; J. Byron; K mart; TG&Y; Super Discount; McCrory's; Woolworth's.
Chain Drug Stores-Orange Belt (Rexall); Eckerd 2; Medicine Shoppe 2; SupeRx.
Chain Supermarkets-Winn-Dixie 4; Pantry Pride; Publix 2; Jewel T; Thriftway.
Other Chain Stores-Firestone; Western Auto; Goodyear Service; Badcock Furn.; Nell's Furniture; Little Giant; Minute Market; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 9,068; (weekend) 9,999; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James J. Jordan, Jr., Adv. Dir., SUN NEWS, PO Box 1119, De Land, FL 32720; Tel. (904) 734-3661.
National Representative: Landon Associates.

FORT LAUDERDALE

1 - LOCATION: Broward County (In Fort LauderdaleHollywood SMSA). E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major highways include U.S. 1, I-95 and Florida Turnpike. Major terminal for railroad. bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line; Amtrak.
Motor Freight Carriers-15.
Freight Steamship Lines-36.
Intercity Bus Lines-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.
Airlines-Eastern; Northwest Orient; Pan Am; Delta; United; Ozark; Air Florida; TWA; Bahamasair; Western; Continental; Republic; Florida Airlines; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256; Loc. Est. 151,389
CZ-ABC: (70) 431,816; (82) 890,900
Bal. in PMA-ABC: (70) 52,851; (82) 102,900
Total PMA-ABC: (70) 484,667; (82) 993,800
County/SMSA: 80 Cen. 1,014,043; Loc. Est. 1,082,167
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 67,613; Loc. Est. 70,328
County/SMSA: 80 Cen. 415,339; Loc. Est. 457,052
CZ-ABC: (70) 155,703; (82) 372,000
Bal. in PMA-ABC: (70) 18,629; (82) 42,700
Total PMA-ABC: (70) 174,332; (82) 414,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$5,368,089,000
Commercial	35	$3,388,170,000

6 - PASSENGER AUTOS: County 710,296

7 - ELECTRIC METERS: County (Res.) 470,914

8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 14,200; Apparel & Accessory Stores 5,300; Furniture & Home Furnishing 4,400; Printing & Publishing 4,600; Contract Construction 33,400; Transp., Comm., Util. 17,300; Retail Trade 85,900; Fin., Ins., Real Estate 28,800; Services 85,600; Govt. 47,900.
Principal Industrial Pay Days-Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-21; over 25 additional major shopping centers plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Jefferson's Ctr.; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lauderdale(14)	1	Publix
Searstown(2)	1	Sears
Gateway(104)	2	Food Fair
New Galleria(65)	2	Jordan Marsh, Burdines, Saks Fifth Ave., Brooks Bros., Lord & Taylor, Nieman-Marcus
West Sunrise	2	Kwik Chek
Zayre West Broward(9)	7	Zayre, Grand Union
Jefferson Ctr.	3	Jefferson's
Wilton Manors(16)	3	Grand Union
Crossroads	3	Crossroads Mkt.
Central Shpg. Plaza(13)	3	Publix
Riverland(24)	3	Kwik Chek
17th Street	3	Kwik Chek, Publix
Southland(25)	3	Byrons, Kwik Chek
Coral Ridge(50)	4	JC Penney, Publix
Harbor Beach Plaza(36)	4	Harbor Beach Mkt.
Zayre-No. Andrews(13)	4	Zayres, Grand Union
Times Sq.(10)	4	Coral Ridge Mkt.
Galt Ocean Plz.(2)	4	Broward Drugs
W. Broward Grandway(22)	4	Byron's
No. Andrews Gardens	4	Pantry Pride
Plaza Center	4	Kwik Chek
Westgate(23)	4	Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(63)	5	Zayre, Woolco
Sea Ranch Vlg.(33)	6	Publix
North Ridge(21)	6	Woolco
Lakes Mall(78)	6	Jefferson's
Broward Mall(130)	7	Jordan Marsh, Sears, Burdines, J.C. Penney
Venetian Isles Center(48)	NA	Eckerd Drugs, Publix Super Mkt.
Shoppers Haven(35)	NA	Liggett's Drugs, Winn Dixie, Zales
Pompano Fashion Square(115)	NA	JC Penney, Burdines, Jordan Marsh
Sunshine Plz.(32)	NA	Publix Super Mkt., Byron's Dept.
Town Center at Boca Raton(115)	17	Burdines, Jordan Marsh, Sears
Coral Springs	13	Burdines, Lord & Taylor, Jordan Marsh, Sears, JC Penney
Delray Sq.(22)	NA	Publix, Woolco, Radio Shack
Hollywood Fashion Square	9	Burdine, JC Penney, Jordan Marsh
Diplomat Mall(65)	10	Jefferson's, Pantry Pride
Royal Palm Plaza(80)	15	
Palm Aire Deerfield	14	Gray, Publix
Hollywood Mall(68)	8	Sears, Gray Drugs
Loehmann's Plz.(8)	8	Loehmann, Drug Mart, Winn-Dixie
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie
Broward Mall(130)	7	Sears, Burdines, Jordan Marsh, JC Penney
Galleria(65)	2	Burdines, Saks Fifth Ave., Jordan Marsh

Principal Shopping Days-Department StoresMon., Fri., Sat.; Food-Thurs., Fri., Sat.
Stores Open Evenings-Food and Retail Mon. thru Sat.

13 - RETAIL OUTLETS: Baer's Furniture 4; Best 2; Burdines 5; Carl's Furniture 3; Castro Convertibles 3; Causeway Lumber 4; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Eagle Family Discount 22; Firestone 11; F.W. Woolworth 5; Goodyear 6; Habers 6; J. Byrons 7; J.C. Penney 4; Jefferson 5; Jordan Marsh 6; K mart 10; Levitz; Lindsley 13; Mayhues Liquors 9; McCrorys 7; Miami Rug 6; Neisners Variety; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Saks Fifth Avenue; Schagrins Liquors 5; Sears 5; Sleep-o-rama 6; Sultan & Sons 5; Woolco 5; Zayre 6.
Chain Drug Stores-Cunningham 4; Eckerd 35; Gray 10; Liggett-Rexall 7; SupeRx 21; Walgreen 11.
Chain Supermarkets-Albertson's 6; Basics 4; Cumberland Farms 54; Family Mart; Farm Stores 60; Grand Union 14; Lil General 27; Majik Market 27; Pantry Pride 16; Pic-N-Pay 8; Publix 43; 7-Eleven 100; U-Tote 15; Winn-Dixie 52.

14 - NEWSPAPERS: NEWS (e-mon to fri) 96,179; SUN-SENTINEL (m-mon to fri) 85,484; Comb. (m&e) 181,663; NEWS & SUN-SENTINEL (m-sat) 181,420; (S) 233,560; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr. E., Ft. Lauderdale, FL 33302; Tel. (305) 761-4000.
National Representatives: CWO&O; Pub. Rep. of Fla.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral SMSA). E&P Map D-3, County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-6.
Intercity Bus Lines-Fort Myers Transit; Tamiami Trailways; Greyhound.
Airlines-Eastern; Delta; United; Northwest; Pan Am; TWA; Ozark; PBA; Slocum; North American; Air Florida.

3 - POPULATION:
Corp. City 80 Cen. 36,638; Loc. Est. 37,714
PMA-ABC: (70) 175,154; (82) 404,300
County/SMSA 80 Cen. 205,266; Loc. Est. 224,006
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,413; Loc. Est. 12,875
County/SMSA 80 Cen. 82,509; Loc. Est. 86,400
PMA-ABC: (70) 63,127; (82) 170,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$1,339,683,000
Savings & Loan	2	$463,248,000

6 - PASSENGER AUTOS: County 140,358

7 - ELECTRIC METERS: Residence 109,310

8 - GAS METERS: Residence 12,225

9 - PRINCIPAL INDUSTRIES: Tourism; Construction; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Processing; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.
Neighborhood Shopping Centers-5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weaver's Corner(22)	4	Winn Dixie
Santini Plaza	15	Winn Dixie
East Gate(7)	4	Eckerds
Edison Mall(117)	2	Maas, Sears, J.C. Penney, Burdine's

Miners Plaza	9	Winn Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters(55)	7	
Bridge Plaza(22)	8	Grand Union
College Pkwy.(14)	8	Winn Dixie
Woolco Plaza	3	Woolco, Winn Dixie
Coralwood Mall(44)	10	Bealls, Winn Dixie
Coral Gate(18)	4	Winn Dixie
Worth Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq.	2 1/2	Publix
Coral Pointe	10 1/2	Publix
Bell Tower(64)	9	Jacobsen's

Principal Shopping Days-Thu., Fri., Sat. and Mon.

13 - RETAIL OUTLETS: Department Stores-Burdine's; Jefferson's; J. Byron's; Sam Solomon; Sears; J.C. Penney; K mart 2; Lerner's; Maas Bros.; Woolco; Marshalls.
Variety Stores-McCrory's; Woolworth; Eagle Army-Navy.

Chain Drug Stores-Eckerd 8; Walgreen 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less Drugs; Treasury Drugs 2.

Discount Stores-American Dept. Stores; Woolco; TG&Y 3.

Chain Supermarkets-Albertson's; Grand Union 2; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; Thurstons; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John.

Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Self Service Shoe; Shoe Fair; Zale's; Kinney's; Tom McAn; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Leeds Shoes; Ace Hardware; Handy City; Kane's Furniture; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerners; Florsheim Shoes; Gordons Jewelers; Buster Brown; Naturalizer.

14 - NEWSPAPERS: NEWS-PRESS (m) 78,173; (S) 91,791; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bruce, Adv. Dir., NEWS-PRESS, PO Box 10, Ft. Myers, FL 33902; Tel. (813) 335-0200.
National Representative: Gannett.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County, E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: Railroads-Florida East Coast.
Motor Freight Carriers-Southern; Central; Ryder; Greyhound; UPS; Trailways.
Intercity Bus Lines-Florida Greyhound; Trailways Bus System.

3 - POPULATION:
Corp. Cities 80 Cen. 48,492; Loc. Est. 54,908
Fort Pierce 80 Cen. 33,802; Loc. Est. 34,898
Port St. Lucie 80 Cen. 14,690; Loc. Est. 20,010
PMA-ABC: (70) 50,836; (82) 97,600
County 80 Cen. 87,182; Loc. Est. 97,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,610; Loc. Est. 23,950
Fort Pierce 80 Cen. 15,163; Loc. Est. 15,550
Port St. Lucie 80 Cen. 6,447; Loc. Est. 8,400
County 80 Cen. 32,506; Loc. Est. 37,800
PMA-ABC: (70) 16,858; (82) 37,800

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	8	$476,568,239
Commercial	5	$263,754,884

6 - PASSENGER AUTOS: County 52,331

7 - ELECTRIC METERS: Residence 23,604

8 - GAS METERS: 4,067

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 4,000; Mfg.; Food 4,000; Transp.; Comm. 389; Land Dvlpmt. 600; Fertilizer Mfg. 500; Poly, Paper Bags; Tourism 1,500; Comm. Fishing 450; PVC Pipe 150.
Principal Industrial Pay Days-Sat. and Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1.
Neighborhood Shopping Centers-Orange Ave. bet. Fourth and Ninth Sts.; Fourth St. south of Boston Ave. to Virginia Ave.; Fourth St. at Chipola Rd.; Orange Ave. and 13th St.; Orange Ave. bet. 27th and 33rd Sts.; Ave. D bet. Seventh and 13th Sts.; Searstown on U.S. 1 & Virginia Ave.; Grand Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Edwards Rd, Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Pierce	2	Fields Drug
Sunrise Blvd.(15)	1	A&P
Searstown(43)	2	Sears, Woolworth, Publix
K mart Plz.(19)	2	K mart, L. Luria, Winn-Dixie
Jefferson Plz.(23)	3	Pantry Pride, Jefferson
Village Green(20)	10	Beall's, K mart, Winn-Dixie, Eckerd Drug
Rivergate Plaza(17)	12	Walgreen's, Publix

Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Dept-Mon. & Fri.; Foodevery night ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Rubin Bros.; J.C. Penney; Rosslow's; Sears; K mart; Jefferson; Beall's.
Discount Stores-ADC.
Variety Stores-McCrory's; Woolworth 2.
Chain Drug Stores-Walgreen; Silver Palace Rexall; Gray Drug 2; SupeRx; Eckerd; Fields Drugs.
Chain Supermarkets-A&P; Winn-Dixie; Pantry Pride; Publix 2; Great Valu; Associated Grocers 4; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Western Auto; Mather Furn.; Haverty's (furniture); Gordon's (jewelry); Gas-Oil Products; Three Sisters; Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 2; Zales (jewelry); L. Luria & Sons (luggage & jewelry).

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 16,147; (S) 18,441; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Adv. Dir., NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 33454; Tel. (305) 461-2050.
National Representative: Landon Associates.

FORT WALTON BEACH

1 - LOCATION: Okaloosa Co (SMSA), E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Lines-8.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 20,829; Loc. Est. 20,938
CZ-ABC: (70) 67,078; (82) 87,000
RTZ-ABC: (70) 21,109; (82) 28,700
County/SMSA 80 Cen. 109,920; Loc. Est. 115,225
City & RTZ-ABC: (70) 88,187; (82) 115,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,140; Loc. Est. 6,817
County/SMSA 80 Cen. 37,538; Loc. Est. 40,462
CZ-ABC: (70) 18,422; (82) 28,100
RTZ-ABC: (70) 6,422; (82) 10,000
City & RTZ-ABC: (70) 24,844; (82) 38,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$211,741,857
Savings & Loan	2	$129,000,000

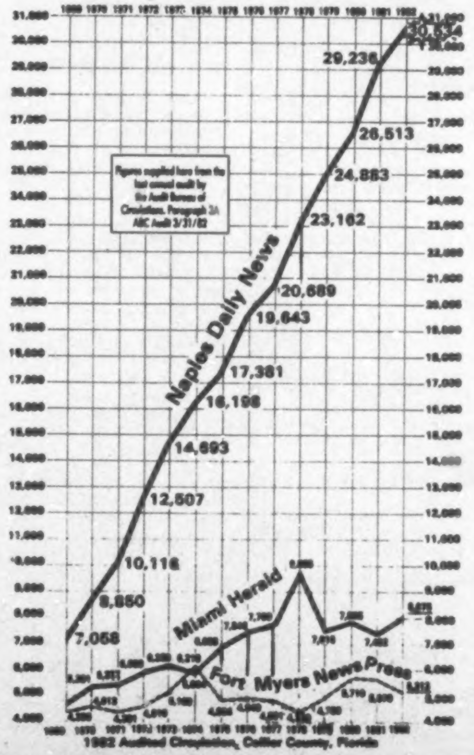
6 - PASSENGER AUTOS: County 68,526

7 - ELECTRIC METERS: 37,658

8 - GAS METERS: 16,692

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Elgin AFB 11,800, Military ($250) & 7,000 civilian ($250); Motels

Naples Daily News
Member Audit Bureau of Circulation
Setting the pace for the nation's fastest growing retail market.



1982 Audited Circulation, Collier County, Florida

How Naples Stacks Up In The Big Florida Market

Retail Sales Per Household

Total Retail Sales	General Merchandise	Food	Auto	Furniture/ Appliances
Naples $16,330	Naples $1,808	Naples $3,605	Ft. Laud. $3,242	Naples $1,082
Ft. Laud. $14,217	Miami $1,757	Ft. Myers $3,388	Naples $3,179	Miami $889
Ft. Myers $13,367	Orlando $1,706	Orlando $3,288	Jax. $2,693	Ft. Myers $878
Orlando $13,154	Ft. Laud. $1,704	W.P. Beach $3,095	Orlando $2,500	Ft. Laud. $709
Miami $12,827	W.P. Beach $1,642	Tampa/S.P. $3,075	W.P. Beach $2,425	W.P. Beach $683
W.P. Beach $12,741	Ft. Myers $1,610	Ft. Laud. $3,028	Ft. Myers $2,352	Orlando $485

Sources: University of Florida
1981 Survey of Buying Power, Sales and Marketing Management

(813) 263-4730
Naples Daily News
1075 Central Ave. Naples, Fl 33940

850 ($150); Military Contractors 1,822 ($250); Electronics 1,100 ($200); Moving & Storage ($150); Lumber & Wood Pdts. 160 ($175); Sport & Commercial Fishing 650 ($225); Concrete & Brick 120 ($140); Boat Mfg. 200 (N.A.).
Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING:Principal Shopping Centers (No. of stores)-Parkway Plaza 12; Bay Plaza 6; K mart; TG&Y Family Center; Gaylords 5.
Neighborhood Centers (No. of stores)-Moreno Plaza 7; Belair 8; Chelsea Plaza 5; Wright 7.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(12)	2	Eckerd's, Delcham
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Sq.(31)	2	Zayre, Winn Dixie Famebrands
Sun Plaza(15)	NA	TG&Y Family Center, Wilbro, Lowe's Lumber
Santa Rosa Mall(56)	NA	Sears, J.C. Penney, Gayfer's
Town Crest Annex(5)	2	Piggly Wiggly
Town Crest(8)	NA	Piggly Wiggly, Roberts Drug

Principal Shopping Days-Thu., Fri., & Sat.
Stores Open Evenings-Howard's Discount; all chain groceries; all major shopping center stores; SupeRx Drug; Robert's Drug; TG&Y; Eckerd Drug; K mart; Gaylord.
Stores Open Sundays-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; Howard's Discount Center; Gaylord; all bars and package goods stores. (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: Department Stores-Sears; Zayre's; J.C. Penney; Gayfer's.
Discount Stores-Howard's; Eckerd's; Gaylord; 5 PX Exchanges Elgin AFB; K mart.
Variety Stores-SupeRx; TG&Y.
Chain Supermarkets-A&P; Kwik Check 2; Jitney Jungle; Delchamps 2; Piggly Wiggly 2; Riteway 4; Pantry Pride; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 2.
Chain Drug Stores-Destin Drug 2; SupeRx; Eckerd's.
Other Major Retail & Chain Stores-Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box Stores; Auto Sav Tires; Robert's Drugs; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro; All American Furniture; Rhodes Furn.; Chan's; Danley Furn.; Scotty's; Lowe's Lumber; Pic 'n Pay Shoes; Ordons (men's); Radio Shack; Color Tile; Fan Fair; Revco; Warren Hardware. About 750 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 23,607; (S) 25,449; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32548; Tel. (904) 863-1111.
National Representative: None.

GAINESVILLE

1 - LOCATION: Alachua County, E&P Map C-1 (In Gainesville SMSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-18 (7 with terminals).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Florida Airlines.

3 - POPULATION:
Corp. City 80 Cen. 81,371; Loc. Est. 86,252
CZ-ABC: (70) 64,510; (82) 74,000
RTZ-ABC: (70) 74,469; (82) 139,000
County/SMSA 80 Cen. 151,348; Loc. Est. 164,614
City & RTZ-ABC: (70) 138,979; (82) 213,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,307; Loc. Est. 30,126
County/SMSA 80 Cen. 54,607; Loc. Est. 61,232
CZ-ABC: (70) 18,776; (82) 25,200
RTZ-ABC: (70) 22,868; (82) 49,700
City & RTZ-ABC: (70) 41,644; (82) 74,900

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	3	$265,695,759
Commercial	9	$311,268,569

6 - PASSENGER AUTOS: County 85,485

7 - ELECTRIC METERS: Residence 44,096

8 - GAS METERS: Residence 16,650

9 - PRINCIPAL INDUSTRIES: Number of Employees-Contract Constr. 3,603; Mfg. 4,814; Transpt., Comm. & Public Utilities 1,722; Trade 14,100; Finance, Ins. & Real Est. 2,858; Services, Misc. 6,200; Univ. of Fla. 10,134; VA Hosp. 1,026; Government 17,840.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-88; Summer 71-91; Fall 61-88; Winter 46-71.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-Newberry Rd. Regional Center, 3 mi. from downtown.
Neighborhood Shopping Centers-N.W. 13th St. (4 blocks). W. University Ave. (4 blocks). N. Main St. (4 blocks). Fields Plaza 2 stores. K mart Center, N. Main & 23rd Ave. Eastgate Center, 8 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Archer Sq.(18)	NA	Winn Dixie, Eckerd's
Butler Plz.(27)	NA	Publix, Radio Shack
Central Plz.(6)	NA	G.C. Murphy, Winn Dixie
Gainesville Mall(39)	NA	SupeRx, Zale's
Millhopper(14)	NA	Publix, Eckerd's
Northgate(7)	NA	A&P
Oaks Mall(69)	NA	Belk-Lindsay, J.C.Penney
Royal Park Plz.(10)	NA	Big Star Food
Sunshine(14)	NA	Woolco, Radio Shack
Westgate(10)	NA	Eckerd's, Publix

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey 2; Wilson; J.C. Penney; Maas Brothers.
Discount Stores-Woolco; Pic N'Save 3; Albertson; K mart.
Variety Stores-Woolworth 2; Ben Franklin 2.
Chain Drug Stores-Liggett-Rexall 3; Eckerd 6; Gresham 4; Wise's 3; Albertson; Pic N Save 3; Treasury; Revco 2.
Chain Supermarkets-Winn-Dixie 6; Jewel T; Thriftway; Publix 5; Albertson; Pantry Pride; Pic 'N Save 4.

14 - NEWSPAPERS: SUN (m) 45,067; (S) 46,711; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary Miller, Ret. Adv. Mgr., SUN, 101 S.E. 2nd Place, Gainesville, FL 32601; Tel. (904) 378-1411.
National Representatives: Branham; Publishers' Representatives of Fla.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood SMSA). E&P Map D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: Railroads-Florida East Coast (freight); Amtrak; Seaboard Coastline.
Motor Freight Carriers-16.
Freight & Passenger Steamship Lines-Port Everglades Terminal-Processed 1981-1,853 Cruise Cargo Vessels.
Laudania Ocean Terminal, Freight Lines-5.
Foreign Trade Zone (Port Everglades)
Intercity Bus Lines-Greyhound; Trailways; Broward Transit.
Airlines-Air Florida; Bahamas Air; Continental; Delta; Eastern; Northwest; Ozark; United; Western; Pan Am; TWA; Federal Express; Republic; Texas Int'l.; Northeastern.

3 - POPULATION:
Corp. City 80 Cen. 117,188; Loc. Est. 115,725
CZ-ABC: (70) 122,443; (82) 161,000
RTZ-ABC: (70) 99,410; (82) 203,300
County/SMSA 80 Cen. 1,014,043; Loc. Est. 1,082,167
City & RTZ-ABC: (70) 221,853; (82) 364,300

4 - HOUSEHOLDS:
City 80 Cen. 48,595; Loc. Est. 48,113
County/SMSA 80 Cen. 415,339; Loc. Est. 457,052
CZ-ABC: (70) 43,433; (82) 66,200
RTZ-ABC: (70) 35,250; (82) 82,700
City & RTZ-ABC: (70) 78,683; (82) 148,900

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	N.A.	$5,700,000,000
Commercial	N.A.	$4,040,400,000

6 - PASSENGER AUTOS: County 710,296

7 - ELECTRIC METERS: Residence 136,383

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Davie Shop(20)	NA	Publix, Eckerd's
Carriage Hills(15)	NA	Winn-Dixie, Eagle
Davie Plaza(12)	NA	
Emerald Woods(8)	NA	Eckerd's, Winn-Dixie
Country Rds.(10)	NA	
Sage Plaza(30)	NA	
Sheridan Oaks(15)	NA	Wendy's, Seymour's
Sterling(22)	NA	
R.W. Chambers(42)	NA	
Zayre Plaza(10)	NA	Zayre, SupeRx
Pines Lake(14)	NA	
Village(18)	NA	Eckerd's, Publix
Dania(4)	NA	Pier 1 Imports
Dania(11)	NA	Pic 'N Pay
Diplomat(35)	NA	Pantry Pride, Jefferson
Zayre(8)	NA	Zayre's
Mayo(10)	NA	Breedings Drug
Hollywood Mall(68)	NA	Sears, Publix
Hollywood Fashion(70)	NA	Burdine's, Jordan Marsh, J.C. Penney
West Hollywood(15)	NA	Cloth World, Eagle Discount
K mart(8)	NA	K mart
Taft St.(12)	NA	Zayre's, Goodyear, Radio Shack, Eckerd's
Post Haste(12)	NA	7-Eleven, Shell Liquors
Park Sheridan West(31)	NA	Radio Shack
Taft-Hollywood(20)	NA	Publix, Winn-Dixie, J. Bryon's
Miramar(10)	NA	Winn-Dixie, Neisner's 5] & 10]. Bank of
Pembroke Plaza(10)	NA	Hallandale
Publix(12)	NA	Lindsley, Publix
Knoll Plaza(7)	NA	Grand Union
Griffin Rd. Plaza(10)	NA	Eagle, Eckerd's, Winn-Dixie
University(15)	NA	Publix, Eckerd's, Sam Solomon
Pines Plaza(25)	NA	Winn-Dixie, SupeRx
Pasadena(11)	NA	Grand Union, Eckerd's
Cooper City(30)	NA	SupeRx, Winn-Dixie
Miramar Pkwy.	NA	Basics
Lake Forest(8)	NA	

Principal Shopping Days-Fri., Sat. & Sun.; Food: Thurs., Fri. & Sat.
Stores Open Evenings-Dept., apparel & food-nightly; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-Burdine's; Jordan Marsh; J.C. Penney; Sears; J. Byron's.
Discount Stores-K mart; Zayre; Eagle Family Discount; Medco; Jefferson's; Zayre.
Variety Stores-Woolworths; Neisners; Surf 5¢ & 10¢; Big K; Sun Shops.
Chain Drug Stores-Eckerd's; SupeRx; Gray; Rexall; Walgreen; U.S. Drug; Drug World.
Chain Supermarkets Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Grand Union; Jackson's Minit Markets 3; Lil General 7; Pic'N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; U-Tote-M 10; Winn-Dixie/Kwik Check 7; Pantry Pride 5; Basic Foods; Majik Markets 7.
Other Chain Stores-Goodyear; Firestone; Lindsley Lbr.; Marshall's; Home Depot; Bunning Florist; Naturalizer Shoes; Buster Brown Shoes; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Florsheim; Hanover Shoes; Kinney Shoes; A.S. Beck Shoes; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Gordon Jewelers; Seiberling; Pan American; Norton; Sherwin-Williams; Mary Carter; Mayor Jewelers; State Liquor; Shell Liquors; Baker Shoes; Thayer McNeil; Thom McAn; Rose Auto; Baer Furniture; Lawton Jewelers; Foremost Liquors.

14 - NEWSPAPERS: SUN-TATTLER (e) 38,050; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: B.L. Long, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 929-8100.
National Representative: Story & Kelly-Smith. Jewelers; Foremost Liquors.

HOMESTEAD

1 - LOCATION: Dade County (In Miami SMSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy. 27.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,668; 23,098
CZ-ABC: (70) 48,936; (82) 66,700
Bal. in PMA-ABC: (70) 64,074; (82) 81,200
Total PMA-ABC: (70) 113,010; (82) 147,900
County/SMSA 80 Cen. 1,625,979; Loc. Est. 1,764,250

4 - HOUSEHOLDS:
City 80 Cen. 7,635; Loc. Est. 9,338
County/SMSA 80 Cen. 609,883; Loc. Est. 682,531
CZ-ABC: (70) 13,996; (82) 22,700
Bal. in PMA-ABC: (70) 16,570; (82) 24,200
Total PMA-ABC: (70) 30,566; (82) 46,900

5 - BANKS:	NUMBER	EST. DEP.
Commercial	10	$175,000,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 1,019,642

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Homestead Air Force Base; Agriculture; Aircraft Maintenance & Supply; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-Homestead Plaza, NE 8th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fountain Plaza(10)	NA	Fayva, Radio Shack
Homestead Plaza(34)	NA	Winn-Dixie, Byron's, SupeRx
Palm Drive(3)	NA	
Zayre's(11)	NA	Zayre, Eckerd, Publix

13 - RETAIL OUTLETS: Department Stores-Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's/Byrons 3; Woolco; K mart; Jeffersons.
Discount Stores-Zayre's.
Variety Stores-Neisners 2; Woolworths 2; McCrory's.
Chain Supermarkets-Publix 4; Food Fair 3; Great Valu 2; Bogarts 2; Winn Dixie.
Chain Drug Stores-Eckerd 2; SupeRx 2; Medicine Shoppe; Gray Drugs.
Other Chain Stores-Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 12,571; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mary Ann France, Adv. Dir., SOUTH DADE NEWS LEADER, 15 N.E. 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville SMSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution center, important medical, insurance, financial, manufacturing and naval community.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Florida East Coast; Southern; Amtrak.
Freight Steamship Lines-175.
Motor Freight Carriers-50.
Intercity Bus Lines-Southeastern Greyhound; Service Coach Trailways.
Airlines-Delta; Eastern; Republic; Air Florida; Altair; Piedmont; PeoplExpress; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 540,898; Loc. Est. 549,179
CZ-ABC: (70) 545,974; (82) 622,800
RTZ-ABC: (70) 508,076; (82) 791,500
County 80 Cen. 570,981; Loc. Est. 587,875
SMSA 80 Cen. 737,519; Loc. Est. 766,706
City & RTZ-ABC: (70) 1,054,050; (82) 1,414,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 196,492; Loc. Est. 191,598
County 80 Cen. 208,341; Loc. Est. 206,968
SMSA 80 Cen. 263,829; Loc. Est. 268,439
CZ-ABC: (70) 166,334; (82) 221,300
RTZ-ABC: (70) 153,403; (82) 281,500
City & RTZ-ABC: (70) 319,737; (82) 502,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	40	$2,587,972,000
Savings & Loan	9	$1,334,417,000

6 - PASSENGER AUTOS: County 343,788

7 - ELECTRIC METERS: Residence County 232,131

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 313,200 Labor Force in each) Manufacturing (11.7); Contract Construction (5.1); Transportation, Communication, Utilities (8.2); Wholesale Trade (8.0); Retail Trade (18.1); Finance, Insurance, Real Estate (9.0); Service (21.8); Government (17.8); 1979 Unemployment rate (6.4).

10 - CLIMATE: Short, mild winters; warm summers; average 67.8 degrees; average seasonal range is from 54.7 degrees in December to 80.2 degrees in July. Rainfall amounts to 51.3 inches in a normal year.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Stores-Furchgotts, Iveys, May Cohens, J.C. Penney, Sears, Jefferson Ward, Pic'N'Save, K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anchor Plaza	9	Wilson, Eckerd Drug
Arlington Plaza(29)	5	Fasking Furniture, Banner Food
Beach Blvd. Center	5	Handy City, Pantry Pride
Beach Plaza	16	Pantry Pride, Woolworth
Brierwood Village(16)	9	Pic N' Sav, Winn Dixie
Cedar Hills(40)	7	J.C. Penney, Winn Dixie
Deerwood Village(42)	9	Eckerd Drugs, Publix
Expwy. Mall(30)	7	Publix, Cloth World
Gateway Mall	4	J.C. Penney, May Cohens
The Gazebo	6	Revco Drugs, Publix
Highland Square	10	Moore Handley Homecrafters, Publix
K mart Plaza-Neptune Beach	15	K mart, A&P
K mart Plaza-Northside	7	K mart, Pantry Pride
K mart Plaza-Southside	4	K mart, Radio Shack
Kingsley Sq.	14	. Eckerd Drugs, Publix
Lakewood-San Jose(50)	6	Cloth World, Winn Dixie
Lane Center(6)	6	Handy City, Factory Outlet
Mandarin Landing(38)	12	Eckerd Drugs, Publix
Normandy Mall(65)	5	Jefferson Ward, Woolco
Norwood Plaza(25)	4	Woolco, Eckerd
Orange Pk.(88)	12	Sears, May Cohens
Paxon(25)	6	Western Auto, Pantry Pride
Philips Mall(56)	4	Jefferson Ward, Pantry Pride
Promenade	5	National Health Spa, Albertsons
Regency Sq.(160)	17	J.C. Penney, May Cohens
Roosevelt Mall(47)	7	May Cohens, Furchgotts
Southgate Plz.(22)	3	Morrison's, Winn Dixie
Standard Plz.(23)	5	Wilson, Aaron Furn.
Town 'N' Country(28)	4	Pic N' Save, Pantry Pride
University Blvd. & Santa Monica	5	Pic N' Save, Winn Dixie
University Mall(10)	5	Eckerd Drugs, Publix
West Mall(8)	6	Zayre, Winn Dixie
Woolco Regency(18)	7	Woolco, Winn Dixie

Principal Shopping Days-Thu., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-May Cohens 4; Furchgotts 4; Sears 2; J.C. Penney 4; Ivey's 4; Jefferson Ward 3; Marshalls.
Discount Stores-K mart 8; Woolco 3; Zayre 2; Eagle Family Discount 6; Wilson 3; Jewelcor 2; Finkelstein; Pic n' Save 18; Century House 4.
Variety Stores-Woolworth; G. C. Murphy; TG&Y; McCrory's; World Bazaar; Pier 1.
Chain Supermarkets-A&P; Banner; Publix; Pantry Pride; Winn-Dixie; Zippy Mart; 7-Eleven; Jackson's Foods; Majik Markets; Albertsons; Jewel T; Lil' Champ; Day-n-Nite; Convenient Food Mart; Jiffy Mart.
Chain Drug Stores-Liggett Rexall; Walgreen; Pic N' Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco; Albertson; K mart.
Other Chain Stores-Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furniture; Rhodes Furniture; Matador; Diana Shops; Lerner Shops; Levy Wolf; Nancy Scott; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Tower's Hardware; Wickes; West Building Materials; Scotty's Building Supply; Cloth World; McDuff; Handy City; Baker Shoes; Ace Hardware; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zales Jewelers; Pix Shoes; Rosenblum's; Thom McAn Shoes; Halpern's; Radio Shack; Ethan Allen.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 160,905; (sat) 177,528; (S) 207,724; JOURNAL (e) 43,649; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Valley, Adv. Dir., FLORIDA TIMES-UNION & JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.
National Representative: Branham.

KEY WEST

1 - LOCATION: Monroe County, E&P Map D-4, County Seat. On Key West Island in the Gulf of Mexico. 55 mi. SW of Cape Sable, Fla.; 90 mi. from Havana, Cuba; 154 mi. S of Miami, Fla. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Air Florida; PBA.

3 - POPULATION:
Corp. City 80 Cen. 24,292; Loc. Est. 23,193
County 80 Cen. 63,098; Loc. Est. 66,350

4 - HOUSEHOLDS:
City 80 Cen. 9,833; Loc. Est. 7,759
County 80 Cen. 26,340; Loc. Est. 28,565

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	3	$30,000,000

6 - PASSENGER AUTOS: County 32,482

7 - ELECTRIC METERS: Residence Est. 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade & Navy.

10 - CLIMATE: Min.& Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated; Desalination Plant.

12 - RETAILING:Downtown Shopping Center-4 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores)-Flagler Village (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(30)	4	Sears, Winn-Dixie, Woolworth
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride, Woolco

Stores Open Evenings-Searstown Shopping Center and Key Plaza, every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Rubin Appel; Herman's; Discount PX Millitary Store; Jackson/Bryon's; Woolco.
Discount Stores-Eagle Army-Navy; Radio Shack.
Variety Stores-Woolworth.
Chain Drug Stores-Cobo Rexall; Gray's; Eckerd's; Medical Aids.
Chain Supermarkets-Gulfstream; Winn-Dixie 2; Carlos; Pantry Pride; Fausto.
Other Chain Stores-Shoes: Thom McAn, Butler's; Tires and Appliances: Western Auto, Firestone, Goodyear; Paint: Harris, Mary Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, National Shirt; Singer Co., Eagle ArmyNavy, Zales Jewelers.

14 - NEWSPAPERS: CITIZEN (e) 7,488; (S) 8,427; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bobby Adrian, Ret. Adv. Mgr., CITIZEN, 515 Greene St., Key West, FL. 33040; Tel. (305) 294-6641
National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County, E&P Map C-1, County Seat. 60 mi. W of Jacksonville on U.S. 90, 41 & 441; State 47 & 100; I-10 & I-75.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Local Charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; Loc. Est. 8,607
CZ-ABC: (70) 10,575; (82) 9,100
RTZ-ABC: (70) 14,675; (82) 33,900
County 80 Cen. 35,399; Loc. Est. 36,797
City & RTZ-ABC: (70) 25,250; (82) 43,000

4 - HOUSEHOLDS:
City 80 Cen. 3,401; Loc. Est. 3,234
County 80 Cen. 12,183; Loc. Est. 13,047
CZ-ABC: (70) 3,442; (82) 3,400
RTZ-ABC: (70) 4,227; (82) 9,900
City & RTZ-ABC: (70) 7,669; (82) 13,300

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$593,386,439
Commercial	3	$94,811,146

6 - PASSENGER AUTOS: County 16,700

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Aircraft Modification 785; Mobile Home Mfg. 363; Mining 2,100; Wood Prod. 117; Metal Fabr. 120; Sportswear 115; Chicken Farming; Forestry.

10 - CLIMATE: Av. Ann. Temp.-69; Av. Jan. (coolest) 51; Av. Aug. (warmest) 88; Av. Ann. Rainfall 52 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-5 blocks on No. Marion St.; Lake City Plaza, 13 stores; K mart Plaza 8; Winn-Dixie Plaza 8; Gleason's Corner Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gleason's Corner(35)	NA	Publix, SupeRx, Belk-Hudson, J.C. Penney
K mart Plaza(8)	2	K mart, Eckerd's
Lake City Plz.(13)	1	Foodway, Radio Shack
Southtown Sq.(8)	2	Winn-Dixie, TG&Y

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Food: Fri.; Eckerd, K mart, Foodway, Big Star, Winn-Dixie, TG&Y: Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Belk Hudson; Sears (catalog).
Discount Stores-TG&Y; Eagle Army-Navy; K mart.
Variety Stores-McCrory's; Van H. Priest.
Chain Drug Stores: Eckerd's; Gateway Rexall; Revco; SupeRx.
Chain Supermarkets-Big Star; Winn-Dixie; Pantry Pride; G&H; S&S 5; Foodway; Publix.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; Wickes; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,169; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Cae Emerson, Adv. Dir., REPORTER, PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives: Branham; Publishers Representatives of Fla.

LAKE WALES

1 - LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven SMSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Bus Lines-Greyhound.
Motor Freight Carriers-5.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,466; Loc. Est. 8,577
CountySMSA 80 Cen. 321,652; Loc. Est. 349,494

4 - HOUSEHOLDS:
City 80 Cen. 3,237; Loc. Est. 3,311
CountySMSA 80 Cen. 114,394; Loc. Est. 128,021

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	3	$95,000,000
Commercial	4	$155,000,000

6 - PASSENGER AUTOS: County 190,339

7 - ELECTRIC METERS: Residence 14,306

8 - GAS METERS: Residence [illegible]75

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Machy.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Pdts. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri. & Sat., 1st & 15th.

10 - CLIMATE: Av. temp.-72.5 degrees.

11 - TAP WATER: Alkaline, soft.

THE ADVERTISING MEDIUM THAT DELIVERS...

Over a five-day period, The Florida Times-Union and Jacksonville Journal reach 375,000 adult readers in Metropolitan Jacksonville, about three-fourths of all adults in the market. Sunday audience increases to reach eight out of ten adults. That's four times as many as are tuned to the best-watched television station during prime time — nine times what the most popular radio station can deliver in drive time. We penetrate the market better than any other major newspaper in Florida.

Sources: Circulation '81-82, Belden CMS, '80.

The Florida Times-Union • Jacksonville Journal

Represented nationally by Branham Newspaper Sales

HIGHEST PENETRATION OF ANY ADVERTISING MEDIUM IN METRO JACKSONVILLE

One Riverside Avenue, Jacksonville FL 32231 Phone (904) 359-4350

12 - RETAILING:Principal Shopping Areas-Two blocks on Park and Stuart; two shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(13)	NA	Publix, Belk's, Eckerd, McCrory's
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	TG&Y, Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-K mart; Friedlanders; Belk-Lindsey; TG&Y.
Variety Stores-Edwin's; Eagle Family Discount Store; McCrory's.
Drug Stores-Murray's Rexall; Eckerd's; Drug Mart; Apothecary Shop (Liggett's).
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Thriftway; Bert's Market.

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri) 6,250; (S) 7,200; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Johnny Comparato, Gen. Mgr., or Jim Boice, Adv. Sales, HIGHLANDER, 33-37 W. Orange Ave., Lake Wales, FL 33853; Tel. (813) 676-2571.
National Representative: None.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven SMSA). E&P Map C-2. 38 mi. from Tamps. On State Hwys. 33, 35, 37, 600; U. S. Hwys. 92, 98, 1-4.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-14.
Intercity Bus Lines-Florida Greyhound; Tamiami Trailways.

3 - POPULATION:
City 80 Cen. 47,406; Loc. Est. 47,700
CZ-ABC: (70) 76,510; (82) 104,400
RTZ-ABC: (70) 150,712; (82) 244,800
County/SMSA 80 Cen. 321,652; Loc. Est. 349,494
City & RTZ-ABC: (70) 227,222; (82) 349,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,240; Loc. Est. 19,849
County/SMSA 80 Cen. 114,394; Loc. Est. 128,021
CZ-ABC: (70) 25,243; (82) 40,200
RTZ-ABC: (70) 47,660; (82) 90,800
City & RTZ-ABC: (70) 72,903; (82) 131,000

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	3	$1,853,657,000
Commercial	7	(incl. above)

6 - PASSENGER AUTOS: County 190,339

7 - ELECTRIC METERS: Residence 18,970

8 - GAS METERS: Residence 6,795

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage): All Mfg. Av. Wage ($255); Food Pdts. ($205); Chemicals ($331); Non-Metallic Minerals ex Fuels ($291).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-90; Fall 65-82; Winter 52-72. First killing frost, Nov. 16. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(26)	NA	Maas Bros., J.C. Penney
Southgate	2	Publix, Walgreen, Belk-Lindsey
Grove Park(27)	3	Luria's, Publix, Eckerd
Searstown(34)	3	Sears, Belk-Lindsey, Publix, Woolworth
Wabash(16)	1	Publix, Eckerd
Lakeland Mall(50)	2	Ward's, Woolco
Edgewood(20)	20	Jewel T, Eckerd
Imperial Mall(14)	3	Zayre, SupeRx, Food Fair, Eagle Army & Navy
Lake Miriam Sq(32)	14	Food World, Wilkor, Eckerd
Lakeland South(37)	30	Independent Shoppes
Ingraham(22)	NA	Sawmill, Cannon Music
Market Square(10)	4	TG&Y, Winn-Dixie, Eckerd

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., J.C. Penney.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Maas Bros.; Belk-Lindsey; Sears; Radio Shack 4; Babcock 3.
Discount Stores-K mart; Zayre; Woolco; TG&Y Family Center; Albertson's.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Walgreen; Eckerd 3; Donatelli's 4; SupeRx 2.
Chain Supermarkets-Albertson's; Publix 4; Winn-Dixie; Foodtown; Food Fair 2; Shopping Basket 2; Kash & Karry; Albertson's; Food World.
Other Chain Stores-Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Sears; Josies; Hanover Shoes; Zales; George Stuart; Color Tile; Western Auto.

14 - NEWSPAPERS: LEDGER (e) 63,088; (S) 72,714; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Whitworth, Adv. Mgr., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.
National Representatives: Branham; Publishers Representatives of Fla.

LEESBURG

1 - LOCATION: Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Florida Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 13,191; Loc. Est. 13,552
CZ-ABC: (70) 11,869; (82) 16,000
RTZ-ABC: (70) 72,275; (82) 124,200
County 80 Cen. 104,870; Loc. Est. 114,624
City & RTZ-ABC: (70) 84,144; (82) 140,200

4 - HOUSEHOLDS:
City 80 Cen. 5,349; Loc. Est. 5,292
County 80 Cen. 41,650; Loc. Est. 46,927
CZ-ABC: (70) 4,090; (82) 6,400
RTZ-ABC: (70) 25,070; (82) 50,400
City & RTZ-ABC: (70) 29,160; (82) 56,800

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	3	$319,930,000
Commercial	4	$446,844,000

6 - PASSENGER AUTOS: County 68,114

7 - ELECTRIC METERS: 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Manufacturing ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral.

12 - RETAILING:Principal Shopping Centers-Palm Plaza, Zayre Plaza, K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fields Plz.(13)	NA	Pantry Pride, Zayre's
Lake Sq. Mall(50)	NA	Belk's, Penney's, Sears
Southsida(17)	NA	Winn-Dixie, SupeRx

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Ezell's; Belk-Lindsey; Masters Mart.
Chain Drug Stores-B&W (Rexall) 2; Eckerds; SupeRx; Walgreens.
Chain Supermarkets-A&P; Pantry Pride; Publix; Food World; Winn-Dixie 2.
Other Chain Stores-Western Auto; Woolworth's; Goodyear; Sherwin-Williams; Mary Carter Paints; S&H Green Stamps; ABC Liquors; Scotty's; Green Harris; 84 Lumber; Country Furniture USA: Noll's Furniture; Connie Shoes; Friedman Jewelers; Zales Jewelers; Kay Jewelers; General Nutrition Center; Radio Shack; Kinney Shoes; Playland Toys; Lerner; Stuarts; McCrory's 2; Sterchis; Ben Franklin.

14 - NEWSPAPERS: COMMERCIAL (e-mon to fri) 13,938; (S) 15,034; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J.R. Carlton, Adv. Dir., COMMERCIAL, 212 East Main St., Leesburg, FL 32748; Tel. (904) 787-4515.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

MARIANNA

1 - LOCATION: Jackson County, E&P Map B-1, on Chipola River, 51 mi. NE of Panama City.

2 - TRANSPORTATION: Railroads-SCL; L&N.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,074; Loc. Est. 7,084
County 80 Cen. 39,154; Loc. Est. 40,000

4 - HOUSEHOLDS:
City 80 Cen. 2,605; Loc. Est. 2,604
County 80 Cen. 13,332; Loc. Est. 14,060

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	1	$30,000,000
Commercial	3	$89,172,000

6 - PASSENGER AUTOS: County 17,069

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Name (No. of stores)	Miles from Downtown	Principal Stores
Carol Place(19)	NA	Rudd Furniture, Bill's Dollar Store
Lafayette Plaza(2)	NA	TG&Y, Piggly Wiggly
Rivergate Plaza	NA	Woolworth, Radic Shack, Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-Sears; Thrift; Daffin's.
Variety Stores-Family Dollar; Bill's Dollar; TG&Y; Woolworth.
Chain Drug Stores-Watson-Rexall; Parramore's; Waco; Kelson Drugs.
Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie.
Other Chain Stores-Clothing: The Parisian, Cato's, The Kenwin Shop, Schreiber's (men), Johnston's Fashions.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri; S) 5,135; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John E. Miller, Pub., JACKSON COUNTY FLORIDAN, PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.
National Representative: None.

MIAMI

1 - LOCATION: Dade County (SMSA). E&P Map D-4, County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard.
Waterways-Atlantic Intracoastal Waterway with barge service.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-57.
Steamship-29 passenger; 65 freight.
Airlines-81 scheduled airlines; 30 non-scheduled.

3 - POPULATION:
Corp. City 80 Cen. 346,931; Loc. Est. 358,105
CZ-ABC: (70) 1,267,792; (82) 1,659,100
RTZ-ABC: (70) 672,686; (82) 1,193,500
County/SMSA 80 Cen. 1,625,979; Loc. Est. 1,764,250
City & RTZ-ABC: (70) 1,940,478; (82) 2,852,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. City 134,067; Loc. Est. 142,672
County/SMSA 80 Cen. 609,883; Loc. Est. 682,531
CZ-ABC: (70) 428,035; (82) 656,600
RTZ-ABC: (70) 239,356; (82) 498,300
City & RTZ-ABC: (70) 667,391; (82) 1,154,900

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	21	$8,988,766,000
Commercial	65	$9,581,530,000

6 - PASSENGER AUTOS: County 1,019,642

7 - ELECTRIC METERS: Residence 595,316

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Mfg. 101,500; Construction 36,500; Transp. 72,300; Fin., Ins. & Real Est. 54,200; Ret. Trade 128,700; Service 180,500; Gov. 95,600. (Av. Wkly. Wage): Food ($254); Apparel ($175); Furn. & Fixt. ($210); Machy. ($264); Transp. Equip. ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Areas (With Principal Store and/or Supermarket)
Central Business Districts
Downtown Miami-Burdine's, J. Byron's, Jordan Marsh, Jefferson's, Sears
Lincoln Rd. Mall-Sandra Post, Florsheim Shoes, I Miller, Adrian Thal Furs, Burdine's, Lane Bryant, Peak Imports
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
163rd St.(130)	8	Burdine's, Pantry Pride, Penney, Jordan Marsh
Lincoln Road(180)	4	Burdine's, Pantry Pride
Miracle Mile(160)	8	Pantry Pride, J. Byron's, Sears
Key Biscayne(17)	6	Pantry Pride, Winn-Dixie
Dadeland(135)	13	Burdine's, Pantry Pride, Penney, Jordan Marsh
Carol City(27)	10	J.C. Penney, Grand Union
Palm Springs Mile(139)	8	J. Byrons, Grand Union, Publix, Jefferson, Winn-Dixie, Zayre
Northside(75)	8	Sears, Grand Union, J. Byrons
Biscayne(35)	6	J.C. Penney, Walgreen, Pantry Pride
Central(27)	5	J.C. Penney, Zayre, Grand Union
Westchester(45)	6	Pantry Pride, Zayre, K mart, J. Byrons
Red Bird(14)	8	Belks, Walgreen, Grand Union
Cutler Ridge(212)	17	Pantry Pride, Sears, Burdines, Jordan Marsh, Lord & Taylor
Miami Gardens(30)	2	Publix
127th Street	2	Woolworth, Publix
Concord(47)	3	Grand Union
University(12)	2	Woolworth, Pantry Pride
Suniland(53)	3	Publix, Grand Union, J. Byrons
Perrine(39)	3	Woolworth, Winn-Dixie
Bal Harbour(42)	12	Abercrombie & Fitch, Neiman Marcus, Saks
Midway(110)	11	Winn-Dixie, Woolco, Jefferson
Westland(90)	13	Sears, Burdine's, J.C. Penney
Omni(165)	1	Penney, Jordan Marsh
Skylake(70)	10	J. Byron's

Other Shopping Centers (Regional)-Kendall Mall; Homestead Plaza; The Falls; Loehmann's Plaza; Mayfair.
Stores Open Evenings-Downtown-Mon., Thu. & Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores-Burdine's 6; Sears 5; J. Byron's 12; J.C. Penney 6; Jordan Marsh 4; Jefferson 6; Saks 5th Ave.; Neiman-Marcus; Lord & Taylor.
Discount Stores-Zayre 10; K mart 6; Gold Triangle 3; Woolco 4; Eagle Army/Navy 32.
Variety Stores-Kress; Woolworth; McCrory; Kresge; Neisner's.
Chain Drug Stores-Eckerd 30; Florida 2; Lee's 5; Sheldon's 2; Kasden 2; Walgreen 11; SupeRx 11; Liggett-Rexall 3; Gray 12.
Chain Supermarkets-Grand Union/Basics Way 25; Publix 30; Pantry Pride 67; Winn-Dixie/Kwik Chek 62; 7-Eleven 86; Convenient 3; U-Tote-M 66; Food Spot 23; Lil General Stores 18; Associated 169; Great Valu 2; Thrifty.
Other Chain Stores-Lerner's; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse.

14 - NEWSPAPERS: HERALD (m) 435,071; NEWS (e) 60,905; Comb. (m&e) 495,976; HERALD (S) 521,091; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Kosanke, Adv. Dir., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33101; Tel. (305) 350-2576.
National Representative: Knight-Ridder.

DIARIO LAS AMERICAS (m-tues to sat) 61,712; (S) 63,744; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Enrique J. Perez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.

NAPLES

1 - LOCATION: Collier County, E&P Map D-4, County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2 - TRANSPORTATION: Airlines-Air Florida; Provincetown-Boston Airlines; Marco Island Airways.
Intercity Bus Lines-Tamiami Trailways; Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 17,581: Loc. Est. 19,233
CZ-ABC: (70) 24,500; (82) 58,400
RTZ-ABC: (70) 15,472; (82) 44,100
County 80 Cen. 85,791; Loc. Est. 99,603
City & RTZ-ABC: (70) 39,972 (82) 102,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,075; Loc. Est. 9,223
County 80 Cen. 33,891; Loc. Est. 40,621
CZ-ABC: (70) 8,886 (82) 24,800
RTZ-ABC: (70) 4,928 (82) 16,600
City & RTZ-ABC: (70) 13,814; (82) 41,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	7	$949,605,000
Commercial	11	(incl. above)

6 - PASSENGER AUTOS: County 66,632

7 - ELECTRIC METERS: 75,400

8 - GAS METERS: Bottle gas only.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Resorts; Agriculture; Fishing; Const.; Land Develop.; Manufacturing 980 ($200); Constr. 3,400 ($450 skilled); (unskilled $200); Wholesale and retail trade 8,700; Transp. & Public Utilities 1,170; Fin., Ins. & Real Estate 2,620 Gov.; 3,840; Agriculture 2,029; Service, mining & miscellaneous 6,700; Ptg. and Pub. 269; Year round tourists; Marine research & testing; Concrete & Ornamental Iron Products.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Centers-7 blocks on 5th Avenue, 6 on Tamiami Trail; 3 on 3rd Street south (exclusive shops).
Neighborhood Shopping Centers-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Central Shpg. Mall; Gulf Shore Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(14)	1	Winn-Dixie, Eckerd, Beall's
Park Shore(25)	4	K mart, Eckerd, J. Byron, Grand Union
Naples(35)	2	Publix Mkt., Zayres
Gulf Gate(18)	2	Publix, TG&Y
Coastland(86)	1	Maas Bros., Sears
Grand Central Station(40)	1	Winn-Dixie, Eckerd
Lely South Plz(9)	1	Winn-Dixie, Treasury Drug
Springs Plz(45)	13	Grand Union, Sunshine Food, Ace Hardware
Marco Island(12)	11	Winn-Dixie, Eckerd

Principal Shopping Days-Wed., Thu., Fri. and Sat.
Stores Open Evenings-Liggett's; Publix; Winn-Dixie; Grand Union; K mart; TG&Y; Beall's; Maas; Sears; Eckerd Drug; J. Byrons 6 nights.

13 - RETAIL OUTLETS: Department Stores-K mart; J. Byron; TG&Y; Beall's; Sears; Maas Brothers; Masters.
Variety Stores-Hartley's; McCrory's; TG&Y; Eagle Army/Navy.
Chain Drug Stores-K mart; Eckerd Drug; Treasury Drug; Gray Discount Drugs; Rexall.
Chain Supermarkets-Grand Union; LaMannes; Sunshine; Foodway; Sunshine Suprex; Winn-Dixie; Publix; SupeRx Food & Drug.
Other Chain Stores-Western Auto; Robb-Stuckey; Naples Furniture; Mark Fore & Strike; Gattles; Baxter Shoes; Babcock Furniture: Al's Appliance; Army/Navy; Eagle Stores; Lerners; Bakers; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toy Stores; General Nutrition; Hanover Shoes; Thom McCan; Colony Shops; Zales Jewelers; Casual Corner; The Gap Wrangler Ranch; Helyn Brown; David Fredericks; Baskin Robbins Ice Cream; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances.

14 - NEWSPAPERS: NEWS (e-mon to fri) 26,247; (S) 32,336: Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
National Representative: Direct Contact: H.A. "Rocky" Strunk, Nat'l. Adv. Mgr.

OCALA

1 - LOCATION: Marion County (SMSA), E&P Map C-2, County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville and 80 mi. NW of Orlando.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 37,170; Loc. Est. 41,607
CZ-ABC: (70) 27,872; (82) 36,000
RTZ-ABC: (70) 41,158; (82) 97,400
County/SMSA 80 Cen. 122,488; Loc. Est. 138,615
City & RTZ-ABC: (70) 69,030; (82) 133,400

4 - HOUSEHOLDS:
City 80 Cen. 13,492; Loc. Est. 53,090
County/SMSA 80 Cen. 45,458; Loc. Est. 13,915
CZ-ABC: (70) 8,891; (82) 13,800
RTZ-ABC: (70) 13,328; (82) 36,500
City & RTZ-ABC: (70) 22,219; (82) 50,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$331,432,000
Commercial	7	$402,567,000

6 - PASSENGER AUTOS: County 73,600

7 - ELECTRIC METERS: 25,445

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Agriculture 2,390 (NA); Mining 113 ($227); Food 495 ($234); Apparel 523 ($157); Ptg. & Publ. 245 ($175); Stone & Clay 226 ($249); Mobile Homes 1,427 ($250).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks around Downtown Square; Pine Street Shopping Center & West on Pine St., Ocala Shopping Center; Searstown Shopping Center; 40 East Shopping Center; The Cascades Mall; Cooks Plaza; K mart Plaza; and Family Mart on *Silver Springs* Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Mari Camp Road; Shady Oaks Mall, SR 200.
Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-Rheinauers; Belk-Lindsey; Sears; J. C. Penney; Maas Brothers.
Variety Stores-Woolworth's; Eagle; Neisner Brothers; TG&Y.
Discount Stores-Cooks; K mart; Zayres; Pic'N'Sav; TG&Y Family Center.
Chain Drug Stores-Walgreen 3; Bitting's (Rexall) 2; SupeRx; West Brothers Phcy.; Eckerd's; K mart; Family Mart.
Chain Supermarkets-Winn-Dixie 4; Publix 2; A&P; Pantry Pride; Kash 'N Karry; Family Mart; Hudson's.
Other Chain Stores-Lerner's (women's wear); Diana Shop (women's wear); Denim Den; Zale Jewelry; Goodrich; Firestone; Vogue Shop; Sherwin-Williams; Western Auto; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; TV Stamps; Cloth World; Fabric King; Masters Merchandise; Pinch-a-Penney; Bell Shoes.

14 - NEWSPAPERS: STAR-BANNER (e-mon to fri) 36,102; (S) 40,041; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Bairstow, Adv. Dir., STAR-BANNER, 819 S.E. 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives: Branham; Publishers Representatives of Fla.

ORANGE PARK

1 - LOCATION: Clay County, E&P Map D-1 (In Jacksonville SMSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17, I-95; State Hwys. 220 & 224.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

NYTANG Central Florida Golden Markets Group I:

Larger Than Orlando

Central Florida Golden Markets Group I is a dynamic market that's larger than Orlando and West Palm Beach. In fact, this market ranks in the top 50 U.S. markets in Households, Population, Consumer Food Sales and Total Retail Sales.
These six New York Times affiliates dominate this contiguous six-county market with total circulation of 177,498. That's more than double the circulation of 10 years ago. And this entire package can be bought at a discount through a one order-one bill system.
Represented by Branham Newspaper Sales, New York (212)490-1200 and Publisher's Representatives of Florida, Jacksonville (904) 398-5813.

SOURCE: Fas Fax 3-31-82; Sales & Marketing Management Survey of Buying Power, July 1982.

NYT

THE NEW YORK TIMES AFFILIATED NEWSPAPER GROUP

Lake City Reporter
Gainesville Sun
Palatka Daily News
Ocala Star-Banner
Leesburg Commercial
The Ledger, Lakeland

Airlines-Delta; Eastern; National; Southern; Air Florida (at Jacksonville).

3 - POPULATION:
Corp. City 80 Cen. 8,766; Loc. Est. 8,745
County 80 Cen. 67,052; Loc. Est. 73,823
SMSA 80 Cen. 737,519; Loc. Est. 766,706
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,917; Loc. Est. 2,857
County 80 Cen. 21,646; Loc. Est. 24,512
SMSA 80 Cen. 263,829; Loc. Est. 268,439

5 - BANKS: 4; Deposits $63,976,408

6 - PASSENGER AUTOS: County 40,357

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15. Last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellair(10)	1	Winn-Dixie, TG&Y
Kingsley Sq.(32)	1	Publix Mkt., Eckerd Drug
Orange Pk. So.(88)	2	Ivey's, Sears, May Cohen
Pinetree Plaza(14)	1	State Farm Ins.
Live Oak Plaza(8)	1	Eckerd's

13 - RETAIL OUTLETS: Department Stores-May-Cohens; Sears; Ivey's.
Chain Drug Stores-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd's.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride; A&P.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 5,240; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mike McMichael, Adv. Mgr., CLAY TODAY, 1564 Kingsley Ave., Orange Park, FL 32073; Tel. (904) 264-3200.
National Representative: Thomson Newspapers.

ORLANDO

1 - LOCATION: Orange County (In Orlando SMSA), E&P Map D-2, County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central Florida. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 92, 27, 192 & 441. I-4, Florida Turnpike, Beeline Expressway, East-West Expressway. Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak; Auto-Train Corp.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways; OSO Transportation Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines-Air Florida; American; Continental; Delta; Eastern; Midway; New York Air; Northeastern; Northwest Orient; Ozark; Pan Am; Piedmont; Republic; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 128,394; Loc. Est. 129,318
CZ-ABC: (70) 371,023; (82) 603,200
Bal. in PMA-ABC: (70) 192,026; (82) 317,900
Total PMA-ABC: (70) 563,049; (82) 921,100
SMSA 80 Cen. 700,055; Loc. Est. 737,504
County 80 Cen. 471,016; Loc. Est. 487,125
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,671; Loc. Est. 52,216
County 80 Cen. 170,754; Loc. Est. 182,543
SMSA 80 Cen. 252,616; Loc. Est. 274,070
CZ-ABC: (70) 116,835; (82) 221,900
Bal. in PMA-ABC: (70) 65,419; (82) 128,600
Total PMA-ABC: (70) 182,318; (82) 350,500

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	18	$2,015,256,000
Commercial	31	$2,740,813,000

6 - PASSENGER AUTOS: County 346,805; SMSA 503,000

7 - ELECTRIC METERS: City Res. 51,119; Co. 182,105; SMSA 276,492

8 - GAS METERS: City Res. 5,137; SMSA 20,845

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 38,300 (Av. Wk. Wage $291); Construction 21,300; Trans., Com., Util. 15,100; Trade 81,000; Finance 20,400; Services 81,300; Government 42,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11 - TAP WATER: Alkaline, hard; fluoridated. 3 per M.

12 - RETAILING:Major Retail Areas-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind.
East Orlando-24 blocks on East Colonial bounded by Semoran Blvd. Colonial Plaza 103 stores; Fashion Square 100 stores.
North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall 54 stores; Altamonte Mall 160 stores; Seminole Plaza 36 stores; Interstate Mall 29 stores.
West Orlando-20 blocks on West Colonial bounded by Kirkman Road. Wards Plaza; Parkwood Plaza 30 stores; Pine Hills Center 45 stores; Tri-City Center 26 stores.
South Orlando-South Orange Blossom Trail; South Orange Ave.; Southside Center 15 stores; Conway Center 15 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	5	Albertson's, Handy City
Albertson's	6	Albertson's, Handy City
Aloma(27)	6	Publix, Winn-Dixie
Atlamonte(165)	9	Sears, Jordan Marsh, Burdines, Robinsons
Apopka Plaza	11	Pantry Pride
Azalea Park	2	Pantry Pride
Butler Plaza(35)	6	Woolco, Publix
Brantley Sq.(16)	9	Lurias, Winn-Dixie
Casselberry Square(19)	9	Winn-Dixie, TG&Y, Eckerd's
College Pk.	2	Publix, Eckerd
Colonial Plaza(103)	2	Jordan Marsh, Belk Lindsey, O.G. Wilson
Conway(17)	4	Publix, TG&Y
Coytown(18)	2	Winn-Dixie
Crystal Lake(6)	3	Eckerd
Dover Shores(17)	3	Winn-Dixie
Eastland(14)	4	Food World
Edgewater Plz(13)	5	Food World
Fairvilla(12)	2	Pantry Pride
434 Center	11	Winn-Dixie, Eckerd
Fashion Sq.	3	Burdines, Robinsons, Sears, McCrory
Ft. Gatlin	4	IGA
Gooding's Plaza	10	Goodings, Eckerd
Herndon Plaza(14)	3	Pantry Pride, Eckerd, K mart
Hollienna(4)	3	Publix, Eckerd
Hoffner Plaza	5	Winn-Dixie, Eckerd
Interstate Mall(35)	9	Jefferson Ward, Sac 'N Save
Lee Road(17)	5	Woolco, A&P, Eckerd
Longwood Plz.	11	Winn-Dixie, Eckerd
Longwood Vlg.(23)	11	Publix, Jacobsons
Market Sq.(15)	7	Lurias, Pantry Pride, Walgreen
Mill Creek Mall	17	Publix, Eckerd, Bealls
North Main	16	Sears, Winn-Dixie, TG&Y
Oak Ridge Plaza(25)	6	Winn-Dixie, Eckerd
Orange Blossom(33)	4	Pantry Pride, Walgreen, McCrory
Orange No. Plz.(30)	13	Thriftway, Eckerd
Orienta Plz.	9	Winn-Dixie, Eckerd
Palm Springs	9	Albertson's
Parkwood Plz.(33)	3	Pantry Pride
Pine Hills(42)	5	Belk-Lindsey, Woolworth, Walgreen, G.C. Murphy, Publix
Pinecastle	5	Winn-Dixie, TG&Y
Sanford Plz.(28)	18	J.C. Penney, Publix, McCrory, Sears
Seminole Plaza(36)	9	Food World, Leeds, Eckerd
Silver Pines(24)	5	Fairway, Lurias
Silver Star Plz(15)	5	Publix, Eckerd
Sky Lake(6)	6	Publix, K mart
South Trail Plaza	4	Winn-Dixie
Southside(13)	2	Publix, Albertsons
Springs Plaza	10	Albertsons
Tri-City(23)	13	Food World, TG&Y, Eckerd
Town Corral	17	Zayre, Eckerd, TG&Y, Foodworld
Turkey Lake(23)	9	TG&Y, Winn-Dixie
Wards Plaza(4)	3	Jefferson Ward, Foodworld
Western Way(13)	2	Winn-Dixie
Wilson's Plaza	3	Wilson's, Play World
Winter Park Mall(60)	5	Iveys, J.C. Penney
Woolco Plaza(3)	5	Woolco, Pantry Pride, Handy City
Zayre(14)	9	Zayre, Pantry Pride
Zayre(4)	2	Zayre, Pantry Pride

Principal Shopping Days-All week.
Stores Open Evenings-Shopping Ctrs., Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Ivey's; Belk-Lindsey 2; Sears 5; Penney's 3; Jefferson Ward 2; Jordan Marsh 2; Burdine's 2; Robinson's 2; Catalog Sales; Wilson's 4; O.G. Wilson; Lurias 3; Jacobson's 2.
Discount Stores-Zayre 6; K mart 10; Woolco 3.
Variety Stores-Woolworth 4; McCrory 7; Eagle Family Discount 11; TG&Y 15; G.C. Murphy.
Chain Drug Stores-Walgreen 7; Liggett Rexall 10; Eckerd 28; SupeRx 8.
Chain Supermarkets-Winn-Dixie 30; A&P 4; Publix 15; Food World 7; Pantry Pride 11; Fairway 7; Albertson's 5; Best Way 3; Gooding 2.
Convenience Chain Stores-Cumberland Farms 63; Lil Champ 6; Lil Chief 2; Lil General 9; 7-Eleven 80; Shop & Go 35; Tenneco 19; Wareco Mini-Mart 2.
Other Chain Stores-Automotive Supply: Western Auto, B.F. Goodrich, Goodyear, Pan American, Uniroyal, Midas, AAMCO, Tuffy; Building Materials: Moore-Handley, Panel World, Ace Hardware, Scotties, Evans, Thomas, Lowes, 84 Lumber, Handy City; Apparel-Mens: Barons, Britches South, Clothes Horse, His Stores, Pants Place, Pressley's, Surrey's, The Ranch, Rutland's, Schwobilt, Richman Brothers, The Gap, Levitation, Carnaby Shop, Chess King; Apparel-Women: Colony Shops, Edward-Macy-Brenners, Harper's, Kara-Lyn, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, Stuff To Wear, Accent, Inc., The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals, Young Sophisticates; Home Appliances, Radio, TV: Associated, Ernie Kelly Britts, Bill Bear, Bellows TV Town, Claude H. Wolfe, Whiteside, Radio Shack, LaFayette; Jewelers: Gordon's, Lawtons, Mayors, Zale's, Jacobs; Furniture: Badcock; Castro Convertibles, Carriage House, Hallmark, Kane, Levitz, Noll's, Sterchi; Fabrics: Mae's, JoAnn Fabrics, Stretch & Sew, Cloth World, Remnant Shops, Singer; Shoes: Baker's, Behr's, Flagg Brothers, Hanover Shoes, Holiday, Steffi, Stride Rite, Warren Stanley, Bari, His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14 - NEWSPAPERS: ORLANDO SENTINEL (all day) 215,015; (m-sat) 203,171; (S) 249,974; Mar. 31, 1982 ABC. (Changed name from SENTINELSTAR Apr. 26, 1982.)
Local Contact for Advertising and Merchandising Data: George McDaniel, Gen. Adv. Mgr., ORLANDO SENTINEL, PO Box 2833, Orlando, FL 32802; Tel. (305) 420-5272.
National Representative: CWO&O.

PALATKA

1 - LOCATION: Putnam County, E&P Map D-1, County Seat. On St. Johns River, 55 mi. S. of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: Railroads-ACL; Southern; Fla. East Coast at East Palatka.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Tamiami; Pioneer Trans.; Mercury; Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,175; Loc. Est. 10,414
CZ-ABC: (70) 9,310; (82) 9,100
RTZ-ABC: (70) 26,980; (82) 43,200
County 80 Cen. 50,549; Loc. Est. 54,638
City & RTZ-ABC: (70) 36,290; (82) 53,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,659; Loc. Est. 3,217
County 80 Cen. 18,397; Loc. Est. 20,491
CZ-ABC: (70) 2,997; (82) 3,400
RTZ-ABC: (70) 8,497; (82) 16,000
City & RTZ-ABC: (70) 11,494; (82) 19,400

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	2	$78,658,681
Commercial	3	$91,880,630

6 - PASSENGER AUTOS: County 24,920

7 - ELECTRIC METERS: 24,500

8 - GAS METERS: Residence 3,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($300); Boxes and Crates 150 ($170); Kaolin Glass Sand 100 ($170); Elec. Plants 125 ($250); Furn. Ind. 225 ($180); Specialty Bag Plant 330 ($170); Steel Fabrication 100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(10)	NA	K mart, Publix
Azalea Plaza(16)	NA	Pantry Pride, Eckerd
Westgate(10)	NA	Miller's

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Belk-Hudson; Alterman's; Eagle.
Variety Stores-McCrory's; Ben Franklin; Neisner's.
Chain Drug Stores-Walgreen; Rexall 2; Eckerd; Pic 'N Save; Professional Phcy.; Revco.
Chain Supermarkets-Winn-Dixie; Stop & Shop; Pantry Pride; Publix.
Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Firestone.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,134; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Beacham, Adv. Dir., NEWS, 1825 St. John's Ave., Palatka, FL 32077; Tel. (904) 328-2721.
National Representatives. Branham; Publishers' Representatives of Florida.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton SMSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 441 & 98; State 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coastline.
Airlines-Pan Am; Eastern; Delta; American; TWA; United; Air Florida; Republic; USAir.

3 - POPULATION:
Corp. City 80 Cen. 9,729; Loc. Est. 9,766
CountySMSA 80 Cen. 573,125; Loc. Est. 625,843
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,141; Loc. Est. 7,100
CountySMSA 80 Cen. 232,937; Loc. Est. 262,294

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 376,605

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Avg. Ann. Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Esplanade Worth Avenue(50)	NA	Saks, B. Dalton
Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana(28)	NA	Gucci, Sara Fredericks

13 - RETAIL OUTLETS: Chain Drug Store-SupeRx.
Chain Supermarkets-Publix; Winn-Dixie.
Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwartz.

14 - NEWSPAPERS: NEWS (m) 4,768; (S) 5,241; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Lou Calderoni, Adv. Dir., NEWS, Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 837-4770.
National Representative: Sawyer-Ferguson-Walker.

PANAMA CITY

1 - LOCATION: Bay County (SMSA), E&P Map B-1, County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta & St. Andrews Bay (Freight Only).
Motor Freight Carriers-23, including 8 with terminal facilities.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; Dolphin; Air New Orleans.

3 - POPULATION:
Corp. City 80 Cen. 33,346; Loc. Est. 32,920
CZ-ABC: (70) 64,738; (82) 88,700
RTZ-ABC: (70) 53,632; (82) 68,300
County/SMSA 80 Cen. 97,740; Loc. Est. 104,000
City & RTZ-ABC: (70) 118,370; (82) 157,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,877; Loc. Est. 11,665
County/SMSA 80 Cen. 34,754; Loc. Est. 36,689
CZ-ABC: (70) 20,001; (82) 32,000
RTZ-ABC: (70) 16,887; (82) 25,300
City & RTZ-ABC: (70) 36,888; (82) 57,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$224,000,000
Commercial	6	$303,000,000

6 - PASSENGER AUTOS: County 57,617

7 - ELECTRIC METERS: Residence 41,179

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Products; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prod.; Tourism; Plastics; Ladies Wear; Airplane Engines; Chemicals; Tyndall Air Force Base; Nuclear Power Products; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Bridge Cranes; Line Pipe.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30. Last killing frost, Mar. 3. Average rainfall 58 in. per year. Avg. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Harrison Ave. and cross sts.
Neighborhood Shopping Centers- (No. of Stores) Panama City Mall (120) 5 blocks on Beck Ave.; on East Hwy. 98, Springfield Plaza (5); Cove Center (13); Holiday Plaza (7); Parkway Plaza (2); Parker Shopping Center (7); Callaway Plaza (8); Gaylord's Center (9); Panama Plaza (9); 11th Street Shopping Center (13); Lynn Haven; Southwood; 22 miles motels and small shopping centers on Beaches.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Panama City(120)	5	Sears, Gayfers, J.C. Penney
Springfield(5)	5	G-H Home Center
Holiday Plaza(7)	7	Piggly Wiggly
Callaway Plaza(8)	5	Sunshine Foods
Gaylord's	2	Gaylord's, Delchamps, Eckerd's
Parkers(7)	5	TG&Y, Winn-Dixie
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly, Howards
Lynn Haven	7	Piggly Wiggly, Sunshine Foods
K mart	3	K mart, Pantry Pride
Panama City Beach(7) .	22	
Panama Plz.(9)	3	Winn-Dixie, Zayre, SupeR
Southwood(8)	7	West Bldg. Mkt.
Wayside(10)	25	Christo's Wayside Mkt.
Baldwin Plz.	7	Revco, Winn-Dixie

Principal Shopping Days-Mon., Wed., Thurs., Sat.
Stores Open Evenings-Downtown Fri., Shopping Ctrs. Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Gaylord's; Sears Roebuck; Belk-Hudson; TG&Y; Gayfers; K mart; Howards; Zayre.
Variety Stores-Woolworth.
Discount Stores-Gaylord's Surplus Sales; Howard's; K mart; Zayre.
Chain Drug Stores-SupeRx; Eckerd's; City Drug 3; Cooper's 3; Revco 4.
Chain Supermarkets-Sunshine 8; Piggly Wiggly 5; IGA 1; Six-Ten Jiffy Stores 4; Quickway Stores 4; Delchamps; Majik Mkt.6; Eagle Stores 2; Pantry Pride 1; Winn-Dixie 4
Other Chain Stores-Lerner's; Diana; Mangel's Dress Shop; Natl. Shirt Shop; Thom McAn; Butler; S&H Green Stamps; Morre-Handley; Dollar General; Top Dollar; Leons; Smith's Ladies Shop; Radio Shack; Grice Electronics; West Building Materials; Munford Home Center; Gilbergs; Western Auto; Firestone; Goodyear; Goodrich; Auto Sav; Big Ten Tires; Jewel Box; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrisons; Kinney Shoes; Casual Corner; Carlyle & Co.; Athletic Attic; Betty Gay; Camelot Music; County Seat; Depot; Father & Son; Foxmore; General Nutrition; Hallmark; Jeans West; Joyces; Orange Julius; Ranch; United Jewelers; Vogue; World Bazaar; Zales.

14 - NEWSPAPERS: NEWS-HERALD (m) 29,038; (S) 33,252; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bernie Barth, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32401; Tel. (904) 763-7621.
National Representative: Landon Associates.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola SMSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Frisco Lines (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-Eastern; Air Florida; Dolphin; Continental; Texas International.
Steamship Lines-3.

3 - POPULATION:
Corp. City 80 Cen. 57,619; Loc. Est. 57,648
CZ-ABC: (70) 181,007: (82) 208,300
RTZ-ABC: (70) 233,613; (82) 312,500
County 80 Cen. 223,794; Loc. Est. 243,897
SMSA 80 Cen. 289,782; Loc. Est. 300,358
City & RTZ-ABC: (70) 414,620; (82) 520,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,641; Loc. Est. 21,989
County 80 Cen. 81,067; Loc. Est. 87,122
SMSA 80 Census 99,662; Loc. Est. 106,430
CZ-ABC: (70) 53,608; (82) 72,100
RTZ-ABC: (70) 68,100; (82) 106,700
City & RTZ-ABC: (70) 121,708; (82) 178,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	19	$750,000,000
Savings & Loan	4	(incl. above)

6 - PASSENGER AUTOS: County 137,853

7 - ELECTRIC METERS: Residence 81,000

8 - GAS METERS: Residence 42,096

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Chemicals 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 5,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Center-8 blocks on Palafox St.; 8 on Garden St.
Neighborhood Shopping Centers and Regional Malls-W.
Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at 1-10; Palafox at 9 mile road; Gulf Breeze; Olive Rd. 8 Davis Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warrington	6	Delchamps, Kwik-Chek
Town & Country(57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Westwood Mall(36)	4	Rhodes, Pantry Pride
Warrington Vlg(16)	6	Zayre, Pantry Pride
Belvidere Park(8)	7	Eckerd, Delchamps
Brentwood(8)	4	TG&Y, Warehouse Foods
Delmar(8)	9	Eckerd, Delchamps
Ensley	3	Barnes, Ben Franklin
Fairfield Plz.(20)	NA	Woolco, A&P, SupeRx
McDonalds(21)	3	Goodyear
Palafox(3)	1	Kwik-Chek
University Mall(77)	7	Sears, Penney, McRaes
Northview	9	Delchamps, Kwik-Chek
Cordova(75)	5	Gayfers, Mont. Ward
Southgate Plaza	NA	Winn-Dixie, TG&Y

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open-Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Gayfers; Ward's; McRae.
Discount Stores-Woolco 2; K mart 2; Zayre; West Brothers.
Variety Stores-Newberry; TG&Y; McCrory; Great Day.
Chain Drug Stores-SupeRx 3; Scotties; Gillette's 2; Godwins 3; Harrell's Rexall 2; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 4; Medicine Shoppe; Albertson 2.
Chain Supermarkets-Delchamps 5; Kwik-Chek 6; A&P 3; Piggly Wiggly 2; IGA 4; Plee-Zing 4; Panty Pride 3; Barnes 10; Albertson's 2; Red & White 2; Food Center Warehouse; Winn-Dixie.
Other Chain Stores-Thom McAn; Butler's ; Western Auto; Exotic; Richmond Bros.

14 - NEWSPAPERS: JOURNAL (m) 55,709; NEWS (e-mon to fri) 12,589; Comb. (m&e) 68,298; NEWS-JOURNAL (S) 70,476; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Miller, Gen. Adv. Mgr., NEWS and JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 433-0041.
National Representative: Gannett.

PUNTA GORDA

1 - LOCATION: Charlotte County, E&P Map C-3, County Seat. West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte, residential and retirement community.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Naples Airlines.

3 - POPULATION:
Corp. City 80 Cen. 6,797; Loc. Est. 7,695
CZ-ABC: (70) 19,165; (82) 46,400
RTZ-ABC: (70) 14,187; (82) 33,900
County 80 Cen. 59,115; Loc. Est. 68,633
City & RTZ-ABC: (70) 33,352; (82) 80,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,190; Loc. Est. 3,684
County 80 Cen. 26,207; Loc. Est. 31,407
CZ-ABC: (70) 8,091; (82) 22,900
RTZ-ABC: (70) 6,124; (82) 17,200
City & RTZ-ABC: (70) 14,125; (82) 40,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	7	$850,000,000
Commercial	4	$400,000,000

6 - PASSENGER AUTOS: County 42,617

7 - ELECTRIC METERS: Residence County 29,214

8 - GAS METERS: Residence County 2,996

9 - PRINCIPAL INDUSTRIES: Construction, Real Estate, Services, Commercial Fishing, Tourism, Farming, Hospitals.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rt. 41; South Trail, Rte. 41 South.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Trail(9)	3	Winn-Dixie, Gray Drug
Aqui Esta(7)	5	
Town & Country(14)	4	K mart, Walgreen's, Food World
Harbour Square(12)	4	Grand Union, Treasury Drug
Promenades(52)	6	Beall's, J. Byrons, Eckerd Drug
Charlotte(11)	NA	U-Save
Punta Gorda Mall(20)	NA	Publix, Beall's
Charlotte Sq.(7)	NA	Publix, Shoppers Drug

13 - RETAIL OUTLETS: Department Stores-Beall's; J. Byrons.
Discount Stores-Eagle Army-Navy.
Variety Stores-K mart; McCrory's; Neisner's
Chain Drug Stores-Eckerd's; Walgreen; Treasury; Gray; Sims.
Chain Supermarkets-Winn Dixie (2); U-Save; Publix; Grand Union; Food World.
Other Chain Stores-Western Auto 2; Firestone; Goodyear; Sears (catalog); Howard Johnson; Dills Appliance; Babcock Furniture; Bill Smith Appliances.

14 - NEWSPAPERS: HERALD-NEWS (e) 9,372; Mar. 31, 1982; ABC.
Local Contact for Advertising and Merchandising Data: Robert N. Bracey, Adv. Mgr., HERALD-NEWS, 114 W. Olympia Ave., Punta Gorda, FL 33950; Tel. (813) 639-2151.
National Representative: Thomson Newspapers.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville SMSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2 - TRANSPORTATION: Fla. East Coast RR; Greyhound & Tamiami Bus; Aero Sport Charter Flight Service. Major Airlines at Jacksonville, 40 mi.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,985; Loc. Est. 11,488
PMA-ABC: (70) 30,727; (82) 55,100
SMSA 80 Cen. 737,519; Loc. Est. 766,706
County 80 Cen. 51,303; Loc. Est. 55,059

4 - HOUSEHOLDS:
City 80 Cen. 4,547; Loc. Est. 4,077
County 80 Cen. 18,623; Loc. Est. 20,628
SMSA 80 Cen. 263,829; Loc. Est. 268,439
PMA-ABC: (70) 9,998; (82) 21,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$39,769,030
Commercial	4	$78,504,573

6 - PASSENGER AUTOS: County 24,996

7 - ELECTRIC METERS: Residence 14,700

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroads 250; Diesel Engine Sales; Boatbuilding 250; Potato Chips 175; Mobile Homes 100; Garment Mfg. 125; Shrimp Fishing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-92; Summer 70-90; Fall 44-94; Winter 40-82.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Plaza Area; St. George, Cathedral & King Sts.; K mart Shopping Center, US 1 South; Ponce DeLeon Mall; Anastasia Square; St. John's Plaza.
Neighborhood Shopping Centers-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Close-5:00 pm some 9:00 pm.
Open Evenings-Dept-Sat. Food-Fri.

13 - RETAIL OUTLETS: Variety Stores-McCrory's; Woolworth; Bargain House; White's; K mart; Eagle Discount; J.C. Penney; Belk Hudson.
Chain Drug Stores-Walgreen; Rexall; Eckerd's; Revco.
Chain Supermarkets)-A&P; Winn-Dixie; Pantry Pride; Publix.
Discount Stores-White's; Bargain House; Broudy's Liquor; Jax Liquors; Eagle Discount; K mart.
Other Chain Stores-Firestone; Savette; Marine Supply & Oil; Goodyear; Goodrich; Diana Shop; Butler's Shoes; 7-11 Foods 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Great Day Stores; McDuff Appliances; Jiffy Foods.

14 - NEWSPAPERS: RECORD (e) 10,735; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.E. James, Adv. Mgr., RECORD, 158 Cordova St., St. Augustine, FL 32084; Tel. (904) 829-6562.
National Representative: Branham.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg SMSA). E&P Map C-3, on Florida's West Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Franklin, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-City 15; County 49.
Intercity Bus Lines-Greyhound; National Trailways (Tamiami Trailways); Gulf Coast Motor Lines; Gray Lines; Lindo Tours.
Airlines-Aero Sun; Air Canada; American; Ozark; Piedmunt; Republic; Delta; Eastern; Northeastern; Northwest; Trans-World; United; Air Florida; Dolphin; Continental; Altair; Midway; Red Carpet; US Air; Pan American; Wardair.
Cruise Lines-Holland America; Bahama; Klines-Hellenic.

3 - POPULATION:
Corp. City 80 Cen. 238,647; Loc. Est. 239,993
CZ-ABC: (70) 359,937; (82) 471,600
RTZ-ABC: (70) 204,843; (82) 429,400
SMSA 80 Cen. 1,569,152; Loc. Est. 1,609,142
County 80 Cen. 728,531; Loc. Est. 743,301
City & RTZ-ABC: (70) 564,780; (82) 901,000

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,094; Loc. Est. 107,140
County 80 Cen. 319,527; Loc. Est. 330,356
SMSA 80 Cen. 638,816; Loc. Est. 667,694
CZ-ABC: (70) 147,122; (82) 225,500
RTZ-ABC: (70) 82,852; (82) 205,800
City & RTZ-ABC: (70) 229,974; (82) 431,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
County:		
Commercial & Sav	34	$3,661,233,000
Savings & Loan	10	$6,690,836,000

6 - PASSENGER AUTOS: County 504,719

7 - ELECTRIC METERS: City 141,150; County 428,702

8 - GAS METERS: City 19,963; County 34,537

9 - PRINCIPAL INDUSTRIES: Electronics, Engineering Design & Research; Construction; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare in the area. Average temp. 73.9 degrees.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center is entire Pinellas County.
Shopping Centers-Central Plaza (Central Ave. & 34th St.); Coffee Pot Plaza (3131-4th St. N.); Tyrone (Tyrone Blvd. & 9th Ave., N.); Crossroads (Tyrone Blvd. & 66th St. N.); Tyrone Square (66th St. and Tyrone Blvd.); Florida Federal (49th St. & 9th Ave. N.); Woodlawn (16th St. & 18th Ave. N.); Allendale (9th St. & 34th Ave. N.); Southside (6th St. & 45th Ave. S.); Disston (49th St. & 38th Ave. N.); Madeira Beach (150th Ave.); Pasadena (Gulfport Blvd.); Energy Square (31st St. & Lakeview Ave. S.); Midway (Missouri Ave. & Largo); Grand Union (2900-34th St. N.); Isla del Sol (5901 Sun Blvd.); Lakeview (34th St. & 22d Ave. S.); Bay Village (62nd Ave. & 22nd St. S.); Harbor Bluffs (Indian Rocks Rd. & W. Bay Dr.); Snell Isle (Snell Isle Blvd.); Northeast (2nd St. & 37th Ave. N.); West Central (Central Ave. & 66th St. N.); Mainlands Village (US 19 & Mainlands Blvd.); Skyway (9th St. & 62nd Ave. S.); Maximo Plaza (4200-34th St. S.); Gateway Mall (77th Ave. & 9th St. N.); Town Plaza (18th St. & 62nd Ave. N.); Dolphin Village (Gulf Blvd., St. Petersburg Beach); Seminole Mall (11200-78 Ave. N.); Park Plaza (49th St. & 74th Ave. N.); Gulfport Plaza (2190-49 St. S.); Colony (58th St. & 38th Ave. N.); Crosswinds (66th St. & 19th Ave. N.); Zayre (61st & 9th Ave. N.); Pinellas-Lindsley (34th St. & 22 Ave. N.); Harbor Crest (11963-12125 Indian Rocks Rd.); Indian Rocks (12022 Indian Rocks Rd.); Plaza Beach Drive (111 2nd Ave. N.E.); Belleair Bazaar (2989-2901 West Bay Drive); Winn-Dixie (201-38th Ave. N.); Zayre (4100 Park Blvd.); Bardmoor Village (10801 Starkey Rd.); Bay Mariner (19711 Gulf Blvd.); Pinellas (857 West Bay Drive); Tri-City Plaza (U.S. 19 & East Bay Drive); Belleair Bluffs (100 Indian Rocks Rd.); Zayre (1111 N. Missouri Ave.); Central Park (1300 Missouri Ave.); Missouri Mart (1600 N. Missouri Ave.); Carter Plaza (Municipal Drive); Imperial Square (1490 Belcher Rd.); K mart (7191 Seminole Blvd.); Searstown (1201 S. Missouri Ave.); Sunshine Mall (Missouri Ave. & Druid Rd.); Gulf-to-Bay Plaza (East Bay Dr. & Belcher Rd.); Cleveland Plaza (1200 Cleveland St.); Clearwater Mall (U.S. 19 & Gulf-to-Bay Blvd.); La Concha Plaza (20001 Gulf Blvd.); Harbor Square (S.R.588 & U.S. 19 N.); Dunedin (975 Broadway); Douglas (211 Douglas Ave.); Dunedin Plaza (Patricia Ave. & Main St.); Largo Village (US Alt. 19 & Walsingham Rd.); Scottish Village (2600 Bayshore Blvd.); Palm Garden (11700 Oakhurst Rd.); Park-Starkey Plaza (7600 Starkey Rd.); Tarpon Mall (U.S. 19 & Tarpon Ave.); Lake Tarpon (U.S. 19 & Colonial Blvd.); Keene Plaza (East Bay Dr. & Keene Rd.); Starlight Park (Park Blvd. & Starkey Rd.); Winnco (2250 East Bay Dr.); Park 66 (66th St. & Park Blvd.); Oakhurst Plaza (94th Ave. & Oakhurst Rd.); Caladesi (902 Curlew Rd.); Countryside Mall (2601 US 19 N.); Pinellas Square (U.S. 19 & Park Blvd.); Clearwater East (2779 Gulf-to-Bay Blvd.); Coastal Plaza (2200 Main St.); Countryside Plaza (US 19 & S.R. 580); County Villa (3118 US 19 N.); Drew 19 (185 US 19 N.); East Lake Woodlands (Cty. Rd. 77 & 584); Feather Sound (2325 Ulmerton Rd.); Highland Lakes (1140 US 19 N.); Gardens of Forest Lakes (S.R. 584 & Forest Lakes Blvd.); Highland Square (1825 N. Highland Ave.); Independence Square (1298 Cty. Rd. 1); Levitz (1541 US 19 S.); Island Estates (100 Island Way); K mart (2130 Gulf-to-Bay Blvd.); Master Key Center (1351 Main St.); McMullen Booth (2809 S.R. 580); Northwood (2500 McMullenBooth Rd.); Orange Grove (2498 E. Bay Dr.); Palm Lakes (415 US 19); Pix Plaza (2440 S.R. 580); Sunset Point 19 (1856 US 19 N.); Sunset Square (1891 N. Highland Ave.); The Boatyard (16100 Fairchild Dr.); Village at Countryside (2466 US 19 N.); K mart (851 E. Tarpon Ave.); Sunrise Cove (1000 US 19 S.); Tarpon Plaza (900 S. Pinellas).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyrone Square(128)	5	Sears, Maas Bros., J.C. Penney, Robinson's
Gateway(54)	5	Publix, Woolco, J. Byron's
Tyrone(42)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz.(14)	3	Fields, Pantry Pride
Crossroads(11)	5	Burdines, Radio Shack
Pasadena(42)	6	Publix, K mart
Westshore (Tampa) Plaza(76)	18	Maas, J.C. Penney, Robinson's, Publix, Grand Union
Northeast(33)	2	Publix, Eckerd Drug
Southside(23)	3	Publix, Kresge
Skyway(18)	4	True Value
Lakeview(17)	3	Publix, Eckerd Drug
Central Pl.(25)	3	Walgreen's, McCrory, Mr. C's, Belks
Florida Federal(9)	4	Publix, Florida Federal
Seminole(70)	12	J. Byron's, Woolco
Sunshine(86)	20	J.C. Penney, J. Byron's
Clearwater Mall(126)	18	Burdine's, Ward's, Gayfers, Ivey's
De Soto Mall(105)	24	Penney, Maas, Sears
Countryside(150)	23	Maas, Sears, Penney, Robinson's, J. Byron's
Pinellas Sq.(93)	6	Ivey's, J.C. Penney, Montgomery Ward

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. thru Sat.; Food & drug Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk's 4; J.C. Penney 4; J. Byron 4; Robinson's 2; Ivey's 2; Gayfers; Bealls 2; Burdines 2.
Discount Stores-Eagle Family Discount 11; Zayres 3; Woolco 3; K mart 10.
Variety Stores-McCrory 11; Woolworth 3; Ben Franklin 2; Kresge 2; G.C. Murphy; TG&Y 5.
Chain Drug Stores-Walgreen 5; Eckerd 34; SupeRx 11; Kare Drugs 4; Albertsons Southco 9; Family Mart 4; Galen 3; Michels 4; Shoppers Drug Mart 3.
Chain Supermarkets-Publix 30; WinnDixie 28; Kash 'n' Karry 14; Albertsons Southco 9; Family Mart 4; Grand Union 4; Jewel Tea 11; Mr. C's 2; Lueken's 4.
Other Chain Stores-S&H Green Stamps; Thom McAn's; Ace Hardware; Bond Jewelers; Gordon Jewelers; Radio Shack; Wilson's & Leed's Jewelers-Distributors; National Shirt; Wolf Bros.; Shoe Villa; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin; Masters Catalog Showroom.

14 - NEWSPAPERS: TIMES (m) 259,715; INDEPENDENT (e) 37,985; Comb. (m&e) 297,700; TIMES (S) 321,935; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Walter R. Stecher, Gen'l Adv. Mgr., TIMES and INDEPENDENT, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8249.
National Representative: Story & Kelly-Smith.

SANFORD

1 - LOCATION: Seminole County (In Orlando SMSA). E&P Map D-2, County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck center. 19 mi. N of Orlando on 17 & 92 and I-4; U.S. Hwys. 17 & 92, State Hwys. 415 & 46, I-4.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176; Loc. Est. 23,797
SMSA 80 Cen. 700,699; Loc. Est. 763,148
County 80 Cen. 179,752; Loc. Est. 198,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,355; Loc. Est. 8,868
County 80 Cen. 63,247; Loc. Est. 71,845
SMSA 80 Cen. 252,847; Loc. Est. 283,815

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$194,066,390
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 119,998

7 - ELECTRIC METERS: County 55,935

8 - GAS METERS: Residence 18,276

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Products; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23. Last killing frost, Jan 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-6 blocks 1st street, including 4 unit Winn-Dixie shopping center. Sanford Plaza 3 mi. S. 26 units, including J.C. Penney, Publix, McCrory, Eckerd, Bank. Winn Dixie & SupeRx, 2 mi. S; Pinecrest Center, 3 units, 2 1/2 mi. S; Fairway Center, 4 units, 2 1/2 mi. S; Zayre Plaza, 3 mi. S.; K mart 3 mi. S., 10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deltona(18)	9	Winn Dixie
Longwood(10)	9	Winn Dixie
Jesse James(13)	9	Frierson's App.
Seminole(28)	11	Publix, Nat'l Fab.
Zayre(12)	11	Zayre, Pantry Pride
K mart(10)	11	K mart
Winter Pk.(60)	18	Penney's, Ivey's
Interstate(35)	13	Montgomery Ward
Altamone Mall(165)	13	Burdine's Jordan Marsh, Sears, Robinson's
Zayre(14)	3	Zayre, Pantry Pride, Walgreen

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores open evenings and Sunday-Penney's, Zayre's, K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Garett's; Jacobson's.
Discount Stores-Zayre; Eagle; K mart.
Variety Stores-McCrory's 2; TG&Y; Super Dollar.
Chain Drug Stores-Eckerd; SupeRx; Medco; Rexall; Walgreen.
Chain Supermarkets-Winn-Dixie 2; Food Barn 2; Fairway; Pantry Pride; Publix.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,335; (S) 8,357; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Lovenbury, Circ. Dir., HERALD, 300 N. French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (SMSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41 & 301.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound; Coastal Coaches.
Airlines-National; Eastern; Florida; United; Pan Am; Delta; Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,868; Loc. Est. 49,045
PMA-ABC: (70) 86,982; (82) 220,594
County/SMSA 80 Cen. 202,251; Loc. Est. 215,125
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,548; Loc. Est. 20,507
PMA-ABC (70) 181,500; (82) 391,700
County/SMSA 80 Cen. 88,739; Loc. Est. 97,312

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	23	$2,106,218,000
Commercial	38	$1,688,983,000

6 - PASSENGER AUTOS: County 156,746

7 - ELECTRIC METERS: County 126,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Construction; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 78-98; Fall 66-82; Winter 42-70.

11 - TAP WATER: Hard.

12 - RETAILING:Principal Shopping Center-12 blocks on Main St.; DeSoto Square Mall (84).
Neighborhood Shopping Centers (Number of Stores)Kwik Chek 3; Colonial Village 9; Sears 6; Unus Plaza 8; Bee Ridge Plaza 9; Siesta Key Village 9; Pantry Pride Plaza 6; Oakes Plaza 10; Crescent Beach 6; Cortez Plaza 36; Bayshore Gardens 21; Midway Shopping Center 7; St. Armands Circle 91.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(38)	NA	Great Scot, Eckerd's
Gulf Gate Mall(50)	NA	Belk-Lindsey, Publix
K mart(4)	NA	K mart, Grand Union
Merchants Pointe	NA	Eckerd's, Winn Dixie
Northeast Plz.(19)	NA	Eckerd's, Winn Dixie
Palm Plz.(6)	NA	Eagle, Food Fair
Ringling(13)	NA	Belk-Lindsey, Woolworth
Sarasota Sq.(73)	NA	J.C. Penney, Maas Bros., Sears
South Gate Plz.(45)	NA	Burdine's, Publix, Robinson's
Southbay Fashion(24)	NA	Eckerd's, Jacobsen's, Winn Dixie
Southeast(23)	NA	Eckerd's, Winn Dixie
Town & Country Plaza(8)	NA	K mart
Trail Plz.(12)	NA	Eckerd's, Publix
Village Plz.(12)	NA	Walgreen's, Woolco
Zayre(12)	NA	SupeRx, Zayre

Principal Shopping Days-Mon., Thurs., Fri. & Sat.

Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Penney's 2; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Holiday; Burdine's (Federated Stores); Robinson's; J-Byron 3.
Variety Stores-Kress; McCrory; Holiday; Woolworth; Klauck's; Oney's; Zayre; Woolco.
Discount Stores-K mart 5; Zayre; Eagle Family Discount 9.
Chain Drug Stores-Eckerd 15; Walgreen 10; SupeRx 5; Albertson.
Chain Supermarkets-Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Grand Union 5; Albertson.
Other Chain Stores-Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; National Shirt; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 104,177; JOURNAL (e-mon to fri) 5,230; comb. (m&e) 109,407; HERALD-TRIBUNE (S) 115,123; Mar. 31, 1982 ABC. (Journal (e) ceased publication July 1982).
Local Contact for Advertising and Merchandising Data: Jack E. Miller, Display Adv. Mgr., or Wayne E. Pittman, Class Adv. Mgr., HERALD-TRIBUNE, 801 S. Tamiami Trail, Sarasota, FL 33578; Tel. (813) 953-7755.
National Representatives: Branham; Publishers' Representatives of Florida.

STUART

1 - LOCATION: Martin County, E&P Map D-3, County Seat. Manufacturing, agriculture, commerical fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach; On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: Railroads-Florida East Coast.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,467; Loc. Est. 10,173
PMA-ABC: (70) 28,035; (82) 73,300
County 80 Cen. 64,014; Loc. Est. 69,983

4 - HOUSEHOLDS:
City 80 Cen. 4,193; Loc. Est. 4,476
County 80 Cen. 25,863; Loc. Est. 29,110
PMA-ABC: (70) 10,126; (82) 31,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$312,371,159

6 - PASSENGER AUTOS: County 48,561

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agriculture (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Plaza	NA	Publix, K mart, Walgreen
East Ocean(34)	NA	Grand Union, TG&Y, Walgreen
Martin Sq.(50)	NA	J Bryons, Bealls, Woolco
K mart(13)	NA	Pantry Pride, K mart, Eckerd's
Mayfair Plaza(7)	NA	

Monterey(40)	NA	
Stuart(20)	NA	Publix, Zayre, Albertson's
Harbour Plaza(34)	NA	
Smithfield(45)	NA	Winn-Dixie
Stuart Ctr.	NA	Zayre, Luria

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-TG&Y; Woolco; K mart; Zayre.
Chain Supermarkets-Grand Union; Publix; Winn-Dixie; Albertson's; Pantry Pride.

14 - NEWSPAPERS: NEWS (e-mon to fri) 19,279; (S) 22,353; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Berwald, Adv. Dir., NEWS, 111 E. Ocean Blvd., Stuart, FL 33494; Tel. (305) 287-1550.
National Representative: Story & Kelly-Smith.

TALLAHASSEE

1 - LOCATION: Leon and Wakulla Counties (In Tallahassee SMSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10; State Hwys. 20, 61, 63, 353, 369.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-10 (Truck rental-2).
Intercity Bus Lines-Greyhound; Trailways; Taltran.
Airlines-Republic; Air Florida; Eastern; Florida Commuter.

3 - POPULATION:
Corp. City 80 Cen. 81,548; Loc. Est. 80,876
CZ-ABC: (70) 71,897; (82) 82,700
RTZ-ABC: (70) 110,803; (82) 167,100
Counties/SMSA 80 Cen. 159,542; Loc. Est. 167,211
Leon 80 Cen. 148,655; Loc. Est. 155,191
Wakulla 80 Cen. 10,887; Loc. Est. 12,020
City & RTZ-ABC: (70) 182,700; (82) 249,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,822; Loc. Est. 33,677
Counties/SMSA 80 Cen. 57,833; Loc. Est. 62,512
Leon 80 Cen. 54,103; Loc. Est. 58,218
Wakulla 80 Cen. 3,730; Loc. Est. 4,294
CZ-ABC: (70) 22,073; (82) 29,300
RTZ-ABC: (70) 30,404; (82) 55,600
City & RTZ-ABC: (70) 52,477; (82) 84,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$3,522,162,403
Commercial	13	$542,917,504

6 - PASSENGER AUTOS: Counties: Leon 83,672; Wakulla 3,883

7 - ELECTRIC METERS: Residence 55,043

8 - GAS METERS: Residence 12,132

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 2,500; Construction 3,400; Transp., Communications & Utilities 2,400; Wholesale & Retail 14,800; Finance, Insurance & Real Estate 3,100; Services 12,300; Agriculture 600; Government 35,400.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9. Last killing frost, Feb. 25.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blairstone Plaza(10)	NA	National Sewing, Suwanee
Capital Plz.(15)	NA	Best Buy Grocery, Winn Dixie, Sherwin-Williams
Carriage Gate(23)	NA	Kress Jewelers, Eckerd, Winn-Dixie
College Sq.(14)	NA	Fayva, Radio Shack, Revco
Governors Square(114)	NA	Maas Bros., Sears, J.C. Penney, Lerner's, Waldenbooks, Zales
Gulf Wind(6)	NA	Handy City, Jewel T, Shoe City
Jackson Bluff(6)	NA	Revco, Winn-Dixie
K mart Plz. No.(6)	NA	Fayva, K mart, Pantry Pride
K mart Plz. So.(11)	NA	Eckerd, K mart, Publix, Radio Shack
Killearn(23)	NA	Publix, Shoppers Drug, Hallmark Cards
Killearn Vlg.(13)	NA	Brown's Drug
Miracle Plz.(5)	NA	Burdine Drugs, TG&Y
Northside Plz.(9)	NA	Citicorp, State Farm
Northwood Mall(70)	NA	Eckerd, Lerner, Fayva, Publix, Walgreeen, Winn-Dixie
Plaza Ten(8)	NA	Yarborough, Glidden
Southside(17)	NA	Eckerds, Radio Shack
Tallahassee Mall(90)	NA	Gayfers, Mont. Ward, McCrory's, Woolco, A&P, Zales
Timberlane Shops On The Square(60)	NA	Sullivan Drugs
Towne So.(18)	NA	Radio Shack, Revco Drugs, TG&Y, Winn-Dixie
University Plaza(12)	NA	University Rexall, Winn-Dixie
Varsity(5)	NA	Warehouse Furn.
Victory Garden(8)	NA	Old Tyme Fans, Schrader Stores
Westwood(16)	NA	Eckerds, Publix

Neighborhood Shopping Centers-2 on North Monroe; 1 on South Monroe; 1 on West Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on East Lafayette; 1 on Jackson Bluff Rd.
Principal Shopping Days-Fri., Sat., Mon., Thu. Some open Mon., Thu., Fri. Eve. & Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Lerner's; J.C. Penney; J. Byron; Gayfer's; Woolco; Montgomery Ward; Maas Bros.
Discount Stores-Army-Navy Surplus; Woolco; K mart; Albertson's.
Variety Stores-McCrory's; TG&Y.
Chain Drug Stores-Walgreen; Eckerd; Revco; Alberson's; Shopper's Drug Mart.
Chain Supermarkets-Winn-Dixie 7; IGA; QD (Pantry Pride) 3; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Albertson's.
Other Chain Stores-Danley Furniture; Butler's Shoe; Singer Co.; Firestone; National Shirts; Keenan Auto Parts; Tallahassee Furniture; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furniture; Moore Hanley; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber.

14 - NEWSPAPERS: DEMOCRAT (m) 51,907; (S) 62,145; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Veenstra, Adv. Dir., DEMOCRAT, PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2296.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Rep. of Florida.

TAMPA

1 - LOCATION: Hillsborough County, (In Tampa-St. Petersburg SMSA). E&P Map C-2, County Seat. On Hillsboro Bay. 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-46.
Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.
Steamship Lines-140.
Airlines-Eastern; Air Florida; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; Republic; Ozark; USAir; Laker; Wardair.

3 - POPULATION:
Corp. City 80 Cen. 271,523; Loc. Est. 273,852
CZ-ABC: (70) 367,139; (82) 438,700
RTZ-ABC: (70) 1,044,605; (82) 1,931,100
County 80 Cen. 646,960; Loc. Est. 700,328
SMSA 80 Cen. 1,569,492; Loc. Est. 1,696,351
City & RTZ-ABC: (70) 1,411,744; (82) 2,369,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 105,603; Loc. Est. 107,380
County 80 Cen. 237,943; Loc. Est. 265,653
SMSA 80 Cen. 639,014; Loc. Est. 711,962
CZ-ABC: (70) 120,426; (82) 166,100
RTZ-ABC: (70) 382,098; (82) 835,900
City & RTZ-ABC: (70) 502,524; (82) 1,002,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	11	$1,267,157,000
Commercial	28	$2,613,142,000

6 - PASSENGER AUTOS: County 418,681

7 - ELECTRIC METERS: Residence 251,919

8 - GAS METERS: Residence 15,888

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkl. Wage)-Food Pdts. 7,800 ($231); Tobacco 1,200 ($155); Printing & Publishing 3,600 ($246); Chemicals 3,100 ($367); Stone, Clay & Glass Pdts. 2,300 (N.A.); Transportation, Communication, Electric, Gas & Sanitary Services 19,900 (N.A.); Wholesale Trade 24,900; Retail Trade 50,600.
Principal Industrial Pay Days-Thu. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-80; Summer 76-90; Fall 65-83; Winter 45-68.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Temple Terrace	12	Winn-Dixie
East Lake Square Mall(128)	10	Mont. Ward, J.C. Penney, Belk-Lindsey
Northgate(46)	7	Food World, Maas Bros.
Hillsboro Plz.(23)	5	Publix, Woolworth's
East Gate(22)	6	Publix, Woolworth's, Walgreen
Britton Plz.(46)	7	Food World, Belk-Lindsey, Walgreen
Dale Mabry(27)	5	Publix
Armenia(11)	5	U-Save, Eckerd's
Buccanneer Sq.	10	Belk Lindsey
Henderson Bivd.(6)	5	U-Save, Eckerd's
West Gate(16)	10	U-Save, Fayva
Bearss(16)	15	U-Save, Eagle's
West Shore Plz.(76)	5	Maas Bros., Penney, Robinson's, Walgreen
Brandon Mall(15)	11	Zayre, Kash'n Karry, SupeRx
Tampa Bay	5	Sears, Burdine's
Maas-Gandy	8	Maas Bros., Mont. Ward
Floriland Mall(61)	7	Mont. Ward, Walgreen, Zayre
Town'n Country	10	Winn-Dixie, Zayre, Eckerd
Fiesta Plaza(12)	4	Kash'n Karry
Terrace Plaza(24)	14	Publix, Eckerd's
University Plz.(58)	14	U-Save, Eckerd's
University Square(120)	10	Maas Brothers, Penney, Robinson's, Sears
Fletcher Plaza(15)	9	Winn-Dixie, Walgreen
Columbus	6	Kash'n Karry, Cooks, Eckerd's
Horizon Park(25)	7	Woolco, Winn-Dixie
Twin Bays(12)	5	Woolco, Winn-Dixie
Zayre-Gandy	8	Zayre, Kash'n Karry
Busch Plaza(22)	11	Woolco, SupeRx
Brandon Mall(15)	11	Sears, SupeRx
Clayton Plz.(18)	11	Publix, Eckerd's, J. Byrons
Hillsborough Sq.(31)	10	K mart, Kash'n Karry, SupeRx
Mission Bell	10	K mart, United Artists
Village Green	10	Publix, Walgreen
West Hills Plaza	10	Publix, Walgreen

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 5; J.C. Penney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdine's; J. Byrons.
Discount Stores-Zayre's 6; K mart 4; Cook's 2; Woolco 3; Gold Triangle; Wilson's; Standard Sales; Leeds.
Chain Drug Stores-Walgreen 10; Eckerd 21; SupeRx 8; Shopper's Drug Mart 5; Shea & Prange 2; Kare 4; Albertson's 4; Cost Plus 2; Family Mart 3; Eagle Drugs 2.
Chain Supermarkets-Supermarkets-Affiliated of Florida 43; Publix 9; Winn-Dixie 17; Kash'n Karry 18; U-Save 9; Food World 4; Albertson's 4; Family Mart 3; Jewel T 5.
Convenience Chain Grocers-7-Eleven 51; Lil General 40; Majik Markets 36; Shop & Go 58.
Other Chain Stores-Men's Clothing: H.I.S. 2, National Shirt 4, Egerton Moore, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil Fairchild 2, Baron's, George Ltd. 2; Women's Clothing: Lerners 4, Mangel's 2, John Baldwin, Size 5-7-9 2, Casual Corner 3, Colony Shops 7, Wolf Bros. 4, Habers 2, David New York Dress Shop, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 7, Foxmoor 4, Excess Baggage 2, Fredricks 2, Fashion Shoppe 2, Josie 4, Sherry's; Shoes: Shoe Ville 2, A.S. Beck, Shoes-Butlers 4, Self Service 7, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp, Naturalizer 3, Florsheim 3, Shoe House 5, Hanover 3, Kinney's 5; Furniture: Lester's, Levitz, Kane 2, Robb & Stucky Seminole, Haverty 2; Others: Western Auto 7, Singer 2.

14 - NEWSPAPERS: TRIBUNE (m) 202,363; (S) 256,463; Mar. 31, 1982 ABC.
The Times (e) ceased publication Aug. 14, 1982.
Local Contact for Advertising and Merchandising Data: Byron Taggart, Nat. Adv. Mgr., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7445.
National Representative: Sawyer-Ferguson-Walker.

VERO BEACH

1 - LOCATION: Indian River County, E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Fed. Hwy. 1.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,176; Loc. Est. 17,100
PMA-ABC: (70) 35,992; (82) 63,400
County 80 Cen. 59,896; Loc. Est. 65,509

4 - HOUSEHOLDS:
City 80 Cen. 7,281; Loc. Est. 7,766
PMA-ABC: (70) 12,301; (82) 25,400
County 80 Cen. 23,331; Loc. Est. 21,263

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$2,149,151,800
Commercial	7	$244,537,218

6 - PASSENGER AUTOS: County 42,503

7 - ELECTRIC METERS: Residence 19,600

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Piper Aircraft 2,000; Citrus N.A.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluroidated.

12 - RETAILING: Principal Shopping Centers-8th Ave. & 12 St. (33 stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 stores); State Rd. No. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	J.C. Penney, J. Byrons
Treasure Coast Plaza(16)	NA	Woolworth, SupeRx, Pantry Pride
Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears Roebuck
Oslo Square(40)	NA	Winn-Dixie, Eckerd's

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.
Stores Open Evenings-Shopping Centers every night to 9.

13 - RETAIL OUTLETS: Department Stores-Wodtkes; J.C. Penney; J. Byron's.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Berggren's; Woolworth.
Chain Drug Stores-Eckerd's; Gray's; SupeRx.
Chain Supermarkets-Piggly Wiggly; Publix; Pantry Pride; Winn-Dixie; SupeRx Foods.
Other Chain Stores-Carvel; Baskin Robbins; Food Fair; Kinney Shoes.

14 - NEWSPAPERS: PRESS-JOURNAL (m) 17,845; (S) 19,293; Mar. 31, 1982 ABC.
Local Contact for Advertising & Merchandisng Data: Charles Hendrick, Adv. Mgr., PRESS-JOURNAL, PO Box 1268, Vero Beach, FL 32960; Tel. (305) 562-2315.
National Representative: Story & Kelly-Smith.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton SMSA). E&P Map D-3, County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Seaboard Coast Line; Florida East Coast (freight).
Shipping-Port of Palm Beach.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Mackeys; Air Florida; United; Republic; TWA; Dolphin; Pan Am; Peoplexpress; USAir.

3 - POPULATION:
Corp. City 80 Cen. 62,530; Loc. Est. 63,305
CZ-ABC: (70) 243,091; (82) 382,800
RTZ-ABC: (70) 133,697; (82) 300,700
County/SMSA 80 Cen. 573,125; 576,863
City & RTZ-ABC: (70) 376,788; (82) 683,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,165; Loc. Est. 29,472
CZ-ABC: (70) 88,777; (82) 164,500
RTZ-ABC: (70) 44,696; (82) 119,400

County/SMSA 80 Cen. 232,937; Loc. Est. 294,090
City & RTZ-ABC: (70) 133,743; (82) 283,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	34	N.A.
Savings & Loan	22	N.A.

6 - PASSENGER AUTOS: County 376,605

7 - ELECTRIC METERS: County 319,000

8 - GAS METERS: 31,100

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Transistors; Capacitors; Research & Development; Oceanographic Sciences & Engineering; Mimiature Submarines; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes; Furniture Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Concrete Products; Publishing & Printing; Dairies; Fishing Tackle.

10 - CLIMATE: Avg. annual temp. 72; Summer 80; Winter 68; Rainfall 77 in. per year.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-10 blocks on 4 streets; Palm Beach Mall.
Neighborhood Shopping Centers-Southdale; Palm Coast Plaza; Westward; Farmer's Mkt.; Royal Poinciana Plaza; Polo Grounds Center; Zayre's; Belmart; Century Corners; Cross County Mall; Drexel Plaza; Esplanade; Gun Club; K mart Plaza; Luria Plaza; Pine Trail; Village Market; Wellington Country Plaza; Worth Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delray	20	Woolco, J. Byron's
Boca(60)	25	Jefferson-Wards
Oakbrook Sq.(49)	6	Jacobson's, Publix
Cross County(60)	4	Jefferson-Wards, Winn-Dixie
Glades Plaza	28	(specialty)
Palm Coast(52)	7	Publix, Woolco, J. Byron's
Westward	6	K mart, Pantry Pride
Palm Beach(97)	3	Jordan Marsh, Burdine's Lord & Taylor, Sears, J.C. Penney
Farmer's Mkt.	3	(variety)
Royal Poinciana Plaza(28)	6	Schrafts, R.P. Playhouse
Garden Square	14	Shoppers Drug Mart, Publix
Town Center	25	Jordan Marsh, Sears, Burdine's
Twin City	8	Sears, Pantry Pride, Jefferson-Wards
K mart	6	K mart
Polo Grounds(12)	11	Publix, Eckerd's
Lantana Village Square(22)	14	K mart, SupeRx
K mart(North)	6	K mart, J. Byron's
Zayre's Plaza	4	Zayre's
Worth Avenue	3	Marthas, Razooks, Gucci
5th Ave. Plz.(47)	25	Publix
Royal Palm(80)	25	Lynx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.-Fri. until 9:30.

13 - RETAIL OUTLETS: Department Stores-In West Palm Beach-Anthony's; Burdine's; J.C. Penney; Sears; J. Byron's; Jefferson-Wards; Jordan Marsh; Zayre's; Fountain's; Pioneer; K mart; Lord & Taylor.**In Palm Beach**-Sak's Fifth Avenue; Bonwit Teller; Razooks; Gucci.
Variety Stores-McCrory's; Woolworth 4; Eagle.

Discount Stores-Jefferson-Wards; Zayre's; Woolco; Farmers Market; K mart; Ben Franklin.
Chain Drug Stores-Walgreen; SupeRx; Henry's; Gray; Best Buy; Discount Drugs; Eckerd's; Shopper's Drug Mart; Tru-Valu; Rexall.

Chain Supermarkets-Pantry Pride 6; Winn-Dixie 35; Grand Union 10; Miller's 2; Publix 23; Albertson's 2.

Other Chain Stores-A.S. Beck; Butler's; Sherwin Williams; Lerners; Singer Co.; Goodyear; Baker's; Western Auto; Zales; Badcock Furn.; Firestone; Best; Gordon's Jewelers; Jacob Jewelers; Caters Furn.; Marshalls; Castro; Stagg, Ltd.; Cartiers; Peck & Peck; The Gap; County Seat; Casual Corner; Wicks & Sticks; Foxmoor; Norman's.

14 - NEWSPAPERS: POST (m-mon to fri) 100,952; TIMES (e-mon to fri) 27,651; Comb. (m&e) 128,603; POST-TIMES (m-sat) 120,638; (S) 155,614; Mar. 27, 1982 ABC.
Local Contact for Advertising & Merchandising Data: John Drotar, Gen. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy., West Palm Beach, FL 33405; Tel. (305) 837-4277.
National Representative-Sawyer-Ferguson-Walker.

WINTER.HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven SMSA). E&P Map D-2. Citrus, tourist center. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 21,119; Loc. Est. 22,619
CZ-ABC: (70) 46,433; (82) 67,900
RTZ-ABC: (70) 19,665; (82) 33,300
County/SMSA 80 Cen. 321,652; Loc. Est. 349,494
City & RTZ-ABC: (70) 66,098; (82) 101,200

4 - HOUSEHOLDS:
City 80 Cen. 8,812; Loc. Est. 9,597
County/SMSA 80 Cen. 114,394; Loc. Est. 128,021
CZ-ABC: (70) 15,270; (82) 25,700
RTZ-ABC: (70) 6,008; (82) 12,400
City & RTZ-ABC: (70) 21,278; (82) 38,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$230,181,041
Savings & Loan	6	$253,374,852

6 - PASSENGER AUTOS: County 190,339

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit and Food Packing and Processing; Light Manufacturing; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20. Last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks on West Central & Third Sts., NW & SW.; Field Plz. 2 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Plaza	4	TG&Y, Winn-Dixie
Havendale	4	Publix, Eckerd
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd's, Beall's
Village Sq.(12)	NA	Eagle, Winn-Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears
Zayre(10)	NA	Zayre

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk Lindsey; Rheinauers; Maas; Eagle Family Stores; Beall's; TG&Y.
Discount Stores-Zayre; K mart.
Chain Drug Stores-Anderson Rexall; Eckerd's 3; Walgreen 2; Medco.
Chain Supermarkets-Publix 2; Winn-Dixie 3; Kondor's Thriftway; Minit Shop 10; Kash 'N Karry; Pantry Pride; Food World.
Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Ace Hdwe.; S&H Green Stamps; Badcock Furn. 3; True Value Hdwe; Zales; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrorys 2; Radio Shack 2; Desears Appl.

14 - NEWSPAPERS: NEWS-CHIEF (e-mon to fri) 13,590; (S) 14,410; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Clifton, Pub., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33880; Tel. (813) 294-7731.
National Representative: Landon Associates.

Editor & Publisher
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GEORGIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties.
Athens-Clarke, Jackson, Madison and Oconee Counties.
Atlanta-Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale and Walton Counties.
Augusta, Ga.-S.C.-Columbia and Richmond Counties, Ga.; Aiken County, S.C.
Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Columbus, Ga.-Ala.-Columbus, Ga. (formerly Muscogee County, Ga.); Chattahoochee County, Ga.; Russell County, Ala.
Macon-Bibb, Houston, Jones and Twiggs Counties.
Savannah-Bryan, Chatham and Effingham Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	422	415	438
5-14 Years	953	917	966
15-24 Years	861	1,047	1,103
25-44 Years	1,121	1,578	1,663
45-64 Years	868	990	1,043
65 and Over	365	517	545
TOTAL	4,590	5,464	5,758

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	650	859	1,163
General Mdse	1,421	2,132	3,175
Food	2,061	3,455	5,864
Automobiles	2,318	3,481	4,476
Gasoline Stations	866	1,351	2,549
Apparel	569	740	1,091
Furniture	540	675	941
Eat-Drink Places	680	1,251	2,170
Drugs	340	510	820
TOTAL	10,411	15,916	24,881

ALBANY

1 - LOCATION: Dougherty County (SMSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Georgia Northern.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 73,934; Loc. Est. 74,252
CZ-ABC: (70) 85,002; (82) 98,700
RTZ-ABC: (70) 171,355; (82) 201,700
County 80 Cen. 100,978; Loc Est. 100,778
SMSA 80 Cen. 112,662; Loc. Est. 117,885
City & RTZ-ABC: (70) 256,357; (82) 300,400

4 - HOUSEHOLDS:
City 80 Cen. 24,831; Loc. Est. 26,121
County 80 Cen. 33,138; Loc. Est. 35,668
SMSA 80 Cen. 36,780; Loc. Est. 39,640
CZ-ABC: (70) 23,972; (82) 32,500
RTZ-ABC: (70) 49,584; (82) 68,100
City & RTZ-ABC: (70) 73,556; (82) 100,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$302,270,360
Savings & Loan	3	$206,752,648

6 - PASSENGER AUTOS: County 54,984

7 - ELECTRIC METERS: Residence 27,560

8 - GAS METERS: Residence 18,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 2,416 ($190); Paper Mfg. 2357 ($377); Tire & Rubber 2100 ($350); Food 1620 ($238); Brewery 1200 ($440); Candy Mfg 835 ($294); Farm Imp. 704 ($239); Non Elec. Machinery 500 ($362); Auto Parts Mfg. 350 ($325); Medicinal Chemical 349 ($345); Golf Club Mfg. 340 ($227); Trans. Equip. 256 ($260); Agri. Chemical 240 ($309); U.S. Marine Corps Supply Center 1200 Marines, 2575 Civilians (Payroll $65,000,000 Annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-1 block on Pine St.; 3 on Washington; 2 on Broad; 3 on Jackson; Slappey Drive at W. Broad, 22 Stores of all types; Slappey Drive Between Broad and Pine, Slappey Drive and 3rd Ave. and East Albany.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany Mall(84)	NA	Sears, Belk's, Gayfer's
Midtown(47)	NA	Winn-Dixie, Penney, Cloth World
Oglethorpe(16)	NA	Rose's, Big Star, Eckerd
Southgate(6)	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Rosenberg's; Sears; Belks; J.C. Penney; Rose's; Raylass.
Variety Stores-Woolworth.
Discount Stores-Lowe's; Keys; Segall & Sons; Moore-Handley; K mart; Lee's; Family Dollar.
Chain Supermarkets-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Pantry Pride; Big Star; Kroger 2; Family Mart; IGA.
Other Chain Stores-Singer Co.; Goodrich; Goodyear: Western Auto; Butler (shoes); Diana Shop; S&H Green Stamps; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N Pay Shoes; The Ranch; Rhodes Furniture; SupeRx Drugs; Swiss Colony; West Building Materials; Wickes Lumber; Zales Jewelers.

14 - NEWSPAPERS: HERALD (e) 36,301; (S) 39,456; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey L. Gray, Adv. Dir., HERALD, PO Box 48, Albany, GA 31703; Tel. (912) 888-9300.
National Representative: Branham.

AMERICUS

1 - LOCATION: Sumter County, E&P Map B-4, County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 27, 30.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120; Loc. Est. 16,381
County 80 Cen. 29,360; Loc. Est. 30,509

4 - HOUSEHOLDS:
City 80 Cen. 5,332; Loc. Est. 5,444
County 80 Cen. 9,465; Loc. Est. 10,154

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 13,255

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prod. 750; Rubber 500; Furniture 200.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Colonial
Perlis Plaza(11)	NA	Piggly Wiggly, Gibson's, SupeRx
Americus Vlg.(7)	NA	Pic'N Pay
Eastgate(4)	NA	Family Dollar, Winn-Dixie, Eckerds Drug
Wheatley Plaza(4)	NA	Lee Drugs, Sears

13 - RETAIL OUTLETS: Department Stores-Belk's; Union; Fair; Famous; TG&Y.
Variety Stores-S. H. Kress.
Chain Drug Stores-Walgreen 2; Lee's; SupeRx; Eckerds.
Chain Supermarkets-Piggly Wiggly 2; Big Star; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 7,168; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: A.J. Bell, Adv. Mgr., TIMES-RECORDER, Vienna Rd., Americus, GA 31709; Tel. (912) 924-2751.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Clarke County (SMSA), E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia. 67 mi. E of Atlanta; 98 mi NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers-16 with Terminals.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-Southeastern Airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,459; Loc. Est. 41,740
CZ-ABC: (70) 44,342; (82) 54,700
RTZ-ABC: (70) 70,958; (82) 87,400
County 80 Cen. 74,498; Loc. Est. 76,460
SMSA 80 Cen. 130,015; Loc. Est. 137,564
City & RTZ-ABC: (70) 115,300 (82) 142,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,055; Loc. Est. 15,113
County 80 Cen. 26,587; Loc. Est. 28,134
SMSA 80 Cen. 45,568; Loc. Est. 49,603
CZ-ABC: (70) 13,054; (82) 18,800
RTZ-ABC: (70) 21,701; (82) 31,500
City & RTZ-ABC: (70) 34,755; (82) 50,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$240,659,000
Savings & Loan	3	$333,764,178

6 - PASSENGER AUTOS: County 33,789

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 23,050

9 - PRINCIPAL INDUSTRIES: Industry: Clocks, Electrical Transformers, Milk Cartons, Fertilizer, Tire Fabric, Overalls, Shirts, Fiberglass Moulatron, Cottonseed Products, Furniture Braided Cord, Tapestry, Beverages, Garments, Veneer, Coperage, Canned Meats, Canned Vegetables, Dairy Products, Candy, Foundry and Machine Works, Corn and Flour Milling, Mattresses, Poultry, Textiles, Electric Motors and Non-Woven Products. IBM exercised option on 900 acres.
Principal Pay Days-Friday, 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5. Last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	3	K mart
Beechwood(40)	2	Key, Woolworths, Winn-Dixie
Homewood(12)	3	Zayre, Winn-Dixie
Willowood(17)	5	Rose's, Winn-Dixie
Alps(29)	2	Gibsons, Big Star
Sky City(7)	2	Sky City, Otasco, Bilo
East Plaza(10)	5	Bells Food
Georgetown(15)	4	Food Giant
Georgia Sq.(100)	5	Belk, J.C. Penney, Sears, Davison
Clarke Crsg.(10)	4	Richway
Athena Square	5	Food Giant

Principal Shopping Days-Sat., Mon., Sun., Fri.

13 - RETAIL OUTLETS: Department Stores-Davison's; Belk's; J.C. Penney; Sears.
Discount Stores-Gibson's; Sky City; Zayre; Family Dollar; Rose's; K mart; Richway.
Variety Stores-Woolworth's; McLellan's; McCrory.

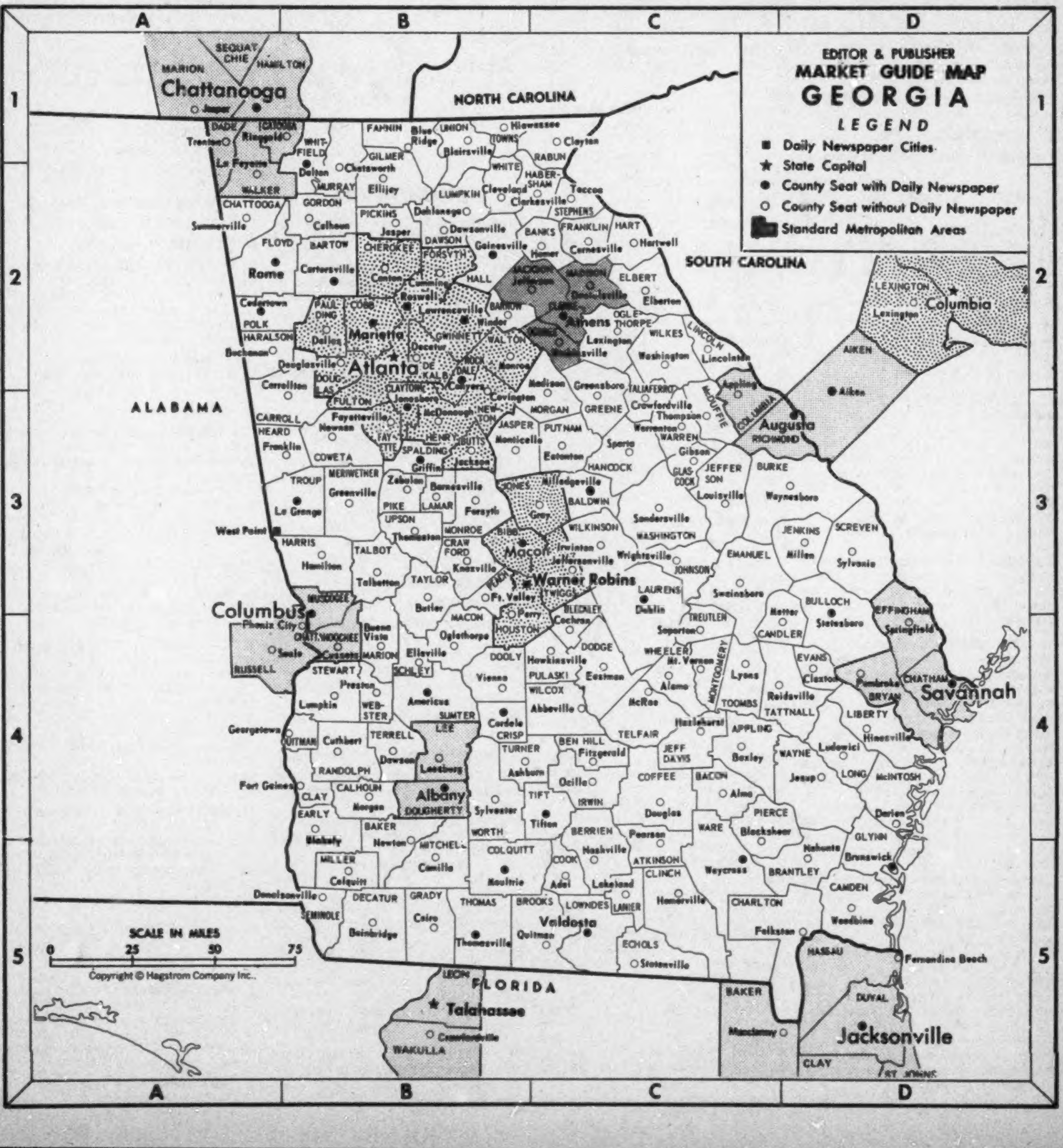
Chain Drug Stores-Eckerd's 5; Village Drug 2; Revco 5; Shoppers Drug Mart.
Chain Supermarkets-Kroger; Big Star 2; Winn-Dixie 3; Foodland; Bestmart; Bells 5; Bi-Lo 2; Food Giant 2; Thriftcity.
Other Chain Stores-Diana Shop; Sterchis; Goodyear; Otasco; Sherwin-Willilams; Pearle Optical; Lowes; Wickes; Maxwell; Kay's; Parts City; Key Wholesale; Friedman's; Radio Shack; General Nutrition; Camelot Music; J.P. Allen; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Mill Outlet; Payless Shoes.

14 - NEWSPAPERS: NEWS (m-mon to fri) 9,143; BANNER-HERALD (e-mon to fri) 12,496; (m&e) 21,639; (sat) 18,540; (S) 24,510; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: A. Mark Smith, Adv. Dir., BANNER-HERALD NEWS, One Press Pl., Athens, GA 30613; Tel. (404) 549-0123.
National Representative: Branham.

ATLANTA

1 - LOCATION: Fulton and De Kalb Counties (Atlanta SMSA) (15 counties total). E&P Map B-2, State Capital, Fulton County Seat. Industrial, transportation, distribution, merchandising, financial, manufacturing, communications and education center of SE U.S.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Central of GA; GA Railroad; Louisville & Nashville; Seaboard Coast Line; Southern Railway; Western Railway of Alabama.


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Rome
Marietta
Atlanta
Athens
Augusta
Columbia
Macon
Warner Robins
Columbus
Albany
Savannah
Valdosta
Tallahassee
Jacksonville
SCALE IN MILES
0
25
50
75
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Motor Freight Carriers-73.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; Frontier; KLM Royal Dutch; Lufthansa; Northwest; Ozark; Piedmont; Republic; Sabena.
Mass Transit-MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 80 Cen. 425,022; Loc. Est. 423,170
CZ-ABC: (70) 1,317,815; (82) 1,568,600
RTZ-ABC: (70) 1,122,741; (82) 1,605,900
Counties 80 Cen. 1,072,828; Loc. Est. 1,100,572
Fulton 80 Cen. 589,904; Loc. Est. 610,155
De Kalb 80 Cen. 483,024; Loc. Est. 490,417
SMSA 80 Cen. 2,029,618; Loc. Est. 2,147,556
City & RTZ-ABC: (70) 2,440,556; (82) 3,174,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 162,553; Loc. Est. 168,086
Counties 80 Cen. 398,230; Loc. Est. 421,224
Fulton 80 Cen. 225,308; Loc. Est. 240,344
De Kalb 80 Cen. 172,922; Loc. Est. 180,880
SMSA 80 Cen. 719,799; Loc. Est. 784,206
CZ-ABC: (70) 408,011; (82) 563,500
RTZ-ABC: (70) 337,679; (82) 563,000
City & RTZ-ABC: (70) 745,690; (82) 1,126,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	74	$7,878,831,000
Savings & Loans	20	$4,918,000,000

6 - PASSENGER AUTOS: Fulton County 289,823; De Kalb County 294,754

7 - ELECTRIC METERS: Residence 519,725

8 - GAS METERS: 475,114 (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Manufacturing-aircraft; automobiles; chemicals; communications equipment; furniture; iron & steel prods; soft drinks; textiles; food; printing and publ. Av. wkly. earnings; durable goods ($284); non-durable goods ($233); total manufacturing ($251).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-91; Summer 55-105; Fall 28-96; Winter 14-79. First killing frost, Nov. 12. Last killing frost, March 26.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:(15-county SMSA) 400 shopping centers, including 14 regional malls, 66 centers of 100,000 sq. ft. or more; and 154 centers of 40,000 to 100,000 sq. ft. Regional Malls: Belvedere Plaza; Cobb Center; North De Kalb Mall; Columbia Mall; Cumberland Mall; Greenbriar Mall; Lenox Square; Northlake Mall; Perimeter Mall; Phipps Plaza; Shannon Mall; South De Kalb Mall; West End Mall; Southlake Mall.
Principal Shopping Days-Fri., Sat., Mon., Tues., Wed. (in order).
Stores Open Evenings-Regional shopping centers open to 9:30 six nights a week; open Sundays 12:305:30. Many supermarkets now open till midnight or open 24 hours. Most other retail stores open Mon., Thru., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores Davison's; J.C. Penney; Rich's; Sears.
Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores-K mart; Richway; Treasure Island; Woolco; Zayre.
Variety Stores-Woolworth's; S. S. Kresge; Ben Franklin's; Elmore; S.H. Kress; McCrory's; TG&Y.
Chain Drug Stores-Dunaway Drugs; Eckerd's; K mart Pharmacy; Kroger Drugs; Reed's; Revco; SupeRx; Treasury; Wender & Roberts.
Chain Supermarkets-A&P; Big Star/Colonial (div. Grand Union); Big Apple Warehouse/Food Giant (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Jewel T Discount; Winn-Dixie; Ogletree's.
Convenience Food Stores-Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop-N-Go.
Other Chain Stores-(selected) Belk; Family Dollar; Kessler's; Sunshine; Top Dollar; Marshall's; Burlington Coats; American Home Video; Handy City; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney's; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zales; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Ellman's.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 208,289; JOURNAL (e-mon to fri) 184,237; Comb (m&e) 392,526; JOURNAL & CONSTITUTION (m-sat) 411,359; (S) 499,084; Mar. 31, 1982 ABC.
Local Contact for Advertising & Merchandising Data: Caroline John, Research & Mktg. Dir., JOURNAL-CONSTITUTION, 72 Marietta St., N.W., Atlanta, GA 30302; Tel. (404) 526-5283.
National Representatives: Million Market Newspapers; Metropolitan Publishers' Representatives; Towmar.
DAILY WORLD (m-tues, thurs, fri.) 18,000; (S) 22,000; Publisher's statement Feb. 1981.
Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110.
National Representative: Amalgamated.

AUGUSTA

1 - LOCATION: Richmond County, (In Augusta, GA-SC SMSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston, and 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: Railroads-Southern; Georgia and Florida; ACL: Central of Georgia; Georgia RR.
Motor Freight Carriers-16.
Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City-Delta.

3 - POPULATION:
Corp. City 80 Cen. 47,532; Loc. Est. 46,004
CZ-ABC: (70) 172,336; (82) 186,500
RTZ-ABC: (70) 299,401; (82) 367,400
County 80 Cen. 181,629; Loc. Est. 192,490
SMSA 80 Cen. 327,372; Loc. Est. 348,629
City & RTZ-ABC: (70) 471,737; (82) 553,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,108; Loc. Est. 19,191
County 80 Cen. 59,501; Loc. Est. 64,980
SMSA 80 Cen. 108,791; Loc. Est. 119,472
CZ-ABC: (70) 52,640; (82) 67,100
RTZ-ABC: (70) 80,432; (82) 116,200
City & RTZ-ABC: (70) 133,072; (82) 183,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,899,153,677
Commercial	10	$5,701,610,290

6 - PASSENGER AUTOS: County 89,114

7 - ELECTRIC METERS: Residence 69,229

8 - GAS METERS: Residence 50,629

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Total mfg. 14,674 ($257) AEC Operations 6,500 ($355); Military 37,884 ($220,781,897) annual; U.S. Govt. 6,212 ($355) Textiles 16,508 ($207); Brick & Clay 2,730 ($247); Pulp & Paper Board 2,063 ($390)
Principal Pay Days-Thurs., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15. Last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Broad St.; 3 on 8th and on 9th Sts.
Neighborhood Shopping Centers-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Road; Fleming; North Augusta Plaza; Holly Hill Plaza; Town & Country; Sky City; Bilo Center; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart Discount Ctr.; Washington Square; Columbia Square; West Town.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Mall(100)	NA	Macys, Rich's Dept. Store
Daniel Vlg.(44)	NA	Winn-Dixie, Woolworths
National Hills(26)	NA	White's Dept.
Peach Orchard(21)	NA	A&P
Regency Mall(95)	NA	Mont. Ward, White's
Richmond Plz.	NA	Krogers
Southgate(43)	NA	Key Wholesalers
Windsor Sq.(16)	NA	J.C. Penney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. thru Sat.; Grocery-Everyday.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Davison's; Belles 3; Dale's; J.C. Penney; Rich's; Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J. B. White 3.
Discount Stores-K mart 4; Sky City 2; Kaplan's; Key Wholesalers 3; Sam Solomon, Inc.
Variety Stores-Woolworth 3; Green; Rose's 5; Big-K; Edward's; Family Dollar 2; Dollar General 2.
Chain Drug Stores-Lane-Liggett 3; Eckerd 6; Liggett 2; Hill's; Murphy's 2; Mill Discount; Treasury 2; Shopper Drug Mart 2.
Chain Supermarkets-Red & White 4; Big Star 11; Winn-Dixie 13; Kroger's 6; Bilo 4; Piggly Wiggly 8; Aaron's 2; Carpenter's 4; Red & White 3; Hill's 2; Korner Curb 2; Variety Curb 3; Harris-Teeter 3.
Other Chain Stores-Lumber/Hdwe: Handy City, Lowe's, Wicke's, Builderama; Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: Lerner's 2, Divine Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros. 2, Haverty, Jordache; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m) 59,065; HERALD (e) 18,301; Comb (m&e) 77,366; CHRONICLE-HERALD (S) 83,899; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Matt Reynolds, Nat. Adv. Mgr., CHRONICLE & HERALD, 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.
National Representative: Branham.

BRUNSWICK

1 - LOCATION: Glynn County, E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. I-95, 17, 84, 341; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lines East.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 17,605; Loc. Est. 17,446
County 80 Cen. 54,981; Loc. Est. 67,355

4 - HOUSEHOLDS:
City 80 Cen. 6,385; Loc. Est. 6,274
County 80 Cen. 19,826; Loc. Est. 21,359

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$262,000,000
Savings & Loan	3	$196,800,000

6 - PASSENGER AUTOS: County 29,427

7 - ELECTRIC METERS: County 21,800

8 - GAS METERS: City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chemicals; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Products; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.
Neighborhood Shopping Centers-Norwich St.; St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altama Village	9	Piggly Wiggly
Brunswick Mall(20)	3	Pantry Pride, Belk Hudson, Revco, K mart
Brunswick West(11)	8	Revco, Winn-Dixie, Eagle
Lanier Plaza(25)	1	A&P, Sears, Woolworth's
Retreat Vlg. (St. Simons)(23)	9	Revco, Winn-Dixie, Ben Franklin, Eagle
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwr.
Glynn Plaza(10)	3	Wal-Mart, Eckerds

Other Shopping Centers-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Gibson's; Belk-Hudson; K mart.
Variety Stores-Kress; Woolworth; Maxwell's; Ben Franklin; Eagle.
Discount Stores-Wal-Mart; K mart; Gibson's.
Chain Drug Stores-Eckerd's; Revco.
Chain Supermarkets-A&P; Winn-Dixie 4; Pantry Pride 2; Piggly Wiggly; IGA 2; Jack's Minit Mart 15.
Other Chain Stores-Rhodes Furniture; Firestone; Vogue Shop; Eleanor Shop; Western Auto; S&H Green Stamps; Top Value Stamps; Pic 'N Pay Shoe Store; Pay Less Shoe Store; Radio Shack; Gilberg's Fabrics; Strawberry Fields; CATO; Friedmans Jewelers.

14 - NEWSPAPERS: NEWS (e) 15,441; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ron Maulden, Adv. Dir. & Ass't. Gen. Mgr., NEWS, 3011 Altama Ave., Brunswick, GA 31521; Tel. (912) 265-8320.
National Representative: None.

CARTERSVILLE

1 - LOCATION: Bartow County, E&P Map B-2, County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

2 - TRANSPORTATION: Railroads-L&N; Seaboard.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Tennessee Coach.

3 - POPULATION:
Corp. City 80 Cen. 9,508; Loc. Est. 8,935
County 80 Cen. 40,760; Loc. Est. 40,868

4 - HOUSEHOLDS:
City 80 Cen. 3,559; Loc. Est. 3,359
County 80 Cen. 13,804; Loc. Est. 14,283

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$50,000,000
Commercial	4	$80,994,000

6 - PASSENGER AUTOS: County 22,927

7 - ELECTRIC METERS: Residence 4,900

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cotton, chenille and knitting 6,025 ($200); Sundries 10,129 ($140). Also limestone; barium; iron ore; ochre & manganese mines; livestock; pine timber; Farming (soy bean, corn, wheat).

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-8 blocks on 6 sts., some outlying areas.
Shopping Centers-Three new centers 3 blocks from downtown; Oakland Hts., 3 mi. N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz.(26)	NA	Big Buy Food, Woolworth, Belk, Fabric Outlet
Market Sq.(21)	NA	Winn-Dixie, Bonanza, Eckerd, K mart
Nea Mar(6)	NA	Sears, Nea Mar Drugs

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon.

13 - RETAIL OUTLETS: Department Stores-Belk.
Variety Stores-Woolworth; Lay's.
Discount Stores-Discount City; Super D; Family Dollar Store; Pick'N Pay Shoes; Dollar General.
Chain Drug Stores-Champion 2; Rexall; Young Bros.; Cochran's; Bert Smith; Dunaway's; Eckerd's; Ben's Drugs; Nea Mar Drugs.
Chain Supermarkets-Kroger; Food Giant; Big Buy; Winn-Dixie.
Other Chain Stores-Saul's Stein's; Diana Shop; Irvin's; Martin's Menswear; Men's Den.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 6,862; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative: None.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL SMSA). E&P Map B-3, County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. I-185, 27, 80, 431, 280; GA Hwy. 103, 85, 22, 1. Home of Lawson Army Air Field and Fort Benning (Army).

2 - TRANSPORTATION: Railroads-Central of Georgia; Seaboard; Southern.

Motor Freight Carriers-25.
Intercity Bus Lines-Modern Trailways; Southern Greyhound; Capitol Trailways; Atlantic Trailways; Southern Trailways of Georgia.
Airlines-Delta; Air Coach Transport Assn.; Atlantic Southeast Airlines.
Waterways-River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441; Loc. Est. 171,934
County 80 Cen. 170,108; Loc. Est. 172,788
CZ-ABC: (70) 211,445; (82) 216,000
RTZ-ABC: (70) 255,005; (82) 291,900
SMSA 80 Cen. 239,196; Loc. Est. 241,499
City & RTZ-ABC: (70) 466,450; (82) 507,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,869; Loc. Est. 61,533
County 80 Cen. 59,112; Loc. Est. 61,841
CZ-ABC: (70) 61,395; (82) 74,600
RTZ-ABC: (70) 72,952; (82) 98,100
SMSA 80 Cen. 78,133; Loc. Est. 81,430
City & RTZ-ABC: (70) 134,347 (82) 172,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$534,791,000
Savings & Loan	4	$329,152,000

6 - PASSENGER AUTOS: County 91,594

7 - ELECTRIC METERS: Residence 58,521

8 - GAS METERS: Residence 50,911

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 21,200 ($177); Lumber & Wood 500 ($160); Chemical, Stone, Clay-Glass 600 ($200); Metal, Machinery 4,600 ($199); Food 3,700 ($180); Textiles 8,500 ($185); Apparel, Textiles 700 (N.A.); Print., Pub. 1,200 ($180); Transp., Comm., Utilities 3,400 ($190); Wholesale, Retail 13,500 (N.A.); Finance, Ins., Real Estate 5,500 ($160); Construction 3,500 ($175); Misc. Services 10,900 (N.A.); Gov't. 19,000.
Principal Pay Days-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores), Peachtree Mall; Phenix City; Broadway Area, downtown under renovation.
Neighborhood Shopping Centers-Wynnton; Rose Hill; E. Highland; N. Highlands; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds; Allendale; Holly Hills; Hamilton Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbus Sq.(78)	3	J.C. Penney, Woolworth, Sears, Kirven's
Peachtree(65)	4	Gayfer's, Ward's
Cross-Country Plz.(69)	3	A&P, Segal & Sons Service Merch.
Traffic Circle(18)	4	Woolworth, Piggly Wiggly, Howard Bros.
Hamilton Rd(6)	10	Howard Bros., Winn-Dixie
Phenix Plaza(22)	1	Woolworth, Winn-Dixie, Food Giant
Phenix By-Pass	3	Big Star, K mart
Eastgate(12)	4	Food Giant, Spiegel
Village Green	3	Piggly Wiggly, Shoe City, Howard Bros.
Fort Benning	7	Post Exchange
Franklin Acres(6)	NA	A&P
Airport Thru Way	NA	Family Mart
Midtown(23)	NA	K mart, United Super
Oakland Park(23)	NA	Piggly Wiggly
St. Mary's(6)	NA	Thriftown
13th St.	NA	A&P, Eckerd Drugs
Windsor Vlg.(12)	NA	Piggly Wiggly
Vista Plaza	NA	Howard Bros., Winn-Dixie

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Gaylord's; J.C. Penney; Sears; K mart; Howard Bros., open 6 nights and Sunday.

13 - RETAIL OUTLETS: Department Stores-Kirven's; J.C. Penney; Sears; Green's; Montgomery Ward; Gayfer's.
Discount Stores-Gaylord's 2; Hill Bros.; Payless; K mart; Howard Bros.; Segall & Sons; Service Merchandise; Family Dollar.
Variety Stores-Woolworth 3; H.L. Green; Witt's 2; Rosa's 2; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y 2.
Chain Drug Stores-Lee 8; Walgreen 2; Scotties; Crayland & Jackson 2; Eckerd's 5; Page Drugs 2.
Chain Supermarkets-Kwik-Chek 3; A&P 3; South Star 5; Piggly Wiggly 16; Food Giant 6; Green Associated Grocers 18; Thriftown 9; Super Foods 3; Birdsey 2; Kwik-Shop 2; Globe Super Valu 3; Jones 2; IGA Foodliner 5; Giant Value 2.
Other Chain Stores-Burroughs; I.B.M.; Monroe; Friden; Marchant; National Cash Register; Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 3; Schwobilt Clothes; Day's Clothing; Maxwell Bros; (furniture); Zale Jewelry; Busch Jewelry; Butlers; Thom McAn; Cannon Marilyn Slipper Shop (shoes); Darling Shop; Eleanor Shop; Lerner Shops; My Shop; Sherwin-Williams 3; Casual Corners 2; Miller Taylor Shoes 2; Bell Bros. Shoes; Goodyear 2; Diana Stores 3; Lowe's; Walden Books; Cole Books; American Seam; Shirt Shack; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Brooks; B. Dalton; Gingess Formal Wear; Matthews; Pockets; Radio Shack; Feet First; The Gap (clothing); Kinney Shoes; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; Goofs Clothing; G & G (clothing); The Body Shop; Command Performance; Advanced Appearance.

14 - NEWSPAPERS: ENQUIRER (m-mon to fri) 30,704; LEDGER (e-mon to fri) 24,948; Comb. (m&e) 55,652; ENQUIRER-LEDGER (m-sat) 52,719; LEDGER-ENQUIRER (S) 62,404; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ron Davidson, Adv. Dir., LEDGER and ENQUIRER, PO Box 711, Columbus, GA 31994; Tel. (404) 324-5526.
National Representative: Knight-Ridder.

CONYERS

1 - LOCATION: Rockdale County, E&P Map B-2, (In Atlanta SMSA), County Seat. Manufacturing & agricultural area. 20 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: Railroads-Georgia; Family Line.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567; Loc. Est. 6,421
County 80 Cen. 36,747; Loc. Est. 38,231
SMSA 80 Cen. 2,029,618; Loc. Est. 2,147,556

4 - HOUSEHOLDS:
City 80 Cen. 2,349; Loc. Est. 2,369
County 80 Cen. 11,592; Loc. Est. 12,475
SMSA 80 Cen. 719,799; Loc. Est. 784,206

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 22,832

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food products; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing plant; Pine timber; Agriculture.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal shopping Centers-6 Shopping Centers on Highways 20 and 138; I-20E; West Ave. and Salem Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conyers Crossing(14)	NA	K mart, Big Star Foods, Eckerd's Drugs
Conyers Vlg.(19)	NA	Kroger, Revco Drugs
Fieldstone(22)	NA	Food Giant, Buy Wise
North Rockdale	NA	
Rockdale Plz.(25)	NA	Sears, Western Auto, Big Star, Kerwin
Salem Gate(27)	NA	A&P, Treasury Drug, TG&Y

Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Gailey Dry Goods Co.; Richway.
Discount Stores-K mart; Liquidation Mart.
Chain Drug Stores-Eckerds; Treasury; Buy-Wise; Revco; Reed.
Chain Supermarkets-A&P; Big Star; Kroger's; Food Giant; Winn-Dixie.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 5,180; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative: None.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 130 SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; I-75 into Florida.

2 - TRANSPORTATION: Railroads-Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers-13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,914; Loc. Est. 11,052
County 80 Cen. 19,489; Loc. Est. 20,031

4 - HOUSEHOLDS:
City 80 Cen. 3,656; Loc. Est. 3,556
County 80 Cen. 6,559; Loc. Est. 6,989

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$59,231,545
Prod. Credit Assn	1	$59,486,338
Savings & Loan	1	$43,000,000

6 - PASSENGER AUTOS: County 8,885

7 - ELECTRIC METERS: Residence 7,268

8 - GAS METERS: Residence 2,664

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elec. Machy. 890 ($257); Food 831 ($155); Non Elec. Machy. 811 ($223); Trans. Eqpt. 431 ($211); Rubber Plastics 324 ($178); Chemicals 282 ($182); Furniture 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metal 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53; Paper 24; Miscellaneous 45 ($124).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Days-Thurs., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; Roobin's; B. C. Moore & Sons; The Fair Store; Belks; Fergusons; Diana Shops; Star Store; Badcock's; Turton Casuals; Hartin's Fashion-Wise Clothing; Gibson Discount Ctr.; Cato's Nuthin' Fancy; Behr's; TG&Y; Curtis Mathis; Radio Shack.
Variety Stores-Family Dollar.
Discount Stores-Gibson's; Pic & Pay Shoes; Payless Shoes; TG&Y.
Chain Supermarkets-Piggly Wiggly; Harvey's; Winn-Dixie; Rachels.
Chain Drug Stores-Gibson's; Revco.
Other Chain Stores-Western Auto; Diana Shop; Friedman Jewelers; B. C. Moore & Sons; Pic & Pay Shoes; Firestone; Goodyear; Belk Mathews; Badcock Furniture; Wheeler's; Cato's; Kenwin; Behr's.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,457; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jack C. Mathews, Pub/Gen. Mgr., DISPATCH, 306 13th Ave. W., Cordele, GA 31015; Tel. (912) 273-2277.
National Representative: Thomson Newspapers.

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-L & N; Southern.

Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,743; Loc. Est. 21,631
CZ-ABC: (70) 18,872; (82) 42,500
RTZ-ABC: (70) 47,473; (82) 44,900
County 80 Cen. 65,780; Loc. Est. 69,923
City & RTZ-ABC: (70) 66,345; (82) 87,400

4 - HOUSEHOLDS:
City 80 Cen. 7,712; Loc. Est. 8,252
County 80 Cen. 22,463; Loc. Est. 24,655
CZ-ABC: (70) 6,048; (82) 17,200
RTZ-ABC: (70) 13,899; (82) 13,500
City & RTZ-ABC: (70) 19,947; (82) 30,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$194,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 34,596

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads; Lumber Mills; Carpeting; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Area-10 blocks on Hamilton King, Gordon, Cuyler and Crawford Sts.; Whitefield Square, Cleveland Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bry-Man(30)	NA	Winn-Dixie, Penney, McCrory
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Square(74)	NA	Belks, Sears

13 - RETAIL OUTLETS: Department Stores-Penney's; Belk; Cannon's; Sky-City; K mart; Loveman's; Sears.
Variety Stores-McCrory-McClellan; Lay's.
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall's; Dunaway's; Eckerd's; Revco.
Chain Food Stores-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2.
Other Chain Stores-Bon-Ton Dresses; Linda Fay Kiddie; Sears (order); Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e) 12,584; (m-sat) 12,322; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton, Dalton, GA 30720; Tel (404) 278-1011.
National Representative: Thomson Newspapers.

DUBLIN

1 - LOCATION: Laurens County, E&P Map C-3, County seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: Railroads-Seaboard; Southern.
Intercity Bus Lines-Greyhound; Service Coach; Trailways; Queen City Coach.

3 - POPULATION:
Corp. City 80 Cen. 16,083; Loc. Est. 16,339
County 80 Cen. 36,990; Loc. Est. 38,163
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,454; Loc. Est. 5,660
County 80 Cen. 12,447; Loc. Est. 13,225

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	7	$130,000,000
Savings & Loan	1	$53,000,000
Commercial	7	$53,000,000

6 - PASSENGER AUTOS: County 18,381

7 - ELECTRIC METERS: Residence 10,143

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Plywood; Bats, Handles; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furniture; Toys; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Tennis Shoes; Newsprint; Aluminum Gates; Computer Components.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-5 blocks on Jackson St. Downtown, Dublin (80 stores).
Neighborhood Shopping Center-Dublin Mall Hwy. 80 West (27 stores); Principal stores-Penney's, Belks, Woolco.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue	NA	Mercers Supermkt.
Williamsburg Vlg.	NA	Jewel T
Dublin(31)	NA	Big Apple Mkt., SupeRx

Northside	NA	Hanks IGA
Shamrock(10)	NA	Colony Square
Westgate(21)	NA	Western Auto, K mart, Piggly Wiggly, Revco

13 - RETAIL OUTLETS: Department Stores-Penney; Belk-Matthews; Westbrook's; Friedlanders; K mart; Woolco; Teddys Tree House; Imperial Men's Shop; Behrs; Sir Shop; Peacocks Men Shop; Segaws.
Discount Stores-Kenwin; Family Dollar; Top Dollar; Allied; Tog Shop.
Variety Stores-McLellan's; Caters; Otasco; Towns Auto Supply; Lovett & Tharpe Hdw.
Chain Drug Stores-SupeRx; Revco.
Chain Supermarkets-Big Star 3; Piggly Wiggly; Winn-Dixie; Jewel T; IGA.
Other Chain Stores-Diana Shop; Toby's Men's Store; Playland; Pic 'N Pay; Goodyear; Western Auto; Payless Shoes; Sears; Farmers Furniture; Badcock Furniture; Maxwells; Friedmans Jewelers; Wise; Firestone.

14 - NEWSPAPERS: COURIER HERALD (e) 10,353; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Doug Hall, Ed., COURIER HERALD, 106 Jackson St., Dublin, GA 31021; Tel. (912) 272-5522.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Hall County, E&P Map B-2, County Seat. Commercial, industrial and recreational center of the Lake Sidney Lanier and Georgia mountain area. Poultry products capitol of the world, other agriculture, textiles, manufacturing. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129 and 365 Interstate Connector, 136, 249, 53, 141, 215, 365.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound; American Trailway.
Motor Freight Carriers-24.

3 - POPULATION:
Corp. City 80 Cen. 15,280; Loc. Est. 15,557
County 80 Cen. 75,649; Loc. Est. 81,834

4 - HOUSEHOLDS:
City 80 Cen. 5,638; Loc. Est. 5,867
County 80 Cen. 27,956; Loc. Est. 29,092

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$237,450,482
Commercial	3	$323,206,000

6 - PASSENGER AUTOS: County 40,459

7 - ELECTRIC METERS: City & County 31,408

8 - GAS METERS: City & County 13,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 751; Textile 2,277; Apparel 1,078; Lumber Furniture & Fixtures 629; Printing & Publishing 393; Stone 154; Metal & Machinery 1,564; Leather 303; Animal Feeds 222; Poultry 6,026; Other Mfg. 2,916.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Downtown Shopping Centers-3 blocks on City Square; 5 on Bradford St.; 4 on Main St.; 5 on Washington St.; 4 on Spring; 2 on Broad; 1 on Green.
Neighborhood Shopping Centers-Triangle 3 units; Lakewood 4 units; Westside 6 units; Lakeshore Village 10 units; College Sq. 15 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St.(17)	0	J&J Foods, Otasco
Blueridge	0	Kroger, Hancock Fabrics, Turtles
Sherwood Plaza(14)	0	Belks, Sears, A&P, Rose's, Eckerds
Westside Plaza	1	Family Dollar, Bells
Gibson's(2)	1	Gibson's, Big Star
Lakeshore Mall(48)	0	Belk's, Penney's, Cato, Winn-Dixie, Revco
Big G Plz.(19)	1	Gibsons, Big Star, Eckerds

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Belk; Estes; Milner's; Sears; Burton's.
Discount Stores-Liquidation Mart; Gibson's; Family Dollar; Rose's.
Variety Stores-Woolworth.
Chain Drug Stores-Revco, Eckerd; Dunaway.
Chain Supermarkets-A&P; Kroger, Winn-Dixie; Big Star 4; Bells.
Other Chain Stores: Southern Shoe; Goodyear; Singer; Diana; Pic 'N Pay; Parks Lumber; Lowe's; Hancock Fabrics; Pearl Vision Center; Bell Bros. Shoes; Rose's; Moore-Handley; Radio Shack; Bottom Half; Sound Shop; West Bldg. Suppiy; B. Dalton Books.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,976; (S) 23,563; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Val Fowler, TIMES, PO Box 838, Gainesville, GA 30503; Tel. (404) 532-1234.
National Representative: Gannett.

GRIFFIN

1 - LOCATION: Spalding County, E&P Map B-3, County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: Railroads-Southern; Central of Georgia.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,728; Loc. Est. 20,943
County 80 Cen. 47,889; Loc. Est. 52,041
PMA-ABC: (70) 39,514; (82) 50,300

4 - HOUSEHOLDS:
City 80 Cen. 7,512; Loc. Est. 7,870
County 80 Cen. 16,177; Loc. Est. 18,152
PMA-ABC: (70) 12,242; (82) 18,200

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	2	$45,000,000
Commercial	3	$135,000,000

6 - PASSENGER AUTOS: County 24,032

7 - ELECTRIC METERS: Residence 9,336

8 - GAS METERS: Residence 11,960

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersTextile 4,507; Brassieres 433; Hosiery 500; Metal Works 221; Canning 400.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Solomon	NA	Music Store
College Hill	NA	Big Star, Book Store, Hardware, Ben Franklin
U.S. Hwy. 415	NA	Cooks
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	Winn-Dixie
K mart Ctr.(1)	NA	K mart
Northgate(13)	NA	Food Giant, Eckerds, Bakery, Champions 7
N. Griffin Sq.	NA	Belk, Sears, Farmer John.

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Food, Drug, Cook's Discount, K mart, Roses.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Crouch; Smith-Roberts; Belk; Sears Surplus Store.
Variety Stores-McLellan; Rose's; Ben Franklin.
Discount Stores-Cooks; K mart; Roses; Signal Mills; Dollar General; Carter's Outlet.
Chain Drug Stores-Reeds; Eckerds; K mart; Hospital Discount.
Chain Supermarkets-Piggly-Wiggly; Kroger; Big Star; Food Giant; Winn-Dixie.
Other Chain Stores-Goodrich; Firestone; Goodyear; Econony Auto; Belk Stores; Diana Shops; Family Dollar; Singer Co.; Western Auto; Friedman Jewelers; Maxwell Bros. Furn.

14 - NEWSPAPERS: NEWS (e) 12,814; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Otis Raybon, Jr., Adv. Sales Mgr., NEWS, 323 E. Solomon, Griffin, GA 30223; Tel. (404) 277-3276.
National Representative: American Newspaper Reps.

JONESBORO

1 - LOCATION: Clayton County, E&P Map B-3 (In Atlanta SMSA). County Seat. Manufacturing and agricultural; 15 miles S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 138, 54, 95.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville.
Motor Freight Carriers-8.
Airlines-All major carriers, Atlanta airport.

3 - POPULATION:
Corp. City 80 Cen. 4,132; Loc. Est. 3,978
County 80 Cen. 150,357; Loc. Est. 158,363
SMSA 80 Cen. 2,029,618; Loc. Est. 2,147,556

4 - HOUSEHOLDS:
City 80 Cen. 1,392; Loc. Est. 1,356
County 80 Cen. 50,449; Loc. Est. 54,756
SMSA 80 Cen. 719,799; Loc. Est. 784,206

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: County 89,193

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furniture, Wood Products; Dairying; Cotton growing; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3. Last killing frost, Mar.20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	NA	Sears, J.C. Penney
Arrowhead(25)	8	Food Giant, Reed Drugs
Southwest	9	Ben Franklin
Tara(8)	8	Big Apple
Village Square	NA	A&P

Other Nearby Shopping Centers-Forest Park 10 mi. north of Jonesboro has five major shopping centers plus downtown shopping district. Others in Morrow (5 mi.) and Riverdale (5 mi.).

13 - RETAIL OUTLETS: Department Stores-Belk; Zayre.
Chain Supermarkets-Food Giant; A&P; Big Star; Winn-Dixie.
Chain Drug Stores-Eckerd; SupeRx; Sunshines.

14 - NEWSPAPERS: NEWS DAILY (e-mon to fri) 5,614; (S) 5,940; Mar. 31, 1981 VAC. (Latest statement available).
Local Contact for Advertising and Merchandising Data: William L. Wadkins, Pub., Marlene Oliver, Adv. Dir., NEWS DAILY, PO Box 368, Jonesboro, GA 30268; Tel. (404) 478-5753.
National Representative: American Newspaper Reps.

LA GRANGE

1 - LOCATION: Troup County, E&P Map B-7, County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL; on U.S. Hwys. 27, 29; Georgia Hwys. 14, 19, 109, 219, 244.

2 - TRANSPORTATION: Railroads-A&WP; ACL.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204; Loc. Est. 24,766
County 80 Cen. 50,003; Loc. Est. 52,177

4 - HOUSEHOLDS:
City 80 Cen. 8,689; Loc. Est. 9,069
County 80 Cen. 17,445; Loc. Est. 18,823

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$107,137,000
Savings & Loan	1	$17,004,000

6 - PASSENGER AUTOS: County 24,936

7 - ELECTRIC METERS: Residence, City 7,697

8 - GAS METERS: Residence, City 5,835

9 - PRINCIPAL INDUSTRIES: Textile Mills; Bottling Plants; Roller Covering; Lumber & Boxes; Iron Foundries; Undergarments; Boats; Business Forms Printing; Polyethylene Film and Thread; Plastics; Bowling Balls.

10 - CLIMATE: Min. & Max. Temps. N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Grange Plz.(14)	NA	Rose's, Winn-Dixie
Commerce Vlg.(12)	NA	Kroger
K mart	2	K mart, Big, Star
Lee's Crossing	NA	Winn-Dixie, Revco
West Georgia Commons	NA NA	J.C. Penney, Belk

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Gallant; J. C. Penney; Mansour's; B. & G.; Soloman's; Rose's.
Variety Stores-Kress; McLellan.
Discount Stores-Top Dollar Store.
Chain Drug Stores-Buy Wise; Eckerd's.
Chain Supermarkets-Colonial; A&P; Kroger; Big Apple; Winn-Dixie.
Other Chain Stores-Charm Shop; Kaybee; Schwobilt (Clothing); Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; S&H Green Stamps; Kenwin.

14 - NEWSPAPERS: NEWS (e) 14,381; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Roland Yarbrough, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representative: General Adv. Service.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (In Atlanta SMSA), E&P Map B-2, County Seat. In N.E. Georgia; 30 mi. N.E. of Atlanta Lake Lanier Is on Northern Border of County; Stone Mountain Park on Southern Boundry.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern.
Motor Freight Carriers-54.
Intercity Bus Lines-American; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,928; Loc. Est. 9,747
PMA-ABC: (70) 72,349; (82) 190,100
SMSA 80 Cen. 2,029,618; Loc. Est. 2,147,556
County 80 Cen. 166,903; Loc. Est. 188,480
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,131; Loc. Est. 3,497
County 80 Cen. 55,227; Loc. Est. 60,900
SMSA 80 Cen. 719,799; Loc. Est. 784,206
PMA-ABC: (70) 21,322; (82) 65,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$290,525,000
Savings & Loan	7	$195,953,041

6 - PASSENGER AUTOS: County 159,427

7 - ELECTRIC METERS: Residence 37,987

8 - GAS METERS: Residence 47,707

9 - PRINCIPAL INDUSTRIES: Office Parks Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Casket Handles; Table Pads; Leather Goods; Transportation Equipment; Egg and other Foam Cartons; Electric Cable; Avionics.
Principal Pay Days-Friday.

10 - CLIMATE: Temperature variations-Spring 37-91; Summer 49-92; Winter 17-85; Fall 19-82. Growing season 233 days; Avg. rainfall 47 in. per annum. First killing frost, Nov. 13. Last killing frost, March 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:28 Shopping centers in main communities of the county.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Ruin(20)	NA	K mart, Kroger
Buford Mall(35)	NA	Elmores
Carter Crossing	NA	Big Star
Cedar Village(30)	NA	Winn-Dixie
Crossroads(14)	NA	Winn-Dixie, Eckerds
Five Fork(20)	NA	Food Giant, Revco
Green's Corner(14)	NA	K mart, Metro Produce
Gwinnet Crossing(9)	NA	Richway, Kroger, Eckerds
Hilltop(40)	NA	TG&Y
New London(24)	NA	
Killian Hill(6)	NA	Winn-Dixie
Lawrence Mall(18)	NA	Winn-Dixie, Rose's
Lawrenceville Square(30)	NA	Belk's
Lilburn Crossing(15)	NA	Big Star
Lilburn Sq.(33)	NA	Farmers Market
Market Place(16)	NA	Kroger
Mountain Pk.(65)	NA	Byerlys, Eckerds
The Meadows(10)	NA	Kroger
N. Rockbridge(23)	NA	Duff's
Proctor Sq.(25)	NA	Winn-Dixie, Elmore
Rivercliff Vlg.(34)	NA	Big Star
Scenic Plz.(16)	NA	Food Giant
Scenic Square(4)	NA	Bi-Lo
Shannon Oaks(13)	NA	Winn-Dixie
Snellville(27)	NA	Winn-Dixie
Stonebridge Crossing(13)	NA	Food Giant, Revco
Sugar Hill(10)	NA	TG&Y, Revco, Food Giant
Sunset Square(4)	NA	Bi-Lo

Principal Shopping Days-Fri., Sat., Thurs., Mon., Tues., Wed. (in order).

13 - RETAIL OUTLETS: Department Stores-Belk; Parsons; Pool's; K mart; Rose's; TG&Y; Richway.
Variety Stores-Super D; Family Dollar.

Chain Supermarkets-Winn-Dixie 8; Big Star 9; Kroger 5; Food Giant 5; Kram-Wav; Byerlys; Bi Lo 2; Thrifttown 3; Big Apple 8.
Chain Drug Stores-Revco; Treasury Drugs 4; Reed's 6; Eckerd's 10.
Other Chain Stores-Goodyear; Sherwin-Williams; Cato; Western Auto; Otasco; Sears; Firestone; Lowe's; Wickes; Radio Shack; Unity Buying; Mako.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e-mon to fri) 19,870; (S) 21,543; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Joseph Lawson, Adv. Dir., GWINNETT DAILY NEWS, Box 367, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative: None.

MACON

1 - LOCATION: Bibb County (In Macon SMSA), E&P Map B-3, County Seat. College and manufacturing center. 92 miles SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2 - TRANSPORTATION: Railroads-Central of Georgia; Southern; Georgia; Seaboard; Atlanta/West Point; L&N; Western.
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Atlantic Southeast; Atlanta Express.

3 - POPULATION:
Corp. City 80 Cen. 116,860; Loc. Est. 116,111
CZ-ABC: (70) 133,502; (82) 140,500
RTZ-ABC: (70) 371,525; (82) 431,200
SMSA 80 Cen. 254,623; Loc. Est. 256,900
County 80 Cen. 151,085; Loc. Est. 151,800
City & RTZ-ABC: (70) 505,027; (82) 571,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,036; Loc. Est. 43,122
County 80 Cen. 52,856; Loc. Est. 53,700
SMSA 80 Cen. 86,447; Loc. Est. 88,300
CZ-ABC: (70) 41,349; (82) 50,900
RTZ-ABC: (70) 104,397; (82) 141,900
City & RTZ-ABC: (70) 145,746; (82) 192,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 76,000

7 - ELECTRIC METERS: Residence 51,017

8 - GAS METERS: Residence 42,260

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Average Weekly Wage)-Food mfr. 2,793 ($348); Textile 1,650 ($282); Apparel 2,050 ($182); Lumber, Wood Products (except furniture) 725 ($183); Paper and allied Products 2,141 ($370); Printing 588 ($218); Chemicals 169 ($328); Stone, Clay, Glass, Concrete 1,325 ($310); Transportation Equipment 290 ($198).
Principal Pay Days-1st and 15th; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 16. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Districts Downtown 3 blocks on Cherry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baconsfield	2	Chichester's, Piggly Wiggly
Bloomfield Vlg.(17)	7	Piggly Wiggly, Treasury Drug, Aim
Forest Hill Vlg.(9)	10	Piggly Wiggly, Revco
Ingleside Vlg.(24)	3	Chichester's
K mart Pio Nono(8)	5	K mart, Kroger
K mart Riverside(15)	4	K mart, Eckerd's
Macon Mall(114)	7	Davison's, JC Penney, Sears, Belk-Matthews
Market Sq.(10)	4	Aim, Revco
Northeast Plaza(23)	3	Piggly Wiggly, Rose's
Northgate Vlg.(12)	9	Kroger, Treasury Drug
Napier Square(16)	5	Piggly Wiggly, Family Dollar
Pio Nono Plaza	6	Piggly Wiggly
Riverside Plaza(20)	6	Powell's Pharmacy
Shurlington Plaza(16)	4	Piggly Wiggly, Family Dollar
South Plaza(15)	6	Big Star, Rose's
Summit Center(15)	7	Hancock Fabrics
Vine-Ingle	4	Piggly Wiggly, Chichester's
Westgate Outlet(33)	5	Key Catalog Showroom, Piggly Wiggly
Zayre Plaza(8)	5	Winn-Dixie, Zayre

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. thru Sat.
Stores Open Evenings-Discount; Dept. Stores; Food.

13 - RETAIL OUTLETS: Department Stores-Davison's; Belk-Matthews; JC Penney; Sears; Jos. N. Neel.
Discount Stores-Aim 2; K mart 2; Zayre 2; Rose's 2.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Chichester's 6; Eckerd's 6; Revco 3; Treasury Drug 3.
Chain Supermarkets-Big Star 2; Food Giant 2; Winn-Dixie 3; Piggly Wiggly 11; Kroger 3; Jewel T; Neal Foods 2.
Other Chain Stores-Rhode's; Friedman's; Lowe's; Moore-Handley; Sterchi's (furn.); Thom McAn; Singer Center; Baker's; Hardy's; Bailey, Banks & Biddle; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; McCrory's; Western Auto; Casual Corner; The Ranch; West Lumber.

14 - NEWSPAPERS: TELEGRAPH (m-mon to fri) 52,878; NEWS (e-mon to fri) 19,064; TELEGRAPH & NEWS Comb. (m&e) 71,942; (m-sat) 68,207; (S) 85,266; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Burley, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4217.
National Representative: Knight-Ridder.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta SMSA). E&P Map B-2, County Seat. 20 mi. NW of Atlanta on U.S. Hwy. 41 and State Hwys. 120, 5; I-75, I-285.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-37.
Intercity Bus Lines-Southern Greyhound; Tennessee Coach; Smoky Mountain Trailways; Service Stages Trailways.
Airlines-Eastern; Delta; United; Southern; TWA; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,805; Loc. Est. 31,750
PMA-ABC: (70) 196,793 (82) 323,400
SMSA 80 Cen. 2,029,618; Loc. Est. 2,147,556
County 80 Cen. 297,694; Loc. Est. 325,009
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,801; Loc. Est. 13,774
County 80 Cen. 106,586; Loc. Est. 120,026
SMSA 80 Cen. 719,799; Loc. Est. 784,206
PMA-ABC: (70) 58,486; (82) 112,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$153,988,646
Commercial	9	$321,385,225

6 - PASSENGER AUTOS: County 204,935

7 - ELECTRIC METERS: Residence 55,368

8 - GAS METERS: Residence 22,162

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aircraft 8,000; Textile 2,400.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland(5)	NA	Davison's, Rich's, Sears, J.C. Penney
Canton Rd.(30)	NA	Big Apple Mkt.
East Gate	NA	Colonial Stores
East Marietta(25)	NA	Big Apple Mkt.
Kennestone Plaza	NA	
Marietta Pkwy(7)	NA	Rexall, Colonial
Market Sq.(20)	NA	Big Star Mkt., Winn-Dixie
New London(25)	NA	Food Giant
No. Gate(32)	NA	
Roswell St.(13)	NA	Furniture City USA
Town & Country(35)	NA	Winn-Dixie, J.C. Penney, Kroger
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple, Elmore's
Cobb Ctr.(49)	NA	Rich's, Colonial
Hawthorne(23)	NA	Penneys, Kroger
Smyrna, Ga.	NA	Winn-Dixie

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon., Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears Saul's; Leiter; J. C. Penney; Rich's; K mart; Davison's.
Discount Store -K mart; Zayre; Gibson; Treasure Island; GEX; Woolco.
Variety Stores-McLellan's; Woolworth; Elmore's.
Chain Drug Stores -Dunaway Rexall 6; Atherton Walgreen 3; SupeRx; Lassiter 2.
Chain Supermarkets-A&P 7; Big Apple 9; Colonial Stores 4; Kroger 5; Winn-Dixie.
Other Chain Stores-Western Auto; Economy Auto; Friedman's Jewelry; J. C. Penney; S&H Green Stamps; Lionel Playworld.

14 - NEWSPAPERS: JOURNAL (e-mon. to fri.) 25,689; (S) 27,935; Mar. 31, 1982 ABC.
Local Contact for Advertising: and Merchandising Data: Brent Carroll, Agency Coord., JOURNAL, 580 Fairgrounds St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representatives: Landon Associates; USSPI.

MILLEDGEVILLE

1 - LOCATION: Baldwin County, E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: Railroads-Central of Ga. (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).
Motor Freight Carriers-6.
Intercity Bus Lines-Southeastern Stages; Continental Trailways.
Airlines-Nearby airport in Macon.

3 - POPULATION:
Corp. City 80 Cen. 12,126; Loc. Est. N.A.
County 80 Cen. 34,686; Loc. Est. 35,682

4 - HOUSEHOLDS:
City 80 Cen. 4,415; Loc. Est. N.A.
County 80 Cen. 12,235; Loc. Est. 10,754

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$103,431,000
Savings & Loan	1	$41,658,556

6 - PASSENGER AUTOS: County 14,709

7 - ELECTRIC METERS: Residential 11,160

8 - GAS METERS: Residential 6,880

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Government 4,500; Textile Mfg. 1,350; Non-electric Machinery 716; Transportation Equipment 545; Health & Education 1,105; Chemical 730; Apparel 120.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-6 blocks downtown; Hatcher Square Mall (30 stores).
Neighborhood Shopping Center-Town & Country (10 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Macon Mall(100)	40	Sears, Penney's, Belk, Davisons

Stores Open Evenings-Mall Mon.-Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Belk Matthews.
Discount Stores-K mart; TG&Y; Woolco.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Piggly Wiggly 3; BiLo.
Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V.

14 - NEWSPAPERS: UNION-RECORDER (m-tue to sat) 6,200; May 1982 publisher's estimate.
Local Contact for Advertising & Merchandising Data: Catherine Meyer, Adv. Dir., UNION-RECORDER, PO Box 520, Milledgeville, GA 31061; Tel. (912) 452-0567.
National Representative: Knight-Ridder.

MOULTRIE

1 - LOCATION: Colquitt County, E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads-Southern; SCL; Georgia Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 15,708; Loc. Est. 16,302
County 80 Cen. 35,376; Loc. Est. 36,749
PMA-ABC: (70) 32,200; (82) 36,200

4 - HOUSEHOLDS:
City 80 Cen. 5,584; Loc. Est. 5,956
County 80 Cen. 12,152; Loc. Est. 12,985
PMA-ABC: (70) 9,765; (82) 12,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 16,766

7 - ELECTRIC METERS: Res. Co. 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING:Principal Shopping Centers-2 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.
Principal Shopping Days-Thurs., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza(20)	2	Piggly Wiggly, Belk Hudson, Eckerds
Moultrie Plaza(1)	1	Big Star, Rose's
Market Place Center(15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: Department Stores-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; J. C. Penney; Allied; K mart.
Variety Stores-G. C. Murphy.
Chain Drug Stores-Revco; SupeRx; Eckerds.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; Big Star; IGA.
Other Chain Stores-Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Fayva Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Badcock Furn.; Shoe Flair; Fashion Scene; White Auto; Western Auto.

14 - NEWSPAPERS: OBSERVER (e) 7,735; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Collier, Adv. Mgr., OBSERVER, PO Box 89, Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative: Branham.

ROME

1 - LOCATION: Floyd County, E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: Railroads-Southern R.R.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,654; Loc. Est. 29,810
County 80 Cen. 79,800; Loc. Est. 82,733

4 - HOUSEHOLDS:
City 80 Cen. 11,680; Loc. Est. 11,965
County 80 Cen. 28,477; Loc. Est. 30,246

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$304,352,646
Savings & Loan	3	$203,548,634

6 - PASSENGER AUTOS: County 62,969

7 - ELECTRIC METERS: County 29,737

8 - GAS METERS: County 22,375

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Electrical 1,700; Metal 731; Food 917; Paper and allied products 1,139.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15. Last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alto(5)	NA	Super Discount
Central Plaza(16)	NA	Mack's Dept., Big Star, Enloe Drugs
Gala(23)	NA	Wal Mart, Revco Drugs
K mart Plaza(5)	NA	K mart, Kroger, Radio Shack
Mapleton(4)	NA	Piggy Wiggly, Thomas 5 & 10
North Broad(3)	NA	Lowe's Mkt., Redford 5 & 10

Riverbend(50)	NA	Millers, Belk-Rhodes
West End(12)	NA	Enloe Drugs
W.Side Vlg.(12)	NA	Winn-Dixie, Eckerds Drug

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Miller Bros.; Penney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores-Redford's; Lay's; Thomas 5&10.
Discount Stores-K mart 2; Super Discount 3; Family Dollar Stores; Wal-Mart.
Chain Drug Stores-Eckerds; Enloe Drugs 3; Revco 2.
Chain Supermarkets-Big Star; Piggly Wiggly 3; Walker-Mays; Warehouse Groceries; Winn-Dixie; Food Giant.
Other Chain Stores-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Hickory Farms; Junction; Kinney Shoes; Lowe's Bldg.; Maxwell Home Furnishings 2; Otasco 2; Parts City; Payless Shoes 2; Pic N Pay Shoes 2; Radio Shack 2; Shoe City; Sherwin-Williams; Sterchi's Furniture; Stewarts; Tog Shop; Warners; Wickes Bldg.; Zales.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 19,390; (S) 22,747; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave., Rome, GA 30161; Tel. (404) 291-6397.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (SMSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. 1-95, 1-16, 17, 17-A, 80. State 26 & 21.

2 - TRANSPORTATION: Railroads-Central of Georgia; Seaboard Coast Line; Southern.
Motor Freight Carriers-70.
Freight Steamship Lines-97.
Intercity Bus Lines-Greyhound; Trailways; National Bus Services.
Airlines-Eastern; Delta.

3 - POPULATION:
Corp. City 80 Cen. 141,634; Loc. Est. 145,894
CZ-ABC: (70) 169,329; (82) 183,000
RTZ-ABC: (70) 431,098; (82) 535,300
County 80 Cen. 202,226; Loc. Est. 208,309
SMSA 80 Cen. 230,728; Loc. Est. 238,326
City & RTZ-ABC: (70) 600,427; (82) 718,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,751; Loc. Est. 53,066
County 80 Cen. 71,323; Loc. Est. 75,647
SMSA 80 Cen. 80,324; Loc. Est. 85,417
CZ-ABC: (70) 52,444; (82) 66,400
RTZ-ABC: (70) 122,335; (82) 176,300
City & RTZ-ABC: (70) 174,779; (82) 242,700

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	4	$427,000,000
Commercial	7	$721,000,000

6 - PASSENGER AUTOS: County 104,531

8 - GAS METERS: Residence 50,552

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Durable Goods: Lumber 1,200($255); Mill Work 500($199); Trans. Equip. 3,200($371); Others 3,100; Non-Durable Goods: Food 1,800; Chemical 2,100($331); Petroleum 700; Paper 4,700 ($411).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 73-89; Fall 59-76; Winter 43-60. First killing frost Nov. 26. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks on Broughton St., 2 W. on Broad St.; 2 E. on Broad St.; Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull and Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chatham Plz.(26)	NA	Cook's, Firestone
Crossroads(13)	NA	Woolworth, Belk's
De Renne Globe(18)	NA	United Furniture
Forest City(7)	NA	United Furniture
Habersham(16)	NA	Winn-Dixie, Eckerd's
K mart	NA	K mart
Kensington(12)	NA	Eric's Restaurant
Largo Plz.(7)	NA	Big K, Piggly Wiggly
Mall Vlg.(8)	NA	La-z-boy, Showcase Shop
McAlpin Sq.(15)	AN	Cook's, Kroger, Sav-On
Medical Arts(16)	NA	Revco, Byrd Bros. Mkt.
Montgomery Crossroads(7)	NA	Andy's Mkt.
Oakhurst(20)	NA	Parker's Mkt.
Oglethorpe Mall(80)	NA	Sears, Belk's, Adler's
Picadilly Sq.(14)	NA	Carriage House, Spa
Traffic Circ.(6)	NA	H & L Green
Tri-Roads-K mart(7)	NA	K mart
Varsity Park & Shop Center(16)	NA	7-Eleven
Victory Dr.(15)	NA	Builderama
Victory Mall(25)	NA	K mart
West Side(22)	NA	Revco, Woolworths
Wilmington Is.(14)	NA	Piggly Wiggly
Windsor Forest(7)	NA	

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Wed., Thurs., Fri., Sat.
Stores Open Evenings-Department, downtown, Fri. Shopping Centers-Nightly.

13 - RETAIL OUTLETS: Department Stores-Levy's; Penney; Sears; Belk's 2; Adler's.
Discount Stores-K mart (Kresge) 2; Nifty-City; Cook's United 2; Sam Solomon; Kroger Sav-On 2; Big K.
Variety Stores-S.H. Kress; McCrory's 2; H. L. Green; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd's 3;
Chain Supermarkets-Kroger Sav-On 2; Piggly Wiggly 8; Foodtown 3; M & M 6; Red & White 5.
Other Chain Stores-Schwobilt Store; Butler 3; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleaner Shop, Lerner Shops, Brenda Allen, Smart & Thrifty, Diana 2; Furniture: Haverty, Chatham, Maxwell Bros, Stephens Carriage House, United Furniture Sales; Self Service; Auto Supplies; Western Auto 4, Firestone 2, Goodyear 3; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m) 56,455; (S) 73,411; PRESS (e) 20,270; Comb. (m&e) 76,725; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marion Manson, Nat. Adv. Mgr., NEWS-PRESS, 111 W. Bay St., Savannah, GA 31401; Tel. (912) 236-9511.
National Representative: Branham.

STATESBORO

1 - LOCATION: Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; on U.S. Hwy. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,866; Loc. Est. 15,500
County 80 Cen. 35,785; Loc. Est. 37,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,051; Loc. Est. 5,400
County 80 Cen. 12,533; Loc. Est. 12,900

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$105,833,000
Savings & Loan	2	$95,000,000

6 - PASSENGER AUTOS: County 16,915

7 - ELECTRIC METERS: Residence 12,571

8 - GAS METERS: Residence 2,912

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Wool Yarn; Garments; Lumber; Food Processing; Meat Processing; Plastic Extrusions.
Principal Industrial Pay Days-Friday.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-10 Blocks downtown; College Plaza, 13 Units; Statesboro Mall, 32 Units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.	1	SuperRx Drug, Piggly Wiggly, Rose's Dept.
Simmons	0	Sears, IGA
Statesboro(29)	2	Woolco, Belk, Revco, Big Star, J.C. Penney
University Plz.	2	
Gentilly	2	Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-Belk; Minkovitz; J.C. Penney.
Variety Stores-Woolco; Rose's; Wheelers; K mart.
Chain Drug Stores-SupeRx; Revco.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Big Star.
Other Chain Stores-Goodyear; Firestone; Maxwell Furniture; Diana Shops; Radio Shack; Ace Hardware; Wheelers; Kenwin Shops; Friedman Jewelers.

14 - NEWSPAPERS: HERALD (m) 6,144; sworn Mar. 31, 1982
Local Contact for Advertising and Merchandising Data: Randy Morton, Gen. Mgr., HERALD, PO Box 888 Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon; Morris.

THOMASVILLE

1 - LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: Railroads-SCL.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airports-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463; Loc. Est. 18,131
CZ-ABC: (70) 18,155; (82) 18,200
RTZ-ABC: (70) 34,186; (82) 41,300
County 80 Cen. 38,098; Loc. Est. 38,182
City & RTZ-ABC: (70) 52,341; (82) 59,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,433; Loc. Est. 6,449
County 80 Cen. 12,789; Loc. Est. 13,160
CZ-ABC: (70) 5,555; (82) 6,500
RTZ-ABC: (70) 9,996; (82) 14,200
City & RTZ-ABC: (70) 15,551; (82) 20,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 17,799

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 4,949

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) -Thread 250 ($142); Women's Garments 386 ($152); Bread and Cakes 615 ($165); Meat and Poultry Packing 1,200 ($166); Lumber and Woodworking 1000 ($150); Motor and Mobile Homes 251 ($185-$260); Women's Sleepwear 200 (NA); Crate and Basket 278 (NA); Mining 320 ($172) Natural Gas Dist. 107 ($214); Plastics 247 ($160); Home Furnishings 148 ($165); Distribution 550 ($155).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-20 blocks on five streets; one large regional shopping center. 5 small strip centers.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Neel's; J.C. Penney; Woolworth; Rose's; TG&Y; K mart.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-TG&Y; Rose's; K mart; Woolworth.
Chain Drug Stores-Herndon's 2; Thomas 2; Revco; Trumarx.
Chain Supermarkets-A&P; Colonial (Big Star); Winn-Dixie; Harvey's; Piggly-Wiggly.
Independent Supermarkets-McLendon's; Arnold's.
Other Chain Stores-Goodyear; Diana Shop; Singer Co.; Friedlander's Fashion Shoppe; Mangel's; General Dollar; Eleanor Shops; Playland Toy Stores; TG&Y; Logue's Fashion Villa; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Jaco Fabrics; Pearl Optical; Dunn Furn; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furniture; Bumper-to-Bumper; Lowe; Wight's; Kenwin Shop.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 11,019; (m-sat) 10,856; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Steven E. Maxwell, Adv. Dir., TIMES-ENTERPRISE, 119 N. Madison St., Thomasville, GA 31792; Tel. (912) 226-2400.
National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: Railroads-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; North and South; Tamiami Trailways; East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749; Loc. Est. 14,500
County 80 Cen. 32,862; Loc. Est. 34,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 4,573; Loc. Est. 4,650
County 80 Cen. 10,737; Loc. Est. 11,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$117,223,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 14,770

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Pdts. 165 ($175); Seed Shellers 130 ($140); Metal Pdts. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (NA); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Products 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15. Last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING:Principal Shopping Center-K mart, Big Star, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briantown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)	0	Big Star, Sears
Titus(7)	NA	E-Z Food
Town & Country(25)	0	Rose's, Winn-Dixie, Eckerd, Belk-Hudson

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Big Store; Moores.
Discount Stores-Rose's; Pic 'N Save; K mart.
Chain Drug Stores-Walgreen; Rexall; Eckerd's; Revco; Pic 'N Save; Cox's.
Chain Supermarkets-Harvey's; Big Star; Pic 'N Save; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 9,732; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: S. Newell Darlington, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County, E&P Map C-5, County Seat.

2 - TRANSPORTATION: Railroads-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Republic; ASA.

3 - POPULATION:
Corp. City 80 Cen. 37,596; Loc. Est. 38,800
CZ-ABC: (70) 33,403; (82) 39,700
RTZ-ABC: (70) 81,832; (82) 98,700
County 80 Cen. 67,972; Loc. Est. 71,051
City & RTZ-ABC: (70) 115,235; (82) 138,400

4 - HOUSEHOLDS:
City 80 Cen. 12,800; Loc. Est. 13,514
County 80 Cen. 22,609; Loc. Est. 24,367
CZ-ABC: (70) 10,099; (82) 13,700
RTZ-ABC: (70) 23,530; (82) 33,500
City & RTZ-ABC: (70) 33,629; (82) 47,200

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 33,152

7 - ELECTRIC METERS: 18,533

8 - GAS METERS: County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (County Dec. 1977)-Agriculture 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Construction 1,772
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks on N & S Patterson & Ashley; E & W Hill Ave.; E & W Central St.; North Ashley & Park; Brookwood & N Patterson, Five Points.
Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Tree(8)	NA	Hagen's
Brookwood(16)	NA	Food Fair, Sears, Woolworth
Castle Park(63)	NA	Wilbro, Western Auto, Harvey's Mkt., Pic 'N Pay
Five Points(20)	NA	K mart, Winn-Dixie, Rose's, J.C. Penney, Belk-Hudson

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Varnedoe; J.C. Penney; Sears; Schwartz; Neel's; Jaco; Famous Store.
Variety Stores-McCrory's; Woolworth's; Rose's; Pic'n'Save.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic'n'Pay.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd's; Pic'n'Save 2; Barnes 3; Economy Drugs.
Chain Supermarkets-Harvey's 2; Big Star 2; Winn-Dixie 3; Pantry Pride; Piggly Wiggly 2.
Other Chain Stores-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Western Auto; Kinwin Shift Shops; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 18,551; (S) 17,599; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William E. England, Jr., Pub. & Gen. Mgr., TIMES, PO Box 968, Valdosta, GA 31601; Tel. (912) 244-1880.
National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon SMSA) E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: Railroads-SOU.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-9.
Airlines-Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,898; Loc. Est. 40,404
SMSA 80 Cen. 254,623; Loc. Est. 261,225
PMA-ABC: (70) 49,581; (82) 64,800
County 80 Cen. 77,605; Loc. Est. 79,199
RTZ-ABC: (70) 10,336; (82) 12,600
PMA & RTZ-ABC: (70) 59,917; (82) 77,400
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,739; Loc. Est. 14,378
County 80 Cen. 25,509; Loc. Est. 26,875
SMSA 80 Cen. 86,447; Loc. Est. 91,401
PMA-ABC: (70) 13,954; (82) 21,400
RTZ-ABC: (70) 2,868; (82) 4,100
PMA & RTZ-ABC: (70) 16,822; (82) 25,500

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 43,215

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,631

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work. Agriculture Area: Peaches, Cotton, Watermelon, Peanuts. Home of Robins Air Force Base-19,000 personnel, mostly civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10. Last killing frost, Mar. 19.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Houston Mall(40)	NA	Belk's, Sears, Winn-Dixie, Singer, Key's, Eckerds
Williams Plz.(23)	NA	Dollar General, Giant Mart
Zayre Plaza(10)	NA	Zayre, Piggly Wiggly, Revco
Northgate(10)	NA	Big Apple
K mart(2)	NA	K mart

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; Garber's; Toggery; Family Mart; Dollar General; Family Dollar.
Auto Stores-Goodyear; Firestone; K mart; Sears; Wall Tire; Kelly Tires; Wholesale Tire.
Discount Stores-K mart; Zayre.
Chain Drug Stores-Eckerds; Revco.
Chain Supermarkets-Winn-Dixie; Family Mart, Inc.; Piggly Wiggly 3; Giant Discount Foods; Big Apple; Giant Mart Food.
Other Chain Stores-Hancock Fabrics; Key Catalog Showroom; Maxwell Furniture; Pic N'Pay Shoes; Butler's Shoes; Friedmans Jewelers; Gray Co.; Pay-Less Shoes; Bell Bros. Shoes.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,367; (S) 11,306; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Mgr., THE DAILY SUN, 1553 Watson Blvd., Warner Robins, GA 31093; Tel. (912) 9236432.
National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4 & 19; U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 19,371; Loc. Est. 19,776
County 80 Cen. 37,180; Loc. Est. 38,784
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085; Loc. Est. 7,474
County 80 Cen. 12,788; Loc. Est. 13,752

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	3	$803,758,045
Commercial	3	$75,770,843

6 - PASSENGER AUTOS: County 16,920

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 332; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Shoe Mfg. 392; Apparel 420; Rubber Pdts. 65.
Principal Pay Days-Fri.; 12, 14, 26, 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18. Last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendelton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point(29)	NA	Woolco, Piggly Wiggly
Satilla Square(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Churchwell's; J. C. Penney; Sears; Avery's.
Variety Stores-McCrory's; Woolco; Gibson's; Warehouse World.
Discount Stores-Pic'N Save; Eckerd's.
Chain Drug Stores-Pic'N Save; Scottie's 2; Eckerd's.
Chain Supermarkets-Winn-Dixie; Big Star; Pic'N Save; Pantry Pride; IGA; Piggly Wiggly.
Other Chain Stores-Kenwin's Dresses; Diana Shops; Barfield Shoes; Scottie's; Singer; Rexall; Goodyear; Western Auto; Firestone; Mary Carter; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jaco's; Jacobson's World Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 12,649; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St., Waycross, GA 31501; Tel. (912) 283-2244.
National Representative: None.

WEST POINT, GA
See LANETT, AL

HAWAII SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS
Honolulu-Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	71	78	82
5-14 Years	160	148	155
15-24 Years	154	192	201
25-44 Years	203	291	305
45-64 Years	138	180	188
65 and Over	44	76	80
TOTAL	770	965	1,011

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	34	74	101
General Mdse	334	632	940
Food	414	651	1,104
Automobiles	269	457	588
Gasoline Stations	106	176	332
Apparel	107	204	301
Furniture	83	102	142
Eat-Drink Places	261	484	840
Drugs	90	174	280
TOTAL	1,864	3,294	5,238

HILO

1 - LOCATION: Hawaii Island & County, E&P Map C-2, County Seat. 215 miles SE of Honolulu; 2,090 miles W of San Francisco.

2 - TRANSPORTATION: Motor Freight Carriers-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger bet. all islands by Hawaiian Airlines and Aloha Airlines.
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service bet. all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 37,017; Loc. Est. 45,400
CZ-ABC: (70) 26,353; (82) 45,100
RTZ-ABC: (70) 37,115; (82) 64,000
County 80 Cen. 92,053; Loc. Est. 109,400
City & RTZ-ABC: (70) 63,468; (82) 109,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,765; Loc. Est. 14,100
CZ-ABC: (70) 6,980; (82) 14,100
County 80 Cen. 29,237; Loc. Est. 34,800
RTZ-ABC: (70) 10,280; (82) 20,700
City & RTZ-ABC: (70) 17,260; (82) 34,800

5 - BANKS:	NUMBER	EST. DEP.
Commerical	5	N.A.

6 - PASSENGER AUTOS: Hawaii Island 76,485

7 - ELECTRIC METERS: Residence 37,670

8 - GAS METERS: Residence 2,142; Rural Tank 10,343

9 - PRINCIPAL INDUSTRIES: (RTZ) Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,700 ($385); Sugar & Agriculture 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shpg. Ctr., Kilauea St.; Hilo Mall.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Department Stores-Fri., Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Western; Sears; J.C. Penney; Payless; McInerys.
Variety Stores-Ben Franklin; Woolworth; Long's; Pay'N Save.
Chain Drug Stores-Long's.
Chain Supermarkets-Food Fair 2; Pick & Pay 2; Sure Save 3; K. Taniguchi 2; Safeway; Foodland.
Other Chain Stores-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: HAWAII TRIBUNE-HERALD (e-mon to fri) 19,146; (S) 20,901; Mar. 31, 1982 ABC.

HONOLULU

1 - LOCATION: Honolulu County (SMSA). Island of Oahu, E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 miles W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; Western; American; TWA; Canadian Pacific; Japan; Qantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans. International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros; and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048; Loc. Est. 377,279
PMA-ABC: (70) 630,528; (82) 874,000
Bal. in PMA-ABC: (70) 139,385; (82) 239,600
County/SMSA 80 Cen. 762,874; Loc. Est. 801,796
Total PMA-ABC: (70) 769,913; (82) 1,113,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 142,280; Loc. Est. 138,688
County/SMSA 80 Cen. 230,213; Loc. Est. 249,387
PMA-ABC: (70) 164,763; (82) 268,400
Bal. in PMA-ABC: (70) 38,325; (82) 77,200
Total PMA-ABC: (70) 203,088; (82) 345,600

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	8	$2,901,379,000
Commercial	9	$4,524,532,000
Trust Companies	4	$70,156,000

6 - PASSENGER AUTOS: Oahu Island 389,576

7 - ELECTRIC METERS: 301,544

8 - GAS METERS: 33,019

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, Number of Wage Earners: Agriculture 10,550; Manufacturing 23,500; Trans/Com/Util 30,900; Whol/Ret 104,450; Services & Misc. 98,850; Govt. 89,050; Contr. Constr. 23,950; Fin/Ins/Real Est 33,550; Self Emp/Dom. 29,050.

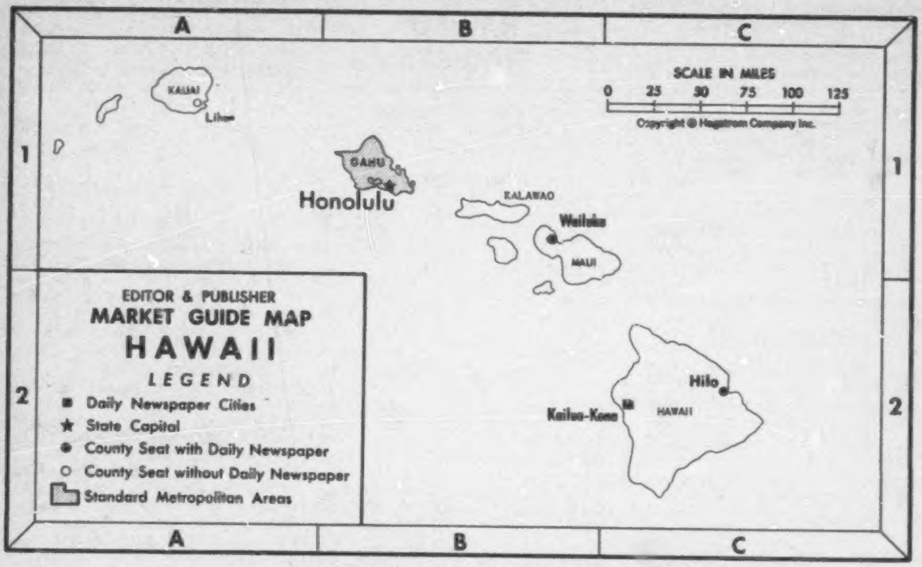
10 - CLIMATE: Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Downtown Shopping Center-9 blocks on Fort Street Mall and connecting streets.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.
Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	PayLess, Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway, PayLess
Ala Moana	1	Sears, Foodland, J.C. Penney, Liberty House, Long's, Woolworth, McInerny
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin



Kahala Mall	5	Liberty House, Star, Long's, J. Magnin, McInerny, Penneys, Woolworth
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Longs
Niu Valley	9	Times, Stewart's
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, Penney's, Sears, J. Magnin, Star
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Liberty House 9; McInerny 3; J. C. Penney 4; Arakawa's; The Ritz 3; J. Magnin 4.
Discount Stores-Gem 3; Gibson; Holiday Mart/Dai'ei 3; Military PX 5.
Variety Stores-Woolworth 5; Comet 6; Ben Franklin 2.
Chain Drug Stores-Long's 12; Value 3; Thrifty 2; Waldrich 3; Royal; Sav Mor 2; Pay n'Save 11.
Chain Supermarkets-Foodland 28; Times 13; Safeway 10; Holiday Superfoods 3; Gem/Bigway 6; Star Markets 9; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 13; Friendly Neighborhood Grocers 11; IGA 5; Chun Hoon.
Other Chain Stores-Watumull's 10; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 2; Thom McAn 6; Carol & Mary 5; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: STAR BULLETIN & ADVERTISER (m) 85,848; (e) 112,716; Comb. (m&e) 198,564; (S) 199,245; Mar. 28, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Bob Fountain, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3350, Honolulu, HI 96801; Tel. (808) 525-8000.
National Representative: Gannett.

KAILUA-KONA

1 - LOCATION: Hawaii Island & County, E&P Map C-2. In western part of the island. Kona is comprised of a North and South Division. Kailua is located in Kona's Nortth Division.

2 - TRANSPORTATION: Water Transportation-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha.

3 - POPULATION:
Corp. City 80 Cen. 25,576; Loc. Est. N.A.
County 80 Cen. 92,053; Loc. Est. 109,000

4 - HOUSEHOLDS:
City 80 Cen. 10,970; Loc. Est. N.A.
County 80 Cen. 29,237; Loc. Est. 34,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 61,995

7 - ELECTRIC METERS: Residential County 37,670

8 - GAS METERS: Residential County 10,343

9 - PRINCIPAL INDUSTRIES: Tourism; Construction; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-Kona Coast Shopping Center.
Neighborhood Shopping Centers-N. Kona Shopping Center; Kealakekua Ranch Center; Parker Ranch Center; World Square; Kona Inn Shopping Village.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Liberty House; Sears.
Variety Stores-Ben Franklin; Pay 'n Save.
Chain Drug Stores-Pay 'n Save; BJ Furniture.
Chain Supermarkets-K. Taniguchi; Foodland; Sure Save.
Other Chain Stores-McDonalds; Sizzlers; Kentucky Fried Chicken; Andradcs; McInerny.

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 6,006; May 13, 1982 Publisher's guarantee.

Local Contact for Advertising & Merchandising Data: Ernie Uzzardo, WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96740; Tel. (808) 329-9311.
National Representative: Western Dailies.

LIHUE

1 - LOCATION: Kauai Island & County, E&P Map A-1, County Seat.

2 - TRANSPORTATION: Inter-Island Airlines-Service between all islandsHawaiian Airlines; Aloha; Mid-Pacific.
Inter-Island Water Transport-Tug, barge freight service three times weekly between Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge service between all islands.

3 - POPULATION:
City 80 Cen. 4,000; Loc. Est. N.A.
County 80 Cen. 39,082; Loc. Est. 41,730
PMA-ABC: (70) 29,761; (82) 45,500

4 - HOUSEHOLDS:
City 80 Cen. 1,389; Loc. Est. N.A.
County 80 Cen. 12,020; Loc. Est. 13,231
PMA-ABC: (70) 8,282; (82) 14,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 26,615

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lihue(24)	NA	Sears, Woolworth
Menehune Village(30)	NA	
Rice(15)		
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Market Place at Coconut Plantation (72)	NA	Boutiques and shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e-mon, tue, wed, fri) 9,351; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; Tel. (808) 245-3681.
National Representative: USSPI.

Honolulu Star-Bulletin
Iran Militants OK Hostages' Transfer
The Honolulu Advertiser
Aloha!
Reagan victory a landslide: Republicans capture Senate

Hawaii Deserves A Second Look!!

- **Population of the state:** 931,600
- **Number of households:** 288,400
- **Total EBI:** $7,241,250,000
- **Retail Sales:** $5,760,600,000
- **Food Sales:** $750,964,000
- **Automobile Sales:** $373,000,000
- **Furniture & home appliances:** $103,137,000
- **Tourism 1980:** 3,960,531 Visitors to Hawaii.
- **Visitor expenditure:** $2,620,000,000

They all add up to a dynamic economy!

The Advertiser and the Star-Bulletin cover the whole state with a single discounted unit rate. On Oahu, the major market area, these newspapers reach more than eight out of ten households.

Honolulu Star-Bulletin•The Honolulu Advertiser

Independent, editorially-competitive newspapers serving all Hawaii

605 Kapiolani Blvd., Honolulu, Hawaii 96813 • Telephone (808) 525-8000 • Represented nationally by Gannett Newspaper Advertising Sales: New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Philadelphia.

WAILUKU

1 - LOCATION: Maui Island & County, E&P Map B-1, County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: Sea Transportation-Matson.
Airlines-Hawaiian; Aloha; Mid-Pacific.

3 - POPULATION:
City 80 Cen. 32,111; Loc. Est. 33,000
County 80 Cen. 70,991; Loc. Est. 75,000
CZ-ABC: (70) 16,259; (82) 25,200
RTZ-ABC: (70) 29,897; (82) 59,800
City & RTZ-ABC: (70) 46,156; (82) 85,000

4 - HOUSEHOLDS:
City 80 Cen. 8,427; Loc. Est. 8,500
County 80 Cen. 24,330; Loc. Est. 26,000
CZ-ABC: (70) 4,499; (82) 8,100
RTZ-ABC: (70) 8,284; (82) 19,500
City & RTZ-ABC: (70) 12,783; (82) 27,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: County 48,850

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp. 65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING:Principal Shopping Center-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.
Neighborhood Shopping Centers-Lahaina Shopping Center, Lahaina; Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lahaina(30)	30	Ben Franklin, Foodland
Azeka(20)	15	Ben Franklin, Star Mkt.
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears
Maui Mall(40)	NA	Woolworths, Longs

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Liberty House (Amfac); Sears; Shirokiya.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Longs.
Chain Supermarkets-Foodland; Star; Safeway.
Other Chain Stores-A&B Commercial Hardware.

14 - NEWSPAPERS: MAUI NEWS (e-mon to fri) 13,959; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Jones, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981.
National Representatives: USSPI; Western Dailies.

IDAHO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Boise-Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	64	94	98
5-14 Years	153	162	169
15-24 Years	128	174	182
25-44 Years	158	259	271
45-64 Years	143	161	168
65 and Over	67	94	98
TOTAL	713	944	986

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	135	286	393
General Mdse	154	280	422
Food	346	669	1,132
Automobiles	395	700	912
Gasoline Stations	139	223	426
Apparel	59	121	181
Furniture	76	150	212
Eat-Drink Places	131	260	467
Drugs	82	106	173
TOTAL	1,660	3,016	4,731

BLACKFOOT

1 - LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. N of Pocatello on Yellowstone and Roosevelt Hwys. Agricultural center.

2 - TRANSPORTATION: Railroads-C.P.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service-Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065; Loc. Est. 9,846
County 80 Cen. 36,489; Loc. Est. 36,316

4 - HOUSEHOLDS:
City 80 Cen. 3,266; Loc. Est. 3,338
County 80 Cen. 10,772; Loc. Est. 11,062

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 23,718

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17. Last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Shopping Center-Riverside Plaza Shopping Center.
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; The Merc.
Variety Stores-Estenson's; M.H. King.
Discount Stores-Gibson's.
Drug Stores-Ancho; Arnell's 2; Jay's.
Chain Supermarkets-Safeway; Albertson's; Kesler's IGA; L&W IGA; Circle K; Mighty Dan's.
Other Chain Stores-Western Auto; Gamble's; Brent's Goodyear; Big O; Goodrich; OK Tire.

14 - NEWSPAPERS: NEWS (m) 7,142; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative: None.

BOISE

1 - LOCATION: Ada County (SMSA). E&P Map A-4, County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 380 mi. NW of Salt Lake City and 470 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-80N.

2 - TRANSPORTATION: Railroads-Union Pacific (frgt); Amtrak.
Airlines-United; Hughes Airwest; Cascade; Frontier; Big Sky; Air Oregon; Mtn. West.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City, 80 Cen. 102,451; Loc. Est. 106,625
CZ-ABC: (70) 97,392; (82) 139,400
RTZ-ABC: (70) 160,866; (82) 245,500
County/SMSA: 80 Cen. 173,036; Loc. Est. 183,939
City & RTZ-ABC: (70) 258,258; (82) 384,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,269; Loc. Est. 43,376
County/SMSA 80 Cen. 63,139; Loc. Est. 69,195
CZ-ABC: (70) 31,382; (82) 52,400
RTZ-ABC: (70) 49,692; (82) 89,400
City & RTZ-ABC: (70) 81,074; (82) 141,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 128,516

7 - ELECTRIC METERS: 61,770

8 - GAS METERS: 31,133

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Contract Construction 5,500 ($345); Lumber & Wood Products 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36; First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-9 blocks on Main St.; 9 on Idaho St.; 9 on Bannock St.; 3 on Jefferson St.
Neighborhood Shopping Centers-1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	3	Albertson's Foods
Cole Village(29)	6	Safeway, C.R. Anthony
Collister Ctr.	6	M&W Food
Franklin(14)	3	Merc Dept., Albertson's
Hillcrest Plaza(28)	4	Buttrey's, Thrifty Drug, Grand Central
Karcher Mall(63)	20	J.C. Penney, Bon Marche
Overland Plaza(30)	5	Smith's Food, C.R. Stores, Sears, C.R. Anthony
Vista Village(27)	3	C.R. Anthony, Cornet, Albertson's
Westgate Ctr.(30)	4	Skaggs, Albertson's Food
Westgate Mall	4	The Bazaar Dept.

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Grocery; chain drugs; discount stores.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Bazaar; Falk's; The Mode; J. C. Penney; Mercantile Stores; Sears; C. R. Anthony.
Variety Stores-King; Sprouse Reitz.
Discount Stores-K Mart; Grand Central; Cornet.
Chain Drug Stores-Skaggs; Thrifty Drugs; Payless 4.
Chain Supermarkets-Safeway 3; Albertson's 5; M&W 5; Buttrey's 3; Circle K 13; 7-Eleven 6; Thriftway 7; Smith's Food King 5.
Other Chain Stores-Montgomery Ward (catalog); S&H Green Stamps; Pay 'n Pac; Sunset Sports.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 58,765; (S) 72,337; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ken Parks, Ret. Sales Mgr., or Robert E. Vaughan, Nat'l. Adv. Mgr., IDAHO STATESMAN, 1200 N. Curtis Rd., Boise, ID 83707; Tel. (208) 377-6393.
National Representative: Gannett.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties, E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

2 - TRANSPORTATION: Railroads-Cutoffline, U.P.R.R.
Interstate Bus Lines-Trailways; Greyhound.
Airlines-Air Idaho; Sun Valley Key.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,761; Loc. Est. 8,956
Counties 80 Cen. 39,145; Loc. Est. 39,720
Mindoka 80 Cen. 19,718; Loc. Est. 19,484
Cassia 80 Cen. 19,427; Loc. Est. 20,236
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,030; Loc. Est. 3,052
Counties 80 Cen. 18,609; Loc. Est. 12,779
Cassia 80 Cen. 6,119; Loc. Est. 6,533
Minidoka 80 Cen. 12,490; Loc. Est. 6,245

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 15,244; Minidoka 13,841

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Processing; Elevators; Recreation-Motel Convention; Agriculture 6,850 employed; Avg. Weekly Salary $150; Farm Income $14,600.

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING:Principal Shopping Centers-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
Nearby Shopping Centers-Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Hirsch Stores (Int'l. Shoe); Hudson; Sears; M. H. King; Roper's; Van Engelen; Sprouse Reitz.; Blocks.
Discount Stores-Cal-Ranch Farm; Hall Farm; K mart.
Variety Stores-88¢ Stores.
Chain Drug Stores-Skaggs; Hamilton.
Chain Supermarkets-Albertson's; Safeway; Smith Food King; Johns; Swensens.
Other Chain Stores-Firestone; Coast-to-Coast; Big O Tires; Mode O'Day; Style Shop; Mayfair; Hudson Shoe; Jensen Jwlry.; Harrison Jwlry.; Fred & Wayne Tire; Zales; Commercial Tires; Western Auto.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri) 6,980; (S) 7,275; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dean Wilson, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.
National Representative: None.

CALDWELL
See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County, E&P Map A-2, County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: Railroads-NP, CM, St. Paul; Spokane-International & G.N.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 20,054; Loc. Est. 19,109
County 80 Cen. 59,770; Loc. Est. 62,727
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,857; Loc. Est. 7,096
County 80 Cen. 21,404; Loc. Est. 23,113

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 48,283

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Akaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown	1	Moen Hdwe., Safeway, Pay 'N Save
East Sherman	12	Sears, Riba's, IGA, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	NA	Wards, Buttreys, Kinney's, Sprouse-Reitz, Firestone, Radio Shack

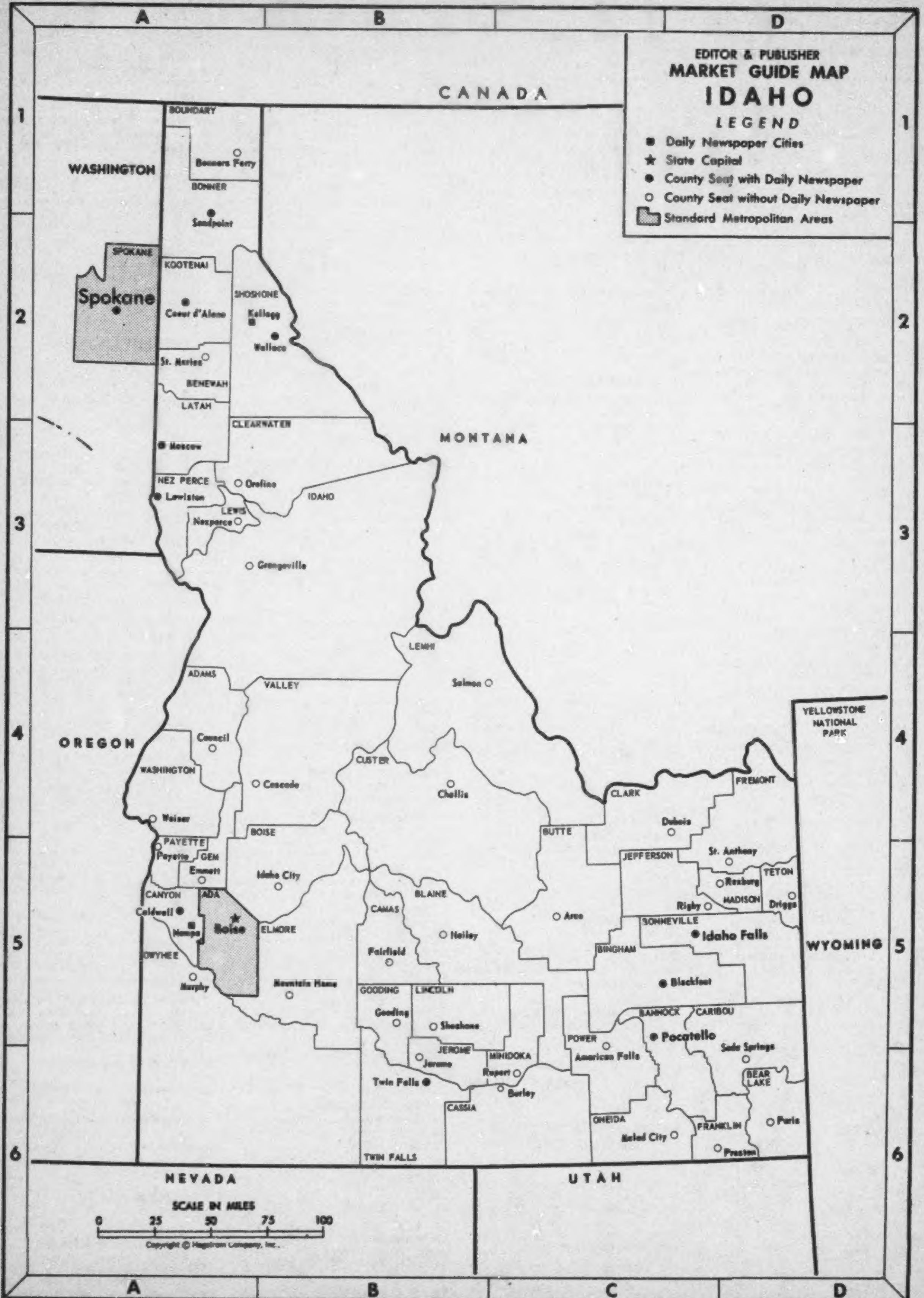
Principal Shopping Days-Mon., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Dingle's; Pay 'N Save; Sears; Harvey's; Fisher's; Western Auto; Gamble's; Low Cost Drug; Yellow Front; Rusan's; Myklebust's.
Variety Stores-Woolworth; Sprouse Reitz; Bonanza 88.
Chain Supermarkets-Albertson's; Riba's; I.G.A.; Safeway; Ron's; Rosauer's; Buttrey's; Farver's.

14 - NEWSPAPERS:PRESS (e) 13,462; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard Budvarson, Adv. Dir., PRESS, 210 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.
National Representative: None.

IDAHO FALLS

1 - LOCATION: Bonneville County, E&P Map C-5. County Seat. Southeastern part of state. Shipping center for potatoes and livestock, sugar and grain. Headquarters for Atomic Energy Commis-


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
A
B
C
D
1
2
3
4
5
6
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
NEVADA
UTAH
YELLOWSTONE NATIONAL PARK
SPOKANE
Spokane
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
NEZ PERCE
Lewiston
Orofino
IDAHO
LEWIS
Nezperce
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
Weiser
CUSTER
Challis
CLARK
FREMONT
Dubois
St. Anthony
BUTTE
JEFFERSON
TETON
Rexburg
MADISON
Driggs
Rigby
BOISE
PAYETTE
Payette
GEM
Emmett
Idaho City
CANYON
Caldwell
ADA
Boise
Nampa
ELMORE
OWYHEE
Murphy
Mountain Home
CAMAS
Fairfield
BLAINE
Hailey
Arco
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Burley
Twin Falls
CASSIA
TWIN FALLS
POWER
American Falls
BANNOCK
Pocatello
CARIBOU
Soda Springs
BEAR LAKE
Paris
ONEIDA
Malad City
FRANKLIN
Preston
SCALE IN MILES
0
25
50
75
100

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sion Idaho Operations. 235 hwy. mi. N of Salt Lake City on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines-Western; Republic; Continental; Cascade.

3 - POPULATION:
Corp. City 80 Cen: 39,590; Loc. Est. 39,624
CZ-ABC: (70) 35,776; (82) 41,100
RTZ-ABC: (70) 60,344; (82) 88,300
County 80 Cen. 65,980; Loc. Est. 67,946
City & RTZ-ABC: (70) 96,120; (82) 129,400

4 - HOUSEHOLDS:
City 80 Cen. 13,916; Loc. Est. 14,140
County 80 Cen. 21,307; Loc. Est. 22,640
CZ-ABC: (70) 10,734; (82) 14,400
RTZ-ABC: (70) 15,059; (82) 26,900
City & RTZ-ABC: (70) 25,793; (82) 41,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$323,944,000
Savings & Loan	3	$73,232,000

6 - PASSENGER AUTOS: County 46,971

7 - ELECTRIC METERS: Residence 15,368

8 - GAS METERS: Residence 10,070

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 2,875 ($140); Idaho Nuclear Engineering Laboratory 9,500 ($328); Construction 2,670 ($350); Food Processing 1,405 ($155); Transportation 1,265 ($162); Wholesale-Retail 8,053 ($160); Finance 1,325 ($165); Service & Misc. 5,620 ($175); Government 3,505 ($172); Education 1,506 ($155).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-67; Summer 46-82; Fall 21-42; Winter 9-29. First killing frost, Sept. 19. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(31)	NA	Sears, Lamont's
Hall Park(6)	NA	Merc Dept., Safeway
First Street(11)	NA	Idaho Dept. Store
Skyline(5)	NA	Skyline Groc., Ben Franklin
First Woodruff(3)	NA	Smith Food
Westfield Plz.(13)	NA	Skagg's Drug, Albertson Coast-to-Coast
Yellowstone(22)	NA	Grand Center, Albertson

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Shopping centers Mon. thru Fri. til 9; Sundays 12-7.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; J.C. Penney; Sears; Idaho Dept.; Lamont's; Block's; Ferrell's; K-G Stores; Merc; Ernst.
Variety Stores-Ben Franklin; Sprouse Reitz; 88¢ Store; King's; Town Square.
Discount Stores-The Mart; Grand Central; K mart; Ernst; Coast-to-Coast.
Chain Drug Stores-Skaggs 2; Osco; Rexall 2; Safeway; Smith's; Albertson's.
Chain Supermarkets-Safeway 2; Albertson's 2; IGA 3; Buttrey's; Warehouse Mkt.; Saving Center; Smith's Food King.
Other Chain Stores-Firestone; Singer Co.; Mode O'Day; Payless Shoes; Jay Vee Women's; Kinney Shoes; Jensen Jewelry; State Hardware; Mr. Mac's Men; ABC Kiddies Shop; House of Fabric; Green Stamps; Samon's.

14 - NEWSPAPERS: POST-REGISTER (m-tues to sat) 3,589; (e-mon to fri) 21,527; Comb. (m&e) 25,116; (S) 26,131; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile, Idaho Falls, ID 83401; Tel. (208) 522-1800.
National Representative: Landon Associates.

KELLOGG

1 - LOCATION: Shoshone County, E&P Map A-2. 75 mi. E of Spokane on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,417; Loc. Est. 3,354
County 80 Cen. 19,226; Loc. Est. 19,330

4 - HOUSEHOLDS:
City 80 Cen. 1,330; Loc. Est. 1,293
County 80 Cen. 6,870; Loc. Est. 7,090

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 13,638

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining and Smelting of Various Metals; Forest Prod.

10 - CLIMATE: Min. & Max. Temp: NA

11 - TAP WATER: Very soft.

12 - RETAILING:Principal Shopping Centers-NA

13 - RETAIL OUTLETS: Department Stores-Morrows; Patano's; J. C. Penney.
Chain Supermarkets-Pik Kwik; IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,719; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bob Masters, Adv. Dir., NEWS, 401 Main St., Kellogg, ID 83837; Tel. (208) 784-0201.
National Representative: None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, Idaho., County Seat. Clarkston in Asotin County, Wash., E&P Map A-3, Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia rivers. Hell's Canyon Excursion and Snake River Route. On Wash. State Hwy. 9; U.S. Hwys. 26, 95; 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City-Cascade; Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889; Loc. Est. 34,665
Lewiston 80 Cen. 27,986; Loc. Est. 27,278
Clarkston 80 Cen. 6,903; Loc. Est. 7,387
Counties 80 Cen. 50,043; Loc. Est. 50,710
Nez Perce, ID 80 Cen. 33,220; Loc. Est. 32,253
Asotin, WA 80 Cen. 16,823; Loc. Est. 18,457
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678; Loc. Est. 13,382
Lewiston 80 Cen. 10,769; Loc. Est. 10,683
Clarkston 80 Cen. 2,909; Loc. Est. 3,149
Counties 80 Cen. 18,960; Loc. Est. 20,008
Nez Perce, ID 80 Cen. 12,490; Loc. Est. 12,627
Asotin, WA 80 Cen. 6,470; Loc. Est. 7,381

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	12	$270,240,000
Savings & Loan	4	$112,445,000

6 - PASSENGER AUTOS: Nez Perce Co. 27,793; Asotin Co. 8,956

7 - ELECTRIC METERS: Residence 18,546

8 - GAS METERS: Residence 7,388

9 - PRINCIPAL INDUSTRIES: Wood Prod.; Veneer; Pulp & Paper; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Speer Prod. Co.; Omark-CCI (Ammunition): Lime Quarries 2; Elec. Pr. Plants; 2 Beverage Bottlers; 2 Hospitals; 3 Boat Works; 3 Marinas; 4 Box Factories; State Liberal Arts and Vocational College; Two year State Community College; 3 Concrete Prod. Factories; 4 Feed Grinding Plts.; 2 Fertilizer Mfrs.; Natural Gas Co.; 13 Bulk Petroleum Plts.; 3 Livestock Sales Yards: 2 Saddle Shops; 11 Motor Freight Cos.; Plating Factory; 4 Seed-cleaning Plts.; 3 Steel Prod. Plts.; Venetian Blinds Fabricator; 4 Radio & 1 TV Station; 1 Dairy.

10 - CLIMATE: Min. & Max Temp.-Mar. 36-56; Sept. 49-78. Rainfall 14.47 inches.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lewiston(25)	2 1/2	Buttrey's, Bon Marche
Southgate(6)	4	Big V Dept.
Sunset(8)	2 1/2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt.
Clarkston Ctr.(5)	NA	Albertson's, Sears

Principal Shopping Days-7 days.
Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Idaho Dept.; J. C. Penney; Lee Morris; K mart; Big V.
Variety Stores-Bonanza 88; Bazar.
Discount Stores-Great Western; K mart.
Chain Drug Stores-Payless; The Owl 3; K mart; Wasem's Rexall; Marketime; Low Cost.
Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Buttrey's; Mard Mkts; Warehouse Foods; Barneys; Food City 3.
Other Chain Stores-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection; Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (m) 25,035; (S) 25,790; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Larry Brown, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative: Branham.

MOSCOW

1 - LOCATION: Latah County, E&P Map A-3, County Seat. Business center for famed Palouse Empire Agriculture. Forestry & mining research center, University of Idaho. 89 mi. SE Spokane, 320 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 16,513; Loc. Est. 17,032
County 80 Cen. 28,749; Loc. Est. 29,612

4 - HOUSEHOLDS:
City 80 Cen. 5,686; Loc. Est. 5,698
County 80 Cen. 10,256; Loc. Est. 10,502

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$186,500,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: 20,123

7 - ELECTRIC METERS: Residence 7,783

8 - GAS METERS: 2,320

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) County total 8,722 ($198); Construction 354 ($200); Lumber 759 ($322); Other 110 ($194); Trnsp, Comm & Utilities 406 ($291); Wholesale & Retail 2,394 ($135); Finance 215 ($198); Service 1,343 ($142); Government 3,356 ($231).
Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter 0-55. First killing frost, Sept. 26. Last killing frost, April 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse(50)	2	Bon Marche, J.C. Penney
Empire Mall	NA	K mart
Moscow Mall(27)	1	Safeway, Sears
Korns(4)	1	Rosauers, Drug Fair

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Bon Marche; J.C. Penney; K mart; Pay'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: Department Stores-Creighton's; J. C. Penney; Tri-State Distributors; Sears; Bon Marche; Lamonts; K mart.
Discount Stores-Tri-State Distributors; K mart; Ernst Hardware.
Chain Drug Stores-Drug Fair; Pay 'N Save; Giant T.
Chain Supermarkets-Safeway 2; IGA 2; Rosauer's 3.
Other Chain Stores-Schucks (auto); Checker Auto.

14 - NEWSPAPERS: IDAHONIAN (e-mon to fri; m-sat) 7,165; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: J.E. Shelledy, Pub., IDAHONIAN, 409 S. Jackson, Moscow, ID 83843; Tel. (208) 882-5561.
National Representative: Branham.

NAMPA-CALDWELL

1 - LOCATION: Canyon County, E&P Map A-5. 20 mi. W of Boise; 422 mi. from Portland, Ore., on I-84. Caldwell; County Seat. 412 mi. from Portland and Salt Lake City.

2 - TRANSPORTATION: Railroads-UP; Amtrak.
Intercity Bus Lines-Greyhound; Pacific Trailways; Boise-Winnemucca.

3 - POPULATION:
Corp. Cities 80 Cen. 42,811; Loc. Est. 42,565
Nampa 80 Cen. 25,112; Loc. Est. 24,904
Caldwell 80 Cen. 17,699; Loc. Est. 17,661
County 80 Cen. 83,756; Loc. Est. 85,136

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407; Loc. Est. 15,925
Nampa 80 Cen. 8,987; Loc. Est. 9,353
Caldwell 80 Cen. 6,420; Loc. Est. 6,572
County 80 Cen. 28,458; Loc. Est. 85,136

5 - BANKS:	**NUMBER**	**EST. DEP.**
Nampa:		
Commercial	7	$93,560,000
Savings & Loan	3	$96,530,000
Caldwell:		
Commercial	4	$123,000,000
Savings & Loan	3	$58,000,000

6 - PASSENGER AUTOS: County 59,542

7 - ELECTRIC METERS: Nampa: 17,006; Caldwell: 14,181

8 - GAS METERS: Nampa: 7,579; Caldwell: 4,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Utilities 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furniture Mfg. 236; Lumber and Timber Prod. 225; Constr. 1,618; Agriculture 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Processing 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Construction 1,218; Agriculture 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26. Last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3. Last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	NA	Merc Dept., Super Thrift Drug, M&W Mkt., Sears
Karcher(68)	7	Woolworths, Idaho Dept., Buttrey Mkt., Penney's, Zale's, Bon Marche, Ernst Home Ctr
Owyhee(7)	NA	Safeway
South Vlg.(14)	NA	Smith's

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers every night except Sunday.
Stores Open Sundays-Shopping centers; grocers & drugs

13 - RETAIL OUTLETS: Department Stores-Nampa: J.C. Penney; Idaho Dept.; Hirsch Value Center; Bon Marche (Allied); Ernst; K mart; Sears.
Discount Stores-Bonanza; Statewide Auto Stores; Rasco-Tempo.
Variety Stores-Sprouse Reitz; M.H. King; Bonanza 88.
Chain Drug Stores-Penneywise; Skagg's; Super Thrift.
Chain Supermarkets-Albertson's; M&W; Buttrey's; Waremart Mkts.; Consumer Mkts. 2; Safeway.
Other Chain Stores-Firestone; Alexander's; Coast-to-Coast; Mode O'Day 2; Fuller Paint; Sherwin-Williams; Goodyear; Rasco-Tempo; Kinney Shoes; S&H Green Stamps; Mary Carter Paints; The Men's; Sears; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zales; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

14 - NEWSPAPERS: PRESS-TRIBUNE (e) 17,618; (S) 18,046; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Tony Cler, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.
National Representative: None.

POCATELLO

1 - LOCATION: Bannock County, E&P Map C-5, County Seat. Industrial Center. 1,072 mi. W of Omaha, 650 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT I-15 and 80.

2 - TRANSPORTATION: Railroads-Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers-14.
Intercity Passenger Bus Lines-Greyhound.
Airlines Serving City-Cascade Airways; Sky West; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,340; Loc. Est. 46,031
CZ-ABC: (70) 42,960; (82) 54,600
RTZ-ABC: (70) 57,458; (82) 77,100
County 80 Cen. 65,421; Loc. Est. 66,122
City & RTZ-ABC: (70) 100,418; (82) 131,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,840; Loc. Est. 17,156
County 80 Cen. 22,489, Loc. Est. 23,417
CZ-ABC: (70) 13,045; (82) 19,400
RTZ-ABC: (70) 16,450; (82) 25,900
City & RTZ-ABC: (70) 29,495; (82) 45,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$245,000,000
Savings & Loan	5	$60,000,000

6 - PASSENGER AUTOS: County 47,157

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 14,215

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-RR 2,300; Dairy Processing 204; Poultry Livestock 112; Process Foods 175; Food Mfg. 596; Constr. 1,100; Transp., Comm., Util. 3,485; Trade 5,219; Chem. Process 1,000; Chem. Mining 325; Electronics 1,276; Heavy Machinery 1,219.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Neighborhood Shopping Centers Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone bet. Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Idaho Dept. Store; P.N. Hirsch; Sears; K mart; Lamont's; ZCMI; Bon Marche.
Discount Stores-Cal-Ranch & Farm; Parrish Discount Ctr.
Variety Stores-Bonanza; B. Dalton Book Sellers.
Chain Drug Stores-Skaggs; Super-Save; Osco; Grand Central; Payless.
Chain Supermarkets-AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay; Wyz-Way 2; Smith's Food King 3.
Other Chain Stores-Western Auto; Firestone; Block's; Mode O'Day; Nate Morgan Jewelers; S&H Zale's Jewelry; Sunset Sporting Goods; Hatch's Gambles; Idaho Furniture Showcase; Big O Tires; Ernst; Kinney Shoes; Lamonts; Thom McAn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 20,131; (S) 21,514; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Bloxham, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthurst, Pocatello, ID 83204; Tel. (208) 232-4161.
National Representative: Newspaper Advertising Service.

SANDPOINT

1 - LOCATION: Bonner County, E&P Map A-1, County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460; Loc. Est. 4,207
County 80 Cen. 24,163; Loc. Est. 24,538

4 - HOUSEHOLDS:
City 80 Cen. 1,796; Loc. Est. 1,355
County 80 Cen. 8,814; Loc. Est. 9,280

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 19,962

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Mfg. of Shingles; Silver & Lead Mines; Lake & Ski Resort Area; Potato Growing; Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BEE (e-mon to fri) 3,565; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Pete Thompson, Pub., BEE, 310 Church St., Sandpoint, ID 83864; (208) 263-9534.
National Representative: R.A. Mahoney.

TWIN FALLS

1 - LOCATION: Twin Falls County, E&P Map B-6, County Seat. In SE part of state; 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, Utah. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Union Pacific; Trailways; Greyhound; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines-Cascade Airways; Republic; Mountain West.

3 - POPULATION:
Corp. City 80 Cen. 26,909; Loc. Est. 26,103
CZ-ABC: (70) 25,139; (82) 31,700
RTZ-ABC: (70) 77,848; (82) 107,300
City & RTZ-ABC: (70) 102,987; (82) 139,000
County 80 Cen. 52,927; Loc. Est. 53,356

4 - HOUSEHOLDS:
City 80 Cen. 9,785; Loc. Est. 9,989
County 80 Cen. 18,888; Loc. Est. 19,622
CZ-ABC: (70) 8,280; (82) 12,200
RTZ-ABC: (70) 24,060; (82) 39,300
City & RTZ-ABC: (70) 32,340; (82) 51,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 41,020

7 - ELECTRIC METERS: Residence 16,724

8 - GAS METERS: Residence 6,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 2,200 ($190); Box Factory 100 ($200); Plastic Household Utensils 750 ($170); Construction 1,200 ($225); Retail Trade 3,900 ($160); Government 3,300 ($230).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blue Lakes(33)	NA	Woolworth
Lynwood(50)	NA	Alexanders, Safeway

Principal Shopping Days-Sun. Thurs. Fri.
Stores Open Evenings-Fri.-City Wide; Sears; Osco; Penney-Wise; Grocers; JC Penney; Bonanza 88; K mart; Ernst; Payless; every evening.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Van Engelen's; Bon Marche; Alexander's; Roper's; Idaho Dept. Store; Paris.
Variety Stores-M. H. King; Bonanza 88.
Discount Stores-K mart; Woolworth.
Chain Drug Stores-Osco; Penny-Wise; Payless; Smith Drug king.
Chain Supermarkets-Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4.
Other National Chain Stores-Firestone; Sweetbriar (women's wear); Bennett's (paint & glass); Alexander's (men's); Coast-to-Coast; Ernst, Woolworth.

14 - NEWSPAPERS: TIMES-NEWS (m) 20,964; (S) 21,748; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, PO Box 538, Twin Falls, ID 83301; Tel. (208) 733-0931.
National Representative: Branham.

WALLACE

1 - LOCATION: Shoshone County, E&P Map B-2, County Seat. Residential center. NE part of state on south fork of Coeur d'Alene River; 85 mi. E of Spokane, WA. On U.S. Hwy. 10.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (branch line).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 1,736; Loc. Est. 1,651
County 80 Cen. 19,226; Loc. Est. 19,330

4 - HOUSEHOLDS:
City 80 Cen. 710; Loc. Est. 692
County 80 Cen. 6,870; Loc. Est. 7,090

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 13,638

7 - ELECTRIC METERS: Residence 1,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Morrow's; J. C. Penney.
Variety Stores-Fonk's.
Chain Supermarkets-IGA 2; Thrift Stores.
Other Chain Stores-Gamble's.

14 - NEWSPAPERS: NORTH IDAHO PRESS (e-mon to fri) 3,200; sworn Sept. 30, 1980. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Linda Grimm, Bus. Mgr., NORTH IDAHO PRESS, 506 6th Street, Wallace, ID 83873; Tel. (208) 556-1561.
National Representative: None.

ILLINOIS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County.
Champaign-Urbana-Rantoul-Champaign County.
Chicago-Cook, Du Page, Kane, Lake, McHenry and Will Counties.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Decatur-Macon County.
Kankakee-Kankakee County.
Peoria-Peoria, Tazewell and Woodford Counties.
Rockford-Boone and Winnebago Counties.
St. Louis, Mo.-Ill-St. Louis City; Franklin, Jefferson, St. Charles, St. Louis Counties, Mo.; Clinton, Madison, Monroe and St. Clair Counties, Ill.
Springfield-Menard and Sangamon Counties.

STANDARD CONSOLIDATED STATISTICAL AREA

Chicago-Gary-Kenosha, Ill.-Ind.-Wisc.-Includes Chicago, Ill. SMSA; Gary-Hammond-East Chicago, Ind. SMSA; Kenosha, Wis. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	937	842	854
5-14 Years	2,234	1,768	1,792
15-24 Years	1,855	2,138	2,167
25-44 Years	2,653	3,147	3,190
45-64 Years	2,345	2,262	2,293
65 and Over	1,089	1,261	1,278
TOTAL	11,113	11,418	11,574

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	1,156	1,929	2,224
General Mdse	3,680	5,129	6,499
Food	5,206	7,571	10,933
Automobiles	4,858	8,088	8,849
Gasoline Stations	1,795	3,041	4,883
Apparel	1,568	2,197	2,758
Furniture	1,271	1,818	2,156
Eat-Drink Places	2,254	3,665	5,412
Drugs	996	1,364	1,868
TOTAL	25,922	39,215	52,339

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (in St. Louis, Mo.-Ill. SMSA), E&P Map B-4; Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: Railroads-CB&O; Ill.-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Bi-State Transit System.

3 - POPULATION:
Corp. Cities 80 Cen. 53,743; Loc. Est. 52,471
Alton 80 Cen. 34,171; Loc. Est. 33,037
East Alton 80 Cen. 7,123; Loc. Est. 7,111
Wood River 80 Cen. 12,449; Loc. Est. 12,323
CZ-ABC: (70) 102,186; (82) 94,700
RTZ-ABC: (70) 93,522; (82) 99,400
SMSA 80 Cen. 2,355,276; Loc. Est. 2,314,272
County 80 Cen. 247,671; Loc. Est. 248,414
City & RTZ-ABC: (70) 195,708; (82) 194,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 20,762; Loc. Est. 21,247
Alton 80 Cen. 12,993; Loc. Est. 13,147
East Alton 80 Cen. 2,953; Loc. Est. 3,025
Wood River 80 Cen. 4,816; Loc. Est. 5,075
County 80 Cen. 89,001; Loc. Est. 248,414
SMSA 80 Cen. 837,797; Loc. Est. 847,113
CZ-ABC: (70) 32,205; (82) 34,800
RTZ-ABC: (70) 29,292; (82) 36,300
City & RTZ-ABC: (70) 61,497; (82) 71,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$735,755,513
Commercial	9	$303,596,095

6 - PASSENGER AUTOS: County 140,930

7 - ELECTRIC METERS: Residence 36,618

8 - GAS METERS: Residence 30,012

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prod. 3,909 ($321); Petroleum Refining 2,817 ($499); Stone, Glass & Clay 800 ($325); Primary Metal 2,626 ($399); Paper Prod. 1,080 ($326); Total Employment 32,366; Mfg. 13,526.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-2 blocks on W 3rd; 3 on Piasa; 2 on Belle; 2 on State; 2 on E. Broadway.

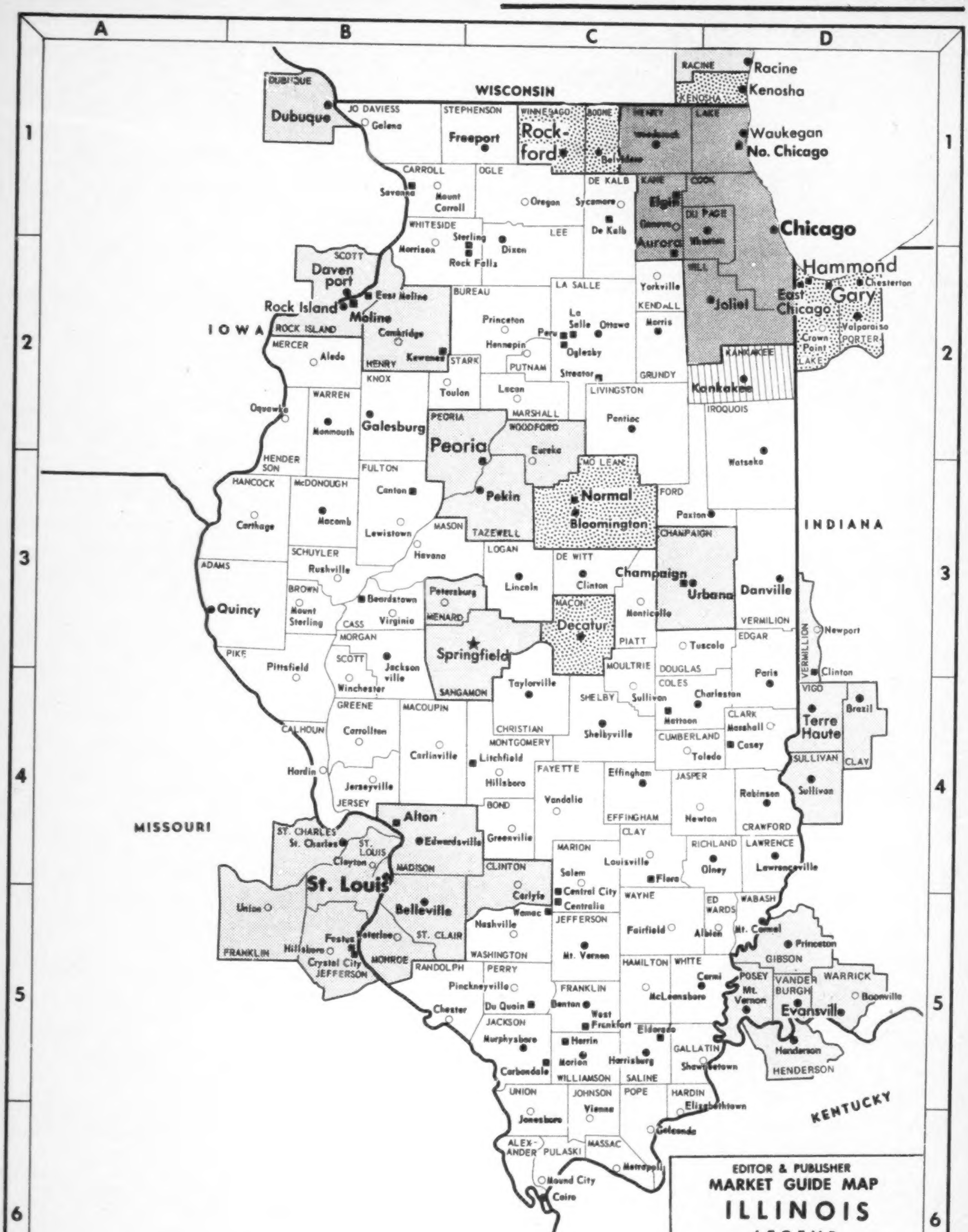
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Square	2	Famous-Barr, Target, J.C. Penney
Wilshire	5	P.N. Hirsch, Kroger
Plaza Corners	2	Nat'l Food, P.N. Hirsch, Thrifty Drug
Central Park	3	Central Hdwe., Tipton, Sleep Station, K mart
Monticello Plaza	4	Kroger, Ebbler Appliance
Washington Sq.	NA	A&P, Thrifty Drug
Bethalto	8	A&P, P.N. Hirsch
Eastgate	4	Penney Outlet, McCrory, Kinney, P.N. Hirsch
Jamestown Mall	7	Sears, Stix, Baer Fuller

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Dept. nightly, Mon. Food Fri. Chain Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; The Snyder Co.; Famous-Barr; J.C. Penney.
Variety Stores-Ben Franklin; McCrory.
Discount Stores-Jupiter; Target; Venture; K mart; P.N. Hirsch.
Chain Drug Stores-Thrifty 3; Wedge 3.
Chain Supermarkets-Kroger 4; A&P 2; Natl. Food; Schnuck's 2; General Grocer.
Other Chain Stores-Auto Supply:B.F. Goodrich, Firestone, Goodyear, Western Auto; Hardware: Cook Paint, MAB Paint, Central Hardware; Lumber: Great Central, Springman, J & A Springman, Fischer; Women's Apparel: Lee Anne, Vogue, Bindler Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, & Tuarts, Susies Casuals; Men's Apparel: Barleff's Hanlon & Haegele, Richman Bros.; Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture: Ebbler; Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zales.

14 - NEWSPAPERS: TELEGRAPH (e) 37,303; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: L.J. Payne, Gen. Adv. Mgr., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2580.
National Representative: Branham.


EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
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20
40
60
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WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Racine
Kenosha
Dubuque
Galena
Freeport
Rockford
Belvidere
Woodstock
Waukegan
No. Chicago
Savanna
Mount Carroll
Oregon
Sycamore
De Kalb
Elgin
Geneva
Aurora
Wheaton
Chicago
Hammond
Gary
Chesterton
East Chicago
Crown Point
Valparaiso
Morrison
Sterling
Rock Falls
Dixon
Davenport
Rock Island
Moline
East Moline
Cambridge
Kewanee
Princeton
Hennepin
La Salle
Peru
Ottawa
Oglesby
Streator
Yorkville
Morris
Joliet
Kankakee
Aledo
Toulon
Lacon
Oquawka
Monmouth
Galesburg
Peoria
Eureka
Pekin
Pontiac
Watseka
Normal
Bloomington
Paxton
Carthage
Macomb
Canton
Lewistown
Havana
Rushville
Quincy
Mount Sterling
Beardstown
Virginia
Petersburg
Lincoln
Clinton
Champaign
Urbana
Danville
Monticello
Decatur
Springfield
Jacksonville
Winchester
Pittsfield
Taylorville
Tuscola
Paris
Newport
Clinton
Sullivan
Charleston
Mattoon
Shelbyville
Marshall
Casey
Toledo
Terre Haute
Brazil
Sullivan
Carrollton
Carlinville
Litchfield
Hillsboro
Hardin
Jerseyville
Vandalia
Effingham
Newton
Robinson
Alton
Edwardsville
St. Charles
Clayton
St. Louis
Greenville
Louisville
Olney
Lawrenceville
Salem
Central City
Centralia
Flora
Carlyle
Wamac
Union
Belleville
Nashville
Fairfield
Albion
Mt. Carmel
Princeton
Hillsboro
Festus
Waterloo
Crystal City
Mt. Vernon
Carmi
McLeansboro
Mt. Vernon
Evansville
Boonville
Pinckneyville
Du Quoin
Benton
West Frankfort
Chester
Eldorado
Herrin
Murphysboro
Carbondale
Marion
Harrisburg
Shawneetown
Henderson
Elizabethtown
Jonesboro
Vienna
Golconda
Metropolis
Mound City
Cairo
JO DAVIESS
STEPHENSON
WINNEBAGO
BOONE
HENRY
LAKE
CARROLL
OGLE
DE KALB
KANE
COOK
DU PAGE
WHITESIDE
LEE
WILL
SCOTT
BUREAU
LA SALLE
KENDALL
ROCK ISLAND
MERCER
HENRY
STARK
PUTNAM
GRUNDY
KANKAKEE
KNOX
WARREN
MARSHALL
LIVINGSTON
IROQUOIS
PEORIA
WOODFORD
HENDERSON
FULTON
MC LEAN
HANCOCK
McDONOUGH
MASON
TAZEWELL
FORD
SCHUYLER
LOGAN
DE WITT
CHAMPAIGN
ADAMS
BROWN
MENARD
MACON
CASS
PIATT
VERMILION
PIKE
MORGAN
SCOTT
SANGAMON
MOULTRIE
DOUGLAS
EDGAR
COLES
VIGO
GREENE
MACOUPIN
CHRISTIAN
SHELBY
CLARK
CALHOUN
MONTGOMERY
CUMBERLAND
FAYETTE
JASPER
JERSEY
BOND
EFFINGHAM
CRAWFORD
ST. CHARLES
ST. LOUIS
MADISON
CLAY
MARION
RICHLAND
LAWRENCE
CLINTON
WAYNE
EDWARDS
WABASH
FRANKLIN
ST. CLAIR
JEFFERSON
WASHINGTON
MONROE
RANDOLPH
PERRY
HAMILTON
WHITE
GIBSON
POSEY
VANDERBURGH
WARRICK
FRANKLIN
JACKSON
GALLATIN
WILLIAMSON
SALINE
HENDERSON
UNION
JOHNSON
POPE
HARDIN
ALEXANDER
PULASKI
MASSAC
RACINE
KENOSHA
DUBUQUE
LAKE
PORTER
SULLIVAN
CLAY
JEFFERSON
FRANKLIN

ARLINGTON HEIGHTS
See CHICAGO

AURORA

1 - LOCATION: Kane County (In Chicago SMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Aurora City Lines; RTA.

3 - POPULATION:
Corp. City 80 Cen. 81,293; Loc. Est. 84,195
CZ-ABC: (70) 96,835; (82) 108,300
RTZ-ABC: (70) 168,441; (82) 219,800
SMSA 80 Cen. 7,102,328; Loc. Est. 7,238,408
County 80 Cen. 278,405; Loc. Est. 289,197
City & RTZ-ABC: (70) 265,276; (82) 328,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,668; Loc. Est. 29,832
County 80 Cen. 93,729; Loc. Est. 100,290
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460
CZ-ABC: (70) 29,722; (82) 39,000
RTZ-ABC: (70) 47,760; (82) 72,500
City & RTZ-ABC: (70) 77,482; (82) 111,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	7	$1,500,000,000
Commercial	3	$503,068,000

6 - PASSENGER AUTOS: County 164,146

7 - ELECTRIC METERS: Est. 49,954

8 - GAS METERS: Residence, Est. 25,000

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods.; Ptg. & Publ.; Primary Metals; Food; Stone; Clay; Glass; Lumber & Wood Prods.; Chemical Prods.; Transp. Equip.; Electrical Machy.; Non-Electrical Mach. Mfg. Employment 35,223; Chicago SMSAMfg. 730,400 employees (Avg. Wkly. Wage $332.)

10 - CLIMATE: First killing frost, Sept. 28. Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East (1); Fox Valley Center (1).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(53)	2	Bergner-Weise, Jewel
West Aurora Plaza(20)	2	K mart
Ashland Plz.(2)	2	Scotts, Walts Super Mkt.
The Village Mart(16)	2	Ben Franklin, Eagle
Boulder Hill	5	Boulder Hill Food Mkt., Grimms
Fox Valley(190)	7	Lord & Taylor, Sears, J.C. Penney, Marshall Field

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Carson, Pirie, Scott; Lytton's; Bergner-Weise.
Discount Stores-Gaylord's; K mart; Zayre.
Variety Stores-Kresge; Scott's; Hensley's; Ben Franklin; Ace Hardware.
Chain Supermarkets-Jewel 3; Thrif-T Mkt.; Convenient; Eagle 3; Country Cupboard; Open Pantry; A-Mart 2; Buy Rite 3; Walt's 3; Safari Mkt.; Mr. Certified; Aldi's; Save-It; 7-Eleven; White Hen Pantry.
Other Chain Stores-Goodrich; Goodyear; Blue Star Auto.

14 - NEWSPAPERS: BEACON-NEWS (e) 39,802; (S) 41,558; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: H.E. Morris, Dir. of Adv., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5861.
National Representative: Sawyer-Ferguson-Walker.

BEARDSTOWN

1 - LOCATION: Cass County, E&P Map B-3. Industrial and agricultural center; west central Illinois. On east bank of Illnois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Crown Transit.

3 - POPULATION:
Corp. City 80 Cen. 6,338; Loc. Est. 6,405
County 80 Cen. 15,084; Loc. Est. 15,412

4 - HOUSEHOLDS:
City 80 Cen. 2,389; Loc. Est. 2,442
County 80 Cen. 5,658; Loc. Est. 5,929

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$70,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 7,636

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ann. Payroll): Railroad 150; Aluminum & Brass 241; Foods/Meat Products 1,000 ($25,000,000); Feed/Grains/Milling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING:Shopping Center-at junction of hwys. 100 & 67.
Neighborhood Shopping Centers-E. 4th St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Gambles.
Variety Stores-TG&Y.
Chain Drug Stores-Martin Rexall.
Chain Supermarkets-Roe Eisner; Kent's IGA.
Other Chain Stores-Dairy Queen; Kentucky Fried Chicken; Pizza Hut.

14 - NEWSPAPERS: ILLINOIAN-STAR (e-mon to fri) 2,547; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dale L. Barber, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
National Representative: Landon Associates.

BELLEVILLE

1 - LOCATION: St. Clair County (In St. Louis, MO-IL SMSA). E&P Map B-5, County Seat. Agricultural, military, industrial and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150; Loc. Est. 43,261
PMA-ABC: (70) 176-817; (82) 166,900
SMSA 80 Cen. 2,355,276; Loc. Est. 2,314,272
County 80 Cen. 265,469; Loc. Est. 267,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512; Loc. Est. 17,097
County 80 Cen. 90,410; Loc. Est. 93,770
SMSA 80 Cen. 837,797; Loc. Est. 847,113
PMA-ABC: (70) 54,218; (82) 59,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Comm.	4	$616,715,190
Savings & Loan	3	$352,684,463

6 - PASSENGER AUTOS: County 139,595

7 - ELECTRIC METERS: Residence 31,135

8 - GAS METERS: Residence 25,429

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Brewery 250; Shoe 175; Hospitals (2) 1,913; Stove 950; Box Mfg. 119; Stencil Mfg. 179.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; Last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Twelve blocks on Main St.
Principal Shopping Days-Thurs., Fri. & Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza(22)	2	Nat'l Food
Carlyle Plz.(15)	4	Nat'l Food, Wal-Mart
Wade Sq.(10)	NA	Tom Boy
St. Clair Square(175)	13	Famous-Barr, Sears, Penney, Stix-Baer-Fuller
Crossroads(16)	NA	K mart, Gasen
Venture(6)	13	Venture Stores, Kroger, Central Hardware, Schnucks, Dolgins
Southview Plaza(15)	12	Keck's Tom-Boy, Hirsch, Western Auto
Co. Club Plz.(20)	3	Schnuck's, Walgreen
Arcade Ctr.(16)	6	Montgomery Ward

Stores Open Evenings-Dept.-Mon. and Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Stix, Baer & Fuller; Famous-Bar; P.N. Hirsch; Glicks.
Discount Stores-K mart; Wal-Mart.; Veuture; Target; Dolgins.
Chain Drug Stores-Stiehl Walgreen; Gasen; S.S. Kresge.
Chain Supermarkets-Kroger 3;IGA 7; National 2; Tom Boy 2; Shopland; Schnuck's 4; Super-Valu.
Other Chain Stores-Western Auto; Firestone; Goodyear; United Tire; Libson Shop; Mode O'Day; Nustyle; Sherwin-Williams; Cook's; Spiegel (catalog); Alden (catalog); Montgomery Ward (catalog); Singer; Lee Shoes; Hill Bros.

14 - NEWSPAPERS: NEWS-DEMOCRAT (e-mon to fri) 40,317; (S) 44,944; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary Berkley, Adv. Mgr., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62222; Tel. (618) 234-1000.
National Representative: Branham.

BELVIDERE

1 - LOCATION: Boone County (In Rockford, Ill. SMSA), E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-30.

3 - POPULATION:
City 80 Cen. 15,176; Loc. Est. 15,837
SMSA 80 Cen. 279,514; Loc. Est. 282,614
County 80 Cen. 28,630; Loc. Est. 30,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494; Loc. Est. 5,900
SMSA 80 Cen. 99,122; Loc. Est. 103,211
County 80 Cen. 9,714; Loc. Est. 10,536

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	$115,208,000
Savings & Loan	2	$48,609,000

6 - PASSENGER AUTOS: County 16,321

7 - ELECTRIC METERS: Residence Boone County 12,902

8 - GAS METERS: Residence Boone County 8,960

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 666 ($218); Hardware 333 ($170); Engineering 120 ($195); Automotive Assembly 4,587 ($175).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall -17-84; Winter -20-52. First killing frost, Oct. 16. Last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:Principal Shopping Center-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr.; Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvidere Mall(5)	NA	Ben Franklin, Schultz's Sav-U
North State(6)	NA	IGA
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thu., Fri., Sat. & Mon.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Schultz Brothers; Ben Franklin.
Chain Supermarkets-Eagle; Schultz Sav-U; Pacemaker.
Other Chain Stores-Leath & Co.; Ace Hdwe.; Western Auto; Leath Furn.; Radio Shack; K mart.

14 - NEWSPAPERS: REPUBLICAN (e) 5,033; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Jim Johnson, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative: Landon Associates.

BENTON

1 - LOCATION: Franklin County, E&P Map C-5, County Seat. 302 mi. S of Chicago. On State Hwy. 14, 34, 37 & 57.

2 - TRANSPORTATION: Railroads-Illinois Central; Iron Mountain; Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,778; Loc. Est. 7,874
County 80 Cen. 43,201; Loc. Est. 43,640

4 - HOUSEHOLDS:
City 80 Cen. 3,233; Loc. Est. 3,258
County 80 Cen. 16,978; Loc. Est. 17,681

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$111,299,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 22,839

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: -Farm Supplies; Parking Meters; Oil; Coal Mines; Grain & Stock Farms; Module Homes; Drainage Engineering; Mine Equipment; Meat Packing; Celebrity Boats.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Supermarkets, Mon. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sherman's; P.N. Hirsch; The Hub; Centers; Star Best; Walker's; Barton & Collins; Treece Supply; Campbell's; General Dollar Store, Lot-O-Savings.
Discount Stores-Gibson's; Town & Country.
Variety Stores-Woolworth.
Chain Drug Stores-McCann; Newton's; Lot-o-Savings; Rexall.
Chain Supermarkets-H&S; Big John's; Kroger; IGA; Doerr's Mkt.
Other Chain Stores-Western Auto; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 6,971; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Joe Browning, Adv. Mgr., NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.
National Representative: Landon Associates.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-Normal SMSA), E&P Map C-3, County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: Railroads-Illinois Central-Gulf (pass. & frgt.); Norfolk & Western; Penn-Central Freight.
Intercity Bus Lines-Eastern Greyhound; Illinois Highway; Illini Coach; Peoria-Rockford.
Motor Freight Carriers-31 Interstate/23 Intrastate.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861; Loc. Est. 81,815
Bloomington 80 Cen. 44,189; Loc. Est. 44,393
Normal 80 Cen. 35,672; Loc. Est. 37,422
CZ-ABC: (70) 72,420; (82) 88,500
RTZ-ABC: (70) 141,757; (82) 146,700
County/SMSA 80 Cen. 119,149; Loc. Est. 120,623
City & RTZ-ABC: (70) 214,177; (82) 235,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939; Loc. Est. 29,448
Bloomington 80 Cen. 18,204; Loc. Est. 19,122
Normal 80 Cen. 9,735; Loc. Est. 10,326
County/SMSA 80 Cen. 41,702; Loc. Est. 120,623
CZ-ABC: (70) 21,861; (82) 30,300
RTZ-ABC: (70) 44,634; (82) 55,300
City & RTZ-ABC: (70) 66,495; (82) 85,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$842,965,000
Commercial	8	$451,862,000

6 - PASSENGER AUTOS: County 65,578

7 - ELECTRIC METERS: Residence 30,150

8 - GAS METERS: Residence 23,200

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Insurance, Finance, Real Estate 7,500; Electric Machinery & Controls 3,700; Food Processing 1,000; Utilities & Transportation 3,100; Printing & Publications 700; Construction 1,300; Wholesale and Retail Trade 11,700; Pro-

fessional Services 5,000; Governmental 10,900; Agriculture 3,125; Illinois Agricultural Association 1,475; Firestone 425; Eureka Company 1,500; **Manufacturing-Durable** 4,800; **Non-Durable** 2,200. Hourly rates-Manufacturing $7.02; Durable Goods $7.03; Non-Durable Goods $6.97 hr.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93 Summer 41-93; Fall 16-86; Winter -3-60; First killing frost, Oct. 14; Last killing frost, April 5.

11 - TAP WATER: Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Main St.; 3 on Center St.; 6 on Front St.; 6 on Washington; 2 on Jefferson.
Neighborhood Shopping Centers-1 on E. Oakland Ave.; 5 in Normal Towanda Plaza; (Empire & Towanda Ave.); Eastland Shopping Center (Rt.) 9 at U.S. Rt. 66; K mart Plaza; Zayre Plaza; Colonial Plaza; Landmark Plaza; College Hill Mall; Four Seasons Square.
Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon.
Stores Open Sundays-Grocery; Drug; Discount; Eastland Shopping Center; College Hills Mall.

13 - RETAIL OUTLETS: Department Stores-Klemm's; J.C. Penney; Sears; Montgomery Ward; Roland's 2; Bergner's; Carson; Pirie Scott & Co.
Discount Stores-K mart; Adolph's; Zayre 2; Lowell Supply; Murray's Jewelers and Distributors.
Variety Stores-Woolworth; Randall's.
Chain Drug Stores-Walgreen; Osco 3; Rexall 2; SupeRx; Haag 3.
Chain Supermarkets-Eisner 3; Kroger 4; IGA 2; General Grocer 3; Eagle Foods.
Other Chain Stores-Kinney Shoes; Kay Campbell; Kirlin's; Music Land; Shield Jewelry; MAB Paints; Glidden Paint; Leath Furniture; Sherwin-Williams; Hill's Shoes; So-Fro; Singer; TSC Industries; Alexander Lumber; Wickes; Playback; Morris Paint; Fannie Mae Candy 2; Regal Shoes; Radio Shack 2; Foxmoor Casuals; Seno Formalwear; Color Tile.

14 - NEWSPAPERS: PANTAGRAPH (all day) 52,509; (S) 52,607; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Woodrow G. Shadid, Dir. of Adv., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9400.
National Representative: Sawyer-Ferguson-Walker.

CAIRO

1 - LOCATION: Alexander County, E&P Map C-6, County Seat. Industrial, Agricultural, Wholesale & Retail Center. Bridges to Kentucky and Missouri.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Conrail; Illinois Central; GM&O.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 5,931; Loc. Est. 5,913
County 80 Cen. 12,264; Loc. Est. 12,495

4 - HOUSEHOLDS:
City 80 Cen. 2,400; Loc. Est. 2,419
County 80 Cen. 4,754; Loc. Est. 4,962

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$41,112,000

6 - PASSENGER AUTOS: County 5,393

7 - ELECTRIC METERS: Residence 2,056

8 - GAS METERS: Residence 1;576

9 - PRINCIPAL INDUSTRIES: Oilfield Equip.; Soybean and Cotton Oil; Manufacture of Flexible Urethane Foam Padding; Reprocessed Oil Pipe; Grain Purchase; Storage; Sale & Shipping; Wearing Apparel for Service Trades; Hardwood Flooring & Lumber; Inland Marine Service & River Business; Warehousing; Sand & Silica; Farming; Wholesale Drugs; Rainwear & Duffle Bags.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 70-88; Fall 52-70; Winter 31-46. First killing frost, Nov. 1. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on 10th to 6th Sts.; 8th St.; Commercial Ave. to 6th.
Neighborhood Shopping Centers-20th and Washington; 34th to 40th on Sycamore.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fridays.
Stores Open Sundays-Drug; Grocery; Discount; Variety and Department.

13 - RETAIL OUTLETS: Department Stores-Hirsch; Brokerage; Khourie Bros.
Variety Stores-S.H. Kresge; Elias Family Center.
Chain Supermarkets-IGA; Wonder Market; Lewis Bros.; Food Mart; Stop & Shop; Farmer's Mkt.
Other Chain Stores-Firestone; Montgomery Ward (catalog).

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 5,400; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bill Calvin, Adv. Dir., CITIZEN, 711 Washington Ave., Cairo, IL 62914; Tel. (618) 734-4244.
National Representative: None.

CANTON

1 - LOCATION: Fulton County, E&P Map B-3. 32 mi. SW of Peoria; On Routes 9, 78, 100.

2 - TRANSPORTATION: Railroads-CB&Q and Toledo; Peoria & Western.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 14,626; Loc. Est. 14,583
CZ-ABC: (70) 15,797; (82) 16,700
RTZ-ABC: (70) 30,469; (82) 31,800
County 80 Cen. 43,687; Loc. Est. 43,712
City & RTZ-ABC: (70) 46,266; (82 48,500

4 - HOUSEHOLDS:
City 80 Cen. 5,745; Loc. Est. 5,835
County 80 Cen. 16,274; Loc. Est. 16,803
CZ-ABC: (70) 5,631; (82) 7,000
RTZ-ABC: (70) 10,400; (82) 12,600
City & RTZ-ABC: (70) 16,031; (82) 19,600

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$120,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 22,776

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 5,239

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Farm equipment 1,400 ($300); Clothing mfg. 104 ($200); Coal Mines 800 ($250).

10 - CLIMATE: Mean Temp. 51. Av. Rainfall 35; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft; fluoridated & chlorinated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Main(5)	1/2	Big Value
Ludlum Centre	NA	Larry's Food
Tumbleweed Town(4)	1/2	Jules Fashions
Lake Drive	1	Kroger, K mart

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's Mercantile; Sears.
Discount Stores-Tempo; Farm King; K mart; Ben Franklin; Gambles.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; IGA.

14 - NEWSPAPERS: LEDGER (e) 9,218; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pete Falcone, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309; 647-5100.
National Representative: Illinois Press Assn.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale and Murphysboro in Jackson County, Herrin in Williamson County, E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Gulf Transports.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 47,100; Loc. Est. 48,697
Carbondale 80 Cen. 27,194; Loc. Est. 28,546
Herrin 80 Cen. 10,040; Loc. Est. 10,274
Murphysboro 80 Cen. 9,866; Loc. Est. 9,877
PMA-ABC: (70) 207,740; (82) 240,800
Counties 80 Cen. 118,060; Loc. Est. 122,945
Jackson 80 Cen. 61,552; Loc. Est. 63,646
Williamson 80 Cen. 56,538; Loc. Est. 59,299

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219; Loc. Est. 19,932
Carbondale 80 Cen. 9,206; Loc. Est. 9,800
Herrin 80 Cen. 4,135; Loc. Est. 4,225
Murphysboro 80 Cen. 3,878; Loc. Est. 5,907
Counties 80 Cen. 44,383; Loc. Est. 47,696
Jackson 80 Cen. 22,558; Loc. Est. 24,038
Williamson 80 Cen. 21,825; Loc. Est. 23,658
PMA-ABC: (70) 69,199; (82) 94,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 27,828; Williamson 28,705.

7 - ELECTRIC METERS: Residence Jackson 23,296; Williamson 19,730

8 - GAS METERS: Residence Jackson 9,752; Williamson 10,911

9 - PRINCIPAL INDUSTRIES: Gloves; Business Systems; Dresses; Machinery; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Electronics; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prod.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic Systems.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19. Last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin, soft; Murphysboro, hard.

12 - RETAILING:Principal Shopping Center-3 blocks on 12 streets.
Principal Shopping Days-Mon., Sun., Fri., Sat.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main St.(12)	NA	
Campus	NA	
Eastgate(15)	2	Jo-Ann Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall(34)	4	Penney, Walgreen, Sears, Meis
K mart(2)	4	K mart, Kroger's

Stores Open Evenings-Mon. in Carbondale and Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: Department Stores-Bleyer's; J. C. Penney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Grandpa John's; K mart; Wal-Mart 6.
Chain Drug Stores-Walgreen; Rexall 5; Revco 2.
Chain Supermarkets-Kroger 5; IGA 5; AG; National Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (e-mon to fri) 30,050; (S) 36,321; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Comerio, Adv. Dir., SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 549-5391.
National Representative: Branham.

CARMI

1 - LOCATION: White County, E&P Map D-5, County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. 460.

2 - TRANSPORTATION: Railroads: Conrail; Louisville & Nashville.
Intercity Bus Lines-Greyhound; Brooks; Peoria & Rockford.

3 - POPULATION:
Corp. City 80 Cen. 6,264; Loc. Est. 6,275
County 80 Cen. 17,864; Loc. Est. 17,870

4 - HOUSEHOLDS:
City 80 Cen. 2,626; Loc. Est. 2,608
County 80 Cen. 7,047; Loc. Est. 7,209

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	2	$14,100,000
Commercial	3	$1,167,895,000

6 - PASSENGER AUTOS: County 9,974

7 - ELECTRIC METERS: Residence 5,700

8 - GAS METERS. Residence 5,650

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prod.; Feed Mills.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Harts.
Variety Stores-Harold's Dollar Store.
Discount Stores-K mart; Grandpa Jones; Pamida.
Chain Supermarkets: Big John.

14 - NEWSPAPERS: TIMES (e) 2,866; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Shirley Burns, Adv. Mgr., TIMES, 323 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.
National Representative: None.

CASEY

1 - LOCATION: Clark County, E&P Map D-4. 35 mi. SW of Terre Haute. IN; On State Hwy. 49; U.S. Hwys. 40, 70.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,026; Loc. Est. 2,964
County 80 Cen. 16,913; Loc. Est. 16,709

4 - HOUSEHOLDS:
City 80 Cen. 1,264; Loc. Est. 1,254
County 80 Cen. 6,485; Loc. Est. 6,569

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$72,000,000
Savings & Loan	1	$14,000,000

6 - PASSENGER AUTOS: County 9,649

7 - ELECTRIC METERS: Residence 1,940

8 - GAS METERS: Residence 1,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Drilling & Pipe Line 300 ($520); Shoe Mfg. 320 ($200); Plastic Products 140 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 70-105; Fall 45-75; Winter 0-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Days-Thurs. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Ardnt's.
Discount Stores-Fashion Lane; Pools Bargain Center.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Casey Red & White.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 2,843; sworn Sept. 25, 1981.
Local Contact for Advertising and Merchandising Data: Linda Flora, Adv. Mgr., REPORTER, 216 S. Central, Casey, IL 62420; Tel. (217) 932-5511.
National Representative: None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In St. Louis, MO-IL SMSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-Illinois Central (pass. & frgr.); freight on CB&Q; Southern; Missouri & Illinois.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound & Gulf.
Airlines-Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 18,296; Loc. Est. 18,934
Centralia 80 Cen. 15,126; Loc. Est. 15,622
Central City 80 Cen. 1,505; Loc. Est. 1,544
Wamac 80 Cen. 1,665; Loc. Est. 1,768
CZ-ABC: (70) 20,059; (82) 21,600
RTZ-ABC: (70) 79,761; (82) 92,200
Counties 80 Cen. 91,612; Loc. Est. 96,679
Marion 80 Cen. 43,523; Loc. Est. 46,312
Clinton 80 Cen. 32,617; Loc. Est. 34,287
Washington 80 Cen. 15,472; Loc. Est. 16,080
SMSA 80 Cen. 2,355,276; Loc. Est. 2,314,272
City & RTZ-ABC: (70) 99,820; (82) 113,800

4 - HOUSEHOLDS:
Cities 80 Cen. 7,246; Loc. Est. 7,527
Centralia 80 Cen. 5,974; Loc. Est. 6,273
Central City 80 Cen. 624; Loc. Est. 551
Wamac 80 Cen. 648; Loc. Est. 704
Counties 80 Cen. 32,811; Loc. Est. 35,727
Marion 80 Cen. 16,437; Loc. Est. 18,014
Clinton 80 Cen. 10,768; Loc. Est. 11,724

Washington 80 Cen. 5,606; Loc. Est. 5,989
SMSA 80 Cen. 837,797; Loc. Est. 847,113
CZ-ABC: (70) 7,076; (82) 8,800
RTZ-ABC: (70) 25,536; (82) 34,900
City & RTZ-ABC: (70) 32,612; (82) 43,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$133,000,000
Savings & Loan	2	$32,000,000

6 - PASSENGER AUTOS: Counties: Marion 24,418; Clinton 16,462; Washington 8,241

7 - ELECTRIC METERS: Residence 9,093

8 - GAS METERS: Residence 7,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 650 ($138); Apparel 139; Candy 703; Hospital 700; Fiberglass 750; Food 227; Pipe Castings & Tubing 166.
Principal Industrial Pay Days-13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers-Central City; Wamac; Locust & Calumet Sts.; Lincoln & 2nd Sts.; Centralia Shopping Ctr., 1 mi. from downtown; Central Hdwr.; Ben Franklin; P.N. Hirsch; Singer; Radio Shack; Mode O'Day; Kirlin's; Nobil Shoes; Golde's Dept. Store; Woolworth; National Foot (open 7 days a week 9 a.m. to 9 p.m., Sunday-noon to 6).
Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-Sears; Hirsch; J.C. Penney.
Variety Stores-Kresge; Woolworth.
Discount Stores-Dobbs.
Chain Supermarkets-Kroger; National; Altadonna's.
Other Chain Stores-Firestone; Western Auto; Singer; Natl. Cash Register; Stan-the-Tireman; Sherwin-Williams; Cook Paint; Blankenship Auto Parts; Fredman; True Value Hardware.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 17,635; (S) 18,273; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Neil Puffer, Class. Adv. Mgr., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative: None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In ChampaignUrbana-Rantoul, IL SMSA). E&P Map C-3, County Seat. Education Center. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail; Norfolk & Western.
Airlines-Ozark; Britt.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Swallow; Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111; Loc. Est. 93,537
Champaign 80 Cen. 58,133; Loc. Est. 57,337
Urbana 80 Cen. 35,978; Loc. Est. 36,200
PMA-ABC: (70) 106,852; (82) 111,600
Bal. in PMA-ABC: (70) 137,788; (82) 140,600
CountySMSA 80 Cen. 168,392; Loc. Est. 166,516
Total PMA-ABC: (70) 244,640; (82) 252,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393; Loc. Est. 33,555
Champaign 80 Cen. 21,238; Loc. Est. 21,300
Urbana 80 Cen. 12,155; Loc. Est. 12,255
PMA-ABC: (70) 31,754; (82) 38,800
Bal. in PMA-ABC: (70) 42,440; (82) 50,800
CountySMSA 80 Cen. 58,405; Loc. Est. 59,299
Total PMA-ABC: (70) 74,194; (82) 89,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	10	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 81,734

7 - ELECTRIC METERS: Residence 44,051

8 - GAS METERS: Residence 36,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Manufacturing 7,000; Construction 1,700; Trade 19,600; Services 11,700; Federal Govt. 30,600; Agriculture 2,850; University of Illinois 16,500. Total 89,950.
Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Pl. Mall(97)	NA	J.C. Penney, Bergners, Sears
Lincoln Sq.(25)	NA	Carson Pirie Scott
Sunnycrest(20)	NA	Walgreen, IGA, Eisner, K mart, Krogers
County Fair(36)	NA	Zayre, Target
K mart Plaza	NA	K mart

Principal Shopping Days-Mon. thru Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergners; F.K. Robeson; Sears; J.C. Penney; Goldblatt's; Carson Pirie Scott; Zayre; K mart; Ayrway-Target.
Variety Stores-Scott; Huey's.
Chain Drug Stores-Walgreen 2; Osco 4; Cavett.
Chain Supermarkets-Eisner 5; Kroger 2; IGA 6; Aldi; Eagles 2.
Other Chain Stores-Baskin Robbins; Goodyear; Firestone; Goodrich; Spiegel(catalog); Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS GAZETTE (all day-mon to fri) 48,451; (m-sat) 47,364; (S) 51,240; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Phillip H. Gustafson, Adv. Dir., NEWS-GAZETTE, 48-52 Main St., Champaign, IL 61820; Tel. (217) 351-5252.
National Representative: Texas Daily Press League.

CHARLESTON

1 - LOCATION: Coles County, E&P Map C-4, County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Airlines-Britt.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 19,355; Loc. Est. 20,204
CZ-ABC: (70) 16,421; (82) 20,400
Bal. in PMA-ABC: (70) 21,531; (82) 21,600
County 80 Cen. 52,992; Loc. Est. 54,533
Total PMA-ABC: (70) 37,952; (82) 42,000

4 - HOUSEHOLDS:
City 80 Cen. 5,978; Loc. Est. 6,454
County 80 Cen. 18,919; Loc. Est. 20,114
CZ-ABC: (70) 4,557; (82) 6,600
Bal. in PMA-ABC: (70) 7,509; (82) 6,600
Total PMA-ABC: (70) 12,066; (82) 15,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$58,000,000
Savings & Loan	4	$22,000,000

6 - PASSENGER AUTOS: County 25,592

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Truck & Trailer Mfg. 370; Railroad 200; Shoes 435; Const. 162; Printing, Bus. Forms 208; Ceramic & Stone Pdts. 313; Hardware 75.
Principal Pay Days-Fri. & Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130; 400-500 block W. Lincoln.
Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; South on State Rd. 130; West on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston(5)	NA	Eisners
Lincoln Vlg.	NA	Stop 'N Go
University(8)	NA	
Wilb Walker's(4)	NA	Ben Franklin, Coast-to-Coast

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Variety Stores-Well-Worth; Ben Franklin; Pooles.
Chain Drug Stores-Walgreen; Osco; Sav-Mor.
Chain Supermarkets-Eisner; IGA; Walker's.
Other Chain Stores-Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 7,172; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Clyde Sims, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St., Charleston, IL 61920; Tel. (217) 345-7085.
National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (In Chicago SMSA), E&P Map D-1, industrial, wholesale, retail, financial, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: Railroads-Amtrak headquarters.
Motor Freight Carriers-More than 300 intercity common motor freight carrier concerns. More than 1,100 local trucking companies.
Intercity Bus Lines-Continental Trailways; Greyhound; Indian Trail; Indiana Motor Bus; Peoria-Rockford Bus Co.
Airlines-Aer Lingus; Air Canada; Air Florida; Air France; Air Illinois; Air Jamaica; Air Wisconsin; Alia; Alitalia; American; British Air; Britt Airways; Capitol; Continental; Decatur Aviation; Delta; Direct Air Inc.; Eastern; Evergreen; Icelandair; KLM; Lakeland; Lufthansa; Mexicana; Mid-Continental; Mid State; Midway; Mississippi Valley; Northwest; Ozark; Pan American; Phillips; Piedmont; Republic; SAS; Sabena; Swiss Air; TWA; Trans American; USAir; United; World.
Approx. 613,000 scheduled planes handled. 36,870,000 scheduled passengers handled.
Three Big Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072; Loc. Est. 2,964,571
PMA-ABC: (70) 379,447; (82) 543,200
Bal. in PMA-ABC: (70) 4,182,846; (82) 4,832,900
Total PMA-ABC: (70) 7,612,314; (82) 7,753,000
CZ-ABC: (70) 3,429,468; (82) 2,920,100
RTZ-ABC: (70) 4,095,732; (82) 4,707,400
County 80 Cen. 5,253,190; Loc. Est. 5,288,023
SMSA 80 Cen. 7,102,328; Loc. Est. 7,238,408
City & RTZ-ABC: (70) 7,525,200; (82) 7,627,500

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409; Loc. Est. 1,127,249
County 80 Cen. 1,878,977; Loc. Est. 1,950,163
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460
PMA-ABC: (70) 100,909; (82) 167,300
Bal. in PMA-ABC: (70) 1,207,821; (82) 1,646,900
Total PMA-ABC: (70) 2,368,295; (82) 2,803,300
CZ-ABC: (70) 1,160,474; (82) 1,156,400
RTZ-ABC: (70) 1,183,196; (82) 1,605,400
City & RTZ-ABC: (70) 2,343,670; (82) 2,761,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	184	$27,893,734,760
Commercial	412	$86,558,806,000

6 - PASSENGER AUTOS: City 931,409; County 1,443,723

7 - ELECTRIC METERS: Residence 2,660,321; Large Comm. & Industrial 876; Small Comm. & Industrial 228,771.

8 - GAS METERS: Residence 2,130,424; Commercial 165,121; Industrial 17,557.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Wkly. Wage): Manufacturing 804,200 ($316); Wholesale Trade 247,300 ($333); Retail Trade 489,800 ($180); Electrical Machinery 119,800 ($284); Construction 101,700 ($492); Primary Metals 53,600 ($388); Printing & Publishing 87,600 ($250); Food Products 72,900 ($306); Chemical Products 47,700 ($343); Rubber and Plastic Products 30,600 ($256). There is an average of 3,102,300 employed in the Chicago metropolitan area. Income from wages and salaries: $58,600,000,000; Retail Trade $33,600,000,000.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 47-69; Summer 57-80; Fall 30-50; Winter 20-38. First killing frost, Oct. 12. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING:The SMSA has 51 separate and distinct retail shopping areas (283 shopping centers). The most important of these is the Chicago Loop. The principal offices of Sears; Montgomery Ward; Alden's and Spiegel's are located here.
Principal Shopping Days-Loop Stores Sat. & Mon. Outlying Stores Thurs., Mon., Sat. & Sun. Grocery Stores Thurs., Fri., Sat.
Stores Open Evenings-Dept. Mon. & Thurs.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-14 stores: 1 in Chicago, 13 in suburbs; J.C. Penney-18 stores: 3 in Chicago, 15 in suburbs; Marshall Field & Co.-16 stores: 2 in Chicago, 14 in suburbs; Montgomery Ward & Co.-18 stores: 3 in Chicago, 15 in suburbs; Sears, Roebuck & Co.-24 full line stores: 7 in Chicago, 14 in suburbs; Wieboldt's, Inc.-16 stores: 4 in Chicago, 12 in suburbs.
Discount & Variety StoresK mart; Venture; Zayre.
Chain Supermarkets-Dominick's; Eagle; Hillman's; Jewel; White Hen Pantry.
Cooperative Food Stores-Centrella; Certified; Progressive.
Chain Drug Stores-DeKoven; Family Drug Center; Little Bucky; Rexall; Stineway; Sun Drugs; SupeRx; Les-On; Osco; Walgreen's.

14 - NEWSPAPERS: CALUMET (e) 8,113; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: William R. Stack, Adv. Dir., CALUMET, 9120-24 S. Baltimore Ave., Chicago, IL 60617; Tel. (312) 375-2000.
National Representative: None.
DEFENDER (m-mon to thurs) 13,928; (m-sat) 16,381; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Young, DEFENDER, 2400 S. Michigan, Chicago, IL 60616; Tel. (312) 225-2400.
National Representative: Amalgamated Publishers.
HERALD (m) 57,326; (S) 55,495; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, V.P., Paddock Publications, HERALD, 217 W. Campbell St., Arlington Heights, IL 60006; Tel. (312) 870-3600.
National Representative: USSPI.
SOUTHTOWN ECONOMIST (e-mon to fri) 13,929 paid; 23,187 controlled; (S) 24,782 paid; 24,734 controlled; Mar. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Donald Gunn, V.P. Mktg., SOUTHTOWN ECONOMIST, 5959 S. Harlem Ave., Chicago, IL 60638; Tel. (312) 586-8800.
National Representative: USSPI.
SUN-TIMES (m-mon to fri) 663,410; (m-sat) 500,358; (S) 700,769; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert R. Reese, V.P. Adv., SUN-TIMES, 401 N. Wabash, Chicago, IL 60611; Tel. (312) 321-3000.
National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach.
TRIBUNE (all day-mon to fri) 770,798; (sat) 624,010; (S) 1,107,574; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George H. Van Wagner, Adv. Dir., TRIBUNE, 435 N. Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.
National Representatives: Offices in New York, Detroit, Miami.

CLINTON

1 - LOCATION: DeWitt County, E&P Map C-3, County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: Railroads-Illinois Central.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,014; Loc. Est. 8,207
County 80 Cen. 18,108; Loc. Est. 18,573

4 - HOUSEHOLDS:
City 80 Cen. 3,193; Loc. Est. 3,367
County 80 Cen. 6,841; Loc. Est. 7,288

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 9,943

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Copper Tubing 250;

Houseware Mfg. 375; Ill. Central RR 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hickory Point Mall(85)	15	Carson Pirie Scott, J.C. Penney, Bergner's
Eastland Ctr.(54)	21	Sears, Bergner's, J.C. Penney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; some Mon.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Variety Stores-Ben Franklin; Gamble's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,747; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Michael Tompkins, Pub., JOURNAL, PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County, (In Chicago SMSA). 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connect Crystal Lake with all of Chicago Metropolitan area. Small airport has no commercial airline affiliation.

3 - POPULATION:
Corp. City 80 Cen. 18,590; Loc. Est. 19,545
PMA-CZ-ABC: (70) 14,541; (82) 23,100
Bal. in PMA-ABC: (70) 55,211; (82) 75,000
Total PMA-ABC: (70) 69,752; (82) 98,100
County 80 Cen. 147,724; Loc. Est. 156,393
SMSA 80 Cen. 7,102,328; 7,238,408

4 - HOUSEHOLDS:
City 80 Cen. 6,191; Loc. Est. 6,589
County 80 Cen. 49,015; Loc. Est. 53,480
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460
PMA-CZ-ABC: (70) 4,143; (82) 7,700
Bal. in PMA-ABC: (70) 16,488; (82) 26,300
Total PMA-ABC: (70) 20,631; (82) 34,000

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$101,213,874
Savings & Loan	3	$124,601,420

6 - PASSENGER AUTOS: County 88,822

7 - ELECTRIC METERS: Residence 6,720

8 - GAS METERS: Residence 2,280

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Retailing 1,228 ($170); Equipment Manufacturing 2,240 ($200); Printing 468 ($220); Farm Equip. & Landscaping 461 ($175); Utilities 583 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-3 blocks downtown and a major shopping center (30 stores) at southeast edge of city. Neighborhood shopping centers along Highway 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodfield Mall	25	Sears, Field, Penney
Lakehurst Mall	20	Sears, Field, Penney
Meadowdale(52)	10	Wieboldt's, Cook's
Spring Hill Mall	10	Sears, Fields, Bergner Weise, J.C. Penney

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Ward's; Joseph Spiess.
Discount Stores-K mart; Zayre.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Walgreen.
Other Chain Stores-Minnesota Fabrics; Krusoe & Cummins; Edward Hines Lumber; Armanetti Liquors; Darken's for Sports; Kinney Shoes; Browse-A-Round Books; Sears and Penney catalogue offices; Stuart's; Jackie's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 8,541; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Renee Burgett, Free Press Newspaper Group, PO Box 250, Crystal Lake, IL 60014; Tel. (815) 459-4040.
National Representative: None.

DANVILLE

1 - LOCATION: Vermilion County, E&P Map D-3, County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 95 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; Louisville & Nashville.
Motor Freight Carriers-21.
Intercity Bus Lines-Runaround; Illini Swallow; Greyhound.
Airlines-Britt Airline Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985; Loc. Est. 38,734
CZ-ABC: (70) 62,642; (82) 59,700
RTZ-ABC: (70) 82,528; (82) 85,800
County 80 Cen. 95,222; Loc. Est. 96,439
City & RTZ-ABC: (70) 145,170; (82) 145,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,392; Loc. Est. 16,551
County 80 Cen. 35,371; Loc. Est. 36,530
CZ-ABC: (70) 20,927; (82) 23,300
RTZ-ABC: (70) 27,242; (82) 33,400
City & RTZ-ABC: (70) 48,169; (82) 56,700

5 - BANKS: 5 Savings; Deposits $331,054,857

6 - PASSENGER AUTOS: County 52,064

7 - ELECTRIC METERS: Res. & Comm. 33,033

8 - GAS METERS: Res. & Comm. 22,776

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Foundry 2,800; Ballasts 1,700; R.R. Eqpt. 450; Lift Trucks 600; Meat Casings 650; Hardware 300; Candy Mfg. N.A.; Clothing N.A.; Aerosol Pdts. N.A.; Vitamin Mfg. N.A.; Hair Accessories (Ann. Payroll $193,000,000; Employing 11,355).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Vermillion St.; 4 on Main St.; 2 on North St.
Neighborhood Shopping Centers-2 blocks on Vermillion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.
Shopping Centers Southgate; 1628 Georgetown Rd.; Zayre; Target 2917 N. Vermillion.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holiday Sq.	NA	IGA, Zayres
K mart	NA	K mart
Village Mall(28)	NA	Ayr-way, Meis

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Bergners; Sears; Gerry's; Meis.
Variety Stores-S.S. Kresge.
Discount Stores-K mart; Zayre's; Target; K's Merchandise Mart.
Chain Drug Stores-Danville Discount Drugs; Harding 6; Prescription Shop 3; Haag 2; SupeRx 2.
Chain Supermarkets-Kroger; Eisner 4; IGA; Foodliner 4; A&P; Eagle 2.
Other Chain Stores-Leaths' (furn.); Rhodes-Buford (furn.); Firestone; Singer Co.; Pittsburgh Paints; Sherwin-Williams; Fannie May; True Value Hardware 3; Blacks Hardware; Ace Hardware.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 29,755; (S) 32,602; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Miller, Adv. Dir., COMMERCIAL NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative: Ganncit.

DECATUR

1 - LOCATION: Macon County (SMSA). E&P Map C-3, County Seat. 174 mi. SW from Chicago; 123 mi. NE from St. Louis; 155 mi. W from Indianapolis. Agricultural area, soybean center, manufacturing.

2 - TRANSPORTATION: Railroads-Norfolk and Western; B&O; Illinois Central; Pennsylvania; Illinois Terminal System.
Motor Freight Carriers-41.
Intercity Bus Lines-Crown Transit, Continental Trailways.
Airlines-Ozark; Britt; Decatur Commuter.

3 - POPULATION:
Corp. City 80 Cen. 94,081; Loc. Est. 96,310
CZ-ABC: (70) 98,996; (82) 106,600
RTZ-ABC: (70) 89,297; (82) 92,900
City & RTZ-ABC: (70) 188,293; (82) 199,500
Co/SMSA 80 Cen. 131,375; Loc. Est. 134,831
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,923; Loc. Est. 38,012
CZ-ABC: (70) 33,167; (82) 41,200
RTZ-ABC: (70) 28,894; (82) 34,000
City & RTZ-ABC: (70) 62,061; (82) 75,200
Co/SMSA 80 Cen. 48,294; Loc. Est. 51,125

5 - BANKS:	NUMBER	EST. DEP.
Commercial	8	$600,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 75,054

7 - ELECTRIC METERS: Residence 40,063

8 - GAS METERS: Residence 35,169

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Processing 4,600; Air Conditioners-Carburetors 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250 Av. Wkly. Wage, all industry $280.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Water St., 8 on North Main St.; 2 on East Main, East Prairie, East William, East North Sts., Hickory Point Mall, Decatur/Forsyth, IL. 105 Stores anchored by Penney's, Bergner's and Carson Pirie Scott.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brettwood Vlg(18)	2	A&P
Colonial(19)	2	Family Drug, Tollys
Fairview(25)	2	Kresge's, Walgreen, Kroger
Northgate(12)	2	Venture
Northland(9)	2	Family Drug
Pines(7)	1	Wrigley, Walgreen
South Shores(8)	1	Bergner's

Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon., Fri. Food until 9 and Midnight.

13 - RETAIL OUTLETS: Department Stores-Bergner's 2; Carson Pirie Scott; J. C. Penney; Montgomery Ward; Sears.
Variety Stores-Woolworth; Kresge, Ben Franklin 4.
Discount Stores-K mart 2; Venture.
Chain Drug Stores: Walgreen 2, Family Drug 2; SupeRx; Enloe's 2; Raycraft 2; Wrigley; Osco 2.
Chain Supermarkets-Eisner 3; A&P 3; Kroger 3; Tolly's; Eagle 2; Cloyd's 2.
Other Chain Stores-Leath Furn; Carson's; Zale's; Black (hardware); Thom McAn; Newman's (women's); Singer Co.; Firestone; Goodyear 2; Goodrich; Hooker Paint & Wallpaper; Sherwin-Williams; Pittsburgh Plate Glass ; Fannie May; Dutch Mill (candies); Barker's; Kinney; Wilkerson's (shoes); Hill Bros. (shoes); General Tire Co.; American Self Service (shoes); Radio Shack; Team Electronics; Playback; Cloth World.

14 - NEWSPAPERS: HERALD & REVIEW (m-mon to fri) 36,024; (e-mon to fri) 18,106; Comb. (m&e) 54,040; (m-sat) 53,038; (S) 57,175; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W.L. Zeaman, Adv. Mgr., HERALD & REVIEW, 601 E. William, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative: Branham.

DE KALB

1 - LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 33,099; Loc. Est. 33,225
CZ-ABC: (70) 40,792; (82) 42,500
RTZ-ABC: (70) 46,144; (82) 49,500
County 80 Cen. 74,624; Loc. Est. 75,621
City & RTZ-ABC: (70) 86,936; (82) 92,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,617; Loc. Est. 9,827
County 80 Cen. 24,353; Loc. Est. 25,375
CZ-ABC: (70) 10,300; (82) 12,800
RTZ-ABC: (70) 14,070; (82) 17,400
City & RTZ-ABC: (70) 24,370; (82) 30,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$224,173,000
Savings & Loan	2	$139,141,000

6 - PASSENGER AUTOS: County 37,118

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,588

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Hourly Wage) Heavy Equipment 396 ($8.00); Fabricating 390 ($7.00) Agronomy Research 400 ($6.00); University Teaching Faculty 1,025 ($572, 9 months); University Staff 1,275 ($5.00); University Students 22,506.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67; First killing frost, Oct. 11. Last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Centers-6 blocks on two streets. 4 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(5)	NA	Jewel Food
De Val(6)	NA	Ace Hdwr.
Northland(8)	NA	Woolco
Junction(6)	NA	Brouhaha, Illini Sporting Goods
Village Commons(4)	NA	VCB
Eagles(4)	NA	Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; M. F. Malone; Henderson's; Woolco; Schultz Bros.; Sears (catalog); Reliable.
Discount Stores-Woolco; K mart.
Chain Drug Stores-Lehan 3; Perry Drugs.
Chain Supermarkets-Eagle; Jewel; Safari; Aldi.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,470; (S) 11,621; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., DeKalb, IL 60115; Tel. (815) 756-4841.
National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. 38 and State Highways 2, 26 and 52.

2 - TRANSPORTATION: Railroads-Illinois Central (freight only).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,659; Loc. Est. 15,409
CZ-ABC: (70) 18,147; (82) 15,000
RTZ-ABC: (70) 53,088; (82) 57,500
County 80 Cen. 36,328; Loc. Est. 36,802
City & RTZ-ABC: (70) 71,235; (82) 72,500

4 - HOUSEHOLDS:
City 80 Cen. 5,642; Loc. Est. 5,669
County 80 Cen. 12,649; Loc. Est. 13,167
CZ-ABC: (70) 5,036; (82) 4,900
RTZ-ABC: (70) 16,699; (82) 21,000
City & RTZ-ABC: (70) 21,735; (82) 25,900

5 - BANKS:	NUMBER	EST. DEP.
Savings	2	$160,000,000
Savings & Loan	2	$80,000,000

6 - PASSENGER AUTOS: County 20,187

7 - ELECTRIC METERS: Residence 6,594

8 - GAS METERS: Residence 4,968

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Cement Mfg. 200; Auto Ignition 200; Printing 275; Valve Mfg. 150; Food Prod. 175; Dixon State School 1,100; State Highway Dept. 575; Commercial Prod. 200; Electronics

750; Overhead Garage Doors 185; Public Utilities 559; Misc. 300. Wholesalers & Dist. 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9. Last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers-N. Galena Ave.; Depot Ave.
Shopping Centers-Pamida Discount Center.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. & Mon. (limited)

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Kline's.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen.
Chain Supermarkets-Eagle; Red Carpet Mkt.; Food World; Super Value.
Other Chain Stores-True Value; Ace Hardware; Western Auto; Klines; Spurgeons; Coast to Coast; Sherwin Williams; Pamida.

14 - NEWSPAPERS: TELEGRAPH (e) 11,579; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Scriven, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.
National Representative: None.

DU QUOIN

1 - LOCATION: Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy, 51.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Pinckneyville.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Gulf, Mobile & Ohio.
Airlines-Ozark; Air Illinois.

3 - POPULATION:
City 80 Cen. 6,594; Loc. Est. 6,451
County 80 Cen. 21,714; Loc. Est. 24,844

4 - HOUSEHOLDS:
City 80 Cen. 2,692; Loc. Est. 2,627
County 80 Cen. 8,137; Loc. Est. 8,403

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$66,000,000

6 - PASSENGER AUTOS: County 11,108

7 - ELECTRIC METERS: Residence 4,250

8 - GAS METERS: Du Quoin 2,417; Pinckneyville 1,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coal Mining 950 ($250); Meat Pkg. 400 ($190); Apparel 325 (N.A.); Ry. 125 ($155); Timber 200 (N.A.); Const. 175 ($190); Metal Fabricating 500 (N.A.); Dairy Prod. 60 (N.A.); Phono Records 210 (N.A.); Aluminum 410 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shopping Center; Pinckneyville; 4 on Square; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers-Washington Hickory St.; retail outlets on U.S. 51 P'ville. E. Water and S. Main.
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Fri.
Stores Open Sundays-Food, Drug, Variety.

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; Wal-Mart; Friedman's; P. N. Hirsch (Pinckneyville).
Discount Stores-Value; Lot-O-Savings; Cousin Fred; H.L.'s Discount.
Variety Stores-Economy; Ben Franklin 2; Index Notion.
Chain Drug Stores-Bianco Rexall; Rexall; Walgreen 2; Revco .
Chain Supermarkets-Kroger 2; Gann & Bender; Green's IGA; Perry County IGA; Food Park.
Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply;; Dairies; New Era; Chester City; Paint: Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,650; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Glynn Duncan, Adv. Mgr., CALL, 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.
National Representative: Landon Associates.

EAST ALTON
See ALTON

EAST DUBUQUE
See DUBUQUE, IA

EAST MOLINE
See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In St. Louis, MO -IL SMSA). E&P Map B-4, County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy 55; State Hwy 112, 159, 143.

2 - TRANSPORTATION: Railroads-Wabash Nickel Plate; C&NW (freight); Illinois Terminal.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 12,460; Loc. Est. 12,910
PMA-ABC: (70) 40,875 (82) 47,500
SMSA 80 Cen. 2,355,276; Loc. Est. 2,314,272
County 80 Cen. 247,671; Loc. Est. 248,414

4 - HOUSEHOLDS:
City 80 Cen. 4,800; Loc. Est. 5,075
County 80 Cen. 89,001; Loc. Est. 92,137
SMSA 80 Cen. 837,797; Loc. Est. 847,113
PMA-ABC: (70) 13,018; (82) 17,800

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$140,000,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 140,930

7 - ELECTRIC METERS: Residence 7,404

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-4 blocks on two streets; Montclaire; 500 block Troy Rd. (28 stores, 4 offices).
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; Gilk's; K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ballweg; Schwartz's Rexall.
Chain Supermarkets-Kroger; National; IGA; Foodliner; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 7,281; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Otto Wick, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.
National Representative: Hearst Adv. Service.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map G-4, County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; Interstates 70 & 57.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,270; Loc. Est. 11,865
CZ-ABC: (70) 9,458; (82) 11,700
RTZ-ABC: (70) 48,958; (82) 57,500
County 80 Cen. 30,944; Loc. Est. 32,957
City & RTZ-ABC: (70) 58,416; (82) 69,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,325; Loc. Est. 4,610
County 80 Cen. 10,637; Loc. Est. 11,662
CZ-ABC: (70) 3,103; (82) 4,500
RTZ-ABC: (70) 15,673; (82) 23,000
City & RTZ-ABC: (70) 18,776; (82) 25,800

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$49,000,000
Commercial	3	$116,000,000

6 - PASSENGER AUTOS: County 16,806

7 - ELECTRIC METERS: Residence 4,843

8 - GAS METERS: Residence 3,490

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Air Conditioners 700; Gloves 160; Coats & Aprons 125; Commercial Printing 1,500.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Sq.(40)	NA	J.C. Penney, Murphy's
Westgate(8)	NA	TG&Y
K mart Plz.(3)	NA	K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores Sears; Montgomery Ward; Spurgeon's; Jansen's; Ellman's; P.N. Hirsch; J.C. Penney; K mart.
Variety Stores-G.C. Murphy, Scott's; K mart.
Chain Drug Stores-Rexall; SupeRx.
Discount Stores-Midstate; Sav-U.
Chain Supermarkets-Kroger; IGA; AG Stores 2; Eisner.

14 - NEWSPAPERS: NEWS (e) 13,810; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Barker, Effingham, IL 62401; Tel. (217) 347-7151.
National Represantative: None.

ELDORADO

1 - LOCATION: Saline County, E&P Map C-5. 75 mi. WSW of Evansville, IN 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads-CCC&StL; L&N; Illinois Central.

3 - POPULATION:
Corp. City 80 Cen. 5,198; Loc. Est. 5,741
County 80 Cen. 27,360; Loc. Est. 28,714

4 - HOUSEHOLDS:
City 80 Cen. 2,176; Loc. Est. 2,470
County 80 Cen. 10,815; Loc. Est. 11,699

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$11,878.000

6 - PASSENGER AUTOS: County 14,218

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Products; Oil.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING-N.A.

13 - RETAIL OUTLETS: Department Stores-Eldorado; P. N. Hirsch & Co.
Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 2,684; Sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: George Q. Wilson, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative: None.

ELGIN

1 - LOCATION: Cook and Kane Counties, E&P Map C-1 (in Chicago SMSA). Industrial and residential center. 38 mi. NW of Chicago and 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific, Union Pacific, Chicago & North Western; Elgin, Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City. 80 Cen. 63,798; Loc. Est. 66,269
CZ-ABC: (70) 62,727; (82) 72,500
RTZ-ABC: (70) 358,135; (82) 431,300
SMSA 80 Cen. 7,102,328; Loc. Est. 7,238,408
Counties 80 Cen. 5,531,595; Loc. Est. 5,577,220
Cook 80 Cen. 5,253,190; Loc. Est. 5,288,023
Kane 80 Cen. 278,405; Loc. Est. 289,197
City & RTZ-ABC: (70) 420,862; (82) 503,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,463; Loc. Est. 25,326
Counties 80 Cen. 1,972,706; Loc. Est. 2,050,453
Cook 80 Cen. 1,878,977; Loc. Est. 1,950,163
Kane 80 Cen. 93,729; Loc. Est. 100,290
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460
CZ-ABC: (70) 19,838; (82) 26,900
RTZ-ABC: (70) 97,745; (82) 138,500
City & RTZ-ABC: (70) 117,853; (82) 165,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$276,842,090
Savings & Loan	3	$377,481,100

6 - PASSENGER AUTOS: Kane County 164,146; Cook County 1,443,723

7 - ELECTRIC METERS: Residence 23,845

8 - GAS METERS: Residence 15,098

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Precision Lighting 28,686; Electric Prods; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Oak(10)	NA	H & R Block
Elgin Plaza(2)	NA	Topps Discount
Meadowdale(52)	NA	A&P, Eagle
Springhill(80)	NA	Sears, Marshall Field
Town & Country(12)	NA	Piggly Wiggly
Wing Park Manor(10)	NA	Ben Franklin

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Closed-Mon. morning.
Stores Open Evenings-Dept. Mon., Thu. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores-Joseph Spiess; Ackemann's; J. C. Penney; Wieboldt's (Meadowdale).
Discount Stores-K mart; Zayre's.
Variety Stores-Woolworth; Ben Franklin 2.
Chain Drug Stores-Osco 4; SupeRx; Sun.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5.
Other Chain Stores-Kinney's; Carl's; Leath. (furn.); Pittsburgh Plate Glass; Ace Hardware; National Cash Register; Fanny May; Sears; V&S Hdwr. 2; Wickes Lumber.

14 - NEWSPAPERS: COURIER-NEWS (e) 34,038; (S) 34,084; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative: Sawyer-Ferguson-Walker.

FLORA

1 - LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi, S of Decatur and Champaign, U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads-B&O.
Intercity Bus Lines-Greyhound; C&H Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,379; Loc. Est. 5,527
County 80 Cen. 15,283; Loc. Est. 15,793

4 - HOUSEHOLDS:
City 80 Cen. 2,141; Loc. Est. 2,192
County 80 Cen. 5,800; Loc. Est. 6,128

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 6,843 (1980)

7 - ELECTRIC METERS: Residence 2,559

8 - GAS METERS: Residence 1,953

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Oil Industry 200; Garment Factory 100; Steel Fabricating 80; Automotive Parts 300; Electronic Parts 100; Oil Field Service 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department StoresP. N. Hirsch; Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Cousin Fred's; True Valu Home Center; Furniture Stores: Richs; Vaughns.
Variety Stores-Jaco; Ben Franklin.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot Grocery.
Other Chain Stores-Sears(catalog); Montgomery Ward(catalog); Western Auto; Davis Tire; J.C. Penney (catalog).

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE PRESS (e-mon to fri) 3,800; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co.-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in Illinois. Misc. mfg. wholesale center for area. insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Routes 75 and 26. 35 mi. from Mississippi River at Savanna, IL

2 - TRANSPORTATION: Railroads-(passenger)-Amtrak via Illinois Central Gulf; (freight)-Illinois Central Gulf, Chicago.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Scenic Stage.
Airlines-Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,406; Loc. Est. 25,648
CZ-ABC: (70) 27,736; (82) 24,800
RTZ-ABC: (70) 60,583; (82) 66,100
County 80 Cen. 49,536; Loc. Est. 48,947
City & RTZ-ABC: (70) 88,319; (82) 90 900

4 - HOUSEHOLDS:
City 80 Cen. 10,642; Loc. Est. 10,638
County 80 Cen. 18,439; Loc. Est. 18,754
CZ-ABC: (70) 9,580; (82) 10,100
RTZ-ABC: (70) 18,993; (82) 24,500
City & RTZ-ABC: (70) 28,573; (82) 34,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$140,403,438
Commercial	3	$193,673,238

6 - PASSENGER AUTOS: County 28,600

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: 10,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earnars-Manufacturing Total: 8,300. Elec. Machy. 4,800; Fabricated Metal 375; Misc. Durable Goods 800; Nondurables 1,975; Food 200; Printing 150; Retail Total 9,150; Retail Trade 2,550; Finance/Ins/Real Est. 2,275; Wholesale 675; Mine & Const. 450; Transp. 350; Comm. & Public Util. 225; Service & Misc. Ind. 2,625; Gov't. Total 2,200; Local 1,925; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Stephenson St., includes an 11 yr. old 2-block Shopping Plaza; 4 on Main St., and cross streets betw. Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; South Galena Ave. from Spring St. to Float St.; South West Ave., between Empire Street and Yellow Creek; Linclon Mall Shopping Center West on U.S. 20, West South St., between S. West Ave. and S. Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
T.G.&Y(4)	2	TG&Y, Coast-to-Coast
Freeport Lincoln Mall(15)	2	Sears, Penney, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Mon. morning (Downtown).
Stores Open Evenings-Mon. & Fri.; Shopping Center & Major Chain, Mon. thru Fri.
Stores Open Sundays-Drugs, discounts, most foods.

13 - RETAIL OUTLETS: Department Stores Penney; Sears; Spurgeon's.
Discount Stores-Jupiter; Farm and Fleet; K mart; TG&Y.
Variety Stores-Woolworth; TG&Y 2.
Chain Drug Stores-Walgreen; Osco; Revco; Rexall.
Chain Supermarkets-Eagle Foods 2; Super Valu.
Other Chain Stores-Fannie May Candy; Leath Furn.; Lane's Women's Wear; Brown Shoes; Nobil Shoes; Leslie Shoes; Frank's Jewelry; Coast-te-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Patterson Lumber; Lillians Women's Wear; Paneling Unlimited; Farm & Fleet; Jo Ann Fabric; Kelly Tire.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 18,770; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John L. Altman, JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: Landon Associates.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2, County Seat. Railroad, manufacturing and agricultural center. 163 RR mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,205; Loc. Est. 35,594
County 80 Cen. 61,607; Loc. Est. 62,783
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,555; Loc. Est. 13,956
County 80 Cen. 22,837; Loc. ESt. 23,947

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$350,000,000
Commercial	4	$227,000,000

6 - PASSENGER AUTOS: County 33,108

7 - ELECTRIC METERS: Residence 13,874

8 - GAS METERS: Residence 12,910

9 - PRINCIPAL INDUSTRIES: Industy, Number of Wage earners (av. Wkly. Wage)Steel Fabr. 805 ($341); Power Mowers, Outboard Motor Parts & Acces. 800 ($390); Rubber Hose 750 ($355); Home Appliances 1700 ($342).
Principal Industrial Pay Days-Fri., 13 & 28.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15. Last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer).

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.

Neighborhood Shopping Centers-North Henderson St.; Grand Avenue; North Seminary; Mommouth Blvd. and East Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Henderson	1	Hornsby's, Eagle, Wards, Jacks, Kroger, K mart
Sandburg Mall(69)	2	Sears, J.C. Penney, Bergners, Osco
North Seminary	1	Giant
E. Main St.	NA	Giant, Eagle
W. Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Mon. & Fri.; Food-Mon. thru Sat.
Stores Open Sundays-Discount, drug & supermarkets, Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Kline's; Sears; Bergner's; K mart; Miracle Mart; Hornsby's
Variety Stores-Kresge's; Jacks.
Discount Stores-Wards; Kroger Family Center; Jacks.
Chain Drug Stores-Walgreen; Osco 2.
Chain Supermarkets-Giant 2; Aldi; Kroeger; Eagle 2; Independent Polands; Hi-Lo 2; Rons Super Value; Super Valu.
Other Chain Stores-Leath's (furniture); R. Kinney; Montgomery Ward; Sherwin-Williams; Zales; Gallenkamp Shoes; Mosenfelder & Son; Brooks Fashions; Walden Books; Super-America.

14 - NEWSPAPERS: REGISTER-MAIL (e; m-sat) 21,692; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative: Landon Associates.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansville, Ind.; 68 mi. NE of Cairo; 130 mi. SE of St Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Lines-4.
Intercity Bus Lines-Southern Limited; Carbondaleharrisburg; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 9,322; Loc. Est. 9,563
County 80 Cen. 27,360; Loc. Est. 28,714

4 - HOUSEHOLDS:
City 80 Cen. 3,848; Loc. Est. 3,996
County 80 Cen. 10,815; Loc. Est. 11,699

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	4	$158,000,000

6 - PASSENGER AUTOS: County 14,218

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Concrete Prod.; Coal; Cap. Mfg.; Metal Fabricating.
Principal Pay Days-Fri., 10, 20, 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers-N. Main St. at R.R.; Granger & McKinley Ave.
Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq.(10 Stores-K mart, Kroger).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Bob's; Wal-Mart; K mart.
Variety Stores-Kresge; Federated; Ben Franklin.
Chain Drug Stores-Rainbow's Rexall; SupeRx.
Chain Supermarkets-Foodland; IGA; Colonial Mkts.; Kroger.

14 - NEWSPAPERS: REGISTER (e) 7,073; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Joe M. Jackson, Adv. Dir., REGISTER, 35 S. Vine, Harrisburg, IL 62946; Tel. (618) 253-7734.
National Representative: None.

HERRIN

See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 7; State Hwy. 104.

2 - TRANSPORTATION: Railroads-Norfolk & Western; CB&Q; GM&O.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 20,284; Loc. Est. 19,889
CZ-ABC: (70) 23,503; (82) 22,500
RTZ-ABC: (70) 62,364; (82) 65,500
County 80 Cen. 37,502; Loc. Est. 37,257
City & RTZ-ABC: (70) 85,867; (82) 88,000

4 - HOUSEHOLDS:
City 80 Cen. 7,349; Loc. Est. 7,425
County 80 Cen. 17,160; Loc. Est. 13,974
CZ-ABC: (70) 7,310; (82) 8,200
RTZ-ABC: (70) 21,190; (82) 26,000
City & RTZ-ABC: (70) 28,500; (82) 34,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 19,557

7 - ELECTRIC METERS: 8,528

8 - GAS METERS: 7,202

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Book Bindery 750; Food Proc. 650; Plastics 1,350; Records 500; 3 State Institutions 1,788; Furniture 150; Chemicals 120; Misc. 245.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
Shopping Centers-Lincoln Square, 22 Stores, Penney, A&P, Mont. Ward, Klines, Singer Sewing, Radio Shack.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores Gillespie's; Klines; Danner's; S-Bartt; Tess; Lukeman's.
Variety Stores-Woolworth
Discount Stores-Wal-Mart; Jack's; K mart.
Chain Drug Stores-Warge's Walgreen 2; Osco.
Chain Supermarkets-A&P; IGA; Bill's Star Mkt.; Aldi Foods; Jacksonville Foods; Earl's Super Value; Eagle.
Other Chain Stores-Kinney; Firestone; Goodrich; Sherwin-Williams; Singer Sewing; Spiegel (catalog); Montgomery Ward (catalog); Crown ShoeRack; Sears(catalog); Ace Hardware.

14 - NEWSPAPERS: JOURNAL (m-tue to sat) 8,526; COURIER (e-mon to fri) 8,635; comb (m&e) 17,161; JOURNAL (S) 17,749; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Judy Fay, Gen. Adv. Mgr., JOURNAL-COURIER, 235 W. State St., Jacksonville, IL 62650; Tel. (217) 245-6121.
National Representative: None.

JOLIET

1 - LOCATION: Will County (in Chicago, IL SMSA) E&P Map D-2, County Seat. Industrial center.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 89,566; Loc. Est. 78,070
CZ-ABC: (70) 131,988; (82) 181,100
RTZ-ABC: (70) 162,126; (82) 210,700
SMSA 80 Cen. 7,102,328; Loc. Est. 7,238,408
County 80 Cen. 324,460; Loc. Est. 347,175
City & RTZ-ABC: (70) 294,114; (82) 391,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; Loc. Est. 28,997
County 80 Cen. 103,071; Loc. Est. 113,698
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460
CZ-ABC: (70) 40,124; (82) 64,400
RTZ-ABC: (70) 44,155; (82) 66,800
City & RTZ-ABC: (70) 84,279; (82) 131,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$431,752,135
Commercial	25	$616,000,000

6 - PASSENGER AUTOS: County 175,080

7 - ELECTRIC METERS: Residence County 84,500

8 - GAS METERS: Residence County 71,347

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Publishing; Petroleum Prods.; Fabricated Metals; Elect. Machy.; Chemicals; Wire; Roofing & Road Machy.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.
Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gordon(6)	3	Jewel Food, Osco Drug
Hillcrest(25)	5	Walgreen, Service Merchandise
Honiotes Bros.(5)	2	Food Mart
Jackson Park(1)	NA	Zayre
Jefferson Plaza(7)	2	
Jefferson Square(67)	2	Wiebolts, Wards, Walgreens

Marycrest(23)	2	Dominicks Pool World
Westgate(8)	3	
West Side(11)	2	
Louis Joliet Mall(107)	7	Sears, Penney, Marshall Fields, Bergner
Twin Oaks(14)	NA	
Shorewood Plz.(22)	NA	Coast-to-Coast
Stadium Plz.(12)	NA	True Value
Lincoln Way(11)	NA	Economy Super, Braun Sales

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon thru Fri.

13 - RETAIL OUTLETS: Department Stores-Wiebolt's; Ward's; Kline Bros.; Sears; J.C. Penney; Service Merchandise; Marshall Field; Bergner.
Discount Stores-Gaylord's; Zayre; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6.
Chain Supermarkets-Jewel 5; Eagle 3; Maichins 2; Dominicks; Aldi; EZPickins.
Other Chain Stores-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-way Liquors; Foremost Liquors; Bottom Half; Zales Jewelers; General Nutrition; Learner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 48,717; (S) 49,559; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising **Data**: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative: Sawyer-Ferguson-Walker.

KANKAKEE

1 - LOCATION: Kankakee County (SMSA). E&P Map D-2. Industrial Center. In rich farm land of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141; Loc. Est. 29,944
CZ-ABC: (70) 53,930; (82) 51,600
RTZ-ABC: (70) 97,672; (82) 112,000
County/SMSA 80 Cen. 102,926; Loc. Est. 104,541
City & RTZ-ABC: (70) 151,602; (82) 163,600

4 - HOUSEHOLDS:
City 80 Cen. 10,959; Loc. Est. 11,194
County/SMSA 80 Cen. 34,930; Loc. Est. 36,543
CZ-ABC: (70) 16,327; (82) 17,500
RTZ-ABC: (70) 28,943; (82) 39,600
City & RTZ-ABC: (70) 45,270; (82) 57,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$389,670,000
Savings & Loan	3	$361,603,532

6 - PASSENGER AUTOS: County 55,590

7 - ELECTRIC METERS: Residence 35,000

8 - GAS METERS: Residence 24,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Home Appliances 900; Furniture 750; Outdoor Prod. 1,200; Paints 330; Plastic Floor Prod. 350; Food Processing 1,510; Water Heaters 1,100; Containers 320; Pharmaceuticals 750; Chemicals 565; Industrial Batteries 425; Metal Fabrications 720; Edible Oils 225; Waxes 140; Plastic Home Prod. 250; Steel Pdcts. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, Penney, Sears, Walgreen); West Marycrest (3 stores-A&P); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; Jeffrey St. Center; 1 on Jeffrey St.; 2 on E. Court St.; Stripmall; Corner Rte 50 North and North St.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Downtown Mon. & Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Alden's; J.C. Penney; Carson Pirie Scott.
Discount Stores-Bell Discount; K mart; Hornsby's; K's Mdse. Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen's 2; Osco 2; Jaffe's 4; Ryan's 3; Econo.
Chain Supermarkets-A&P 2; Kroger; ThrifT-Marts 3; Jewel; Eagle.
Other Chain Stores-Food: Fannie May Candies, Joe Tittle Meats; Clothing: Marshall's, Samuel's, Shoes: Ted's, Lewis Bros., Father & Son, Maling.; Singer Co.; Nab Paints; D&D Paints; Wilson Paints.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 32,776; (S) 34,878; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Murphy, Genl. Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel (815) 937-3355.
National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County (in Davenport-Rock Island-Moline, IA-IL SMSA). E&P Map B-2. Industrial and agricultural center, large hog producing area; corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,508; Loc. Est. 14,258
CZ-ABC: (70) 15,762; (82) 14,900
RTZ-ABC: (70) 50,809; (82) 55,900
SMSA 80 Cen. 383,958; Loc. Est. 389,815
County 80 Cen. 57,968; Loc. Est. 59,585
City & RTZ-ABC: (70) 66,571; (82) 70,800

4 - HOUSEHOLDS:
City 80 Cen. 5,637; Loc. Est. 5,726
County 80 Cen. 20,527; Loc. Est. 21,735
SMSA 80 Cen. 138,256; Loc. Est. 144,633
CZ-ABC: (70) 5,555; (82) 6,200
RTZ-ABC: (70) 16,490; (82) 21,300
City & RTZ-ABC: (70) 22,046; (82) 27,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$67,700,000
Savings & Loan	2	$155,000,000

6 - PASSENGER AUTOS: County 32,208

7 - ELECTRIC METERS: Residence 5,731

8 - GAS METERS: Residence 5,489

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners: Machine Spindle 50; Boilers, Heat Exchangers 300; Farm Implements 125; Leather Goods 112; Steel Door Frames Alum. Windows 50; Heavy Equip. Trailers 250; Semi-Trailers, 110.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter -15-66. First killing frost, Sept. 28. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midiand Plaza Shopping Ctr.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Carson Pirie Scott; J.C. Penney; Martha Brown; Spurgeon's.
Variety Stores-Jupiter; Osco; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Eagle.
Other Chain Stores-Goodyear; Farm King; Tractor Service Co (TSC);Coast-to-Coast; Tru-Value; Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 9,159; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Scott Nichols, Sales & Mktg. Dir., STAR-COURIER, 105 E Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative: Branham.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. West and South of Chicago; 65 mi. NE of Peoria. 65 mi. W of Joliet. On Illinois deep waterway.

2 - TRANSPORTATION: Railroads-CB&O; CMStP&P; IC; La Salle & Bureau County; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Peoria-Rockford.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034; Loc. Est. 30,974
LaSalle 80 Cen. 10,347; Loc. Est. 10,390
Peru 80 Cen. 10,886; Loc. Est. 10,782
Oglesby Cen. 3,979; Loc. Est. 3,972
Spring Valley 80 Cen. 5,822; Loc. Est. 5,830
CZ-ABC: (70) 33,723; (82) 32,600
RTZ-ABC: (70) 44,485; (82) 46,000
Counties 80 Cen. 148,253; Loc. Est. 148,724
La Salle 80 Cen. 109,139; Loc. Est. 109,786
Bureau 80 Cen. 39,114; Loc. Est. 39,938
City & RTZ-ABC: (70) 78,208; (82) 78,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,920; Loc. Est. 12,079
LaSalle 80 Cen. 4,173; Loc. Est. 4,276
Peru 80 Cen. 4,113; Loc. Est. 4,110
Oglesby 80 Cen. 1,487; Loc. Est. 1,501
Spring Valley 80 Cen. 2,147; Loc. Est. 2,192
Counties 80 Cen. 54,257; Loc. Est. 55,992
La Salle 80 Cen. 40,005; Loc. Est. 41,411
Bureau 80 Cen. 14,252; Loc. ESt. 14,581
CZ-ABC: (70) 11,303; (82) 12,800
RTZ-ABC: (70) 14,341; (82) 17,200
City & RTZ-ABC: (70) 25,644; (82) 30,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$201,360,866
Savings & Loan	5	$395,925,602

6 - PASSENGER AUTOS: CountiesLa Salle 59,722; Bureau 19,436

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,006

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Electrical 650($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800($300).
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-96; Fall 12-90; Winter 15-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline: hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated.

12 - RETAILING:La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shopping centers, with neighborhood shopping centers adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 51(LaSalle)	NA	Eagle Foods
Marquette (Peru)(6)	NA	Wagner Home Ctr., Dennier's Mkt.
Park Plz.(Peru)(5)	NA	Leath Furn., Eagles
Peru Mall(85)	NA	Montgomery Ward, J.C. Penney, Bergners

Principal Shopping Days-Sat., Sun., Mon., Thurs.

Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Bergner; Montgomery Ward.
Discount Stores-Jupiter; K mart.
Variety Stores-Woolworth;
Chain Drug Stores-Walgreens.
Chain Supermarkets-Dennier's; Ferretti's; Urbanowski's; Eagle; Gregorich's 4; Aldi.
Other Chain Stores-Kinney Shoe; Firestone; Sears Roebuck(catalog); Leslies Shoe; Maurices; Radio Shack; Zales Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gorden Jewelers; JoAnn Fabrics; Kay Jewelers; Lowery Organ; Nobil Shoes; So-Fro Fabrics; Byerly.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 21,126; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: L.A. Lesniak, Adv. Dir., NEWS-TRIBUNE, 426 2nd St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative: Landon Associates.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, Indiana, on State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 5,652; Loc. Est. 5,499
County 80 Cen. 17,807; Loc. Est. 17,582

4 - HOUSEHOLDS:
City 80 Cen. 2,307; Loc. Est. 2,322
County 80 Cen. 6,754; Loc. Est. 6,866

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 10,023

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Oil Refining; Telephone Equip. Mfg.; Electric Refrigerator Components; Petroleum By-Products; Insurance.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING:Shopping Center-J'S Plaza (5 stores-IGA Mkt.).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Western Auto; Montgomery Ward (catalog); Dick Fessel, Store for Men; Yosowitz; Black's Jewelry & Gift; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Abernathy Hardware; Tresslar's; Smith Sales; Coast-to-Coast Hdwr.; Hedde's Tots to Teens; The Gallery.
Chain Drug Stores-Sav-a-Lot; Hedde's Pharmacy; Studley's Rexall.
Discount Stores-Dollar General Store.
Chain Supermarkets-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,090; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Josie L. Hayes, Adv. Mgr., RECORD, 1209 State St., Lawrenceville, IL 62439; Tel. (618) 943-2331.
National Representative: None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On U.S. Hwy. 66; State 10 & 121.

2 - TRANSPORTATION: Railroads-G.M.&O.; Illinois Central.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327; Loc. Est. 16,137
CZ-ABC: (70) 17,582; (82) 16,100
RTZ-ABC: (70) 15,956; (82) 15,400
County 80 Cen. 31,802; Loc. Est. 31,618
City & RTZ-ABC: (70) 33,538; (82) 31,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,041; Loc. Est. 6,142
County 80 Cen. 12,249; Loc. Est. 11,562
CZ-ABC: (70) 5,366; (82) 5,600
RTZ-ABC: (70) 4,733; (82) 5,500
City & RTZ-ABC: (70) 10,099; (82) 11,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$95,027,000
Savings & Loan	2	$1,713,175,586

6 - PASSENGER AUTOS: County 16,682

7 - ELECTRIC METERS: Residence 7,061

8 - GAS METERS: Residence 5,964

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Electric Controls 600 ($170); Store Fixtures 197 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16. Last killing frost, April 6.

11 - TAP WATER: Neutral, very hard; flouridated.

12 - RETAILING:Principal Shopping Center-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago and Sangamon Sts.
Neighborhood Shopping Centers-Heritage Plaza

(10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plaza.
Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Fri.; Shpg. Ctrs. Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck (catalog); Montgomery Ward (catalog); Spurgeon's; J.C. Penney; Landauers; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle; Tolly's; Don's IGA.
Other Chain Stores-SupeRx; Haag Drug; Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,934; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: "Billie" Cheek, Nat'l. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.
National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Agricultural and dairy center. Misc. mfg. South central part of Illinois; 236 mi. from Chicago; 53 mi. from St. Louis; 43 mi. from Springfield.

2 - TRANSPORTATION: Railroads Burlington Northern; Norfolk & Western.
Motor Freight Carriers-25 (3 Local Terminals).
Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,204; Loc. Est. 6,700
County 80 Cen. 31,686; Loc. Est. 29,805

4 - HOUSEHOLDS:
City 80 Cen. 2,792; Loc. Est. 2,644
County 80 Cen. 11,963; Loc. Est. 11,594

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$97,931,000
Savings & Loan	1	$8,832,000

6 - PASSENGER AUTOS: County 16,884

7 - ELECTRIC METERS: Residence 2,826

8 - GAS METERS: Residence 2,606

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Foods 75 ($300); Garment Mfg. 90 ($200); Farm Equip. 65 ($260); Athletic Eqpt. 422 ($250); Metal Workers 100 ($250); Auto Parts 350 ($220); Plastic/Consumer & Pipes 349 ($250); Furniture Mfg. 25 ($250); Flower Growing 25 ($300).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on State St.; 6 on Union Ave.; 2 on Kirkham St.; 4 on Ryder St.; 3 on Edwards St.; 4 on Monroe St.
Nearby Shopping Center-Capri IGA [illegible] mi.); Litchfield Plaza Shopping Center (1 mi.)
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department StoresP.N. Hirsch; Worley-Wear; J.J. Newberry.
Discount Stores-Fashion Lane; Sav-Mor.
Chain Drug Stores-Medicare Pharmacy.
Chain Supermarkets-Kroger; Capri IGA; National Foods; Tom Boy; Aldi.
Other Chain Stores-S&L Auto Supply; Western Auto; Montgomery Ward; Alexander Lumber; B. F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Pizza Hut; Long John Silver; McDonalds; Burger Chef; Jubelt Bakery; Radio Shack.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,369; sworn Sept. 30, 1980. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative: None.

MACOMB

1 - LOCATION: McDonough County, on E&P Map B-3. County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. fr. Chicago. On U.S. Hwys. 67; 136.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 19,632; Loc. Est. 25,400
CZ-ABC: (70) 19,643; (82) 22,500
RTZ-ABC: (70) 41,686; (82) 40,700
County 80 Cen. 37,236; Loc. Est. 39,750
City & RTZ-ABC: (70) 61,329; (82) 63,200

4 - HOUSEHOLDS:
City 80 Cen. 5,848; Loc. Est. 6,159
County 80 Cen. 12,429; Loc. Est. 13,237
CZ-ABC: (70) 4,581; (82) 6,100
RTZ-ABC: (70) 14,220; (82) 16,600
City & RTZ-ABC: (70) 18,801; (82) 22,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$138,158,227
Savings & Loan	3	$157,947,327

6 - PASSENGER AUTOS: County 16,984

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: Residence 5,320

9 - PRINCIPAL INDUSTRIES: (Number of Employees) Haeger Pottery 130; McGraw Edison 253; Bower Bearing 651; Western Illinois Univ. 1,700 (Enrollment 14,300); Hospital 536.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Penney; Spurgeon's; P.N. Hirsch; Scripps-Reno; Ring's.
Discount Stores-Adams; Farm King; Oscar's; T G & Y; Wal-Mart; K mart.
Chain Drug Stores-Osco Drug.
Chain Supermarkets-Kroger; Eagle; HyVee; Niemann Foods.

14 - NEWSPAPERS: JOURNAL (e) 9,240; (S) 8,959 Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullins, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.
National Representative: Landon Associates.

MARION

1 - LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads-C&EI; IC; CB&Q, 2 miles west.
Airlines-Ozark (Williamson County Airport).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 14,031; Loc. Est. 14,837
County 80 Cen. 56,538; Loc. Est. 59,299

4 - HOUSEHOLDS:
City 80 Cen. 5,791; Loc. Est. 6,190
County 80 Cen. 21,825; Loc. Est. 23,658

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$88,975,000
Savings & Loan	2	$23,000,000

6 - PASSENGER AUTOS: County 28,705

7 - ELECTRIC METERS: Residence 6,195

8 - GAS METERS: Residence 4,166

9 - PRINCIPAL INDUSTRIES: Industry, Number of EmployeesCoal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Electrical Rewinding; Stencil Equip.; Asphalt; Bottling 150; Marion VA Hosp. 300; City Hospital 229; Fed. Prison 240; $28,000,000 REA Power Plant 61; Div. Office General Telephone Co. 275; Recreation 120; Auto Supplies 165; Div. Office Ill. Public Service 133; Industrial Employment 1,800 in wild life area; Steel Fabricating Bldg. 200; Oil Processing 50; Laundry 35; Ill. State Div. Office 110; Mining Eqpmt. 60; UPS Terminal 25.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING:Principal Shopping Center-6 blocks on 3 streets around public square and Westmore Plaza; Lincoln Square; Town & Country; Marion Shopping Plaza (15 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Hirsch; Sherman; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Cline-Vick Parks (Walgreen); Campbell (Rexall); Revco; Medicare-Glaser.
Chain Supermarkets-IGA; Kroger; Food Towne; Big Star; Smalls; Boys.
Other Chain Stores-Goodyear; Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Montgomery Ward; Wolohan Lumber; Coast-to-Coast; Western Auto; Ben Franklin; Lowell's.

14 - NEWSPAPERS: REPUBLICAN (e) 5,100; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
National Representative: None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agricultural oil, industrial, manufacturing and railroad center. At junction of Illinois Central and Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana Ill.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Conrail.
Airlines-Britt.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Ill. Transit.

3 - POPULATION:
Corp. City 80 Cen. 19,787; Loc. Est. 19,857
CZ-ABC: (70) 19,681; (82) 18,000
RTZ-ABC: (70) 32,948; (82) 40,700
County 80 Cen. 52,992; Loc. Est. 54,533
City & RTZ-ABC: (70) 52,629; (82) 58,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,077; Loc. Est. 8,304
County 80 Cen. 18,919; Loc. Est. 20,114
CZ-ABC: (70) 6,886 (82) 7,400
RTZ-ABC: (70) 10,595; (82) 15,300
City & RTZ-ABC: (70) 17,481; (82) 22,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$130,712,000
Savings & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 25,592

7 - ELECTRIC METERS: Residence 8,950

8 - GAS METERS: Residence 7,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 200 ($175); Road Machy. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Block Machy. 200 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 600 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoride added.

12 - RETAILING:Principal Shopping Center-10 blocks on six streets. A shopping center is located on east edge of city.
Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, J.C. Penney); Good Neighbor (8 storesIGA).
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings- Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; J.C. Penney; Young's; Meis; Bergners.
Discount Stores-Mattoon Warehouse Sales; Danner's; K mart.
Chain Drug Stores-Thrifty 9; Walgreen; Osco.
Chain Supermarkets-Eisner; Taylor's IGA 3; My Store; Wilb Walker.
Other Chain Stores-Bergner's; Sherwin Williams; Gamble's; Coast-to-Coast; 1-Hour Martinizing. P.N. Hirsch; SmithAlsop Paints; OK Tire Store; Ace Hardware; Neal Tire Store; General Nutrition; Harem Hosiery; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; So Fro Fabrics; Stuart's; Walden Book Store; Mode'ODay; Radio Shack; Bresler's Ice Cream; Maurice's; Garbe Ace hdwe.; Gehl's True Value; Dollar General; Factory Outlet.

14 - NEWSPAPERS: JOURNAL-GAZETTE (e) 12,380; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative: Landon Associates.

MOLINE

See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, Ill. On State Hwy. 164; U.S. Hwy. 34 and 67.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Crown Transit; Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 10,706; Loc. Est. 10,828
CZ-ABC: (70) 11,022; (82) 10,300
RTZ-ABC: (70) 13,117; (82) 14,700
County 80 Cen. 21,943; Loc. Est. 22,467
City & RTZ-ABC: (70) 24,139; (82) 25,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,974; Loc. Est. 4,095
County 80 Cen. 7,887; Loc. Est. 8,372
CZ-ABC: (70) 3,585; (82) 3,900
RTZ-ABC: (70) 4,246; (82) 5,500
City & RTZ-ABC: (70) 7,831; (82) 9,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$110,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 11,436

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry. Number of Employees-Pottery 244; Garments 200; Animal Food Ingredients 200; Warehousing 150; Meat Packing 500.
Principal Pay Days-Thu., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard; natural fluoridated.

12 - RETAILING:Principal Shopping Center-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Pamida; Farm King; K mart.
Chain Supermarkets-Barnes Bros.; Easter's Giant; Eagle's.
Other Chain Stores-Gambles (hardware); Fullerton (lumber); Bowman Shoes; Ward's (catalog); True Value Hardware; Radio Shack; Super America (Food Convenience); Dairy Queen; Hardee's; Les-on Drugs.

14 - NEWSPAPERS: REVIEW-ATLAS (e) 5,421; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Homewood, Adv. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: Carolyn Taylor.

MORRIS

1 - LOCATION: Grundy County, E&P Map C-2, County Seat.

2 - TRANSPORTATION: Railroads-CRI&P.
Motor Freight Carriers-12.
Intercity Bus Lines-Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833; Loc. ESt. 9,129
County 80 Cen. 30,582; Loc. Est. 32,127

4 - HOUSEHOLDS:
City 80 Cen. 3,475; Loc. Est. 3,687
County 80 Cen. 10,770; Loc. Est. 11,620

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$84,186,806
Savings & Loan	2	$85,368,200
Commercial	2	$120,004,000

6 - PASSENGER AUTOS: County 17,725

7 - ELECTRIC METERS: Residence 3,315

8 - GAS METERS: Residence 2,935

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Federal Paper Board 500 ($200); Nuclear Power Station 320 ($210); Amax Aluminum 500 ($200); Northern Petro 425 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Baum's; Marben's.
Variety Stores-Hornsby Family Center.
Chain Drug Stores-Walgreen 2; Rexall 2.
Chain Supermarkets-National Tea; Kroger; Eagle.
Other Chain Stores-Bowman Shoes; Coast-to-Coast; Sears (catalog); Montgomery Ward (catalog); Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,300; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John Ringer, Adv. Mgr., HERALD, 124 E. Washington St., Morris, IL 60450; Tel. (815) 842-3221.
National Representative: None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Highway 1, 15, 65.

2 - TRANSPORTATION: Railroads-Southern; Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,908; Loc. Est. 9,704
County 80 Cen. 13,713; Loc. Est. 14,841

4 - HOUSEHOLDS:
City 80 Cen. 3,405; Loc. Est. 3,816
County 80 Cen. 5,160; Loc. Est. 5,775

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: 7,778

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 150 ($400-500); Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17: Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-8 blocks on Market St.
Neighborhood Shopping Centers-N. Market St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Hirsch.
Variety Stores-Index Notion.
Discount Stores-Gibson; Last Stop Discount; Target.
Chain Drug Stores-Denton Rexall.
Chain Supermarkets-IGA; Red & White; Key Mkt.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,811; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Michael Mosbarger, Adv. Mgr., REPUBLICAN-REGISTER, Box 793, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representative: Amer. Newspaper Rep.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential Center. 72 mi. E of St. Louis, Mo.; On A.P. Highway and Interstate I-57, I-64 & I-24.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Southern; C&EI; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Airline-Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 16,995; Loc. Est. 16,888
CZ-ABC: (70) 16,841; (82) 17,700
RTZ-ABC: (70) 32,983; (82) 37,900
County 80 Cen. 36,354; Loc. Est. 37,003
City & RTZ-ABC: (70) 49,824; (82) 55,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,016; Loc. Est. 7,189
County 80 Cen. 13,894; Loc. Est. 14,641
CZ-ABC: (70) 5,991; (82) 7,400
RTZ-ABC: (70) 11,593; (82) 15,500
City & RTZ-ABC: (70) 17,584; (82) 22,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$250,773,283
Savings & Loan	3	$1,338,692,096

6 - PASSENGER AUTOS: County 20,191

7 - ELECTRIC METERS: Residence 16,671

8 - GAS METERS: Residence 7,723

9 - PRINCIPAL INDUSTRIES: Electrical Apparatus; Foundries; Radiators; Tires; Locomotive; Magazine Printing.

10 - CLIMATE: Min. & Max. Temps-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown Retailers (45 stores); Park Plaza (6 stores); Times Square Mall (32 stores).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores Mammoth; Wal-Mart; P.N. Hirsch; Woolworth; Goodyear; Sears; J.C. Penney; Dollar General Store.
Discount Stores-Dobbs; Under Cost; Danner's; Wal-Mart; K mart.
Chain Drug Stores-Rexall; SupeRx; Byrd Watson.
Chain Supermarkets-Kroger; IGA.

14 - NEWSPAPERS: REGISTER-NEWS (e) 12,253; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J. Hank Adkins, Adv. Mgr. REGISTER-NEWS, 118 N. 9th St., Mt. Vernon, IL 62864; Tel. (618) 242-0113.
National Representative: Thomson Newspapers.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGTON

NORTH CHICAGO
See WAUKEGAN

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, Indiana. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

2 - TRANSPORTATION: Railroads-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 9,026; Loc. Est. 8,443
County 80 Cen. 17,587; Loc. Est. 16,628

4 - HOUSEHOLDS:
City 80 Cen. 3,724; Loc. Est. 3,566
County 80 Cen. 6,721; Loc. Est. 6,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 10,435

7 - ELECTRIC METERS: Residence 5,518

8 - GAS METERS: Residence 5,015

9 - PRINCIPAL INDUSTRIES: Oil Prod.; Oil Field Supplies; Garments; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; General Telephone Dist. Office; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in New Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Sherman's; Don's; Sears; Hirsch; Walmart.
Variety Stores-Ben Franklin.
Chain Drug Stores-SupeRx.
Discount Stores-Pool Bargain Ctr.
Chain Supermarkets-IGA; Red & White; Big John's.
Other Chain Stores-Goodrich; Olney Paint & Wallpaper (Smith-Alsop); Richland Tire (Goodyear); Western Auto; Fab 'n Trim.

14 - NEWSPAPERS: MAIL (e) 6,195; sworn Mar. 31, 1982
Local Contact for Advertising and Merchandising Data: Fred R. Lister, Pub. & Pres., Steve May, Adv. Mgr., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: Railroads Burlington (ight.); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166; Loc. Est. 18,223
PMA-CZ-ABC: (70) 27,840; (82) 24,800
Bal. in PMA-ABC: (70) 29,102; (82) 34,000
Total PMA-ABC: (70) 56,942; (82) 58,800
County 80 Cen. 109,139; Loc. Est. 109,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,008; Loc. Est. 7,153
County 80 Cen. 40,005; Loc. Est. 41,411
PMA-CZ-ABC: (70) 8,964; (82) 9,400
Bal. PMA-ABC: (70) 8,800; (82) 12,000
Total PMA-ABC: (70) 17,764; (82) 21,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$120,459,894
Savings & Loan	2	$253,286,555

6 - PASSENGER AUTOS: County 62,891

7 - ELECTRIC METERS: Residence 7,939

8 - GAS METERS: Residence 7,506

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Silica Sand 115 ($350); Tools 130 ($352); Pressed Glass 55 ($275); Plastics 240 ($368); Chemicals 320 ($412); Auto Parts 177 ($269); Safety Glass 1,009 ($356).
Principal Industrial Pay Days-Thu., & Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 27-91; Summer 51-96; Fall 1-86; Winter 20-60; First killing frost, Oct. 23. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (63 Stores); 3 on Columbus St.
Neighborhood Shopping Centers-State & Center St.; North LaSalle St. & Norris Dr.; Chestnut St. & Norris Dr.; W. Madison St. & Clay St; South Towne Mall Rte 23 & Mckinley Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Naplate	2	Valesano's
South Ottawa	1	Newman's, Handy Foods, K mart, Spurgeons
Norris Drive	2	Kroger's, SupeRx, E.Z. Pickins
North Ottawa	NA	Value City, Farm'n Fleet

Principal Shopping Days-Thurs., Sat & Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS:
Department Stores-Sears Roebuck; Carson Pirie Scott; J. C. Penney; Famous; Spurgeons.
Discount Stores-K mart; Value City.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreen's; SupeRx.
Chain Supermarkets-Kroger's; Eagle; Warehouse; E.Z. Pickens.
Other Chain Stores-Montgomery Ward (Catalog); Farm & Fleet; Tractor Supply; Gallenkamp Shoes; Leslie's Shoes; Wit & Wisdom; Sue Ann Shoppe; Hines Lumber; Plywood Minn.; Royal Schwinn; Kirlin's; Hallmark; Maurices; Nobil Shoe; Radio Shack; Fashion Bug; Walden Books; The Fly; Disc Jockey; Anderman's; Thumm's; Turk's.

14 - NEWSPAPERS: TIMES (e) 15,598: Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres. /Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885; Loc. Est. 9,968
County 80 Cen. 21,725; Loc. Est. 21,993

4 - HOUSEHOLDS:
City 80 Cen. 3,979; Loc. Est. 4,081
County 80 Cen. 8,332; Loc. Est. 8,654

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 11,701

7 - ELECTRIC METERS: Residence 9,585

8 - GAS METERS: Residence 3,284

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-Around square and block each side.
Neighborhood Shopping Centers-N. Main St.; Jefferson Ave.; East Jasper Street Merchants.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; K mart; J.C. Penney; P.N. Hirsch.
Variety Stores-Index; Woolworth; Sandy's; Coast-to-Coast.
Chain Supermarkets-Kroger; Grab-It-Here; Bridwell's; Paris; Star Mkt.

14 - NEWSPAPERS: BEACON-NEWS (e) 7,058; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Paul J. Van Gilder, Gen. Adv. Mgr., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; Interstate 57.

2 - TRANSPORTATION: Railroads-Illinois Central main line; Chicago to New Orleans; Nickel Plate R.R.; Peoria to Sandusky, Ohio.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 4,258; Loc. Est. 4,176
County 80 Cen. 15,265; Loc. Est. 14,798

4 - HOUSEHOLDS:
City 80 Cen. 1,626; Loc. Est. 1,606
County 80 Cen. 5,739; Loc. Est. 5,706

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 9,091

7 - ELECTRIC METERS: Residence 1,600

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Broom Mfg. 150 ($150); TV-Radio Transformers 220 ($125); Telephone Jacks 100 ($175); Cooling Tower Mfg. 100 ($260); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: fluoridated.

12 - RETAILING:Principal Shopping Days-Thu., Fri., and Sat.

13 - RETAIL OUTLETS: Department Stores-Laybourns, Larsons, Fashion Fair; Carlsons; Georgias.
Variety Stores-Index; Hornsby's; Priced Rite Discount.
Chain Supermarkets-IGA; Eisners; Tom's Market; Convenient Food Mart.
Other Chain Stores-Firestone; Western Auto; Tru Value Hdwr.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,274; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative: None.

PEKIN

1 - LOCATION: Tazewell County. (In Peoria SMSA). E&P Map C-3, County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads-C&IM; NYC; AT&SF; Ill. Cen. (Freight) C&NW (Freight).
Intercity Bus Lines-Illini-Swallow; Peoria-Pekin.
Motor Freight Carriers 34.
Two large river terminals, 1 airport.

3 - POPULATION:
Corp. City 80 Cen. 33,967; Loc. Est. 34,771
CZ ABC: (70) 36,469; (82) 38,600
RTZ-ABC: (70) 83,267; (82) 97,400
SMSA 80 Cen. 365,864; Loc. Est. 372,083
County 80 Cen. 132,078; Loc. Est. 136,142
City & RTZ-ABC: (70) 119,736; (82) 136,000

4 - HOUSEHOLDS:
City Cen. 80 12,928; Loc. Est. 13,802
County 80 Cen. 46,383; Loc. Est. 49,281
SMSA 80 Cen. 130,767; Loc. Est. 137,107
CZ-ABC: (70) 11,964; (82) 14,800
RTZ-ABC: (70) 25,199; (82) 34,700
City & RTZ-ABC: (70) 37,163; (82) 49,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$151,149,000

6 - PASSENGER AUTOS: County 74,778

7 - ELECTRIC METERS: Residence 14,085

8 - GAS METERS: Residence 12,290

9 - PRINCIPAL INDUSTRIES: Corn Prod.; Distilling; Electricity; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Processing; Iron Foundry; Non-ferrous Metal Processing; Automotive Parts; Chemical.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:Principal Shopping Center-6 blocks on Court St.; 4 Sts. intersect. Court; 3 blocks on Margaret.
Neighborhood Shopping Centers-Darby St.; 1500 Block on N. Eighth St. East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall(58)	NA	J.C. Penney, Zale's, P.M. Bergner, Sears
Market Sq. Plz.	NA	County Market, Thrifty Drug, Thompsons

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department stores-Fri.; FoodThurs. and Fri.

13 - RETAIL OUTLETS: Department Stores-Penney; H. Rouling; K mart; Bergner's.
Discount Store-K mart.
Chain Drug Stores-Rexall 2; Walgreen.
Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; 14th St.; Eagle; Thompson's; Arnett's.
Other Chain Stores Brown's, Montgomery Ward (catalog).

14 - NEWSPAPERS: TIMES(e) 21,747; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David L. Muzzy, Adv. Dir., TIMES, 20 S. 4th St., Pekin, IL 61554; Tel. (309) 346-1111.
National Representative: Southwest Dailies.

PEORIA

1 - LOCATION: Peoria County, E&P Map C-3 (SMSA). County Seat. Industrial center; agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; C&NW; Ill. Central; Ill. Terminal N&W; Conrail; P&PU; Peoria Terminal; Rock Island; Santa Fe; TP&W; Chicago Northwestern; Illinois & Midland.
Motor Freight Carriers-145.
Intercity Bus Lines-Continental Trailways; Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.
Airlines-Ozark; Continental; Britt; Byerly; Mt. Hawley; Federal Express; TWA.
Barge Lines-Jubilee Materials; Kingston River Service; Peoria Barge Terminal; Peoria Harbor & Fleeting Service.

3 - POPULATION:
Corp. City 80 Cen. 124,160; Loc. Est. 122,929
CZ-ABC: (70)221,931; (82)230,100
RTZ-ABC: (70)212,053; (82)241,300
SMSA 80 Cen. 365,864; Loc. Est. 372,083
County 80 Cen. 200,466; Loc. Est. 201,123
City & RTZ-ABC: (70)433,984; (82)471,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,459; Loc. Est. 48,019
County 80 Cen. 73,329; Loc. Est. 75,849
SMSA 80 Cen. 130,737; Loc. Est. 137,107
CZ-ABC: (70) 70,506; (82) 85,200
RTZ-ABC: (70) 68,975; (82) 91,800
City & RTZ-ABC: (70) 139,481; (82) 177,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	14	$1,268,987,000
Savings & Loan	10	$1,337,582,269

6 - PASSENGER AUTOS: County 134,070

7 - ELECTRIC METERS: Residence 81,541

8 - GAS METERS: Residence 67,321

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Earth Moving Eqpt. Diesel Eng. 30,100 ($515); Primary Metals 5,000 ($500); Printing & Publishing 2,100 ($380); Total Mfg. 43,000 ($485).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Primary Shopping Centers-Metro Central Business District; Northwoods; Westlake; Pekin Mall; Sheridan Village; Madison Park; Junction City; Metro Center.
Important Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area: Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Cherrytree; Fondulac Plaza; Wardcliff Plaza.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Suburban-every evening & Sunday; Downtown-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Carson, Pirie, Scott & Co.; Bergner's 4; Sears 2; Montgomery Ward; J. C. Penney 2; Szold's 2.
Discount Stores-K mart 5; Miracle Mart 4; Unclaimed Freight Stores: Venture; Murray's Jewelers; Ardan's Jewelers.
Variety Stores-Ben Franklin 2; Fogler; J & M; L's Sundries; Kresge; Prospect; Hornsby.
Chain Drug Store-Bogard's 5; Green 2; Walgreen 3; SupeRx 7; W. R. Smith 2; Medicine Shoppe 2; Our-X 4; Thrifty Rexall 2.
Chain Supermarkets-Ben Schwartz (IGA) 5; Cardinal 5; Convenient Food Mart 18; Del Farm 3; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi Foods; Stop & Save; 7-Eleven.
Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Paul Harris; Lyn & Co., Varsity Shop; Strawberry Patch; Maurices Apparrel; Worths; Eve, Inc., Allens Vogue; Spare Change; Susie's Casuals; D. Schaffer's-J.Ringness; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; The Little Red Hen; Mademoiselle Shop; PLB'S Fashion Plus LTD.
Men's Wear-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Howard Heller; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; For Gentlemen Only 2; Big & Tall Men's Shop; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop.
Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Life Stride; Pappagallo; Thom McAn; Dr. Scholl's; Kinneys 2; Fannie May 3, Zale's 2; Automotive: Firestone 2; Goodrich; Goodyear 2; General Tire; Singer Co.; The Outlet; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers.

14 - NEWSPAPERS: JOURNAL STAR (all day) *101,717; (S) 118,798; Mar. 31, 1982 ABC.*
Local Contact for Advertising and Merchandising Data: Donald Menser, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.
National Representative: CWO&O.

PERU

See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2, County Seat. Shipping center for county agricultural and dairy area. Misc. light manufacturing, N central part of state. Illinois State Penitentiary. 100 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Amtrak.
InterCity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 11,227; Loc. Est. 11,316
CZ-ABC: (70) 9,031; (82) 10,595
RTZ-ABC: (70) 33,801; (82) 32,237
County 80 Cen. 41,381; Loc. Est. 41,258
City & RTZ-ABC: (70) 42,832; (82) 42,832

4 - HOUSEHOLDS:
City 80 Cen. 3,610; Loc. Est. 3,749
County 80 Cen. 14,077; Loc. Est. 14,485
CZ-ABC: (70) 3,087; (82) 4,000
RTZ-ABC: (70) 10,072; (82) 12,000
City & RTZ-ABC: (70) 13,159; (82) 16,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$102,218,615
Savings & Loan	2	$1,039,700,000

6 - PASSENGER AUTOS: County 21,325

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 4,239

9 - PRINCIPAL INDUSTRIES: (Number of Wage Earners): Gloves 136; Printing 600; Furniture 450; Steel Prod. 450; State Penitentiary 500; Quarries 100; Diesel Motor Co. 600.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31. Last killing frost, Apr. 11.

11 - TAP WATER: Aklaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main, Madison, Washington and Mill (around Square).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plaza(15)	2	Spurgeon's, K mart Neimann's
Hornsby's	2	Hornsby's

Principal Shopping Days-Fri., Sat., & Mon.
Stores Open Evenings-Food Chains-every night and Sun.; Others-Fri. & Sat.; Shopping Centers-till 9 p.m.; Sun. till 6.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's; Hornsby's; K mart.
Discount Stores-Hornsby's; K mart; G.C. Murphy.
Chain Supermarkets-Don's Red Fox; Neimann's; Eisners.
Other Chain Stores-McDonald's; Long John Silvers; Convenient Foods; Montgomery Ward (catalog); Sears; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack.

14 - NEWSPAPERS: LEADER (e) 8,868; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchadising Data: William L. Alvey, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative: None.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis, 220 mi. from Kansas City, 285 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western.
Motor Freight Carriers-24.
Intercity Bus Lines-Jacksonville; Continental Trailways; Kirksville-Quincy.
Airlines-Air Illinois; Britt Airways;

3 - POPULATION:
Corp. City 80 Cen. 42,554; Loc. Est. 42,065
CZ-ABC: (70) 51,373; (82) 48,900
RTZ-ABC: (70) 145,568; (82) 149,400
County 80 Cen. 71,622; Loc. Est. 72,681
City & RTZ-ABC: (70) 196,941; (82) 198,300

4 - HOUSEHOLDS:
City 80 Cen. 16,718; Loc. Est. 16,967
County 80 Cen. 26,423; Loc. Est. 27,638
CZ-ABC: (70) 17,079; (82) 19,000
RTZ-ABC: (70) 50,038 (82) 60,200
City & RTZ-ABC: (70) 67,117; (82) 79,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$287,272,212
Savings & Loan	3	$443,912,757

6 - PASSENGER AUTOS: County 38,833

7 - ELECTRIC METERS: 22,878

8 - GAS METERS: 18,000

9 - PRINCIPAL INDUSTRIES: Chemicals; Stoves; Diesel Engines; Limestone Prod.; Food Prod.; Brass Prod.; Castings; Wheels; Auto & Truck Bodies; Pumps; Stock Food; Oilers; Gas Storage Tanks; Boat Trailers; Electronic Eqpt. Patterns; Radio; TV; Communications Equipment.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1. Last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Maine St.; 1 in 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Bergners, Sears, Kroger, J.C. Penney

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores Sears; J.C.Penney; State Street Store; Bergner's.
Variety Stores-Ben Franklin.
Discount Stores-Jack's; Quincy Supply; K mart 2; K's Merchandise Mart.
Chain Drug Stores-Walgreen; Skagg Drug; Brown's 3; Revco Discount Drugs.
Chain Supermarkets-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.
Other Chain Stores- Air Step Shoes; Kamber's (men's); Bowman Bros. (shoes); Carl Shoe; Kinney Shoes; Firestone; Goodyear; Sherwin-Williams; Jo An Fabrics; Gallenkamp Shoes; Montgomery Ward (catalog); Wickes Lumber; Radio Shack; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 30,599; (e-sat) 24,467; (S) 33,679; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dave Laytham, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St., Quincy, IL 62301; Tel. (217) 223-5100.
National Representative: Branham.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: Railroads-Conrail; Gulf Central.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285; Loc. Est. 7,411
County 80 Cen. 20,818; Loc. Est. 21,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,031; Loc. Est. 3,187
County 80 Cen. 8,050; Loc. Est. 8,523

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$25,190,459
Commercial	5	$137,546,586

6 - PASSENGER AUTOS: County 12,219

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Shoes 183 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6. Last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks at Court House; 2 on E. Main; 5 on W. Main; 1 on W. Walnut.
Neighborhood Shopping Centers-West Gate; Outer E. Main & Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr.(8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	Gibson

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Root's; P. N. Hirsch; Tresslar's; Gibson; Pool's.
Variety Stores-Index Notion.
Chain Drug Stores-Bertram's (Rexall); Kook & Link.
Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,666; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Brian Harrison, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL SMSA), E&P Map B-2, County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 280, & 74.

2 - TRANSPORTATION: Railroads-Burlington Northern; Davenport; Rock Island & Northwestern.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; River Trails Transit; Continental Trailways; Scenic Stage.
Airlines-United; Ozark; Mississippi Valley Commuter; Britt Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 113,652; Loc. Est. 112,541
Rock Island 80 Cen. 47,036; Loc. Est. 46,155
Moline 80 Cen. 45,709; Loc. Est. 45,492
East Moline 80 Cen. 20,907; Loc. Est. 20,894
CZ-ABC: (70) 278,045; (82) 292,700
RTZ-ABC: (70) 164,662; (82) 182,500
City & RTZ-ABC: (70) 442,707; (82) 475,200
County 80 Cen. 165,968; Loc. Est. 165,556
SMSA 80 Cen. 383,958; Loc. Est. 389,815
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222; Loc. Est. 44,151
Rock Island 80 Cen. 17,472; Loc. Est. 17,842
Moline 80 Cen. 18,034; Loc. Est. 17,842
East Moline 80 Cen. 7,716; Loc. Est. 7,945
County 80 Cen. 61,052; Loc. Est. 62,741
SMSA 80 Cen. 138,256; Loc. Est. 144,633
CZ-ABC: (70) 88,743; (82) 108,800
RTZ-ABC: (70) 51,727; (82) 67,500
City & RTZ-ABC: (70) 140,470; (82) 176,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	37	$1,598,771,000
Savings & Loan	10	$786,136,850

6 - PASSENGER AUTOS: County 101,766

7 - ELECTRIC METERS: Residence 115,047

8 - GAS METERS: Residence 112,291

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 44,500 (Farm Equip., Aluminum Mill); Non-manufacturing 84,850; Public Sector (Gov't) 26,175. Total Employment 168,000. Avg. Wkly. Wage $433 (mfg.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING:Principal Shopping Centers-Downtown Rock IslandGreat River Plaza, 2nd, 3rd, & 4th Aves. bet. 15th & 20th Sts. Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.
East Moline-15th, 16th & 17th Aves. between 7th & 13th Sts. from 7th to 12th Sts.
Neighborhood Shopping Centers11th St. bet. 18th Ave. & 42nd Ave. 30th St. bet. 14th & 18th Aves.; 14th Ave. bet. 38th & 44th Sts.; 18th Ave. bet. 17th & 45th Sts.; Blackhawk Rd. & 38th St. Moline-City Line Plaza, 1st St. & 9th Ave.; Uptown, 15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Island:		
11th St.	3	Geifman
30th St.	3	Eagle, Supreme TV
Watchtower Plz.(20)	3	Eagle, Zayre
K mart	3	K mart
Moline:		
Highland	2	Aldi, Haag
Uptown	2	Uptown Bank, Haag
Orchard Ctr.(13)	3	Sears, Walgreens
Kings Plaza	3	Sears, Geifman, Trevor Hdwe., Target
K mart	4	K mart
Green Valley	4	Ardan's
Venture	3	Venture, Midwest Bank
So. Park Mall(70)	3	Petersen's, Mont. Ward, Younkers, J.C. Penney
Southwest	2	Hoist-Kakert
City Line Plaza	2	Jewel, Osco
East Moline:		
Kennedy Plaza	4	Jewel, Osco
Ridgewood(16)	5	Geifman

Principal Shopping Days-Dept. Stores-Mon. Fri. & Sat.; Food-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Rock Island & Moline: Dept.-Mon. (limited number on Fri.) East Moline: Fri. Supermarkets-Sun. thru Sat.
Stores Close-Mon. morning & Sat. evenings.
Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: Department Stores-McCabes; Younkers 3; Petersen-Harned von Maur 4; J.C. Penney 2; Sears 2; Montgomery Ward 2; Federated.
Discount Stores-Venture 2; Target 2; Zayre; K mart 4.
Variety Stores-Ben Franklin 2; Kresge; Woolworth 2; Jupiter; Scott.
Chain Drug Stores-Haag 13; Walgreen 10; Osco 3; Medicine Shop 3; Revco.
Chain Supermarkets-Eagle 13; Randall's 7; Geifman's 11; Jewel Food 3; 7-Eleven 21; Aldi 4; Convenient Foods 11.
Independent Buying Groups-Royal Blue 6; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores-Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 5; Thom McAn 2; Bakers Shoes; Kinney 5; Lober's; Fashion 2; Richman Bros. 2; Singer Co. 2; Wall-Paper-To-Go; Ardan's 2; Radio Shack 6; Mosenfelder's 4.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e) 21,798; (S) 22,339; Mar. 31, 1982 ABC.
MOLINE DISPATCH (e) 36,372; (sat) 36,385; (S) 38,669; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative: ROCK ISLAND ARGUS and MOLINE DISPATCH-Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County, E&P Map C-1, (SMSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific; Chicago & North West; Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines.
Airlines-Mississippi Valley Air Lines.

3 - POPULATION:
Corp. City 80 Cen. 139,712; Loc. Est. 137,851
PMA-ABC: (70) 483,891; (82) 500,400
County 80 Cen. 250,884; Loc. Est. 252,420
SMSA 80 Cen. 279,514; Loc. Est. 282,614
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,169; Loc. Est. 53,399
County 80 Cen. 89,408; Loc. Est. 92,675
SMSA 80 Cen. 99,122; Loc. Est. 103,211
PMA-ABC: (70) 150,542; (82) 182,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	26	$1,377,503,000
Savings & Loan	8	$849,490,512

6 - PASSENGER AUTOS: County 151,641

7 - ELECTRIC METERS: Estimate 91,000

8 - GAS METERS: Estimate 77,100

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 12 employ over 1,000 each.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 20. Last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING:Principal Shopping Centers2 blocks on W State St plus feeder streets 1 block each direction.
Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd; 2nd st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpine Vlg.(20)	NA	Eagle Foods, Revco Drug
Cherry Vale(108)	NA	Marshall Field, Sears, H.C. Prange
Colonial Vlg.(32)	NA	J.C. Penney, Bergner Weise
Downtown Mall(25)	NA	J.C. Penney, Osco Drugs
East Gateway(16)	NA	Pacemaker, Ben Franklin
Eastwind Mall(25)	NA	East Wind Hobby & Craft
Highcrest(13)	NA	D.J. Stewart
Liberty Sq.(12)	NA	Last Straw Ice Cream Parlour, Lundgren's Camera Center
Machesney Pk.(94)	NA	J.C.Penney, H.C. Prange
Park Plaza(24)	NA	Love Drug, Union Hall Discount
North Towne(59)	NA	Bergner Weise
Rockford Pl.(20)	NA	Walgreen's
Rocton Ave. Centre(14)	NA	Logli Food Store
Southgate(12)	NA	K mart, Southgate IGA
Belvidere Mall(6)	NA	A&P

Principal Shopping Days-Mon., Fri., Sat. Sun.
Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores Marshall Field & Co.; Montgomery Ward; J. C. Penney; H. C. Prange; Sears & Co.; Bergner Weise.
Discount Stores-Ardan Jewelers & Distributors; Giant Stores; Insurance Liquidators; K mart; Prange-Way Discount; Union Hall.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens 3; Lenz 3; Rexall; Osco 4; Nihan & Martin 2; One-Stop 4; Tru Valu 2; Lantow's 2.
Chain Supermarkets-Eagle 8; Hilander 4; IGA 13; Jewel 2; Logli 3; Pacemaker 4; Aldi Discount Foods 2.

14 - NEWSPAPERS: REGISTER STAR (m) 76,532; (S) 85,735; Mar. 29, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Brooks Johnson, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative: Gannett.

ROCKTON, IL
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County, E&P Map C-4, County Seat, 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: Railroads-Mo Pac.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,259; Loc. Est. 5,604
County 80 Cen. 23,923; Loc. Est. 25,014

4 - HOUSEHOLDS:
City 80 Cen. 2,044; Loc. Est. 2,139
County 80 Cen. 8,707; Loc. Est. 9,388

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 12,101

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Farm Eqpt.; Plastic Cups; Hairpins.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:Principal Shopping Center-Johnstowne Mall, Shelbyville, 3 stores; Con Dov Shopping Mall, Shelbyville, 5 stores; Downtown Mini-Mall.
Principal Shopping Days-Wed. and Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Variety Stores-Index; Ben Franklin; U&S.
Chain Drug Stores-Hook's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,613; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative: None.

SOUTH BELOIT, IL
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (SMSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center, 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 66, 36, 54; I-55; State Hwys. 4, 29, 125 & 104.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf-Mobile & Ohio; Norfolk & Western (Wabash); B&O; Chicago & Illinois Midland; Illinois Terminal; Amtrak.
Motor Freight Carriers-38 intrastate & interstate lines.
Intercity Bus Lines-Greyhound; Crown Transit; Gulf Transport.
Airlines-Ozark; Britt; Charter service by Capitol Aviation.

3 - POPULATION:
Corp. City 80 Cen. 99,637; Loc. Est. 100,716
CZ-ABC: (70) 125,340; (82) 128,600
RTZ-ABC: (70) 315,708; (82) 345,700
SMSA 80 Cen. 187,789; Loc. Est. 189,432
County 80 Cen. 176,089; Loc. Est. 178,229
City & RTZ-ABC: (70) 441,048; (82) 474,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,960; Loc. Est. 42,790
County 80 Cen. 68,022; Loc. Est. 70,917
SMSA 80 Cen. 72,219; Loc. Est. 75,022
CZ-ABC: (70) 43,365; (82) 52,200
RTZ-ABC: (70) 103,269; (82) 132,800
City & RTZ-ABC: (70) 146,634; (82) 185,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11	$1,040,461,000
Savings & Loan	8	$429,853,000

6 - PASSENGER AUTOS: County 102,044

7 - ELECTRIC METERS: 62,462

8 - GAS METERS: 48,786

9 - PRINCIPAL INDUSTRIES: Machinery; Tractors; Road Machines; Farm Equipment; Flour and Feed Mills; Boilers (Fab. Metal Prod.); Mattresses; Insurance; Finance Gov't. Total Avg. Employment 89,774.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City(23)	NA	Zayre
Fairhill's(20)	NA	Eisner-Osco
K mart Plaza	NA	K mart
Laketown(12)	NA	IGA
Sangamon(7)	NA	Myers-Bergner
Town & Country(24)	NA	Woolco, National
White Oaks Mall(20)	NA	Stix, Baer & Fuller, Famous-Barr, Myers Bergner, Sears, Mont. Ward

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Downtown-Fri.; Shopping

Stores Open Sundays-Supermarkets, shopping ctrs. & discount stores-nightly.
centers & discount stores.

13 - RETAIL OUTLETS: Department Stores-Stix, Baer & Fuller; Herndon's; Myers-Bergners; Sears; J. C. Penney; Famous-Barr; Montgomery Ward.
Discount Stores-K mart 3; Woolco; Zayre's.
Chain Drug Stores-Walgreen 2; Thrifty 8; Osco 3; SupeRx; Flynn Hippard; Mummert's; Schafer's; Watt Bros. 4; Ideal.
Chain Supermarkets-Eisner 3; Kroger 5; National Food Stores 3; IGA 4; Red Fox 4; Eagle.
Other Chain Stores-Firestone; Goodyear; General Tires; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; V&S 2; Thom McAn; Kenney's; Gallenkamp; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Pittsburgh; Cook's; Kay's Jewelry; S&H; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Botton Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Cinema Theatre; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; JoAnn Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wdg's Restaurant; Walden Books; Zale Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; Sambo's; S.G. Adams; Baskin Robbins 3; J. Brannam.

14 - NEWSPAPERS: THE STATE-JOURNAL-REGISTER (m-mon to fri) 59,977; (e) 10,356; Comb. (m&e) 70,333; (m-sat) 71,082; (S) 71,367; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William Charlton, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, P.O.Box 219, Springfield, IL 62701; Tel. (217) 788-8674.
National Representative: Branham.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County, E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: Railroads-C&NW; CB&Q.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897; Loc. Est. 26,898
Sterling 80 Cen. 16,273; Loc. Est. 16,235
Rock Falls 80 Cen. 10,624; Loc. Est. 10,663
CZ-ABC: (70) 33,033; (82) 36,706
RTZ-ABC: (70) 46,151; (82) 46,900
County 80 Cen. 65,970; Loc. Est. 66,478
City & RTZ-ABC: (70) 79,184; (82) 83,600

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895; Loc. Est. 10,208
Sterling 80 Cen. 6,128; Loc. Est. 6,332
Rock Falls 80 Cen. 3,767; Loc. Est. 3,876
County 80 Cen. 23,200; Loc. Est. 24,245
CZ-ABC: (70) 10,214; (82) 13,300
RTZ-ABC: (70) 14,336; (82) 17,100
City & RTZ-ABC: (70) 24,550; (82) 30,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$280,000,000
Savings & Loan	2	$100,000,000

6 - PASSENGER AUTOS: County 37,645

7 - ELECTRIC METERS: Residence 10,600

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Steel, Steel Prods. 3,500 ($200); Bldrs. Hdwr. 1,200 ($150); Bolts & Nuts 400 ($150); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12. Last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 Stores-Weise's, J. C. Penney, Woolworth).
Neighborhood Shopping Centers: Sterling-4 blocks on 4th St.; 2 on Locust Ave. Rock Falls-5 blocks [illegible]t. Ave., and vicinity.
Principal Shopping Days-Downtown-Mon. & Fri; Northland Mall Sat. & Sun.
Stores Open Evenings-Downtown-Mon. & Fri.; Northland Mall-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Harlan's; Sowle's; Kline's; Weise's; J. C. Penney.
Discount Stores-K mart; Belscot; Farm & Fleet; Osco.
Chain Drug Stores-Walgreen; Osco.
Variety Stores-Woolworth.
Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwr. and auto supplies); Ace Hdwr.; D & E (furn. & appliances).

14 - NEWSPAPERS: DAILY GAZETTE (e) 14,202; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David P. Grandon, Nat. Adv. Mgr., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative: Landon Associates.

STREATOR

1 - LOCATION: LaSalle County, E&P Map C-2. South end, LaSalle County. Agricultural area. Diversified manufacturing. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington; Wabash; Penn-Central; GM&O.
Motor Freight Carriers-11.

3 - POPULATION:
City 80 Cen. 13,277; Loc. Est. 14,718
CZ-ABC: (70) 21,206; (82) 20,200
RTZ-ABC: (70) 33,954; (82) 36,400
County 80 Cen. 109,139; Loc. Est. 109,786
City & RTZ-ABC: (70) 55,160; (82) 56,600
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,651; Loc. Est. 5,797
County 80 Cen. 40,005; Loc. Est. 41,411
CZ-ABC: (70) 6,920; (82) 7,700
RTZ-ABC: (70) 10,539; (82) 13,300
City & RTZ-ABC: (70) 17,459; (82) 21,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$155,188,000
Savings & Loan	4	$83,437,000

6 - PASSENGER AUTOS: County 62,891

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($300); Pollution Equip. 200 ($280); Farm Equipment 400 ($268).
Principal Industrial Pay Days-Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plaza; Northtown; Northpoint.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	TG&Y, SupeRx Drugs, Spurgeons, Kroger
Westgate Plz.	NA	Top Save Disc., Hornsby, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; J.C. Penney.
Discount Stores-Top Save; TG&Y.
Variety Stores-G.C. Murphy; Jupiter; Hornsby.
Chain Supermarkets-Streator Food; Thompson Food Basket; Buehler; Meadow-King; Thrif-T-Mart; Baldwin's; Kroger; Novotneys Bi-Rite.

14 - NEWSPAPERS: TIMES-PRESS (e) 10,863, Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bur A. Edwards, Adv. Dir., TIMES-PRESS, 122 S. Bloomington, Streator, IL; 61864; Tel. (815) 672-2111.
National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County, E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: Railroads-Norfolk and Western B&O; C&IM.
Motor Freight Carriers-Inman, Allied Van Lines
Intercity Bus Lines-Continental Trailways; Perky Transit.

3 - POPULATION:
City 80 Cen. 11,386; Loc. Est. 11,470
CZ-ABC: (70) 12,341; (82) 12,300
RTZ-ABC: (70) 26,395; (82) 26,600
County 80 Cen. 36,446; Loc. Est. 36,461
City & RTZ-ABC: (70) 38,736; (82) 38,900

4 - HOUSEHOLDS:
City 80 Cen. 4,483; Loc. Est. 4,559
County 80 Cen. 13,685; Loc. Est. 14,181
CZ-ABC: (70) 4,341; (82) 5,100
RTZ-ABC: (70) 8,659; (82) 10,200
City & RTZ-ABC: (70) 13,000; (82) 15,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$20,346,859
Savings & Loan	2	$68,928,805
Commercial	2	$95,980,000

6 - PASSENGER AUTOS: County 19,780

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Farm Equipment 420; Grain & Seed Processing 133; Mining Machinery 200; Coal Mining 1,000; Greeting Cards 225; Paper Manufacturing 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60; Masonry 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 10-50.

11 - TAP WATER: Alkaline; 10 degrees hardness raw; 6 degrees hardness after treatment.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jewell(9)	NA	Frank's Food Fair, True Value Hardware, A&P, Mode O'Day
Grand Plz.(12)	NA	A&P, Pamida

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mondays and Fridays.

13 - RETAIL OUTLETS: Department Stores-Sherman's Blakely's; J.C. Penney; Montgomery Ward; Sears (catalog); Hirsch; Cato.
Variety Stores-Woolworth.
Discount Stores-Sav-Mor; Pamida.
Chain Drug Stores-Rexall; Walgreen, Sav-Mor.
Chain Supermarkets-A&P; Kroger; IGA.

14 - NEWSPAPERS: BREEZE-COURIER (e) 8,399; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Cooper, Prom. Mgr., BREEZE-COURIER, 212 S. Main St., Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative: Landon Associates.

URBANA

See CHAMPAIGN

WAMAC

See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County, E&P Map D-2, County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E. and W. and Rte. 1, N. and S., also on Iroquois River.

2 - TRANSPORTATION: Railroads-TP&W; L&N.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,543; Loc. Est. 5,585
County 80 Cen. 32,976; Loc. Est. 32,682

4 - HOUSEHOLDS:
City 80 Cen. 2,168; Loc. Est. 2,158
County 80 Cen. 12,060; Loc. Est. 12,304

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$36,000,000
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 18,468

7 - ELECTRIC METERS: Residence 2,712

8 - GAS METERS: Residence 1,526

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agriculture Hdwe; Business Forms.
Total 1,700 emp. $4.8 million ann. payroll.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Shopping Centers-Value Village; K mart
Principal Shopping Days-Sun., Sat., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney.
Discount Stores-Value Village; K mart.
Variety Stores-Ben Franklin; Ralston's.
Chain Supermarkets-Scotchman's; 6-12; Hagen's Red Fox; Quality.
Other Chain Stores-Coast-to-Coast; Montgomery Wards (Catalog); Sears (Catalog); Lasser's Furniture; McCord's; Goodyear; True Value Hardware.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 2,925; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Bette Knapp, Adv. Dir., TIMES-REPUBLIC, 1492 E. Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative: Landon Associates.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Chicago SMSA). E&P Map D-1; NE corner of Illinois; County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center; Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Memorial Airport.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; EJ&E (freight only.)
Motor Freight Carriers-12.
Intercity Bus Lines-Regional Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427; Loc. Est. 105,777
Waukegan 80 Cen. 67,653; Loc. Est. 68,706
N. Chicago 80 Cen. 38,774; Loc. Est. 37,071
CZ-ABC: (70) 109,046; (82) 94,900
RTZ-ABC: (70) 254,001; (82) 332,400
SMSA 80 Cen. 7,102,328; Loc. Est. 7,328,408
County 80 Cen. 440,372; Loc. Est. 459,391
City & RTZ-ABC: (70) 363,047: (82) 427,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143; Loc. Est. 31,659
Waukegan 80 Cen. 24,134; Loc. Est. 24,858
N. Chicago 80 Cen. 6,999; Loc. Est. 6,801
County 80 Cen. 139,715; Loc. Est. 150,234
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460
CZ-ABC: (70) 26,370; (82) 28,000
RTZ-ABC: (70) 71,051; (82) 106,300
City & RTZ-ABC: (70) 97,421; (82) 134,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$365,139,133
Savings & Loan	7	$439,575,023

6 - PASSENGER AUTOS: County 249,070

7 - ELECTRIC METERS: Residence 147,996

8 - GAS METERS: County Residence 132,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pharmaceuticals 5,300; Metal Prods. 4,740; Stone, Clay, Glass & Bldg. Matls. 2,969; Motor Prods. 2,620; Boat Bldg. 853; Printing and Office Supp. 984; Paper Prods. 646; Rubber Prods. 580; Tanning 409; Chemical 367; Hospital Supply.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Genesee St.; 2 blocks adjacent on Washington St.
Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waukegan Plaza(28)	4	Goldblatt's, Dominick's, Walgreen, Woolworth
Lakehurst(129)	NA	Carson, Pirie & Scott J.C. Penney, Weiboldt's, Lane Bryant
Lewis Ave.(20)	3	Jewel, Fotomat
Grand Ave.(18)	4	Jewel Food, Osco Drug, Baskin-Robbins
Belvidere Mall(41)	4	Mont. Ward, Fannie May, Walgreen

Century Town Hawthorne(140)	NA	Marshall Fields, Lord & Taylor, Richman Bros., Brentano's, Sears

Stores Close-Fri. & Mon. mornings.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. and Fri.
Stores Open Sundays-Shopping centers, discount, & chain drug.

13 - RETAIL OUTLETS: Department Stores-Globe; Hein's; Sears; Montgomery Ward; J.C. Penney; Goldblatt's; Polk Bros.; Wiebolt's; Carson, Pirie & Scott; Lord & Taylor; Marshall Fields; Baskins; Richmond Bros.; Storeys Man's Shop.
Variety Stores-Woolworth 2.
Discount Stores-Bell Discount; Big 11; Zayre; K mart.
Chain Drug Stores-Druce Rexall 4; Osco 3; Walgreen 3.
Chain Supermarkets-IGA 3; A&P 2; Jewel Food 3; CO-OP 4; Eagles 2; Dominick's.
Other Chain Stores-Andes Candies; Schiff Shoes 2; Erwin's Jewelers; Fannie May; Goodrich; Kinney Shoes; Polk Bros.; Midwest Tire 2; Neumode Hosiery; Suburbia Hdwr.; U.S. Royal Tire; Ace Hdwr.; Huber Glass; Coloramic Tile; Singer Co.; Glidden Paint; Sherwin-Williams; Leath Furniture.

14 - NEWSPAPERS: NEWS-SUN (e) 42,973; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Roy L. Dupuis, Gen'l. Adv. Mgr., NEWS-SUN, 100 W. Madison St., Waukegann, IL 60085; Tel (312) 578-7285.
National Representative: None.

WEST FRANKFORT

1 - LOCATION: Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

2 - TRANSPORTATION: Railroads-Served by C&E; IC; OB&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 9,437; Loc. Est. 9,406
County 80 Cen. 43,201; Loc. Est. 43,640

4 - HOUSEHOLDS:
City 80 Cen. 3,852; Loc. Est. 3,896
County 80 Cen. 16,978; Loc. Est. 17,681

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$106,460,000

6 - PASSENGER AUTOS: County 22,839

7 - ELECTRIC METERS: Residence 4,271

8 - GAS METERS: Residence 3,323

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Manufacturing 550 ($150-$180).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Nectral, soft.

12 - RETAILING: Shopping Center-W. Frankfort Plaza (8 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Variety Stores-Ben Franklin; Marlo's; Chandler's.
Chain Supermarkets-Kroger; Big John's; Glenn's Foodway; Food Park.
Other Chain Stores-Fashion Shop; Sears (catalog); Spiegel (catalog); Montgomery Ward (catalog); Mode O'Day; Sycamore; Payless Shoes; SupeRx; Hardees; Pizza Inn; Long John Silver; Kentucky Fried Chicken; McDonalds; K mart.

14 - NEWSPAPERS: AMERICAN (e) 4,555; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: L.J. Perrotto, Gen. Mgr., AMERICAN, 111 S. Emma St., West Frankfort, IL 62896; Tel. (618) 932-2416.
National Representative: None.

WHEATON

1 - LOCATION: Du Page County (In Chicago SMSA). E&P Map D-1, County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (e & w).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-West Town
Motor Freight Carriers-3.
Airport-O'Hare Int'l; Du Page County Airport.

3 - POPULATION:
Corp. City 80 Cen. 43,043; Loc. Est. 45,936
CZ-ABC: (70) 31,138; (82) 46,100
RTZ-ABC: (70) 287,867; (82) 414,200
SMSA 80 Cen. 7,102,328; Loc. Est. 7,238,408
County 80 Cen. 658,177; Loc. Est. 698,229
City & RTZ-ABC: (70) 319,005; (82) 460,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379; Loc. Est. 15,849
County 80 Cen. 221,795; Loc. Est. 242,595
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460
CZ-ABC: (70) 8,557; (82) 15,200
RTZ-ABC: (70) 76,804; (82) 129,600
City & RTZ-ABC (70) 85,361; (82) 144,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$220,703,000
Savings & Loan	1	$145,662,308

6 - PASSENGER AUTOS: County 416,258

7 - ELECTRIC METERS: Residence 18,101

8 - GAS METERS: Residence 12,042

9 - PRINCIPAL INDUSTRIES: Insurance; Ptg. & Pub.; Engineering; Film; Windows; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-20 blocks on Wesley, Front, Willow, Hale, Wheaton Sts.; Hawthorne; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall.
Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Colson's; McAllister-Wallace; K mart; Montgomery Ward; Venture. Marshall Field; Carson Pirie Scott & Co.; Wiebolts.
Variety Stores-Woolworth.
Discount Stores-Turnstyle; K mart.
Chain Drug Stores-Walgreen; Rexall; Osco; Hawthorne 2.
Chain Supermarkets-Jewel 4; Sunnyside; IGA; Walt's; Convenient Food Marts; Frank's 3; Open Pantry; White Hen 3; Dominick's 2; Eagle; A&P 2.
Other Chain Stores-Goodyear; Firestone; Sears (Catalog Surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 6,881; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Brunetto, Nat'l Adv. Mgr., JOURNAL, 362 S. Schmale Rd., Wheaton, IL 60187; Tel. (312) 653-1100.
National Representative: Sawyer-Ferguson-Walker.

WOOD RIVER
See ALTON

WOODSTOCK

1 - LOCATION: McHenry County (In Chicago SMSA). E&P Map C-1, County Seat. Industrial, dairying and residential center. Geographical center of county, 51 mi. NW of Chicago. On U.S. Hwy. 14; State Hwys. 120, 47 and 176.

2 - TRANSPORTATION: Railroads-C&NW; Regional Transportation Authority.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 11,725; Loc. Est. 12,040
County 80 Cen. 147,724; Loc. Est. 156,393
SMSA 80 Cen. 7,102,328; Loc. Est. 7,238,408
Demographic information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,420; Loc. Est. 4,521
County 80 Cen. 49,015; Loc. Est. 53,480
SMSA 80 Cen. 2,486,302; Loc. Est. 2,610,460

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$102,247,000
Savings & Loan	3	$425,000,000

6 - PASSENGER AUTOS: County 88,822

7 - ELECTRIC METERS: Residence 4,805

8 - GAS METERS: Residence 3,874

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Die Casting; Machine Shop; Electrical Parts; Wood Working; Lamp Shade Mfg.; Electrical Research; Pickle Canning; Steel Fabricating; Packaging.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 50-102; Fall 10-86; Winter -20-56.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ackemenn's.
Discount Stores-Hornsby; K mart.
Chain Drug Stores-Walgreen; Osco.
Chain Supermarkets-Eagle; Jewel.
Other Chain Stores-Bowman Shoe; Sears (catalog); Sherwin-Williams; Ace Hardware; True Value Hardware; Farm & Fleet; Plywood Minnesota.

14 - NEWSPAPERS: SENTINEL (e) 8,160; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: William Burfeindt, Pub., Steve Hunter, Asst. Pub., SENTINEL, 109 S. Jefferson, Woodstock, IL 60098; Tel. (815) 338-1300.
National Representative: USSPI.

INDIANA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.
Elkhart-Elkhart County.
Evansville, Ind.-Ky.-Gibson, Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Fort Wayne-Adams, Allen, De Kalb and Wells Counties.
Gary-Hammond-East Chicago-Lake and Porter Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-West Lafayette-Tippecanoe County.
Louisville, Ky.-Ind.-Bullitt, Jefferson and Oldham Counties, Ky.; Clark and Floyd Counties, Ind.
Muncie-Delaware County.
South Bend-Mishawaka-Marshall and St. Joseph Counties.
Terre Haute-Clay, Sullivan, Vermillion and Vigo Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Chicago-Gary-Kenosha, Ill.-Ind.-Wisc.-Includes Chicago, Ill. SMSA; Gary-Hammond-East Chicago, Ind. SMSA; Kenosha, Wis. SMSA.
Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati, Ohio-Ky.-Ind. SMSA; Hamilton-Middletown, Ohio SMSA.
Indianapolis-Anderson-Includes Indianapolis SMSA; Anderson SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	456	419	421
5-14 Years	1,076	888	883
15-24 Years	918	1,048	1,053
25-44 Years	1,223	1,488	1,496
45-64 Years	1,031	1,062	1,067
65 and Over	492	585	598
TOTAL	5,196	5,490	5,518

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	625	994	1,220
General Mdse	1,694	2,393	3,229
Food	2,400	3,665	5,638
Automobiles	2,419	4,168	4,858
Gasoline Stations	968	1,702	2,911
Apparel	484	737	986
Furniture	535	787	994
Eat-Drink Places	904	1,520	2,380
Drugs	422	640	933
TOTAL	11,467	18,265	25,863

ANDERSON

1 - LOCATION: Madison County(SMSA), E&P Map C-3, County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Trailways; ABC.

3 - POPULATION:
City 80 Cen. 64,695; Loc. Est. 62,684
CZ-ABC: (70) 73,309; (82) 71,000
RTZ-ABC: (70) 71,222; (82) 75,100
County/SMSA 80 Cen. 139,336; Loc. Est. 139,314
City & RTZ-ABC: (70) 144,531; (82) 146,100

4 - HOUSEHOLDS:
City 80 Cen. 24,609; Loc. Est. 25,029
County/SMSA 80 Cen. 49,985; Loc. Est. 51,477
CZ-ABC: (70) 24,545; (82) 27,700
RTZ-ABC: (70) 21,525; (82) 26,800
City & RTZ-ABC: (70) 46,070; (82) 54,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$419,153,347
Savings & Loan	2	$369,959,406

6 - PASSENGER AUTOS: 54,896

7 - ELECTRIC METERS: Residence 33,736

8 - GAS METERS: Residence 28,896

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive 19,700 ($500); Corrugated Containers 417 ($450); Meat Packaging 410 ($400); Periodical Pub. 223 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Meridian, Main and Jackson Sts.
Neighborhood Shopping Centers-38th & Main; Cross & Broadway; E. 8th & S. R. 109; E. 10th & S. R. and Park Rd.; 29th and Main; S. R. 67 & Columbus Ave.; 109 Bypass No. of Hwy. 32; Several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southdale(9)	4	K mart, Guarantee Auto, Hook Drug, Radio Shack
Target	5	Payless. Target
Edgewood Plz.(15)	3	Hook's Drug
Edgewood Shops(5)	3 1/2	Edgewood Sporting
Holiday Plaza	2	Eavey, Joan Fabrics, Hills
Mounds Mall(31)	2	SupeRx, Meis Bros., Penney

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Downtown Dept. Mon. & Fri.; Food and Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; Weilers; Meis Bros.; J.C. Penney.
Variety Stores-Woolworth.
Discount Stores-K mart; Thrift Dollar Store; Target; Hills.
Chain Drug Stores-Hook's 6; Haag's; Gwinn's 5; Marsh 2; Dearing Drug 2; May Drug; Beacon Drive In; SupeRx.
Chain Supermarkets-Super 6; Payless 4; Mathew's 2; Marsh-Foodliner 3; Eavey 2; Harvest Markets 3.
Other Chain Stores-Zale; Goodyear; Schiff Shoes; Regal Shoes; Paul Harris.

14 - NEWSPAPERS: HERALD (m-tue to sat) 21,135; BULLETIN (e) 16,314; Comb. (m&e) 37,449; HERALD (S) 23,545; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Nat'l. and Ret. Adv. Mgr., HERALD, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.
National Representative: Branham.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne SMSA). E&P Map C-2, County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie.

3 - POPULATION:
City 80 Cen. 8,122; Loc. Est. 8,257
SMSA 80 Cen. 382,961; Loc. Est. 386,996
County 80 Cen. 33,606; Loc. Est. 33,328

4 - HOUSEHOLDS:
City 80 Cen. 3,025; Loc. Est. 3,170
County 80 Cen. 11,437; Loc. Est. 12,108
SMSA 80 Cen. 134,313; Loc. Est. 139,922

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$82,900,000
Savings & Loan	1	$134,000,000

6 - PASSENGER AUTOS: County 17,771

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence. 1,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Auto Parts (650); Metal Parts (575); Printing (350); Rubber Pdts. (600); Utilities (150).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING:Principal Shopping Center-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center-Auburn Plaza (1 mile west).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Blackwell's; Heck's; Radio Shack; Murphy's Mart; Sears.

14 - NEWSPAPERS: STAR (e) 6,193; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone center of the world, 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: Railroads-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Capitol; Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 14,410; Loc. Est. 14,283
CZ-ABC: (70) 20,160; (82) 22,400
RTZ-ABC: (70) 38,988; (82) 45,900
County 80 Cen. 42,472; Loc. Est. 42,250
City & RTZ-ABC: (70) 59,148; (82) 68,300

4 - HOUSEHOLDS:
City 80 Cen. 5,874; Loc. Est. 6,021
County 80 Cen. 15,525; Loc. Est. 15,931
CZ-ABC: (70) 6,895; (82) 9,000
RTZ-ABC: (70) 12,514; (82) 17,200
City & RTZ-ABC: (70) 19,409; (82) 26,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$208,136,825
Credit Union	1	$7,790,000
Savings & Loan	1	$36,147,341

6 - PASSENGER AUTOS: County 20,797

7 - ELECTRIC METERS: Residence 11,202

8 - GAS METERS: Residence 8,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry 1,500 ($450); Limestone 175 ($310); Metal 460 ($310); Textile [illegible]30 ($155); Crane Naval Depot 1,400 ($325). Electronics 400 ($235); Transportation Equipment 750 ($266); Cement 137 ($400).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers: 4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers-Bedford Shopping Plaza. Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic; Stone City Plaza, W. 16th St.; Danner's Shopping Center, W. 16th St.

Nearby Shopping Centers (No. of Stores)—Mitchell; Orleans; Paoli; Bedford Plz. (7); Danner's (3); Stone City (35).

Principal Shopping Days-Saturdays, Fridays.
Stores Open Evenings-Dept.-Mon. Fri., Food-Nightly.
Stores Open Sunday-Food, discount variety.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Woolworth.
Discount Stores-Danner's 3-D; George's; K mart.
Variety Stores-K mart; Danner's 3-D.
Chain Drug Stores-Hook 2; Taylor's; Crowder's 3.
Chain Supermarkets-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores-Firestone; Diana Shops(apparel); Sears(catalog); Western Auto; Goodyear; Montgomery Ward(catalog); Radio Shack; Walden Books; Regis Beauty Salons; The Sound Shop.

14 - NEWSPAPERS: TIMES-MAIL (e) 14,554; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.
National Representative: Landon Associates.

BICKNELL

1 - LOCATION: Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes Coach.

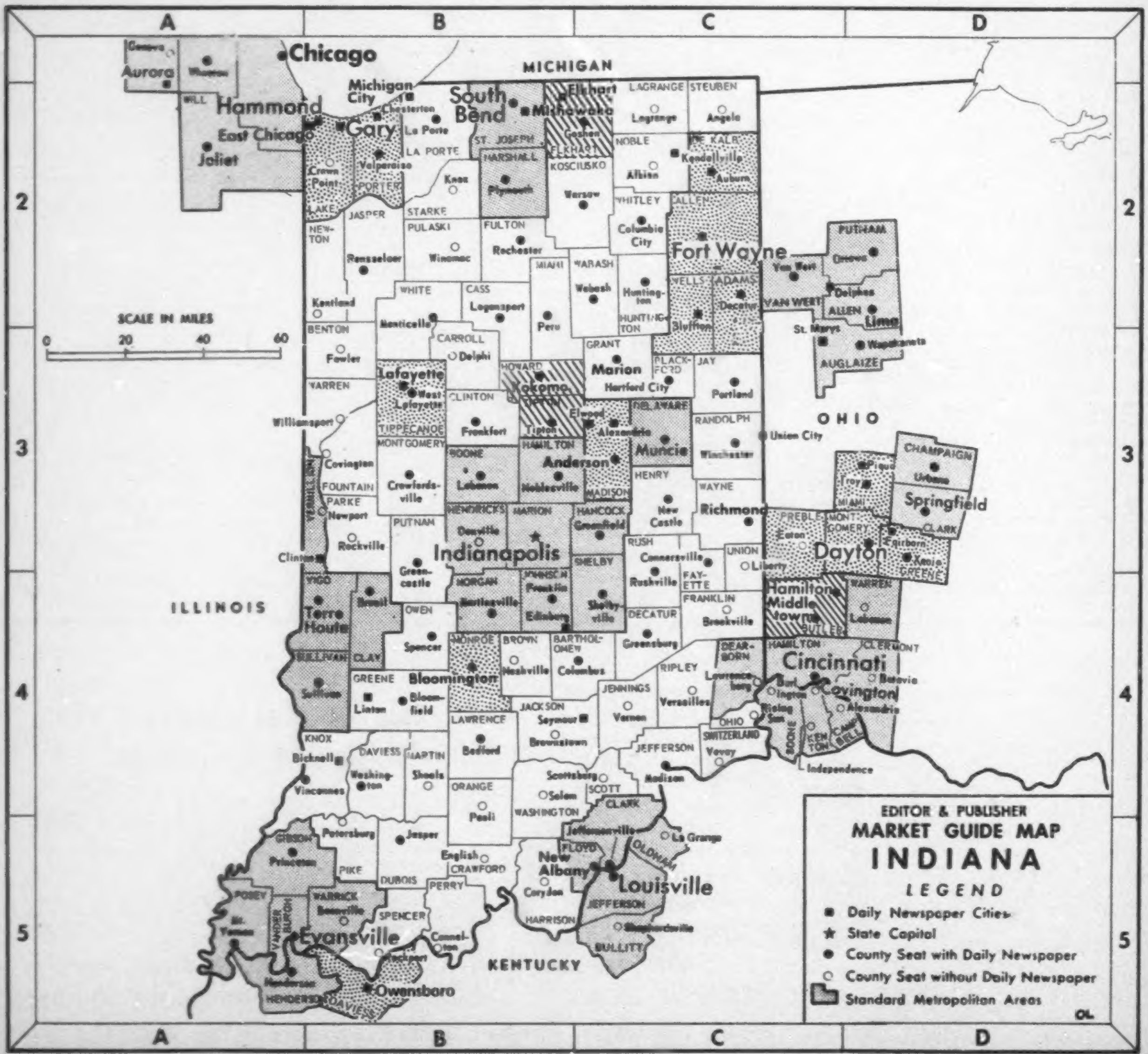
3 - POPULATION:
City 80 Cen. 4,713; Loc. Est. 5,024
County 80 Cen. 41,838; Loc. Est. 42,282

4 - HOUSEHOLDS:
City 80 Cen. 1,880; Loc. Est. 2,144
County 80 Cen. 15,481; Loc. Est. 16,177

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 21,173

7 - ELECTRIC METERS: Residence 1,797


A
B
C
D
2
3
4
5
EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
Daily Newspaper Cities
State Capitol
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
20
40
60
MICHIGAN
ILLINOIS
OHIO
KENTUCKY
Chicago
Hammond
East Chicago
Gary
Joliet
Aurora
Michigan City
South Bend
Mishawaka
Elkhart
Fort Wayne
Lafayette
Kokomo
Marion
Muncie
Anderson
Indianapolis
Richmond
Terre Haute
Bloomington
Evansville
Owensboro
Louisville
New Albany
Cincinnati
Covington
Dayton
Springfield
Lima
Hamilton
Middletown
Bicknell
Bedford
Vincennes
OL

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Ladies Garment 135; Mobile Homes 150.
Principal Pay Days-Sat., 8th & 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main St.; 2 blocks on Second St.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Stores-Mayfair; Osborne's Ladies; Bicknell Shoes; D&M Drug; Risley & Son Furniture; Stremming Jewelry; Pieper's Carpets; Sport Center.
Variety Stores-Tresslar's.
Discount Stores-Bicknell Discount.
Chain Supermarkets-IGA; Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (e-mon to fri) 2,500; Publisher's statement Feb. 1982.
Local Contact for Advertising and Merchandising Data: Barb Harp, Gen. Mgr., KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.
National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County, E&P Map B-4, County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-3.

3 - POPULATION:
City 80 Cen. 2,705; Loc. Est. 2,761
County 80 Cen. 30,416; Loc. Est. 31,579

4 - HOUSEHOLDS:
City 80 Cen. 1,148; Loc. Est. 1,192
County 80 Cen. 11,509; Loc. Est. 12,306

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$1,583,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 14,571

7 - ELECTRIC METERS: Residence 1,171

8 - GAS METERS: 1,078

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10 50. First killing frost, Oct. 13. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on town square.
Neighborhood Shopping Centers-South Washington St.; Hwy. 231 South; South Seminary and Mill Sts.; East Main St.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Wed. afternoons.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Hooks; Pielemeier Drugs; Family Phcy.
Chain Supermarkets-IGA Foodliner; White's Regal Foods.
Other Chain Stores-Chaney's Men's Wear; Freelands Apparel; PJB Fashions; Farmers Shoes; Pattys Flowers & Gifts; Flowers by Janice; The Paint Store; True Value Hdwe.; Ace Hdwe.; Hollars Feed Mill; Bloomfield Hdwe. & Appliance; Russ Tire Service; Beechers Mobile Homes; Floyd Petroleum; Hord Auto Parts; The Video Concept; Bloomfield Furniture; Bloomfield Liquors; Jerrells Jewelry.

14 - NEWSPAPERS: WORLD (e-mon to fri) 4,173; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St., Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (SMSA), E&P Map B-4, County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); L & N System.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Britt Commuter; USAir.

3 - POPULATION:
Corp. City 80 Cen. 51,646; Loc. Est. 54,000
County/SMSA 80 Cen. 98,387; Loc. Est. 100,800
Herald-Telephone:
CZ-ABC: (70) 67,115; (82) 73,000
RTZ-ABC: (70) 37,698; (82) 53,500
City & RTZ-ABC: (70) 104,813; (82) 126,500
Sunday Herald-Times:
Total PMA-ABC: (70) 162,779; (82) 193,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817; Loc. Est. 17,800
County/SMSA 80 Cen. 33,829; Loc. Est. 34,900
Herald-Telephone:
CZ-ABC: (70) 19,752; (82) 34,900
RTZ-ABC: (70) 11,891; (82) 19,900
City & RTZ-ABC. (70) 31,643; (82) 44,800
Sunday Herald-Times:
Total PMA-ABC: (70) 50,683; (82) 70,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$268,532,801
Savings & Loan	3	$157,557,792
Credit Union	2	$65,574,203

6 - PASSENGER AUTOS: County 43,121

7 - ELECTRIC METERS: Residence County 33,102

8 - GAS METERS: Residence 14,154

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Electrical, Machinery, TV and Appliances 6,286 ($310); Stone Quarries & Mills 250 ($316); Indiana University 29,548 degree enrollment, 6,719 employees ($385).
Principal Pay Days-1, 15, 30; Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 58-100; Fall 25-85; Winter -20-70. First killing frost, Oct. 21. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-14 blocks Downtown around Square; College; Highland Village.
Neighborhood Shopping Centers-5 blocks E. Kirkwood & Indiana; Colstone Square (8 units); Crosstown (17 units); Williamsburg Village (14 units); Westbury Village (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Mall(84)	3	L.S. Ayres, Blocks, JC Penney, Sears, Target
Eastland Plaza(14)	3	Service Mdse., Hooks, JoAnn Fabrics
Jackson Creek(5)	3	Hills, Kroger
K mart(4)	3	K mart, Standard
Cascades(8)	3	IGA, Value Plus Drugs
Southgate(6)	2	Marsh, Hooks
Highland Vlg.(14)	4	Marsh, Eisner, IGA, K mart, Danners 3D, Osco, Haag

Principal Shopping Days-Department Stores-Sat., Fri., Sun.; Food-Fri. and Sat.
Stores Open Evenings-Dept.-Fri.; Food, Drugs and Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Aidens; Schmalz; J.C. Penney; Sears; Wm. H. Block; L.S. Ayres.
Variety Stores-Jupiter; Ben Franklin.
Discount Stores-Target; K mart 2; Service Merchandise; 3-D Discount; Hills Dept. Store.
Chain Drug Stores-Hooks 3; Haag 2; Walgreen; SupeRx 2; Osco 2.
Chain Supermarkets-Eisner 2; Kroger 2; Marsh Foodliner 2; Standard No-Frills; IGA 4; 7-Eleven 3.
Other Chain Stores-Firestone; Fleenor Auto; Guarantee Auto; JoAnn Fabrics; Monique Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Foxmoor; Paul Harris 2; The Limited; Maurice's; Jean Nicole; Stuarts; Sycamore Shop; Worths; Harry Levinson; Top Hat Tuxedo; Webster's Men's Wear; BeeGee Shoes; Butler; Fayva; Gallenkamp; Hanover; Kinney; Naturalizer; Open Country; Payless; Regal; Athlete's Foot; Athletic Department; Carpetland U.S.A.; Hoosier Photo; Animal Empire; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Goodman Jewelry; Gordon's; Rost; Shane; Zale.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 27,094; HERALD-TIMES (S) 40,349; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St., Bloomington, IN 47402; Tel. (812) 332-4401.
National Representatives: Landon Associates.

BLUFFTON

1 - LOCATION: Wells County, (In Fort Wayne SMSA). E&P Map C-2, County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Trailways; Indiana Railroad Line.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,957; Loc. Est. 8,705
SMSA 80 Cen. 382,961; Loc. Est. 386,996
County 80 Cen. 25,401; Loc. Est. 24,892

4 - HOUSEHOLDS:
City 80 Cen. 3,350; Loc. Est. 3,379
County 80 Cen. 8,848; Loc. Est. 8,922
SMSA 80 Cen. 134,313; Loc. Est. 139,922

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$105,000,000

6 - PASSENGER AUTOS: County 13,975

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,100 ($320); Gray Iron Casting 200 ($300); Farm Machy. 110 ($250); Rubber 400 ($200); Glass 750 ($350);
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K mart.
Variety Stores-G.C. Murphy; Progress.
Discount Stores-Surplus Variety Sales; Jack's Surplus City.
Chain Drug Stores-Hook's.
Chain Supermarkets-Heyerley's Maloley's; Standard.
Other Chain Stores-True Value Hardware; Ace Hardware; Haiflich's Shoes.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,483; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N. Johnson St., Bluffton, IN 47614; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County, E&P Map B-4 (In Terre Haute SMSA). County Seat. WC part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-USAir.

3 - POPULATION:
City 80 Cen. 7,852; Loc. Est. 7,916
SMSA 80 Cen. 176,583; Loc. Est. 177,748
County 80 Cen. 24,862; Loc. Est. 25,603

4 - HOUSEHOLDS:
City 80 Cen. 3,097; Loc. Est. 3,164
County 80 Cen. 9,232; Loc. Est. 9,759
SMSA 80 Cen. 64,382; Loc. Est. 66,824

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$23,920,000
Commercial	3	$149,725,000

6 - PASSENGER AUTOS: County 12,483

7 - ELECTRIC METERS: Residential County 12,300

8 - GAS METERS: Residential 3,775

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Clay Products 100 ($225); Coal Mining 450 ($450); Retail & Clerical 1,100 ($140); Semi-Truck Trailer Mfg. 450 ($300); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($275); Farming & Agriculture 835 ($400).

Terre Haute
Indianapolis
MONROE
BROWN
GREENE
LAWRENCE
MARTIN
ORANGE
Evansville
ABC
AUDITED BUREAU OF CIRCULATIONS

BLOOMINGTON—BEDFORD
Home Counties and % Reach Only of Trade Area Counties measures:

194,800	People
70,000	Households
$1,151,631,000	E.B.I.
576,587,000	Retail Sales
136,399,000	Food Sales
52,362,000	Eat & Drink
82,456,000	Automotive

(c) S&MM/SSP, July '82

Represented Nationally by LANDON ASSOCIATES

Circulation Up Again!
Comb. Daily 41,648
Sunday 42,968
ABC FAS FAX 3/31/82

You Need Us For Adequate Key Market and Lifestyle Coverage of Indiana!

Our balanced industry leads Indiana in Productivity. Our quality of life is significant in desireable lifestyle definitions . . . highlighted by citizen-community involvement, arts, culture, education, recreation, sports . . . all attracting growing population . . . growing retail plant noted for its Regional magnetism . . . all served by our efficient, award-winning newspapers that are in the thick of the action and involvement.

Example! BLOOMINGTON has been named "ALL AMERICA CITY" this year for the SECOND TIME!

BLOOMINGTON
The Herald-Telephone

BEDFORD
The Times-Mail

BLOOMINGTON—BEDFORD
Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

Principal Pay Days-Fri.; 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING:Principal Shopping Center-Downtown, 2 mi, along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shopping Plaza at East edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days-Thu.; Fri. & Sat.
Stores Open Evenings-Dept. Fri. & Sat.; Food; Nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Pell's Bargain Mart.
Variety Stores-G.C. Murphy; Danners 3-D Store; A to Z Store.
Chain Drug Stores-Rexall; Hooks; Haag.
Chain Supermarkets-IGA; Kroger; Super-Valu.
Other Chain Stores-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,644; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: D. Jos. Redenbarger, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: None.

CHESTERTON

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond-East Chicago, SMSA). Northern part of State.

2 - TRANSPORTATION: Railroads-Conrail; C.&O.; EI&E.
Motor Carriers-4.

3 - POPULATION:
City 80 Cen. 8,531; Loc. Est. 8,969
SMSA 80 Cen. 642,781; Loc. Est. 652,363
County 80 Cen. 119,816; Loc. Est. 125,876

4 - HOUSEHOLDS:
City 80 Cen. 3,002; Loc. Est. 3,201
County 80 Cen. 39,146; Loc. Est. 42,334
SMSA 80 Cen. 214,244; Loc. Est. 224,323

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 66,152

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Shopping District Calumet Rd. and Broadway; Indian Oak Mall, IN 49 By-Pass.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's; Walgreen; Agency.
Supermarkets-Smedman's; Big T.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,372; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Warren H. Cartright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County, E&P Map B-3 (In Terre Haute SMSA). Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 5,267; Loc. Est. 4,790
SMSA 80 Cen. 176,583; Loc. Est. 177,748
County 80 Cen. 18,229; Loc. Est. 16,999

4 - HOUSEHOLDS:
City 80 Cen. 2,181; Loc. Est. 2,055
County 80 Cen. 6,924; Loc. Est. 6,692
SMSA 80 Cen. 64,382; Loc. Est. 66,824

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$87,000,000
Savings & Loan	1	$143,000,000

6 - PASSENGER AUTOS: County 9,146

7 - ELECTRIC METERS: Residence 3,910; County 4,878

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chemical 41 ($280); Plastics 75 (N.A.); Printing ($198).
Principal Pay Days-Fri., Sat.; 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, May 8.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Rosenblatt's; J.C. Penney; G.C. Murphy.
Variety Stores-Horney's.
Chain Supermarkets-Harris; IGA; Magnabosco's.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,255; sworn Sept. 1981.
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main Clinton, IN 47842; Tel. (317) 832-2443.
National Representative: None.

COLUMBIA CITY

1 - LOCATION: Whitley County, E&P Map C-2, County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 5,091; Loc. Est. 4,999
County 80 Cen. 26,215; Loc. Est. 26,244

4 - HOUSEHOLDS:
City 80 Cen. 2,065; Loc. Est. 1,948
County 80 Cen. 9,065; Loc. Est. 9,351

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$35,000,000

6 - PASSENGER AUTOS: County 13,765

7 - ELECTRIC METERS: Residence 2,431

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Weatherhead-Dana ($275); Textile 275; Electronics 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27. Last killing frost, May 27.

11 - TAP WATER: Very hard; fluoridated naturally.

12 - RETAILING:Principal Shopping Center-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, P.N. Hirsch, Western Auto
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Kroger, Coast-to-Coast, Haag Drug, Schultz Bros.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Hirsch.
Variety Stores-Schultz Bros.; Dollar General.
Chain Drug Stores-Haag Drug; Thomburg's; Hooks Drug.
Chain Supermarkets-Kroger; William's Super Valu; Scott's Discount Foods.
Other Chain Stores-Gamble; Firestone; Western Auto; Sears Roebuck (catalog); Guaranteed Auto; Coast-to-Coast.

14 - NEWSPAPERS: COMMERCIAL-MAIL, POST (e) 5,775; sworn April 1, 1982.
Local Contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., COMMERCIALMAIL, POST, 116 N. Chauncy St., PO Box 128, Columbia City, IN 46725; Tel. (219) 244-5153.
National Representative: None.

COLUMBUS

1 - LOCATION: Bartholomew County, E&P Map C-4, County Seat. Industrial, agricultural center.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Columbus Municipal Transit System.

3 - POPULATION:
Corp. City 80 Cen. 30,292; Loc. Est. 30,614
CZ-ABC: (70) 34,520; (82) 40,100
RTZ-ABC: (70) 73,016; (82) 88,200
County 80 Cen. 65,088; Loc. Est. 66,086
City & RTZ-ABC: (70) 107,536; (82) 128,300

4 - HOUSEHOLDS:
City 80 Cen. 11,544; Loc. Est. 12,005
County 80 Cen. 22,804; Loc. Est. 23,818
CZ-ABC: (70) 11,058; (82) 15,100
RTZ-ABC: (70) 20,715; (82) 29,300
City & RTZ-ABC: (70) 31,773; (82)44,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$361,132,000
Savings & Loan	2	$311,716,000

6 - PASSENGER AUTOS: County 35,499

7 - ELECTRIC METERS: Residence 17,421

8 - GAS METERS: Residence 10,093

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Heavy Mach. 9,000 ($210); Elec. Apl. 2,720 ($165); Elec. Motors 675 ($180).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Washington St. and including Court House Mall.
Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 South and Beam Road; SR 46 and I-65.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	TG&Y, Fleener's, Great Scot
E. State St.	1	Hook's Drugs, Jay C. Grocery
Eastbrook Plz.(21)	3	Standard, Hook's
Columbus(25)	NA	Taylor Drugs, Danner's, P. Harris, J.C. Penney
Northern Village	3	Target, Corvairs
Holiday Ctr.(28)	5	Marsh Supermarket, Holiday Drugs
Courthouse Ctr.(34)	NA	Sears, Osco Drugs, Hilman Jwlry.
West Hill(15)	2	3D Discount, Hook's, Jay C Grocery

Principal Shopping Days-Thurs., Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penny; Sears.
Variety Stores-TG&Y; Danner's.
Discount Stores-Target; 3D Discount.
Chain Drug Stores-Hook's Dependable 3; Taylor's; Osco Drugs.
Chain Supermarkets-Kroger; Jay C 3; Standard; Marsh 2; IGA 2; Great Scot.
Other Chain Stores-Goodyear; Goodrich; Guarantee Auto; Sherwin-Williams; Nationwide Auto; Montgomery Ward; Corvairs.

14 - NEWSPAPERS: REPUBLIC (e) 22,544; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David A. Miller, Mktg Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives: Landon Associates; USSPI.

CONNERSVILLE

1 - LOCATION: Fayette County, E&P Map C-3, County Seat. Trade center for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis and Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Norfolk Western (freight only).
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,023; Loc. Est. 16,375
County 80 Cen. 28,272; Loc. Est. 28,004

4 - HOUSEHOLDS:
City 80 Cen. 6,322; Loc. Est. 6,288
County 80 Cen. 9,960; Loc. Est. 10,193

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$111,084,000
Savings & Loan	2	$84,478,511

6 - PASSENGER AUTOS: 13,744

7 - ELECTRIC METERS: Residence 6,214

8 - GAS METERS: Residence 5,262

9 - PRINCIPAL INDUSTRIES: Metal Fab. 8,200 emp.$295 Avg. Weekly Wage.
Principal Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-5 blocks on Central Ave., connecting streets.
Neighborhood Shopping Centers-Connersville Plaza, 30th St.; K mart; 3-D; Grandview Center, 30th St.
Principal Shopping Days-Sat., Thu., Fri., Mon.
Stores Open Evenings-Grandview Center; Connersville Plaza, 2 Discount Stores and Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; P.N. Hirsch; 3D; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Cox; No Frills; Mace; IGA.
Other Chain Stores-Guarantee Tire; Rogers Jewelry; Montgomery Ward (catalog); Sears (catalog); Val Corp.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,300; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Charles E. Morris, Adv. Dir., NEWS-EXAMINER, 406 Central Ave., Box 287, Connersville, IN 47331; Tel. (317) 825-0585.
National Representative: Landon Associates.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3, County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N.
Motor Freight Carriers-4.
Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:
City 80 Cen. 13,325; Loc. Est. 12,746
CZ-ABC: (70) 13,842; (82) 14,600
RTZ-ABC: (70) 42,352; (82) 46,600
County 80 Cen. 35,501; Loc. Est. 34,742
City & RTZ-ABC: (70) 56,194; (82) 61,200

4 - HOUSEHOLDS:
City 80 Cen. 5,200; Loc. Est. 5,114
County 80 Cen. 12,967; Loc. Est. 13,110
CZ-ABC: (70) 4,683; (82) 5,800
RTZ-ABC: (70) 13,571; (82) 17,400
City & RTZ-ABC: (70) 18,254; (82) 23,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$242,660,982
Savings & Loan	3	$172,299,191

6 - PASSENGER AUTOS: County 17,942

7 - ELECTRIC METERS: Residence 7,850

8 - GAS METERS: Residence 6,150

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 400 ($205); Printing 6,100 ($175); Metal 762 ($174); Plastics 325 ($164); Warehouse/Shipping 300 ($155).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 17. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Washington; 3 on Main; 4 on Market; 3 on Green.
Neigborhood Shopping Centers-South Washington St.; West and East on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
So. Blvd. Plaza	1	Danners, Loeb's, Kroger, Target, J.C. Penney, Golden Rule
S.Washington St.	1	Crawford's
West on U.S. 136	2	Pauls
Shelley Square	1	Lighting Ctr.
Countryside Plaza(5)	1	3-D, Kroger, Haag

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.; Blvd. Mall-every evening to 9 P.M.

13 - RETAIL OUTLETS: Department Stores-Rapps; J.C. Penney; Loeb's; Town & Country HWI Center.
Variety Stores-Danner's.
Discount Stores-Pool's; 3-D; Target.
Chain Drug Stores-Rexall 3; Hook 3; SupeRx; Haag.
Chain Supermarkets-A&P; Kroger 2; Standard; Shopwright; Crawford's.
Other Chain Stores-Gallenkamp; Goodyear; Goodrich; Andies (candy); Sherwin-Williams; Paul Harris; Hillman Jewelry; Sears (catalog); Radio Shack; Fayva.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 11,902; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Simonds, Adv. Dir., JOURNAL-REVIEW, 119 N. Green, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative: Landon Associates.

DECATUR

1 - LOCATION: Adams County (In Fort Wayne SMSA). E&P Map C-2, County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Intercity Bus Lines-ABC.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,649; Loc. Est. 8,950
County 80 Cen. 29,619; Loc. Est. 31,222
SMSA 80 Cen. 382,961; Loc. Est. 386,996

4 - HOUSEHOLDS:
City 80 Cen. 3,163; Loc. Est. 3,412
County 80 Cen. 9,625; Loc. Est. 10,502
SMSA 80 Cen. 134,313; Loc. Est. 139,922

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$100,000,000
Commercial	2	$130,000,000

6 - PASSENGER AUTOS: County 14,645

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Motors; Soybean Processing; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Frozen Waffles; Paint; Concrete Products & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14. Last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(11)	NA	Sears, Revco
Gerber Cntr.(4)	NA	Hook's Drugs
Village Green(4)	NA	Scotts Mkt.

Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Niblick; P.N. Hirsch; Sears (catalog); Val's.
Discount Stores-Val's; K mart.
Chain Supermarkets-Gerber's 2; Scott's; IGA; Hammond's.
Chain Drug Stores-Revco; Hook's; Village Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,894; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mark Miller, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur IN 46733; Tel. (219) 724-2121.
National Representative: American Newspaper Reps.

EAST CHICAGO

See HAMMOND

ELKHART

1 - LOCATION: Elkhart County (in Elkhart SMSA). E&P Map B-2. In N central part of state, 4 mi. S of Indiana-Michigan state line, 101 mi. E of Chicago. Manufacturing center for diversified products. Agricultural, dairy and fruit area.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-16 terminals; 38 carriers.
Intercity Passenger Bus Lines-Greyhound; ABC; Northern Indiana Transit; Indiana Motor Bus.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 41,305; Loc. Est. 41,142
CZ-ABC: (70) 76,690; (82) 86,300
RTZ-ABC: (70) 82,893; (82) 81,200
County/SMSA 80 Cen. 137,330; Loc. Est. 141,441
City & RTZ-ABC: (70) 159,583; (82) 167,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,964; Loc. Est. 16,877
County/SMSA 80 Cen. 48,148; Loc. Est. 51,083
CZ-ABC: (70) 24,134; (82) 31,900
RTZ-ABC: (70) 22,601; (82) 29,100
City & RTZ-ABC: (70) 46,735; (82) 61,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$630,880,808
Savings & Loan	2	$343,341,644

6 - PASSENGER AUTOS: County 75,209

7 - ELECTRIC METERS: Residence 32,764

8 - GAS METERS: Residence 21,117

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Electrical Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Transportation Equipment ($215); Furniture & Fixtures 1,727 ($161); Lumber & Wood Pdts. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10. Last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-(Number of Stores): Bower St. 4; Nappanee St. 12; Bypass 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	2	Ward's, Robertson's, J.C. Penney, Martin's Mkt.
Parkmor(25)	1	Hirsch, Martin, Ben Franklin
Pierre Moran(52)	2	Zeisel's, Kroger, Sears
Shop Easy Place(16)	1	Wilt, Cooks, Kroger
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	NA	Wilt Food Ctr.
K mart(4)	NA	K mart
University Park Mall(100)	14	Sears, J.C. Penney, J.L. Hudson, Ayres

Principal Shopping Days-Thu. thru Sun.
Stores Open Evenings-Most shopping centers every evening till 9 pm. Sunday to 6.

13 - RETAIL OUTLETS: Department Stores-Ziesel's 2; Robertson's; Sears; J.C. Penney; Montgomery Ward.
Discount Stores-K mart; Rinks.
Variety Stores-Ben Franklin; P.N. Hirsch; Perry 2.
Chain Drug Stores-Judd's 6; Hook's 3; Newman 2; Osco 2; Revco; Alick's.
Chain Supermarkets-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; General Nutrition; JoAnn Fabrics; McCrory; Milady Shop; National Shirt; Orange Bowl; Soundmasters; Spencer Gift; Parklane Hosiery; Bresler's; Fleenor Auto; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Spiegel (catalog); Fleet Supply; Alden (catalog); Paul Harris; Wig Fair; Singer Co.; SoFro; Nobel Shoes; Walden Books; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Regal Shoe; Grinnell; Ganto's.

14 - NEWSPAPERS: TRUTH (e-mon to fri) 29,204; (m-sat) 30,805; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parrenet, Adv. Dir., TRUTH, 421 S. Second St., Elkhart, IN 46514; Tel. (219) 294-1661.
National Representative: Branham.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson SMSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28 & 37.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Wards.

3 - POPULATION:
Corp. City 80 Cen. 10,867; Loc. Est. 10,748
County/SMSA 80 Cen. 139,336; Loc. Est. 139,314

4 - HOUSEHOLDS:
City 80 Cen. 3,968; Loc. Est. 4,090
County/SMSA 80 Cen. 49,985; Loc. Est. 51,477

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$60,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 73,578

7 - ELECTRIC METERS: Residence 4,144

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Can Mfg. 321; Jet Engine Blades 750; Auto Water Pumps 200; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elwood Plaza(4)	NA	Tradeway Discount
K mart Plaza	NA	K mart, Coast-to Coast, Carters, SupeRx

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-R.L. Leeson; J.C. Penney; K mart.
Variety Stores-Dollar General Stores.
Discount Stores-T-Way.
Chain Drug Stores-Hook's 2; SupeRx.
Chain Supermarkets-Marsh Foodliner; Carters Super Market.
Other Chain Stores-Goodyear; Falvey's Men's Store; Earl Rhodes Jewelry; Montgomery Ward (catalog); Wickes Lumber; Burger's Dairy; Guarantee Auto; Town & Country; Clark Appliances; Fox TV & Appliances; Burger Chef; Foots Tire.

14 - NEWSPAPERS: CALL-LEADER (e) 5,021; sworn Sept. 30, 1980. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Robert E. Nash, Adv. Dir., CALL-LEADER, 317 S. Anderson St., Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1 - LOCATION: Vanderburgh County, (In Evansville, IN-KY SMSA). E&P Map A-5. 167 mi. S of Indianapolis; 170 mi. E of St. Louis; 156 mi. NW of Nashville; 126 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65 & 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Illinois Central; Gulf; Southern; Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Wabash-Arrow Lines; Evansville & Ohio Valley Ry.; Gulf Transit.
River Barge Lines-5.
Airlines-USAir; Eastern; Britt; Comair; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 130,496; Loc. Est. 129,613
CZ-ABC: (70) 162,556; (82) 160,600
RTZ-ABC: (70) 289,135; (82) 339,700
SMSA 80 Cen. 309,408; Loc. Est. 314,741
County 80 Cen. 167,515; Loc. Est. 168,933
City & RTZ-ABC: (70) 451,691; (82) 500,300

4 - HOUSEHOLDS:
City 80 Cen. 51,310; Loc. Est. 52,702
County 80 Cen. 64,030; Loc. Est. 66,521
SMSA 80 Cen. 113,708; Loc. Est. 119,039
CZ-ABC: (70) 53,031; (82) 61,400
RTZ-ABC: (70) 92,023; (82) 126,700
City & RTZ-ABC: (70) 145,054; (82) 188,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	5	N.A.
Commercial	4	$1,134,975,507

6 - PASSENGER AUTOS: County 105,500

7 - ELECTRIC METERS: 115,817

8 - GAS METERS: 62,186

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture & Fixtures 2,000; Fabricated Metal Products 3,000; Machinery 9,500; Refrigeration & Air-Conditioning Equipment 7,600; Misc. Durable Goods 8,100; Food Products 2,900; Textile & Apparel 1,000; Printing & Pub. 2,000; Rubber & Misc. Plastics 3,500; Glass 250; All Other Nondurable Goods 4,700; Mining 2,500; Construction 7,700; Trans., Comm. & Utilities 6,700; Wholesale & Retail Trade 31,200; Finance Ins. & Real Estate 4,400; Services 23,500; Government 12,200; All Other Nonagricultural 8,900; Agricultural 1,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-86; Summer 63-89; Fall 45-81; Winter 24-55. First killing frost, Oct. 24. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-21 blocks Riverside to 7th; Vine to Locust.
Neighborhood Shopping Centers (Number of Stores) Ayr-Way North (14); Covert & Vann (4); Fairlawn (6); Harrison Village (8); K mart (4); K mart Plaza (5); K mart South (4); Schnucks-Walgreen (2); Shamrock Acres (9); Village Square Mall (4); Weinbach (15).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ross Center(14)	4	Spaldings
Town Center(29)	4	Kuester's
West Side(8)	2	Moutoux, Jerry's
Covert & Lodge(11)	3	Simpson's
Lincoln & Weinbach	3	Wesselman's
Lawndale(20)	6	Ayr-Way, Wesselman's, Haag Drugs, De Jongs
North Park(32)	5	De Jongs, Kuester's, Wesselman's, Kresge
North Brook(24)	5	Schnucks, Walgreen, Strouse's Baby Shop
Division & Weinbach	3	Wesselman's, Weinbach Heyden & Steber
Washington Square(141)	6	Sears, Stewart's
Eastland Place	6	LaFashion, Duffs, Peoples, Shoe Biz
Eastland Mall(100)	6	J.C. Penney, Lazarus, Ben Snyder
Morgan & Boeke	4	K mart
Diamond Ave. & St. Joe	6	K mart
S. 41 & Southland Drive	3	K mart
Washington & Green River	6	Schnucks, Walgreen
Plaza West(81)	4	Woolco, Great Scot
Plaza East(15)	7	Woolco, Great Scot
North First Ave.	5	Ayr-Way

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Department Stores-Fri.; Downtown Shopping Center-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears Evansville Store; Stewart's; J.C. Penney; Lazarus.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Naborhood; Haag 8; SupeRx 2; Walgreen 2; Osco 2; Hook's 5.
Chain Supermarkets-Jerry's 4; Wesselman's 10; Columbia; Great Scot 4; Simpson's; Key 11; Spaulding's 6; Schnucks 2.
Other Chain Stores-Shoes: Burt's Baynham's, Rieckens 2, Barker's, Kinney's; Women's Apparel: Three Sisters; Tires: Firestone, United Raben, General, Goodyear; Fabric: Jo Ann Fabrics, Cloth World, Fabrific, Fabs; Hardware: Kuesters, TSC, Heyden-Steber; Misc: Singer Center, Sherwin-Williams, Color Tile, Pittsburgh Plate Glass, Glidden Paint, Radio Shack, Playback, Red Spot.

14 - NEWSPAPERS: COURIER (m) 63,453; PRESS (e) 43,328; Comb. (m&e) 106,781; COURIER & PRESS (S) 116,689; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Kelley, Gen. Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., Evansville, IN 47702; Tel. (812) 464-7644.
National Representative: Story & Kelly Smith.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne SMSA). E&P Map C-2, County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33 and 30; I-69; State Hwys. 1, 3, 14, 37 and 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Norfolk & Western.
Motor Freight Carriers-79.
Intercity Bus Lines-ABC; Greyhound; Indiana Motor Bus; Continental Trailways; North Star Line; Southeastern Trailways.
Airlines-Delta; United; Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 172,196; Loc. Est. 169,674
CZ-ABC: (70) 238,941; (82) 248,500
RTZ-ABC: (70) 463,274; (82) 523,800
County 80 Cen. 294,335; Loc. Est. 296,492
SMSA 80 Cen. 382,961; Loc. Est. 386,996
City & RTZ-ABC: (70) 702,215; (82) 772,300

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 65,961; Loc. Est. 67,770
County 80 Cen. 104,403; Loc. Est. 108,390
SMSA 80 Cen. 134,313; Loc. Est. 139,922
CZ-ABC: (70) 74,465; (82) 90,500
RTZ-ABC: (70) 141,425; (82) 187,400
City & RTZ-ABC: (70) 215,889; (82) 277,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$1,736,248,000
Savings & Loan	4	$453,293,000

6 - PASSENGER AUTOS: County 164,867

7 - ELECTRIC METERS: Residence City & Suburbs 78,935

8 - GAS METERS: Residence County 67,678

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Elec. Mach. & Equip. 12,600 ($392); Automotive Equip. 8,900 ($471); Non-Electrical Mach. 6,000 ($410); Food Products 3,900 ($377).

10 - CLIMATE: Avg. yearly min. & max. temp.-20-85. Precipitation 36" annually. First killing frost, Oct. 17. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthony Wayne Village(13)	3	Maloley's
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Rogers Mkts.
Casselwood(5)	4	Maloley's
Coliseum Place	3	IGA, Scott's
Covington Plz.(55)	4	Maloley's, Jacobson's
Del Mart Plaza(7)	6	White Swan, Hooks
Diplomat Plaza(18)	3	Scott's
East State	3	Maloley's
Georgetown Sq.(70)	5	Rogers Mkts., Fayva
Glenbrook Sq.(87)	3	L.S. Ayres, Sears, JC Penney, Target
Hazelwood Plaza	3	Nobbson Village
Homewood	3	Leath Furniture
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza(15)	5	Kroger
Maplewood Plz.(30)	5	Maloley's, Radio Shack
New Haven Plaza	7	Maloley's
North Anthony(41)	3	Maloley's, Rogers Mkts.
Northcrest(25)	3	Mont. Ward, Kroger
Northwood Plz.(23)	5	Kroger, Target
Oakbrook & Quimby Village(25)	2	Value City, Maloley's
Park West(20)	2	Scott's, Mr. Wiggs
Pinevalley Mall	9	Scott's
Riviera Plaza(14)	4	Rogers Mkts.
Rogers S. Anthony	4	Rogers Mkts.
Rudisill(3)	2	Hutners, Hooks, Maier's
Southgate Plz.(33)	3	Kroger, Radio Shack
Southtown Mall(60)	5	L.S. Ayres, Penney's, Ward's, Sears
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Rogers Mkts., Maloley's
Uncommons(21)9	3	Dollar General, Cash'n Carry
Washington Sq.(15)	4	Rogers Mkts.
West State Plaza(9)	2	Woolworth, Maloley's
Westland Mall(19)	4	Leath Furniture
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat.; Drug & Discount stores open Sun.
Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 2; J.L. Hudson; Sears 2; Montgomery Ward 2; J.C. Penney 2.
Variety Stores-Murphy; Belmont 5; Woolworth; Barrett 2; Dollar General 2.
Chain Drug Stores-Hook's 13; Revco 5; Walgreen 6; Gerding; Keltsch 8; Vita-Fair; Chronister 4.
Discount Stores-Target; K mart 4; Heck's 3; TSC; Tepe; O.G. Wilson; Fleet Supply; Value City.
Chain Supermarkets-Kroger 3; Rogers Mkts. 10; Maloley Bros. 12; Scott's 7; Burger Dairy 2; Didier Bros.; Pio 2; 7-Eleven 3.
Other Chain Stores-Shoes: Buster Brown, Fayva, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, Naturalizer, Thom McAn, Kinney, Baker, Regal, Hill Bros., Hanover, Fisher, Gallenkamp; Clothing: Baskin, Redwood & Ross, Chess King, Richman Bros; Jewelers: Kay, Rost, Zales, Gordon, Armstrong, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide; Women's Apparel: Casual Corner, Foxmoor, Neumode, Jean Nicole, Petit Sophisticates, The Limited, Plaza U., Susies Casuals, Paul Harris, Lerner's; Yard goods: Jo-Ann Fabrics, So Fro Fabrics, Singer; Other: S&H Green Stamps, M&M Gold Stamps, Top Value Stamps, Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdw., Tru Value Hdwe., TSC Stores, Frank's Nursery; Bldg. Mats.: Furrows, Wickes, Wolohan, Sutherland, 84 Lumber; Fretter Appliance.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 56,953; NEWS-SENTINEL (e) 66,477; Comb (m&e) 123,430; JOURNAL GAZETTE (S) 106,011; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary W. Books, Mktg. Serv. Mgr., NEWS-SENTINEL & JOURNAL-GAZETTE, 600 Main St., Fort Wayne, IN 46802; Tel. (219) 461-8448.
National Representative: Knight-Ridder.

FRANKFORT

1 - LOCATION: Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail; Louisville & Nashville.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,168; Loc. Est. 15,295
County 80 Cen. 31,545; Loc. Est. 31,976

4 - HOUSEHOLDS:
City 80 Cen. 5,691; Loc. Est. 5,864
County 80 Cen. 11,325; Loc. Est. 11,796

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$201,042,000
Savings & Loan	2	$75,939,795

6 - PASSENGER AUTOS: County 16,136

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Porcelain Products; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Cabinets; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING:Principal Shopping Centers-4 sides of Square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (4 stores); East Wabash Commercial Strip (12 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; others daily.

13 - RETAIL OUTLETS: Department Stores-Thrasher's; J.C. Penney; Sears; Freedman's; K mart; Montgomery Ward.
Variety Stores-Woolworth.
Chain Drug Stores-Hook; Merritt (Rexall); Haag Drug.
Chain Supermarkets-Kroger; Marsh Foods; Shopwright Mkt.
Other Chain Stores-Goodyear; Sherwin-Williams; Diana Shop; Western Auto; Holthouse Furniture; Coast-to-Coast; Cato; Mode O'Day; Payless Shoe Source.

14 - NEWSPAPERS: TIMES (e) 8,022; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Mgr., TIMES, PO Box 9, 251 Clinton St., Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative: Landon Associates.

FRANKLIN-GREENWOOD

1 - LOCATION: Johnson County (In Indianapolis SMSA). E&P Map B-4. 20 mi. S of Indianapolis. Education and agricultural center.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 30,890; Loc. Est. N.A.
Franklin 80 Cen. 11,563; Loc. Est. 11,212
Greenwood 80 Cen. 19,327; Loc. Est. N.A.
PMA-ABC: (70) 33,861; (82) 44,700
RTZ-ABC: (70) 27,277; (82) 36,200
SMSA 80 Cen. 1,166,929; Loc. Est. 1,179,675
County 80 Cen. 77,240; Loc. Est. 79,034
Total PMA & RTZ-ABC: (70) 61,138; (82) 80,900

4 - HOUSEHOLDS:
Cities 80 Cen. 10,856; Loc. Est. N.A.
Franklin 80 Cen. 3,808; Loc. Est. 3,721
Greenwood 80 Cen. 7,048; Loc. Est. N.A.
PMA-ABC: (70) 9,819; (82) 15,200
RTZ-ABC: (70) 7,555; (82) 11,700
SMSA 80 Cen. 25,345; Loc. Est. 26,710
County 80 Cen. 418,536; Loc. Est. 435,950
Total PMA & RTZ-ABC: (70) 17,373; (82) 26,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 42,738

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Automotive Parts; Electrical Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING:Principal Shopping Centers-25 blocks on 8 streets; Greenwood Center (63 units); Northwood Center (15 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilgro(14)	8	Haag Drug
Greenwood Park(75)	9	Sears, Woolco, Blocks, L.S. Ayres, Lazarus
Northwood(23)	NA	Murphy's Mart Auto, Kroger, Haag Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All Fri.; Shopping centers nightly ex. Sat. (closed Sun.).

13 - RETAIL OUTLETS: Department Stores New-kirk's; Whitesides; Lazarus; L.S. Ayres; Sears; Block's; Penney; Service Mdse.
Discount Stores-Franklin; Murphy's Mart; Val's; Greenwood; K mart; Woolco; Zayre; Ary-Way; Value City.
Chain Drug Stores-Franklin; Hook's; Haag's; Greenwood; SupeRx.
Chain Supermarkets-Franklin; Kroger; Regal; IGA; Marsh; Rays; Greenwood; Shurfine; Big E; Standard.
Other Chain Stores-Guarantee Auto; Western Auto; Lord's Greenwood; Goodyear; Singer Co.; Firestone.

14 - NEWSPAPERS: JOURNAL (e) 13,665; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Moss, Adv. Mgr., JOURNAL, PO Box 366, Franklin, IN 46131; Tel. (317) 736-7101.
National Representative: Landon Associates.

GARY

1 - LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond-East Chicago SMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94, 95; State Hwys. 51, 53, 55 & 65 end in Gary.

2 - TRANSPORTATION: Railroads-Main lines of Conrail; Baltimore & Ohio; Michigan Central; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend Railroads.
Motor Freight Carriers-62.
Intercity Bus Lines-Greyhound; Indian Trails; National Trailways; Gary Inter-City; Southeastern.
Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953; Loc. Est. 148,693
CZ-ABC: (70) 295,813; (82) 289,300
Bal. in PMA-ABC: (70) 134,271; (82) 147,100
County 80 Cen. 522,965; Loc. Est. 526,487
SMSA 80 Cen. 642,781; Loc. Est. 652,363
Total PMA-ABC: (70) 430,084; (82) 436,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 49,455; Loc. Est. 51,744
County 80 Cen. 175,098; Loc. Est. 181,984
SMSA 80 Cen. 214,244; Loc. Est. 244,323
CZ-ABC (70) 84,306; (82) 95,600
Bal. in PMA-ABC: (70) 38,159; (82) 49,500
Total PMA-ABC: (70) 122,465; (82) 145,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	15	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 270,771

7 - ELECTRIC METERS: 64,600

8 - GAS METERS: 56,845

9 - PRINCIPAL INDUSTRIES: Steel and Related Indus. 96,000 emp. $450 weekly average.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered; fluoridated

12 - RETAILING:Principal Shopping Center-U.S. 30 and Mississippi St.
Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.
Neighborhood Shopping Centers: Midtown B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park; B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.; 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Plz.(9)	NA	Jewel, Lyttons
Turkey Creek(2)	NA	Venture, Jewel
Crossroads(15)	NA	Zayre
Village(34)	NA	J.C. Penney, Kresge, Mont. Ward
12/20 Plz.(3)	NA	K mart, Tittle's, Zayre
Southlake(126)	NA	Sears, J.C. Penney, Carson Pirie, Scott, L. S. Ayres
Dunes Plz.(4)	NA	Zayes, K mart
Broadway(9)	NA	May Family Ctr., Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree
Century Mall(40)	NA	Wards, Goldblatts
Twin Towers(12)	NA	Ardrean Imports
Griffith Park(16)	NA	Venture
Portage Mall(40)	NA	Coast-to-Coast
County Seat(36)	NA	K mart
Marquette(59)	NA	C.P. Scott
Indian Oak(26)	NA	Hooks

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-In Gary: Goldblatts, Mays; In Valparaiso: Lowenstine's, J.C. Penney, Sears, Miller's.
Leading Variety Stores-Kresge; Harvey's Mart.
Discount Stores-Zayre; Venture; May Family Ctr.; K mart.
Chain Drug Stores-Walgreen 4; Walgreen Agency Stores 12; Scott's 4; Hick's 3; May Vitamin 5; Belles 3; Ribordy (Local) 7; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Supermarkets-A&P 5; Jewel 3; Wiseway 4; Tittles 5; Buy Low 7; Thrift-T-Mart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til; Storks.
Other Chain Stores-Richman Bros; Danners; Aldies; Coronet; Thom McAn; Dr. Scholl; Kinneys; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto Stores; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; S&H Green Stamps; Spiegel Catalog.

14 - NEWSPAPERS: POST-TRIBUNE (e) 81,663; (S) 92,798; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Corbett, Nat'l. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 886-5000.
National Representative: Knight-Ridder.

GOSHEN

1 - LOCATION: Elkhart County, E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 12 mi. S of East-West Indiana toll road.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,447; Loc. Est. 20,281
CZ-ABC: (70) 17,171; (82) 20,000
RTZ-ABC: (70) 47,623; (82) 53,800
County 80 Cen. 137,330; Loc. Est. 141,441
City & RTZ-ABC: (70) 64,794; (82) 73,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,291; Loc. Est. 7,655
County 80 Cen. 48,148; Loc. Est. 51,083
CZ-ABC: (70) 5,631; (82) 7,700
RTZ-ABC: (70) 14,199; (82) 18,900
City & RTZ-ABC: (70) 19,830; (82) 26,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$556,817,784
Savings & Loan	1	$226,000,000

6 - PASSENGER AUTOS: County 75,209

7 - ELECTRIC METERS: Residence 7,131

8 - GAS METERS: Residence 5,842

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,150 ($304); Electronics 1,300 ($316); Farm Equipment 200 ($216); Recreation Vehicles 360 ($268); Plastics 200 ($296).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING:Principal Shopping Centers-21 blocks on 6 sts. Downtown shopping centers Chicago Pike Plaza, Peddler's Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	NA	JC Penney, Wards, Robertson's
Lin-Way(8)	NA	Coast-to-Coast, Murphy's

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Robertson's; Kline's; Spurgeon's; J.C. Penney; P.N. Hirsch; Sears.
Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory.
Chain Drug Stores-Judd's; Hook's; Osco.
Chain Supermarkets-Kroger; Hardings; IGA.
Other Chain Stores-Harlan's; Western Auto; K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet.

14 - NEWSPAPERS: NEWS (e) 14,050; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, 114 S. Main St., Goshen, IN 46526; Tel. (219) 533-2151.
National Representative: None.

GREENCASTLE

1 - LOCATION: Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 bet. U.S. Hwys. 36 & 40, and I-70.

2 - TRANSPORTATION: Railroads-Conrail; Lousville & Nashville.
Intercity Bus Lines-Trailways.

3 - POPULATION:
City 80 Cen. 8,403; Loc. Est. 8,095
County 80 Cen. 29,163; Loc. Est. 29,107

4 - HOUSEHOLDS:
City 80 Cen. 2,682; Loc. Est. 2,553
County 80 Cen. 9,404; Loc. Est. 9,609

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$97,681,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 13,240

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Crushed Stone and Agricultural Limestone; IBM; Mallory Capacitors; Greencastle Mfg. Co. (Foundry); Lone Star Industries (cement).

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: Hard

12 - RETAILING: Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Prevo's; Montgomery Ward, J.C. Penney; Troyer's; Greenco; Schultz Bros.
Variety Stores-Murphy's; Pool's.
Chain Drug Stores-SupeRx; Hook's; Haag.
Chain Supermarkets-Kroger; Marsh; Big E.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 5,994; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Pub., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis SMSA), E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 11,439; Loc. Est. 11,696
CZ-ABC: (70) 9,986; (82) 12,700
RTZ-ABC: (70) 25,110; (82) 33,100
County 80 Cen. 43,939; Loc. Est. 45,809
SMSA 80 Cen. 1,166,929; Loc. Est. 1,179,675
City & RTZ-ABC: (70) 35,096; (82) 45,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,954; Loc. Est. 4,181
CZ-ABC: (70) 3,231; (82) 4,800
RTZ-ABC: (70) 7,561; (82) 11,700
County 80 Cen. 14,472; Loc. Est. 15,559
SMSA 80 Cen. 418,536; Loc. Est. 435,950
City & RTZ-ABC: (70) 10,792; (82) 16,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$156,984,000
Savings & Loan	1	$183,000,057

6 - PASSENGER AUTOS: County 24,380

7 - ELECTRIC METERS: Residence 3,527

8 - GAS METERS: Residence 2,242

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Pharmaceuticals 900 ($200); Textiles 250 (NA); Machinery 170 ($150).

10 - CLIMATE: Min. & Max. Temp-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; naturally flouridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State, 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(20)	NA	Kroger's, P.N. Hirsch, 3-D, Hook Drug, Coast-to-Coast
Northgate(15)	NA	Ben Franklin, Marsh Mkt.
Weston Vlg.(12)	NA	A&P, Hook Drug, K mart

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Downtown Fri.Shopping Centers, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Dollar.
Variety Stores-Danner Bros.; Ben Franklin.
Discount Stores-K mart; 3-D.
Chain Drug Stores-Hook's; SupeRx; Reasner's.
Chain Supermarkets-A&P; Marsh Foodliner; Ranch Mkt.; Kroger; Ernie's 2.
Other Chain Stores-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: REPORTER (e) 6,019; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Morris Percifield, Adv. Mgr., REPORTER, 212 E. Main, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives: Landon Associates; USSPI.

GREENSBURG

1 - LOCATION: Decatur County, E&P Map C-4, County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: Railroads-CCC&StL; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254; Loc. Est. 9,524
CZ-ABC: (70) 8,620; (81) 8,700
RTZ-ABC: (70) 21,977; (81) 24,800
City & RTZ-ABC: (70) 30,597; (81) 33,500
County 80 Cen. 23,841; Loc. Est. 24,401
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,336; Loc. Est. 3,495
CZ-ABC: (70) 2,902; (81) 3,400
RTZ-ABC: (70) 6,546; (81) 8,600
City & RTZ-ABC: (70) 9,448; (81) 12,000
County 80 Cen. 8,069; Loc. Est. 8,517

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$142,249,069
Savings & Loan	2	$27,895,567

6 - PASSENGER AUTOS: County 11,307

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: Residence 3,171

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Pdts. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Greensburg Plaza, 10 blocks from downtown; Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Minear's, Inc.; Lerman Bros.; Little Angel's; Golden Rule Store; Stewart's Dress Shop; Lord's Apparel; Todd's Men-Boy's.
Variety Stores-G.C. Murphy; Dollar General; County Supply; Pleak's Hdwr.
Discount Stores-Val Discount; TG&Y; K mart.
Chain Supermarkets-Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 6,423; Sept. 30, 1981 ABC. (Latest statement available.)
Local Contact for Advertising and Merchandising Data: George W. Williams, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
National Representative: None.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (In Gary-Hammond-East Chicago SMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys 41, 6, 12, 20; I-94, 80, 90; West end of Indiana toll road.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers-104.
Intercity Passenger Bus Lines-Greyhound; Trailways.
Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines-45 minutes drive to Chicago's O'Hare Int'l. Airport; Midway Airport-commercial & private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500; Loc. Est. 130,504
Hammond 80 Cen. 93,714; Loc. Est. 91,787
East Chicago 80 Cen. 39,786; Loc. Est. 38,717
County 80 Cen. 522,965; Loc. Est. 526,487
SMSA 80 Cen. 642,781; Loc. Est. 652,363
CZ-ABC: (70) 292,612; (82) 299,700
Bal. in PMA-ABC: (70) 86,237; (82) 68,300
Total PMA-ABC: (70) 378,849; (82) 368,000

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967; Loc. Est. 48,456
Hammond 80 Cen. 34,280; Loc. Est. 34,342
E. Chicago 80 Cen. 13,687; Loc. Est. 14,114
County 80 Cen. 175,098; Loc. Est. 181,989
SMSA 80 Cen. 214,244; Loc. Est. 224,323
CZ-ABC: (70) 88,982; (82) 105,500
Bal. in PMA-ABC: (70) 22,973; (82) 21,600
Total PMA-ABC: (70) 111,955; (82) 127,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Hammond	3	$606,129,000
East Chicago	4	$369,711,000

6 - PASSENGER AUTOS: County 270,771

7 - ELECTRIC METERS: Residence 112,166

8 - GAS METERS: Residence 84,116

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel Mills 36,200 ($535); Fabricators, Foundries 4,600 ($407); Oil Refineries 3,300 ($510); Chemical 1,700 ($504).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated: source, Lake Michigan.

12 - RETAILING:Principal Shopping Center-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley.
Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue.
Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Lansing: 6 blocks on Ridge Rd., 3 on Torrence, Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Oaks West	5	Venture, A&P
River Oaks (Cal. City)	5	Sears, Minas, Marshall Field
Woodmar (Ham'd)	4	Carson Pirie Scott
Wentworth Woods (Cal. City)	3	Woolworth
Columbia (Ham'd)	2	Zayre's, Jewel
Calumet (Munster)	4	Montgomery Ward, Sterks
So. Lake Mall (Merrilville)	14	Sears, Carson's, Minas, J.C. Penney, L.S. Ayres
Century Mall (Merrilville)	13	Montgomery Ward, Goldblatts

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Sundays-Discount, drug, some food and dept. stores.
Stores Open Evenings-Downtown Hammond: Monday, Thursday, Friday; Woodmar; Mon. thru Fri.; River Oaks: Mondays thru Fridays; Goldblatts, May Dept., Zayre, K mart, Community Discount, Saxon: Mon. thru Fri.; So. Lake: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Goldblatt's; Edward C. Minas Co.; J.C. Penney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall Field & Co.; L.S. Ayres.
Discount Stores-K mart 3; Zayre; May Dept.; Venture 3; Saxon; Toys R Us.
Variety Stores-S.S. Kresge; Newberry's; Woolworth.
Chain Drug Stores-Walgreen's 5; Osco 2; Ribordy's 5; DeKoven; Physician's Phcy. 3; SupeRx; Harbor Phcy. 2; Stolz-Calaldi 2.
Chain Supermarkets-A&P 5; Wiseway 3; De Locks 7; Thrif-t-Mart 3; Strack-Van Tils 4; Burgers 4.
Other Chain Stores-Apparel: Winkleman's, Baskin, Maurice L. Rothschild, Country Seat, Richman, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Thayer McNeil, Frank's, Baker's, Chandler's, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes, John M. Smyth; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Bayco, Mr. Rusty; Music: Radio Shack 8; Paint: Glidden's, Pittsburgh Plate Glass, $2 Bill's, Sherwin-Williams; Candy: Fanny May 2; Jewelry: Lebolt, C. D. Peacock; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 69,982; (S) 78,351; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William A. Lostoski, Adv. & Mktg. Dir., TIMES, 417 Fayette St., Hammond, IN 46325; Tel. (219) 932-3100.
National Representative: Knight-Ridder.

HARTFORD CITY

1 - LOCATION: Blackford County, E&P Map C-3, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Conrail; N&W (freight).
Intercity Bus Lines-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,622; Loc. Est. 7,741
County 80 Cen. 15,570;Loc. Est. 16,046

4 - HOUSEHOLDS:
City 80 Cen. 2,887; Loc. Est. 3,040
County 80 Cen. 5,577; Loc. Est. 5,967

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$44,000,000
Savings & Loan	3	$24,000,000

6 - PASSENGER AUTOS: County 8,114

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper 370; Glass 130; Thermo-Fax 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marsh	NA	
N Walnut St.(2)	NA	Hook Drugs, TSC

Principal Shopping Days-Fri., Sat.
Stores Open Evenings- Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Val Discount.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Hook's; Marsh.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; TSC; True Value.

14 - NEWSPAPERS: NEWS-TIMES (e) 2,939; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: George Pettigrew, Adv. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative: None.

HUNTINGTON

1 - LOCATION: Huntington County, E&P Map C-2, County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202; Loc. Est. 15,991
County 80 Cen. 35,596; Loc. Est. 35,303

4 - HOUSEHOLDS:
City 80 Cen. 5,910; Loc. Est. 5,992
County 80 Cen. 12,363; Loc. Est. 12,619

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$69,000,000
Savings & Loan	2	$12,000,000

6 - PASSENGER AUTOS: County 18,277

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 2,124; Rubber Goods 267; Asbestos Goods 200; Heating Air Cond. 225; Cranes 100; Chemical 122; Ptg. 342; Avg. hourly wage $3.52.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11. Last killing frost, May 4.

11 - TAP WATER: Neutral, softened; not fluoridated.

12 - RETAILING:Principal Shopping Centers (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers-E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (7).
Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K mart; Target.
Variety Stores-P.N. Hirsch; K mart.
Chain Drug Stores-SupeRx; Hooks.
Chain Supermarkets-Bob's; Marsh Foodliner; Stop 'N' Go Dairies 6; Maloley's.
Other Chain Stores-Wards; Burger Dairy Stores; Sears; Guarantee Auto Stores.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 9,202; (S) 9,366; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard Bruss, Adv. Dir., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (In Indianapolis SMSA). E&P Map B-3. State capital, County Seat. Industrial, wholesale, retail, cultural, medical and educational center. On White River in geographical center of state. 184 mi. from Chicago; 112 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie Systems; Louisville & Nashville; Conrail; Illinois Central; Norfolk & Western.
Motor Freight Carriers-58.
Intercity Bus Lines-ABC; Greyhound; Indiana Motor Bus; Metro Bus System; Indianapolis & Vincennes; Continental Trailways; Trailways.
Airlines-USAir; Britt; American; Eastern; Ozark; TWA; Delta; Midstate; Conair; Continental.

3 - POPULATION:
Corp. City 80 Cen. 700,807; Loc. Est. 697,802
CZ-ABC: (70) 792,299; (82) 759,600
SMSA 80 Cen. 1,166,929; Loc. Est. 1,179,675
County 80 Cen. 765,233, Loc. Est. 766,976
RTZ-ABC: (70) 822,877; (82) 967,200
City & RTZ-ABC: (70) 1,615,176; (82) 1,726,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 260,167; Loc. Est. 267,634
County 80 Cen. 285,092. Loc. Est. 294,589
SMSA 80 Cen. 418,536; Loc. Est. 435,950
CZ-ABC: (70) 251,522; (82) 282,300
RTZ-ABC: (70) 253,126; (82) 347,200
City & RTZ-ABC: (70) 504,648; (82) 629,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$5,315,281,000
Savings & Loan	7	$1,464,142,844

6 - PASSENGER AUTOS: County 453,386

7 - ELECTRIC METERS: Residence 331,896

8 - GAS METERS: Residence 209,115

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Primary Metals 2,900 ($326); Fabricated Metals 9,700 ($300); Non-electrical Machinery 16,300 ($342); Transportation Equipment 26,100 ($537); Food Products 7,700 ($373); Paper & Allied Products 2,800 ($294); Printing & Publishing 9,300 ($339); Chemicals 11,200 ($438); Rubber & Misc. Plastic Products 3,600 ($284); Construction 21,500 (N.A.); Trans. Comm. & Utilities 29,800 ($562); Finance, Insurance & Real Estate 38,200 ($204); Service, Misc. & Mining 100,000 (N.A.); Government 87,200 (N.A.); Stone, Clay, Glass Products 2,300 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (30-yr. avg.)Spring 49-73; Summer 60-84; Fall 32-52; Winter 24-42. First killing frost, Oct. 23. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12 - RETAILING:Principal Shopping Center Downtown-6 blocks on Washington St.; 5 on Market St.; 2 on Ohio St.; 1 on Massachusetts Ave.; 2 on Illinois St.; 3 on Meridian St.; 4 on Pennsylvania St.; 2 on Delaware St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Super Regional: (700,000 sq. ft. or more of selling space.) *Completely covered mall centers.		
Castleton Square*(109)	13	Lazarus, J.C. Penney, Sears, L. Strauss, SupeRx Drugs
Glendale*(120)	7	L.S. Ayres, Wm. H. Block, Hook's Drugs, L. Strauss
Greenwood Park*	9	L.S. Ayres, Wm. H. Block, Lazarus, J.C. Penney, Woolworth's, Sears, L. Strauss, SupeRx
Lafayette Sq.*(94)	6	L.S. Ayres, Wm. H. Block, Lazarus, G.C. Murphy, J.C. Penney, Sears, SupeRx
Washington Square*	10	L.S. Ayres, Wm. H. Block, Lazarus, J.C. Penney, Sears, SupeRx, Kroger
Regional: (100,000 to 699,999 sq. ft. of selling space.)		
Belaire	20	Danner's, Montgomery Ward, J.C. Penney
Castleton Plz.(58)	13	Specialty Shops
Chapel Hill(27)	8	A & P, Hook's Drugs
County Line(40)	11	Target, Kroger
Devington(18)	36	Haag Drugs, Kroger
Eagledale Plaza(47)	4	Hook's Drugs, Marsh, Zayre, Aldi Foods
Eastgate*(60)	6	F&M Distributors, T.H. Mandy, Burlington Coat, Woolworth
Esquire Plz.(19)	9	Zayre
"500" Center	4	Specialty Stores
Georgetown Plz.(34)	6	Specialty Stores
Honeycreek(22)	4	Specialty Stores
Irvington Plz.(30)	4	Haag Drugs, Marsh
Keystone at the Crossing*(80)	10	Specialty Stores
Keystone Plz.(23)	6	Target, Hook's Drugs, Marsh
Keystone Sq.(45)	15	Haag Drugs, Green Basket
Levitz Complex	8	Specialty Stores
Linwood Sq.(15)	4	Kroger, SupeRx, Zayre
Marwood Plz.(16)	6	Hook's Drugs, Kroger
Noblesville Sq.	20	Danner's, Marsh
Nora Plaza(42)	9	Hook's Drugs, Target
Norgate(13)	8	Hook's Drugs, Preston Safeway, Woolco
Shadeland Plz.(14)	5	SupeRx, Woolco
N. Eastwood(24)	9	Hook's Drugs, Kroger
Southern Plz.(40)	5	Wm. H. Block, Kroger, Penney, Woolworth
Speedway(45)	5	Hook's Drugs, Kresge, Kroger, J.C. Penney, Woolco
Target-East(13)	7	Target
Target-N.W.	8	SupeRx Drugs, Target
Target-South	4	SupeRx Drugs, Target
Target-Washington East(16)	8	SupeRx Drugs, Target
Target-Washington West	6	Target
Target-West(9)	3	SupeRx Drugs, Target
Twin-Aire(26)	3	Haag Drugs, S.S. Kresge
Village	19	Ben Franklin, Hook's Drugs, Kroger
Sub-regional: (Less than 100,000 sq. ft. of selling space, but having a minimum of 50,000 sq. ft. of selling space.)		
Arlington Sq.(9)	7	Big E Warehouse Foods, Osco Drug
Augusta Plz.(14)	8	Hook's Drugs, Marsh
Beechcrest Sq.	4	Kroger, SupeRx Drugs
Brightwood Plz.(11)	6	Hook's Drugs
Carson Sq.(16)	6	
Churchman Hill Plz.	5	A&P, Hook's Drugs
Creston Vlg. Sq.(17)	8	Mr. D's Food Mkt., Haag
English Shoppes	3	A&P, Hook's
Georgetown Sq.(34)	7	A&P, Hook's Drugs
Greenbriar(17)	12	Hook's Drugs, Standard-Del Farm
Green Meadows(16)	21	Kroger, SupeRx Drugs
Lakewood Village Shoppes	6	Big E Warehouse Foods, Osco Drugs
Madison Sq.(10)	7	Hook's Drugs, Marsh
Margate Plaza	9	Specialty Stores
Meridian North	10	Kroger
Northbrook([illegible])	12	Marsh
Northgate	20	Ben Franklin, Marsh
Northview	10	Specialty Stores
Plainfield Plz.(14)	13	Danner's, Hook's Drugs, Marsh
Post Plaza(9)	9	Haag Drugs, Marsh
10th & Arlington	6	Marsh
Washington Shoppes(26)	10	Haag Drugs
Westlane(19)	8	Standard Del-Farm
Windridge Ctr.(14)	6	Specialty Stores
Windsor Vlg.(14)	5	Haag Drugs

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 5; Wm. H. Block 6; Lazarus 4; J.C. Penney 6; Sears 5.
Discount Stores-Target 12; K mart 10; Liberty Bell; Murphy Mart; Value City 2; Woolco 4; Zayre 5.
Variety Stores-S.S. Kresge 2; G.C. Murphy 4; F. W. Woolworth 4.
Chain Drug Stores- Fairco 4; Haag (People's) 29; Hook's 61; Mi-Lo 3; Osco 9; SupeRx 16; Value Plus 3.
Chain Supermarkets-A&P 12; Big E Warehouse Foods 8; IGA 4; Kroger 30; Marsh 21; Preston-Safeway 12; 7-Eleven 6; Shurfine Food Centers 4; Standard 24.
Convenience Food Stores-Majik Markets 14; O'Malia; Short Stop Mkts. 4; Stop-N-Go Foods 5; Village Pantry 53.
Other Chain Stores-Auto Suppliers: Carquest, CarX, Fleenor, Firestone, Guarantee, Hiway Parts, NAPA, Nationwise, Goodyear, Kelly-Springfield, Midas Muffler, Precision Transmission, Western Auto; Bakeries: Cookie Factory, Dunkin' Donuts, Jeanne Marie, Roselyn, Tiffany; Candy: Fannie May, Russell Stover; Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Lindner's; Jewelers: Goodman, Kay, Rost, Smith, Shane, Tammey, Zale's; Shoe Stores: Athletic Dept., Baker's, Marott, Fayva, Florsheim, Gallenkamp, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn; Men's Apparel: Bottomhalf, Chess King, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, Roly's, Silverman's, L. Strauss, Style Store for Big & Tall, Thoroflare; Women's Apparel: Catherine's Stout Shoppes, Dorothy's, Foxmoor Casuals, Frederick's of Hollywood, Jean Lauder's, Lemon Tree, Lerner, Limited, Morrison's, Paul-Harris, Stuart's, Sycamore Shops; Furniture Stores: Kittle's 2, Value City 2; Hardware: Ace 15, Central 4, True Value 18.

14 - NEWSPAPERS: STAR (m) 220,947; NEWS (e) 136,043; Comb. (m&e) 356,990; STAR (S) 361,571; March 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, PO Box 145, Indianapolis, IN 46206; Tel. (317) 633-1132.
National Representatives: Million Mkt. Newspapers; Metro. Sunday Newspapers; Leonard.

JASPER

1 - LOCATION: Dubois County, E&P Map B-5, County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis, 57 mi. NE of Evansville, 79 mi. W of Louisville.

2 - TRANSPORTATION: Railroads-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097; Loc. Est. 9,066
County 80 Cen. 34,233; Loc. Est. 34,560
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249; Loc. Est. 3,319
County 80 Cen. 11,201; Loc. Est. 11,645

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$309,922,000
Savings & Loan	2	$15,476,356

6 - PASSENGER AUTOS: County 17,898

7 - ELECTRIC METERS: Residence 4,802

8 - GAS METERS: Residence 2,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 298; Apparel 68; Lumber Wood Prod. 911; Furn. 1,397; Ptg. & Pub.30; Chemical 29; Rubber 125; Coal, Stone, Clay & Glass 124; Primary Metals 5; Fabric Metals 114; Mach. (except elec.) 42; Transp. Equip. 78. Avg. Wkly Wage $245.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal area-Vicinity of Court House Square.
Neighborhood Shopping Districts-U.S. 231-South; Vicinity of Bartley and Sixth St. Northwood Park addition; Highway 162 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buy-Way Plaza(4)	NA	Krogers, Mont. Ward
3-D Plaza(15)	NA	

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon., Wed. & Fri.; five Supermarkets open on Sunday.

13 - RETAIL OUTLETS: Department Stores Reising's; Modern; Mr. & Mrs. Wardrobe.
Variety Stores-Ben Franklin Family Center.
Discount Stores-Danner's 3-D Center; K mart.
Chain Drug Stores-Hooks.
Chain Supermarkets-IGA 4; Red & White; Dippel's.
Other Chain Stores-Sears; Sherwin-Williams; Cato's; Montgomery Ward; Haas Hallmark; Guarantee Auto; Sound of Music (Radio Shack); Gamble's; True Value Hardware.

14 - NEWSPAPERS: HERALD (e) 11,558; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. Fourth St, Jasper, IN 47546; Tel. (812) 482-2500.
National Representative: None.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, Kentucky-Indiana SMSA). E&P Map C-5, County Seat. On Ohio River opp. Louisville, Kentucky.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 21,220; Loc. Est. 26,000
County 80 Cen. 88,838; Loc. Est. 90,000
SMSA 80 Cen. 906,240; Loc. Est. 904,795

4 - HOUSEHOLDS:
City 80 Cen. 7,972; Loc. Est. 8,000
County 80 Cen. 31,021; Loc. Est. 31,837
SMSA 80 Cen. 324,045; Loc. Est. 332,951

5 - BANKS:	**NUMBER**	**DEPOSITS**
Saving & Loan	2	$102,111,000
Commercial	3	$190,222,561

6 - PASSENGER AUTOS: County 49,702

7 - ELECTRIC METERS: County 26,000

8 - GAS METERS: County 17,487

9 - PRINCIPAL INDUSTRIES: Chemicals; Textiles; Ordnance; Foundries; Wood Prod.; U.S. Census Bureau; Jeff Boat Works; Colgates.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conner's(11)	NA	General Store
Gateway Plz.(6)	NA	Gateway
Grant Plz.(7)	NA	Winn-Dixie
Greentree(42)	NA	J.C. Penney, Sears
Youngstown(30)	NA	Bacon's
K mart Plz.(9)	NA	K mart
Value City(3)	NA	Value City
Wyckshire(7)	NA	Schmidt's
Eastgate(3)	NA	K mart

Stores Open Evenings-In Shopping Centers.
Principal Shopping Days-Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Bacon's; J. C. Penney; Sears; Ben Snyders; Danner's.
Variety Stores-Woolworth's; Thrift Dollar Store.
Discount Stores-K mart; Counsolidated Sales; Target.
Chain Drug Stores-Taylors; Bills Discount; Walgreen; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco.
Chain Supermarkets-Key Market; Krogers; Gateway; IGA; Winn-Dixie; Convenient; 24-Hour Food Mart; One-Stop Mart.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; National Shirt; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Tape Centre; Singer Co.; Walgreen's; Will Sales; Davids Style Shop; Firestone; Sherwin-Williams; Cloth World.

14 - NEWSPAPERS: NEWS (e) 17,393; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jessie Napier, Adv. Mgr., NEWS, 225 Spring St., Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: None.

KENDALLVILLE

1 - LOCATION: Noble County. E&P Map C-2, Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,299; Loc. Est. 7,352
County 80 Cen. 35,443; Loc. Est. 36,193

4 - HOUSEHOLDS:
City 80 Cen. 2,727; Loc. Est. 2,870
County 80 Cen. 12,065; Loc. Est. 14,553

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$88,000,000
Savings & Loan	2	$20,500,000

6 - PASSENGER AUTOS: County 15,290

7 - ELECTRIC METERS: Residence 2,772

8 - GAS METERS: Residence 1,906

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Electrical Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11. Last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated

12 - RETAILING:Principal Shopping Center-4 blocks on Main St.; 2 on Mitchell; 2 on William.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foodtown(10)	NA	Val Discount Center
Publix(6)	NA	Mont. Ward, Hirsch
Kendallville	NA	Murphy's Mart

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Friday night; shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; shopping center stores; Penney's.

13 - RETAIL OUTLETS: Department Stores-Fisher's; J.C. Penney; Hirsch; Sears; Murphy's Mart; Val Discount.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's; Walgreen.
Chain Supermarkets-Roger's; Harman's IGA; Big Blue Market.
Other Chain Stores-Mode O' Day; Hallmark; True Value; Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Firestone; Carquest; NAPA.

14 - NEWSPAPERS: NEWS-SUN (e) 6,643; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St., Kendallville, IN 46755; Tel. (219) 347-2066.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County, (SMSA). E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31-35-22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and misc. manufacturing center.

2 - TRANSPORTATION: Railroads-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808; Loc. Est. 49,141
CZ-ABC: (70) 53,282; (82) 60,600
RTZ-ABC: (70) 71,523; (82) 70,500
County 80 Cen. 86,896; Loc. Est. 88,447
SMSA 80 Cen. 103,715; Loc. Est. 105,888
City & RTZ-ABC: (70) 124,805; (82) 131,100

4 - HOUSEHOLDS:
City 80 Cen. 18,240; Loc. Est. 19,484
County 80 Cen. 31,050; Loc. Est. 32,560
SMSA 80 Cen. 37,043; Loc. Est. 38,972
CZ-ABC: (70) 17,661; (82) 23,500
RTZ-ABC: (70) 21,185; (82) 24,300
City & RTZ-ABC: (70) 38,846; (82) 47,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$283,335,878
Savings & Loan	4	$276,651,214

6 - PASSENGER AUTOS: County 49,522

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 250; Primary Metals 5,313; Fabricated Metals 587; Machy. (ex. Elec.) 434; Electric Machy. 11,000; Trans. Equip. 3,800; Avg. Wkly. Wage (Mfg.) $385.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant; T-way Plaza-11 units; Olds Plaza15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(18)	NA	A&P, Hook Drugs
Forest Park(18)	NA	Ben Franklin
Kokomo Mall(22)	NA	Murphy's, J.C. Penney, Mont. Ward
Maplecrest(27)	NA	Ben Franklin, Hill's, Kroger
Markland Mall(48)	NA	SupeRx, Block's, Sears
Markland Plz.(16)	NA	Kroger, Radio Shack
Regency Plz.(11)	NA	

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Closed-Some on Wed.
Stores Open Evenings-Dept.-Fri. Food ChainsEvery evg., Sun. to 6, Shop. Centers-every evg.

13 - RETAIL OUTLETS: Department Stores-Carol Ann 2; Maher's; Golightly's; Sears Roebuck; Penney; Spiegel's; Wm. H. Block Co.; Service Merchandise.
Variety Stores-G.C. Murphy; Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hills.
Chain Drug Stores-Hook 6; Muir's; Haag 2; Rexall 2; Hutto 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Standard (Nat'l); A&P 2; Mace's Stop-N-Go 8; Whitacres; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Guarantee Auto Supply; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-toCoast Hdw.; Ace Hardware; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zales Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 29,097; (S) 29,607; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J.F. Hoffmann, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Branham.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (SMSA). E&P Map B-3, County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Agricultural, industrial, educational and cultural center.

2 - TRANSPORTATION: Railroads-Conrail; Louisville & Nashville; Norfolk & Western; Lafayette Union Belt; Amtrak.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258; Loc. Est. 61,893
Lafayette 80 Cen. 43,011; Loc. Est. 40,895
West Lafayette 80 Cen. 21,247; Loc. Est. 20,998
CZ-ABC: (70) 64,112; (82) 78,400
RTZ-ABC: (70) 169,582; (82) 184,200
CountySMSA 80 Cen. 121,702; Loc. Est. 120,384
City & RTZ-ABC: (70) 233,694; (82) 262,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328; Loc. Est. 24,224
Lafayette 80 Cen. 17,069; Loc. Est. 16,978
West Lafayette 80 Cen. 7,259; Loc. Est. 7,246
CountySMSA 80 Cen. 40,681; Loc. Est. 41,371
CZ-ABC: (70) 20,925; (82) 29,900
RTZ-ABC: (70) 51,474; (82) 65,300
City & RTZ-ABC: (70) 72,399; (82) 95,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$145,934,696
Commercial	4	$627,872,493

6 - PASSENGER AUTOS: County 57,311

7 - ELECTRIC METERS: Residence 40,212

8 - GAS METERS: Residence 25,663

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Prods. 3,000; Pre Fab Homes 879; Electrical Prods. 982; Food 400; Antibiotics 900; Others 3,826.
Principal Pay Days-1st & 15th; Metal and Rubber Prods., Fri. & Wed.; Others, Thu., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 61-82; Fall 42-63; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Main; 5 on Columbia; 2 on Ferry; 3 on Third; 4 on Fourth.
Neighborhood Shopping Centers-2 blocks on State and Northwestern (West Lafayette); 2 on Main at 16th and South; 1 on 15th at Howell; 1 on Earl Ave. at South; 1 at Elmwood & Greenbush; 1 on Teal Ave.; 1 S. 4th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jefferson Sq.(16)	3	Eisner, Danner's Haag Drug
K mart	4	K mart
Lafayette Sq.(30)	4	Woolco, Marsh Mkt.
Market Sq.(44)	3	Ayre's, Eisner
Purdue Center(16)	2	Nichel's Thriftway Mkt.
Three Sons(8)	2	No Frills
Tippecanoe(60)	4	Mont. Ward, Osco Drug, Wm. H. Block, Penneys
Wabash Shores(6)	3	Marsh Mkt.
Zayre(5)	3	Zayre
Target Plz.(19)	2	Kroger, Target
Sagamore Park Centre(9)	3	Kroger
Lafayette Plz. South(10)	4	Kroger, Hook Drugs

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Loeb's 2; Sears; J.C. Penney; L.S. Ayres; Montgomery Ward; Block's.
Leading Variety Stores-Danner's.
Chain Drug Stores-Hooks 5; Arth 4; Haag 2; Marsh Drug 2; Osco 3; Wells-Yeager-Best 2
Chain Supermarkets-Kroger 3; National Tea; No Frills; Eisner 3; Marsh Foodliner 2; PayLess 2.
Discount Stores-Zayre; Woolco; K mart 2; Target.
Other Chain Stores-Shoes: Gallenkamp, Fayva, Butler, Nobil, Englin's, Kinney's, El-Bee, Regal, Thom McAn; Auto Supply: Firestone, Fleenors, Guarantee Auto; Clothing: Stuart's, Paul Harris, Brook's, Foxmoor, Richman Brothers, Bottom Half, Just Jeans; Candy: Fannie May; Glass: Pittsburgh Plate Glass; Paint: M.A.B., Sherwin-Williams, Glidden.

14 - NEWSPAPERS: JOURNAL & COURIER (e) 39,093; (S) 38,750; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James F. Klaiber, Gen. Adv. Mgr., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
National Representative: Gannett.

LA PORTE

1 - LOCATION: La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 2 mi. from east-west toll road; 60 mi. SE of Chicago; 26 mi. W of South Bend, IN; On U.S. Hwy. 35; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: Railroads-Conrail; branches of Chessie Systems; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 21,796; Loc. Est. 21,469
CZ-ABC: (70) 25,816; (82) 26,200
RTZ-ABC: (70) 92,897; (82) 96,700
County 80 Cen. 108,632; Loc. Est. 108,414
City & RTZ-ABC: (70) 118,713; (82) 122,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,578; Loc. Est. 8,471
County 80 Cen. 37,405; Loc. Est. 38,479
CZ-ABC: (70) 8,639; (82) 10,300
RTZ-ABC: (70) 27,138; (82) 33,100
City & RTZ-ABC: (70) 35,577; (82) 43,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$189,058,000
Savings	1	$42,878,000
Savings & Loan	2	$91,551,000

6 - PASSENGER AUTOS: County 55,554

7 - ELECTRIC METERS: Residence 8,771

8 - GAS METERS: Residence 7,503

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners: Farm Mach. 800; Sponge Rubber and Urethane Foam Prods. 500; Gray Iron and Semi-Steel Casting 270; Furniture 385; Food Slicing & Packaging Machines 200; Precision Castings 900; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 400; Machine Shops 100; Foods 325; Carrugated Cartons 100; Caskets 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; flouridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside, 3 blocks on State Road

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maple Lane Mall	2	K mart
Marquette Mall(60)	12	Penney's, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores-Levine's; Penney's.
Discount Stores-Wonderland; K mart.
Variety Stores-Harvey's; Danner's.
Chain Drug Stores-Hook's 2; Hilbish; Ribordy Drug; Medicine Shoppe.
Chain Supermarkets-Kroger; Five Star; Al's Supermarkets.
Other Chain Stores-TG&Y; Sears Roebuck (catalog); G.R. Kinney Shoes; Firestone; Goodyear; M.A.B.; Delaney Furniture; Montgomery Ward Automotive Center (catalog & service); Radio Shack; Northwest Fabrics; Nobil Shoes; Newman's; Pic Way Shoes; Quality Farm & Fleet.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,669; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Nat'l Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County, E&P Map B-3 (in Indianapolis SMSA). County Seat. 24 mi NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 5, 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,411; Loc. Est. 11,793
SMSA 80 Cen. 1,166,929; Loc. Est. 1,179,675
County 80 Cen. 36,317; Loc. Est. 37,562

4 - HOUSEHOLDS:
City 80 Cen. 4,760; Loc. Est. 4,734
County 80 Cen. 13,493; Loc. Est. 13,440
SMSA 80 Cen. 418,536; Loc. Est. 435,950

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$150,684,453
Savings & Loan	1	$51,871,230

6 - PASSENGER AUTOS: County 28,172

7 - ELECTRIC METERS: Residence 5,652

8 - GAS METERS: Residence 5,753

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Filters 300 ($200); Industrial Blowers 130 ($200); Business Forms 140 ($200); Plastics 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62.
First killing frost, Oct. 25. Last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING:Principal Shopping Center-4 blocks on Main, Lebanon, Washington & Meridian (around square); also 1 block SW off square; 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(9)	NA	K mart, Radio Shack
Northfield(10)	NA	Kroger's, Hooks
Westgate Plz.(3)	NA	Kentucky Fried Chicken

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K mart; 3-D.
Chain Supermarkets-Standard; IGA; Kroger's.
Chain Drug Stores-Hook's; E. W. Star.
Other Chain Stores-Ace Hdwr.; Brunt's (men's clothing); Sargent-Gerke (paint); Goodyear; Montgomery Ward; Sycamore Shop; Heathcliff.

14 - NEWSPAPERS: REPORTER (e) 7,020; sworn Mar. 31. 1982.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: USSPI.

LINTON

1 - LOCATION: Greene County, E&P Map B-4. In western part of county; 33 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ("Monon"); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 80 Cen. 6,315; Loc. Est. 6,594
County 80 Cen. 30,416; Loc. Est. 31,579
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,585; Loc. Est. 2,796
County 80 Cen. 11,519; Loc. Est. 12,306

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: County 14,571

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
Principal Shopping Days-Sat., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Hooks; P. N. Hirsch; Sears; Rhodenbeck's; Pirtle's; Danners 3-D.
Variety Stores-G.C. Murphy; Western Auto; Guarantee Auto.
Chain Supermarkets-IGA 3; Shurway; Red & White.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,305; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Charles M. Faulkner, Pub., CITIZEN, 79 S. Main St., Linton, IN 47441; Tel. (812) 847-4487.
National Representative: Landon Associates.

LOGANSPORT

1 - LOCATION: Cass County, E&P Map B-2, County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for northcentral part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Motor Freight Carriers-3.
Intercity Passenger Bus-Indiana Motor Bus.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,899; Loc. Est. 17,789
CZ-ABC: (70) 20,536; (82) 20,900
RTZ-ABC: (70) 95,269; (82) 102,400
County 80 Cen. 40,936; Loc. Est. 41,636
City & RTZ-ABC: (70) 115,805; (82) 123,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,036; Loc. Est. 7,210
County 80 Cen. 14,715; Loc. Est. 15,475
CZ-ABC: (70) 7,304; (82) 8,700
RTZ-ABC: (70) 29,822; (82) 37,800
City & RTZ-ABC: (70) 37,126; (82) 46,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$212,866,000
Savings & Loan	2	$94,680,492

6 - PASSENGER AUTOS: County 21,429

7 - ELECTRIC METERS: Residence 6,532

8 - GAS METERS: Residence 6,382

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Elec. Controls Mfg. 400 ($190); Meat Processing 920 ($278); Air & Hydraulic Operated Machine Tools 135 ($238); Mech. Springs 375 ($300); Rubber Prod-Automotive 170 ($237); Aluminum Dye Cast, Heat Treating & Machine Shop 105 ($170); Electric Stor. Bat. 210 ($240); Cement Mfg. 70 ($260); Switches & Relays Automotive Elect. Components 600 ($170); Custom Stamping Press & Slide 425 ($235); Friction Products Mfg. 165 ($240); Conrail & Norfolk & Western R.R. 300 ($300).
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-59. First killing frost, Nov 20. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Area-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logansport(38)	3	Radio Shack, Woolworth, Sears, J.C. Penney
Eastgate(11)	2	Hook's, K mart, Wickes
Cass Plaza(10)	3	Danners 3-D, A&P, Haag Drugs

Principal Shopping Days-Department Stores-Mon., Fri.; Food-Thurs., Fri. & Sat.
Stores Open Evenings-Downtown Shopping Area Fri.; All shopping areas.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; J.C. Penney's; Montgomery Ward; Sears Roebuck; Woolworth.
Discount Stores-K mart; Danners 3-D.
Variety Stores-Woolworth; Total Discount.
Chain Drug Stores-Hook's 3; Haag; Kesling Drugs.
Chain Supermarkets-A&P; Standard; Marsh; Corral.
Other Chain Stores-Gallenkamp Shoes; Wickes; Indiana Cashway Stores; Sire Shop Men's & Boy's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Walden Books; Paul Harris; Regis Beauty Salon; Hang-Up.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 16,011; (S) 16,342; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Jefferson County, E&P Map C-4, County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 50 mi. SW of Cincinnati; 85 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. 421, 56 and 62; Kentucky Hwy. 36, 42 and U.S. 71.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; White Star.
Motor Freight Carriers-3.
Freight Steamship Lines-Barges, 2.

3 - POPULATION:
Corp. City 80 Cen. 12,472; Loc. Est. 12,668
County 80 Cen. 30,419; Loc. Est. 32,273
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,638; Loc. Est. 4,843
County 80 Census 10,288; Loc. Est. 11,282

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$156,821,420
Savings & Loan	2	$78,512,610

6 - PASSENGER AUTOS: County 13,903

7 - ELECTRIC METERS: Residence City 4,280; County 10,479

8 - GAS METERS: Residence 4,226

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Work Clothes 189; Shoes 421; Metal Heating Equip. 323; Hydraulic Lifts 116; Electric Motors Fractional 547; Heavy Road Machinery 421; Auto Parts 431; Silicones 326; Electric Generation 156; Electric Organs 613; Government Proving Ground; Chemicals 320.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clifty Plz.	NA	Gateway, Firestone, P.N. Hirsch
Madison W. Plz.	NA	K mart, Big Blue, Hughes Farm
Madison E. Plz.	NA	TG&Y, Haag Drug, Jay C Super, Shappin's

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Fri. and Mon.

13 - RETAIL OUTLETS: Department Stores-Mills; P. N. Hirsch; Louisville Store; Dollar General.
Variety Stores-TG&Y 2; G. C. Murphy; Danners 3-D; K mart.
Discount Stores-Danners 3-D.
Chain Drug Stores-Harpers Rexall; Inglis Walgreen; Hook's; Haag's; Lomark.
Chain Supermarkets-Kroger; Jay-C; Jay's Hilltop 2; Gateway; IGA.
Other Chain Stores-Goodyear; Firestone; Western Auto; Lord's; Paris Style; Montgomery Ward; Thrift Dollar; Kiddletown; Sears; Merit Shoe; Singer Co.; Plaza Shop; Bi-N-Save; Lomark; Big Blue; Guarantee Auto; Hill's Shoes.

14 - NEWSPAPERS: COURIER (e) 9,553; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Don R. Wallis, Pub., COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative: Landon Associates.

MARION

1 - LOCATION: Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (160 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: Railroads-C&O; Norfolk & Western; Conrail.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Indiana Motor Bus; Hines Coach; Twin City.

3 - POPULATION:
Corp. City 80 Cen. 35,874; Loc. Est. 35,216
CZ-ABC: (70) 65,912; (82) 299,700
RTZ-ABC: (70) 67,048; (82) 68,300
County 80 Cen. 80,934; Loc. Est. 80,812
City & RTZ-ABC: (70) 132,960; (82) 368,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,010; Loc. Est. 13,394
County 80 Cen. 27,943; Loc. Est. 28,797
CZ-ABC: (70) 20,272; (82) 105,500
RTZ-ABC: (70) 20,618; (82) 21,600
City & RTZ-ABC: (70) 40,890; (82) 127,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$225,266,407
Savings & Loan	2	$176,824,534

6 - PASSENGER AUTOS: County 41,555

7 - ELECTRIC METERS: Residential County 28,000

8 - GAS METERS: Residential County 17,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Workers-all Mfg. 17,455 (Av. Wkly. Wage $192). Automotive 4,936; Radio & TV 2,802; Glass 1,886; Wire 4,251; Paper Pdts. 645; Iron Fdy. 1,287; Plastics 899; Misc. 4,251.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-First through Seventh Sts.; Washington and Adams Sts.
Neighborhood Shopping Centers-K mart (4); K mart Center (9); Marion Plaza (8); Northgate (7); North Park Mall (40); Panorama (2); So. Marion Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears Roebuck; Meis Dept. Store.
Discount Stores-Mr. Wiggs; K mart; Hills.
Variety Stores-Newberry.
Chain Drug Stores-Hooks 4; Haag; Revco; Marsh 2.
Chain Supermarkets-Marsh 2; Kroger; Standard 2; Hank's 2; Doles IGA.
Other Chain Stores-Firestone; Goodyear; Guarantee Tire; Schiff Shoes 2; Village Furniture; Pic Way Shoes; Montgomery Ward Catalog; Hart's Shoes; Mary Carter Paint; Coast To Coast Hardware.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 23,396; (S) 26,973; Mar. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: F. Max Crotser, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel., (317) 664-5111.
National Representative: Gannett.

MARTINSVILLE

1 - LOCATION: Morgan County, (in Indianapolis SMSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 67, 39, 252, 44.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound; Vincennes.

3 - POPULATION:
Corp. City 80 Cen. 11,311; Loc. Est. 11,381
CZ-ABC: (70) 9,723; (82) 11,800
RTZ-ABC: (70) 21,899; (82) 26,800
SMSA 80 Cen. 1,166,929; Loc. Est. 1,179,675
County 80 Cen. 51,999; Loc. Est. 52,454
City & RTZ-ABC: (70) 31,622; (82) 38,600

4 - HOUSEHOLDS:
City 80 Cen. 4,082; Loc. Est. 4,210
County 80 Cen. 17,160; Loc. Est. 17,868
SMSA 80 Cen. 418,536; Loc. Est. 435,950
CZ-ABC: (70) 3,163; (82) 4,500
RTZ-ABC: (70) 6,238; (82) 8,900
City & RTZ-ABC: (70) 9,401; (82) 13,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$29,939,801
Savings & Loan	1	$15,580,231

6 - PASSENGER AUTOS: County 27,022

7 - ELECTRIC METERS: Residence 3,299

8 - GAS METERS: Residence 2,989

9 - PRINCIPAL INDUSTRIES: Furniture; Wood Products; Fisheries and Fish Hatcheries; Brick; Cabinets.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Shopping Centers-Martinsville Plaza on 37 Bypass; Morton Square.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Penney; Sears Roebuck's; Lord's; Schmalz's.
Variety Stores-Newberry; Kivett's.
Discount Stores-Dollar General; Danner's 3D; K mart.
Chain Drug Stores-Hook's; Revco.
Chain Supermarkets-Kroger; A&P; Schwab's IGA; Marsh.

14 - NEWSPAPERS: REPORTER (e) 7,351; Mar. 31, 1982 ABC.
Local Contact for Advertising and Marchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.
National Representative: USSPI.

MICHIGAN CITY

1 - LOCATION: LaPorte County. E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: Railroads-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Indian Motor.

3 - POPULATION:
Corp. City 80 Cen. 36,850; Loc. Est. 35,812
CZ-ABC: (70) 45,180; (82) 48,300
RTZ-ABC: (70) 72,337; (82) 79,800
County 80 Cen. 108,632; Loc. Est. 108,414
City & RTZ-ABC: (70) 117,517; (82) 128,000

4 - HOUSEHOLDS:
City 80 Cen. 12,697; Loc. Est. 12,635
County 80 Cen. 37,405; Loc. Est. 38,479
CZ-ABC: (70) 13,928; (82) 16,600
RTZ-ABC: (70) 22,293; (82) 28,900
City & RTZ-ABC: (70) 35,591; (82) 45,500

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	3	$301,591,656
Savings & Loan	4	$132,397,709

6 - PASSENGER AUTOS: County 55,554

7 - ELECTRIC METERS: Residence 20,992

8 - GAS METERS: Residence 18,861

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10. Last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING:Principal Shopping Center-10 blocks on Franklin St. & 1 each way on side sts.
Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(7)	1	Hook's Drug, Ace Hwr., King Richards
East Side(9)	1 1/4	Hooks, Jim's, Ace Hwr.
Marquette(83)	3	Sears, J.C. Penney, Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Jim's, Hooks, Danner Bros.
Evergreen Plz.(35)	3	Bernacchis, LaCusine Rest., The Greenery, Trail Creek Liquor, Hooks

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. thru Sat. evenings.

13 - RETAIL OUTLETS: Department Stores-212 Bargain Ctr.; J.C. Penney; Sears; Carson, Pirie & Scott.
Variety Stores-Harvey's 2; Danner Bros. 2.
Discount Stores-Hwy. 212 Bargain Center; K mart; 3-D; Aldis.
Chain Drug Stores-Hooks 3; Walgreen.
Chain Supermarkets-Al's Thrift-Market 2; Jewel Tea; Jim's Fiesta Villas 3; Eagle.
Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Kaplans; Baker Shoe; Einhorn's; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So Fro Fabrics; Minnesota Plywood; Fannie May Candies; Foxmor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Kabelin.

14 - NEWSPAPERS: NEWS-DISPATCH (e) 17,444; (m-sat) 18,264; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rob Royher, Adv. Mgr., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.
National Representative: Landon Associates.

MISHAWAKA
See SOUTH BEND

MONTICELLO

1 - LOCATION: White County. E&P Map B-2. County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119.

2 - TRANSPORTATION: Railroads-L&N; Effner branch of Penna.; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 5,126; Loc. Est. 5,008
County 80 Cen. 23,867; Loc. Est. 23,552

4 - HOUSEHOLDS:
City 80 Cen. 2,007; Loc. Est. 1,696
County 80 Cen. 8,798; Loc. Est. 8,983

5 - BANKS:	NUMBER	DEPOSITS
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,526

7 - ELECTRIC METERS: 2,996

8 - GAS METERS: 2,468

9 - PRINCIPAL INDUSTRIES: Radio Cabinets; Automotive Supplies; Textiles; Paper Prod.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Lake Resort).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING:Shopping Centers-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: Department Stores-Miller's; M-B; Schultz; Family Store.
Variety Stores-Ben Franklin.
Chain Drug Stores-Don's Rexall; I.G.A.; Hook's.
Chain Supermarkets-A&P; Briney's; Sixbey's; Thrif-T Mart; Kroger Super Store.
Other Chain Stores-Men's: Muller & Muller, King's; Women's: Adler's, Clothesline; Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,872; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Robert G. Fisher, Pub., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Posey County. (In Evansville, IN-KYSMSA). E&P Map A-5. County Seat. Residential, manufacturing and oil shipping terminal center. 15 mi. SW of Evansville, IN. Junction Indiana State Roads 62, 69. Wabash river bridge connecting Indiana's Rte. 62 and Illinois Rte. 141.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-All major Midwest truck lines.
Intercity Bus Lines-Evansville & Ohio Valley Line.

3 - POPULATION:
Corp. City 80 Cen. 7,656; Loc. Est. 7,748
SMSA 80 Cen. 309,408; Loc. Est. 314,741
County 80 Cen. 26,414; Loc. Est. 27,178

4 - HOUSEHOLDS:
City 80 Cen. 2,830; Loc. Est. 2,966
County 80 Cen. 9,075; Loc. Est. 9,643
SMSA 80 Cen. 113,708; Loc. Est. 119,039

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$94,000,000
Savings & Loan	3	$477,000,000

6 - PASSENGER AUTOS: County, 12,823

7 - ELECTRIC METERS: Residence 8,601

8 - GAS METERS: Residence 2,192

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oils and Gasoline 550 ($250); Wheat and Corn Mills 225 ($200); Polycarbonate Resin 1,000 ($300); Garment Mfg. 100; Roofing Materials 158 ($175); Pharmaceuticals 300 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Gerber's; Lutterman's; Southwind Shopping Center.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Roth's; P.N. Hirsch; K mart.
Chain Drug Stores-Mt. Vernon Pharmacy (Rexall); Hook's; Revco.
Chain Supermarkets-IGA; Bi-Rite (Gerber's); Lutterman's; Hironimus; Wesselman's.
Other Chain Stores- Western Auto; Lord's; Mode O'Day; Index.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,656; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Jackie Phillips, Adv. Dir., MOUNT VERNON DEMOCRAT, 430 Main St., Mount Vernon, IN 47620; Tel. (812) 838-4811.
National Representative: None.

MUNCIE

1 - LOCATION: Delaware County (In Muncie SMSA). E&P Map C-3. County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; C&O (freight); Conrail.
Motor Freight Carriers-44.
Intercity Bus Lines-ABC Coach; Trailways; Greyhound.
Air Lines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216; Loc. Est. 76,794
CZ-ABC: (70) 87,469; (82) 94,000
RTZ-ABC: (70) 131,790; (82) 124,700
City & RTZ-ABC: (79) 219,259; (82) 218,700
County/SMSA 80 Cen. 128,587; Loc. Est. 127,884

4 - HOUSEHOLDS:
City 80 Cen. 27,465; Loc. Est. 28,341
County/SMSA 80 Cen. 44,670; Loc. Est. 45,784
CZ-ABC: (70) 26,999; (82) 34,000
RTZ-ABC: (70) 41,680; (82) 46,100
City & RTZ-ABC: (70) 68,679; (82) 80,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$566,462,551
Savings & Loan	2	$361,709,563

6 - PASSENGER AUTOS: County 71,477

7 - ELECTRIC METERS: Residence 44,562

8 - GAS METERS: Residence Muncie only 19,232

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive; Batteries Transmissions, etc. 4,785 ($400); Glass Prod. 3,998 ($398); Electrical 1,075 (N.A.); Precision Forgings 344 ($544); Wire & Cable 322($525).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Centers-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.
Neighborhood Shopping Centers Madison Street, 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Avenue; 600 Court, 600 Blk-Tillotson Ave. Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Muncie Mall(60)	3	Sears, L. S. Ayres, Penneys
Village	2	Collegienne
Northwest Plz.(28)	3	Marsh, Haag, King's
Southway Plz.(23)	3	Marsh, Hook's, King's
Northgate Ctr.(10)	2	H&H Rexall
S. Walnut St.	2	K mart, Ross
Tillotson	2	Marsh, Ross
Meadows(25)	NA	Zayre, Ross
Broadway	NA	K mart
Northgate(10)	NA	H&H Drugs
Country Village	NA	Leath's
Westside(17)	NA	
Bethel & Chadam Lane(2)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Fri.; Food-Nightly; Downtown-Fri.
Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Ball Stores; Penney; Sears; Hoyt Wright Co.; Collegienne Shops; L. S. Ayres.
Variety Stores-TG&Y (Scotts); K mart.
Chain Drug Stores -Osco 2; Owl 2; Haney; Spartan West; Marsh Drug 4; Haag 5.
Discount Stores-King's; Zayre; K mart 2; Target; Kokomo Bargain Center.
Chain Supermarkets-A. L. Ross 3; Wise 2; Eavey; Marsh 11; Working Man's Store.
Other Chain Stores-Sears; J. C. Penney; Singer Co.; Father & Sons Shoes; Kinney Shoes; National Shirt Co.; Regal Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Mode O'Day; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Tobacco Village; Russell Stover Candies; Tiffany Bakery; Century Stores; Athlete's Foot; Connie's Shoes; Reader's World; Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Fayva Shoes; Picway Shoes.

14 - NEWSPAPERS: STAR (m) 29,171; PRESS (e) 16,970; Comb. (m&e) 46,141; STAR (S) 33,586; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 369, Muncie, IN 47302; Tel. (317) 747-5744.
National Representative: Story & Kelly Smith.

NEW ALBANY

1 - LOCATION: Floyd County. E&P Map C-5 (In Louisville, KY-IN SMSA). Industrial Center. On north bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads-B&O; L&N; K&IT, Southern; Illinois Central; C&O; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.
Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103; Loc. Est. 36,792
SMSA 80 Cen. 906,240; Loc. Est. 904,795
County 80 Cen. 61,169; Loc. Est. 62,771

4 - HOUSEHOLDS:
City 80 Cen. 14,042; Loc. Est. 14,331
County 80 Cen. 21,459; Loc. Est. 22,684
SMSA 80 Cen. 324,045; Loc. Est. 332,951

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 33,038

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Agriculture; Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing;

Fertilizer; Machy.; Baskets; Stoves; Stokers Refrigerated Dough Prod.; 58 establishments, 3,700 emp. $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46.

11 - TAP WATER: Aklaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Consolidated, Winn-Dixie, Kroger, Target, SupeRx
Twin Daisy(8)	NA	Furniture Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri; Shopping centers every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Fair; Target; K mart; Penney's; Value City; Montgomery Ward (catalog); Bacon's.
Discount Stores-Shop & Save; C.P. Sales.
Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs; SupeRx.
Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
Other Chain Stores-Ace Hardware; Furniture Liquidators; Cloth World; Goodyear; Firestone; S & T Hdwr.; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,319; LEDGER-TRIBUNE (S) 10,703; Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: James Dietrich, Adv. Mgr., TRIBUNE. 303 W 2nd St., New Albany, IN 47150; Tel. (812) 944-6481.
National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; on I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056; Loc. Est. 19,072
CZ-ABC: (70) 27,860; (82) 26,800
RTZ-ABC: (70) 38,687; (82) 40,700
County 80 Cen. 53,336; Loc. Est. 51,704
City & RTZ-ABC: (70) 66,547; (82) 67,500

4 - HOUSEHOLDS:
City 80 Cen. 7,251; Loc. Est. 7,442
County 80 Cen. 18,796; Loc. Est. 18,774
CZ-ABC: (70) 8,872; (82) 9,900
RTZ-ABC: (70) 12,139; (82) 15,000
City & RTZ-ABC: (70) 21,011; (82) 24,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$120,000,000
Savings & Loan	2	$212,000,000

6 - PASSENGER AUTOS: County 27,497

7 - ELECTRIC METERS: Residence 7,540

8 - GAS METERS: Residence 6,614

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St.; and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Castle(10)	NA	Murphy's Mart
Payne Vlg.(5)	NA	Ben Franklin
Riley(12)	NA	Becker, K mart

Principal Shopping Days-Fri., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears J.C. Penney.
Variety Stores-Ben Franklin.
Discount Stores-Val Discount; Dollar Stores; K mart; Murphy's Mart.
Chain Drug Stores-Hook 3; Rite-Aid.
Chain Supermarkets-Marsh Foodliner; Kroger Sav-On.
Other Chain Stores-Paul Harris; Goodyear; Smith-Alsop Paint; Montgomery Ward Catalog; True Value Home Auto; Guarantee; Sherwin-Williams; Radio Shack; Fleenor's; Gallenkamp's.

14 - NEWSPAPERS: COURIER-TIMES (e) 13,806; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William Bailey, Adv. Mgr., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
National Representative: Landon Associates.

NOBLESVILLE

1 - LOCATION: Hamilton County, (In Indianapolis SMSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-3.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056; Loc. Est. 12,056
SMSA 80 Cen. 1,166,929; Loc. Est. 1,179,675
County 80 Cen. 82,381; Loc. Est. 85,843

4 - HOUSEHOLDS:
City 80 Cen. 4,340; Loc. Est. 4,657
County 80 Cen. 27,314; Loc. Est. 29,389
SMSA 80 Cen. 418,536; Loc. Est. 435,950

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$344,000,000
Savings & Loan	1	$105,000,000

6 - PASSENGER AUTOS: County 49,500

7 - ELECTRIC METERS: Residence 5,594

8 - GAS METERS: Residence 4,307

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 750($350); Plastics 100 ($260); Castings 180 ($350).
Principal Industrial Pay Days-Mon., Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-Noblesville Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Mitee Handy, A&P, Haag Drugs, Hook's Drug
Castleton	NA	Lazarus, J.C. Penney, Sears
Western Plaza(11)	NA	O'Malia Mkt., Sherwin Williams, Reasner's
Noblesville Square	NA	Marsh Super Mkt., Haag Drugs, 3-D, Mitee Handy, Baskin-Robbins, Radio Shack, Payless Shoes

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Bargain World; 3-D.
Chain Drug Stores-Corner Rexall; Hook; Reasner's; Haag.
Chain Supermarkets-A&P; O'Malia's; Marsh.
Other Chain Stores-Firestone; Goodyear; True Value; Sears (catalog); Burger Chef; Smith's Jewelry; McDonald's; Guarantee Auto; Mister Clark's Appliances; Bumper-To-Bumper Auto Parts; Roselyn Bakery; Lindner's; Dairy Queen; Falvey; Sherwin-Williams; Clancy's Restaurants, Jim Dandy Restaurants; Mac's Steak House; Pizza Hut; Long John Silver; Taco-Tico; Kentucky Fried Chicken; Noble Roman's; Pasquale's.

14 - NEWSPAPERS: LEDGER (e) 8,709; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Bardonner, Adv. Mgr., LEDGER, 957 Logan St., Noblesville, IN 46060; Tel. (317) 773-1210.
National Representative: None.

PERU

1 - LOCATION: Miami County, E&P Map B-2. County Seat. Railroad, agricultural and industrial center.
Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend; 146 mi. from Chicago. In center of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois) and U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19 important motor freight terminal.

2 - TRANSPORTATION: Railroads-Division HQ. for Chesapeake and Ohio, Chicago to Cincinnati Division; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Indiana Motor; Southeastern Trailways.
Airlines-USAir; Air Wisconsin, Delta, United, Republic; Britt.

3 - POPULATION:
City 80 Cen. 13,764; Loc. Est. 13,497
County 80 Cen. 39,820; Loc. Est. 39,504

4 - HOUSEHOLDS:
City 80 Cen. 5,258; Loc. Est. 5,343
County 80 Cen. 13,685; Loc. Est. 13,953

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$116,000,000
Savings & Loan	2	$78,654,000

6 - PASSENGER AUTOS: County 19,942

7 - ELECTRIC METERS: Residence 8,346

8 - GAS METERS: Res., County 8,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroads 400 ($400); Furniture Mfg. 450 ($160) Metals 175 ($200); Heating Equip. 200 ($180); Plastics 125 ($160); Fabricated Metal Prod. 225 ($200); Paper Prod. 175 ($140); Elect. Machy. & Eqipt. 900 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.
Neighboring Shopping Centers-Main & Grant; Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(17)	NA	J. C. Penney, Hook Drug
Peru(3)	NA	Rinks, Five Star, Ribordy Drug
Sherwood Sq.(5)	NA	Hook's Drugs, K mart
Eastwood Sq.(4)	NA	Scotts Food Center

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Wed. aft. (June, July, Aug.).

13 - RETAIL OUTLETS: Dept. Stores-J.C. Penney, Rinks Discount; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's 2; Ribordy; SupeRx.
Discount Stores-Rinks's; K mart.
Chain Supermarkets-Kroger; Maces; Five Star; Aldi's.
Other Chain Stores-Goodyear; Goodrich; Cato; Gallenkamp; Montgomery Ward(Catalog).

14 - NEWSPAPERS: TRIBUNE (e) 9,098; (m-sat) 9,372; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Eileen Schumacher,Natl. Adv. Mgr., TRIBUNE, PO 87, Peru, IN 46970; Tel. (317) 473-6641.
National Representative: Landon Associates.

PLYMOUTH

1 - LOCATION: Marshall County (In South Bend SMSA). E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30 and 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfrs.

2 - TRANSPORTATION: Railroads-(freight only-)Conrail; Norfolk & Western(br.).
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
City 80 Cen. 7,693; Loc. Est. 7,813
County 80 Cen. 39,155; Loc. Est. 40,880
SMSA 80 Cen. 280,772; Loc. Est. 283,036
Demographic information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 2,940; Loc. Est. 2,923
County 80 Cen. 13,640; Loc. Est. 14,716
SMSA 80 Cen. 99,844; Loc. Est. 103,652

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$171,808,257
Savings & Loan	2	$10,465,169

6 - PASSENGER AUTOS: County 19.974

7 - ELECTRIC METERS: Residence 3,421

8 - GAS METERS: Residence 2,725

9 - PRINCIPAL INDUSTRIES: Industry-Radiators; Dairy Products; Foundry; Door Mfg. Co.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elec. Wiring; Elec. Converters; Canning; Plastics; Corugated Boxes; Concrete Pipes & Culverts; Mobile Homes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas-North on Business 31, 5 stores; East on Jefferson & Kingston, 25 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plymouth Plz.(2)	1/2	G.L.Perry
Plyouth Cntr.(7)	1	Murphy's Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward (catalog); J.C. Penney; Bosworth's; Lauer's; Treats.
Variety Stores-Sears (Catalog); Harvey's; Murphy Mart; G.L. Perry.
Drug Stores-People's Walgreen; Meister Drug; Revco; Hook's.
Chain Supermarkets-G&G; Kroger; Dave's.
Other Chain Stores-Firestone; Sherwin-Williams Arvensen's Hdwr.; Carl Sheets Elec.; Kline's Appliance.

14 - NEWSPAPERS: PILOT-NEWS (e) 9,073; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard Derf, Natl. Adv. Mgr., PILOTNEWS, 217 N. Center St., PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County, E&P Map C-3, County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Ft. Wayne; On U.S. Hwy. 27; State 26 & 67.

2 - TRANSPORTATION: Railroads-Served by Lake Erie & Western branch of Norfolk & Western.
Motor Freight Carriers-6.
Intercity Bus Lines-ABC.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074; Loc. Est. 6,915
CZ-ABC: (70) 7,115; (82) 6,400
RTZ-ABC: (70) 25,360; (82) 26.400
County 80 Cen. 23,239; Loc. Est. 22,658
City & RTZ-ABC: (70) 32,475; (82) 32,800

4 - HOUSEHOLDS:
City 80 Cen. 2,767; Loc. Est. 2,743
County 80 Cen. 8,359; Loc. Est. 8,397
CZ-ABC: (70) 2,608; (82) 2,800
RTZ-ABC: (70) 7,813; (82) 9,500
City & RTZ-ABC (70) 10,421; (82) 12,300

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	$121,437,000

6 - PASSENGER AUTOS: County 11,928

7 - ELECTRIC METERS: Residence 3,072

8 - GAS METERS: Residence 2,791

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersDrop forgings 465; Work garments 500; Soybean proc. 125; Brooms 100; Food 125; Feed milling 100; Av. Wkly. Wage (Mfg.) $192.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING:Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy; True Value.
Discount Stores-Jack's Surplus City; 3D.
Chain Drug Stores-Hooks; Haags.
Chain Supermarkets-Marsh; Ludwig.
Other Chain Stores-Western Auto Associate; Sear's (catalog); Montgomery Ward (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 5,991; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising

Data: Jerry Lewis, Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County. E&P Map A-5. County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State 64.

2 - TRANSPORTATION: Railroads-L&N and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-Eastern; USAir; Eastern (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976; Loc. Est. 9,218
CZ-ABC: (70) 7,431; (82) 9,600
RTZ-ABC: (70) 26,425; (82) 27,900
County 80 Cen. 33,156; Loc. Est. 33,255
City & RTZ-ABC: (70) 33,856; (82) 37,500

4 - HOUSEHOLDS:
City 80 Cen. 3,597; Loc. Est. 3,826
County 80 Cen. 12,800; Loc. Est. 12,536
CZ-ABC: (70) 2,753; (82) 4,200
RTZ-ABC: (70) 8,548; (82) 10,500
City & RTZ-ABC: (70) 11,301; (82) 14,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 17,003

7 - ELECTRIC METERS: Residence 4,157

8 - GAS METERS: Residence 3,473

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly Wage)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Products 145; Oil Refinery N.A.; Fundraising Items 186.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Shopping Center: 3-D Plaza (13 Stores).
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings: Discounts, Groc. & Drug-Mon.-Sat.; Downtown-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; K mart; J.C. Penney; Hirsch; Schuetz's; Tulip Tree; Wanda's; Franks.
Variety Stores-G.C. Murphy; Index Notion; 3-D.
Chain Drug Stores-Rexall 3; Walgreen; Hooks.
Chain Supermarkets-Key Mkt.; Gaston's; IGA; Red & White 2; Super Valu.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (e-mon to fri) 6,714; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Terry Grimes, Pub., CLARION, 100 N. Gibson, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County, E&P Map B-2, County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: L&N Railroad; Amtrak.
Bus Lines-Indiana Motor.

3 - POPULATION:
City 80 Cen. 4,944; Loc. Est. 4,789
County 80 Cen. 26,138; Loc. Est. 26,470

4 - HOUSEHOLDS:
City 80 Cen. 1,893; Loc. Est. 1,885
County 80 Cen. 8,288; Loc. Est. 8,631

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: County 12,577

7 - ELECTRIC METERS: Residence 1,756

8 - GAS METERS: Residence 1,308

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Eqpt.; Plastic Table Tops; Casework.

10 - CLIMATE: Min. & Max. Temp-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING:Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears Roebuck; Harvey's.
Variety Stores-Schultz Bros.
Chain Drug Stores-Rexall; Hooks; Ribordy.
Chain Supermarkets-A&P; Tom's; Elsner's.

14 - NEWSPAPERS: REPUBLICAN (e) 3,680; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David L. Smith, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County, E&P Map C-3. County Seat. Mfg. center; Agricultural area, 3 mi. W of Ohio state line; 290 mi. SE of Chicago; 68 mi. E of Indianapolis; 40 mi. W of Dayton; 58 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 227, 627 & 121.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio.
Motor Freight Carriers-29, with 7 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; American; Delta; USAir (Dayton, Ohio Airport).

3 - POPULATION:
Corp. City 80 Cen. 41,349; Loc. Est. 41,584
CZ-ABC: (70) 53,484; (82) 52,300
RTZ-ABC: (70) 115,232; (82) 120,700
County 80 Cen. 76,058; Loc. Est. 76,969
City & RTZ-ABC: (70) 168,716; (82) 173,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,682; Loc. Est. 16,376
County 80 Cen. 27,430; Loc. Est. 28,581
CZ-ABC: (79) 17,420; (82) 20,000
RTZ-ABC: (70) 36,361; (82) 44,600
City & RTZ-ABC: (70) 53,781; (82) 64,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$267,101,294
Savings & Loan	3	$153,798,687

6 - PASSENGER AUTOS: County 38,874

7 - ELECTRIC METERS: Residence 20,350

8 - GAS METERS: Residence 11,503

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machy. ex. elec. 2,992 ($272); Trans. Eqpt. 1,301 ($256); Elect. Machy. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 40-92; Fall 4-81; Winter 7-73.

11 - TAP WATER: 18 grains per gallon; fluoridated.

12 - RETAILING:Principal Shopping Center-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E. Main; W. 5th & Main; 3400 E. Main; U.S. 40E. Garwood Rd.; S. W. 18th and National Road West; Salisbury Road & U.S. 40 West; 2400 National Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Side(6)	2	Ben Franklin
East End	1	Haag Drug
Ravinia-Plaza	2	Corvair's, Tim Hogans
Gateway(25)	3	Sears, MacDonald Sales Center
Richmond Sq.(36)	3	J. C. Penney, Wards
Kings Plaza(8)	4	Warehouse Mkt., King's
East Side	3	Jo Ann Fabrics, Revco Drug, Krogers, Sav-on, Fleenors, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon. & Fri.; Sprmkts. nightly; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Knollenberg's; J. C. Penney; Sears Roebuck; Montgomery Ward; Elder-Beerman.
Discount Stores-Target; Mr. Wiggs; K mart 2; King's.
Variety Stores-F. W. Woolworth; L. M. Veach.
Chain Drug Stores-Hook's 4; Rexall 2; Haag; Thrift; Vita Fair; Phillips; Revco.
Chain Supermarkets-Thornburgs Super Value; Kroger; National Tea (Standard); Village Pantry (Marsh) 3; Cer's IGA 4; Long's; Lawson Milk 3; Warehouse Foods; Wilt's Food Stores.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Nobil Shoe, Paul Harris; Hanover Shoe; Radio Shack; Golden Rule Fashions; Zales Jewelers; Stuart's; Spencer Gifts; Jo Ann Fabrics; Roger Jewelers; Brooks Fashions; TSC Stores; House of Fabrics; 84 Lumber; Cashway Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e-mon to fri) 24,104; (m-sat) 24,536; (S) 29,054; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Brooks Johnson, Adv. Dir., PALLADIUM-ITEM, 1175 North "A" St., Richmond, IN 47374; Tel.(317) 962-1575.
National Representative: Gannett.

ROCHESTER

1 - LOCATION: Fulton County, E&P Map B-2, County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Indiana Interstate Railway Co. (freight); Norfolk and Southern (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,016; Loc. Est. 4,998
County 80 Cen. 19,208; Loc. Est. 19,332
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,075; Loc. Est. 1,904
County 80 Cen. 7,203; Loc. Est. 7,399

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$83,804,170
Savings & Loan	1	$58,605,824

6 - PASSENGER AUTOS: County 9,826

7 - ELECTRIC METERS: Residence 2,520

8 - GAS METERS: Residence 1,747

9 - PRINCIPAL INDUSTRIES: Food; Metal Prod.; Dairy Prod.; Men's Clothing; Business Forms.
Principal Industrial Pay Days-Tues.; Fri.

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 2 on 9th St.; 1 on 8th St.; Rochester Plaza Shopping Center (south edge).
Stores Close-Thurs. afternoon.
Stores Open Evenings-Fri, some Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; P.N. Hirsch; 3-D Discount Store.
Variety Stores-Schultz.
Chain Drug Stores-Hook's; Ribordy; SupeRx.
Chain Supermarkets-Kroger; IGA; Wilt's.

14 - NEWSPAPERS: SENTINEL (e) 4,685; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th Street, Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County, E&P Map C-4, County Seat. Manufacturing center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 44 and 3.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113; Loc. Est. 6,160
CZ-ABC: (70) 6,686; (82) 6,700
RTZ-ABC: (70) 13,666; (82) 12,700
County 80 Cen. 19,604; Loc. Est. 20,020
City & RTZ-ABC: (70) 20,352; (82) 19,400

4 - HOUSEHOLDS:
City 80 Cen. 2,232; Loc. Est. 2,311
County 80 Cen. 6,641; Loc. Est. 7,018
CZ-ABC: (70) 2,219; (82) 2,600
RTZ-ABC: (70) 4,034; (82) 4,400
City & RTZ-ABC: (70) 6,253; (82) 7,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,369

7 - ELECTRIC METERS: Residence 2,464

8 - GAS METERS: Residence 2,417

9 - PRINCIPAL INDUSTRIES: Furniture; Piston Rings; Air Conditioning 1,200 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5); 10 grains hard; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwood(5)	NA	Marsh Foods, Hooks Drugs, Dollar General
Rushville(5)	NA	Krogers, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Department Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Minear's.
Drug Stores-Hook's; Revco; Rushville Phcy.
Variety Stores-3-D; Dollar General.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e) 4,162; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William B. Trimble, III, Pub., REPUBLICAN, PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative: None.

SEYMOUR

1 - LOCATION: Jackson County, E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: Railroads-Conrail; B&O main line (freight); Milwaukee Road (freight).
Interstate Bus Lines-Greyhound.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,050; Loc. Est. 15,306
CZ-ABC: (70) 13,352; (82) 14,600
RTZ-ABC: (70) 27,109; (82) 29,500
County 80 Cen. 36,523; Loc. Est. 36,928
City & RTZ-ABC: (70) 40,461; (82) 44,100

4 - HOUSEHOLDS:
City 80 Cen. 5,665; Loc. Est. 5,870
County 80 Cen. 12,995; Loc. Est. 13,560
CZ-ABC: (70) 4,416; (82) 5,600
RTZ-ABC; (70) 8,187; (82) 10,500
City & RTZ-ABC: (70) 12,603; (82) 16,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$114,392,127
Savings & Loan	2	$318,080,266

6 - PASSENGER AUTOS: County 19,353

7 - ELECTRIC METERS: 5,591

8 - GAS METERS: Residence 4,833

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Heavy Machy. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluroridated.

12 - RETAILING:Principal Shopping Center-5 blocks N & S on Chestnut St.; 6 E & W on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner Plz.(3)	NA	Taylor Drug
Jackson Park(24)	NA	J.C. Penney
West Towne Plz.(7)	NA	IGA, Revco
Westwind(3)	NA	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. & Fri.; Center open nightly.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; J. C. Penney.
Discount Stores Danner-30.
Variety Stores-Murphy; K mart.
Chain Supermarkets-Jay-C 2; IGA; Noltings Super Value 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores-Goodyear; Paris Style; Hook Drugs; Montgomery Ward; Taylor Drugs; Guarantee Auto; Revco Drug; Big Blue Store; Radio Shack; Coast to Coast Hdwe; Monique Fabrics; True Value Hdwe; Hardee's; M.A.B. Paint; Bass Pro Shop.

14 - NEWSPAPERS: TRIBUNE (e) 9,723; Mar. 31, 1982 ABC.
Local Contact for Advertising Data: George Main, Adv. Mgr., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis SMSA). E&P Map C-4, County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989; Loc. Est. 15,185
CZ-ABC: (70) 15,094; (82) 13,700
RTZ-ABC: (70) 23,248; (82) 27,100
SMSA 80 Cen. 1,166,929; Loc. Est. 1,179,675
County 80 Cen. 39,887; Loc. Est. 41,070
City & RTZ-ABC: (70) 38,342; (82) 40,800

4 - HOUSEHOLDS:
City 80 Cen. 5,639; Loc. Est. 5,777
County 80 Cen. 13,823; Loc. Est. 14,669
SMSA 80 Cen. 418,536; Loc. Est. 435,950
CZ-ABC: (70) 5,120; (82) 5,400
RTZ-ABC: (70) 6,939; (82) 9,600
City & RTZ-ABC: (70) 12,059; (82) 15,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$252,980,268
Savings & Loan	2	$47,237,722

6 - PASSENGER AUTOS: County 23,292

7 - ELECTRIC METERS: Residence 18,872

8 - GAS METERS: Residence 5,702

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150. Avg. Wkly. Wage, $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(23)	NA	J.C. Penney, K mart, Nationwise Auto, Gloria Marshall
Target(16)	NA	Kroger, Hook's, Sears, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers nightly.
Stores Open Sundays-Most supermarkets, shopping centers, and downtown.
Stores Close-Some Wed. afternoon.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Target; K mart.
Variety Stores-G.C. Murphy; Danner's.
Chain Drug Stores-Haag; Hook's 2; Lomark.
Chain Supermarkets-Standard; Kroger; Thriftmart; Allied Grocers; Ranch; Thomas.
Other Chain Stores-Gamble's; Firestone; Diana; PPG; Sherwin-Williams; Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwise Auto; Junction by Sycamore.

14 - NEWSPAPERS: NEWS (e) 11,041; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives: Landon Associates; USSPI.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka SMSA). E&P Map B-2. Industrial, wholesale and educational center. NW part of state, 4 mi. S of Michigan state line; 86 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Road.

2 - TRANSPORTATION: Railroads (Passenger)-Amtrak; Chicago South Shore/South Bend Electric Road. (Freight)-Conrail; Chessie System; Grand Trunk Western/Canadian National; Norfolk & Western; New Jersey, Indiana & Illinois.
Motor Freight Carriers-48.
Intercity Bus Lines-Indian Trails; South Bend Public Transportation Corp; Greyhound; Indiana Motor Bus; Cardinal.
Airlines-United; Republic; Air Wisconsin; Britt Airways; Midstate Airline.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951; Loc. Est. 147,998
South Bend 80 Cen. 109,727; Loc. Est. 106,322
Mishawaka 80 Cen. 40,224; Loc. Est. 41,676
CZ-ABC: (70) 218,150; (82) 208,700
RTZ-ABC: (70) 363,307; (82) 400,300
County 80 Cen. 241,617; Loc. Est. 242,156
SMSA 80 Cen. 280,772; Loc. Est. 283,036
City & RTZ-ABC: (70) 581,457; (82) 609,000

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 64,378; Loc. Est. 59,817
South Bend 80 Cen. 48,082; Loc. Est. 42,336
Mishawaka 80 Cen. 16,296; Loc. Est. 17,481
County 80 Cen. 86,204; Loc. Est. 88,936
SMSA 80 Cen. 99,844; Loc. Est. 103,652
CZ-ABC: (70) 67,770; (82) 75,800
RTZ-ABC: (70) 112,641; (82) 145,700
City & RTZ-ABC: (70) 180,411; (82) 221,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 128,011

7 - ELECTRIC METERS: South Bend 79,000

8 - GAS METERS: South Bend 36,800

9 - PRINCIPAL INDUSTRIES: (SMSA, St. Joseph and Marshall Counties)-Industry, Number of Wage Earners; Total Mfg. 34,700; Transportation Equip. 9,600; Machinery ex. Electrical 8,500; Elec. Machy. 2,200; Primary Metals 1,500; Nondurable Goods 8,400; Non-manufacturing 81,600.

10 - CLIMATE: Avg. Temp.-Summer 71; Winter 31. Normal annual precipitation 35.7 inches. Normal annual snowfall, 68.5 inches.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-South Bend: 9 blocks on Michigan St.; 8 on Main; 7 on Lafayette Blvd.; 2 on LaSalle and 3 on Colfax Ave.; 3 on Washington; 4 on Jefferson; 3 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Village(27)	NA	Walgreen
Scottsdale(110)	NA	L.S. Ayres, Ayr-Way, Montgomery Ward
University Park(107)	NA	L.S. Ayres, Sears, Penney's, J.L. Hudson

Neighborhood Shopping Centers-100 Center, Lincolnway W. at Center St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Square, Logan and McKinley, South Bend; Hartman Plaza, Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plaza, Ireland & Ironwood Rds; LaSalle Square, Bendix Dr. & Ardmore; College Square, Logan & McKinley, Mishawaka; University Center, Grape at Rte. 23, Mishawaka; University Commons, Rte. 23 & Cleveland, South Bend.
Store Hours-South Bend, Downtown daily 10-6, Thursday 10-9, closed Sundays; Mishawaka, open Fri. evgs.; Some Tues. evgs.; Self-Service Dept. Stores in Shopping Centers open to 10 p.m. daily & varying hours Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. thru Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: Department Stores-Penney 2; Robertson's; Sears; L.S. Ayer's 2; Montgomery Ward; J.L. Hudson.
Discount Stores-Brite Way; Cook's/Rink's; K mart 3; Ayr-Way/Target 3.
Variety Stores-McLellan; Ben Franklin 3.
Chain Drug Stores-Hook's 6; Osco 3; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Ribordy.
Chain Supermarkets-Kroger 7; A&P 2; Certified 12; Central Food Stores 4; IGA 5; W.W. Witt 3; Martin's 7; Park N' Shop 2.
Other Chain Stores-Clothing: Richman Bros., Gilbert's, Redwood & Ross, Tie Rack; Women's Apparel: Lerner's, Lane Bryant, The Bagpiper, Casual Corner, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, Tall Girl's, Ups N' Downs, The Village Scene; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn; Jewelry: Fox's, Gordon's, Rost, Shifrin Willens; Candies: Fannie Mae, Dutch Mill; Bakeries: Weber, Nickles; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 104,858; (S) 124,484; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petersohn, Gen. Adv. Mgr., TRIBUNE, 223 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative: CWO&O.

SPENCER

1 - LOCATION: Owen County, E&P Map B-4, County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy 231; State Hwys. 43, 46, 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-2.
Airlines-Britt at Bloomington; American, Eastern, TWA, United, Delta at Indianapolis.
Intercity Bus Lines-Indianapolis & Vincennes.

3 - POPULATION:
City 80 Cen. 2,732; Loc. Est. 2,677
County 80 Cen. 15,840; Loc. Est. 16,007

4 - HOUSEHOLDS:
City 80 Cen. 1,122; Loc. Est. 986
County 80 Cen. 5,631; Loc. Est. 5,895

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$60,214,079
Savings & Loan	1	$13,785,252

6 - PASSENGER AUTOS: County 7,187

7 - ELECTRIC METERS: Residence 1,380

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Insulative Moldings; Agricultural & Building Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equipment; Chemical Toilets; Surgical Supplies; TV Cable Converter Service.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter -4-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-4 blocks on Public Sq. and one block each way.
Principal Shopping Days-Thurs., Fri.
Stores Close-Wed. afternoons.
Stores Open Evenings-Furniture Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Variety Stores-Tresslar's; Money's Variety.
Chain Drug Stores-Rexall; Spartan.
Chain Supermarkets-IGA; Red & White; Shur-Fine.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,677; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County (In Terre Haute SMSA). E&P Map B-4, County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41 and State Hwy. 154.

2 - TRANSPORTATION: Railroads-L&N; Ill. Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
City 80 Cen. 4,774; Loc. Est. 4,994
SMSA 80 Cen. 176,583; Loc. Est. 177,748
County 80 Cen. 21,107; Loc. Est. 22,309

4 - HOUSEHOLDS:
City 80 Cen. 1,985; Loc. Est. 2,170
County 80 Cen. 7,948; Loc. Est. 8,674
SMSA 80 Cen. 64,382; Loc. Est. 66,824

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$38,500,000
Savings & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 9,968

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber 290 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Shopping Center for County.
Stores Close: Thu. aft., open Fri. to 8 p.m.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Roots; Tindall's.
Variety Stores-Index Notion; Tindall's.
Chain Drug Stores-Rexall; Hooks.
Chain Supermarkets-Baesler's; Super Valu; Red & White; Shurway; Key Market.

14 - NEWSPAPERS: TIMES (e-mon to fri) 5,400; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Bernice Cummings, Adv. Dept., TIMES, 115 W. Jackson Ave., Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (SMSA) E&P Map B-4, County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N; CM&StP (freight).
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-USAir; Britt.

3 - POPULATION:
Corp. City 80 Cen. 61,125; Loc. Est. 59,293
County 80 Cen. 112,385; Loc. Est. 112,837
SMSA 80 Cen. 176,583; Loc. Est. 177,748
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,984; Loc. Est. 23,040
County 80 Cen. 40,278; Loc. Est. 41,699
SMSA 80 Cen. 64,382; Loc. Est. 66,824

5 - BANKS:	**NUMBER**	**DEPOSITS**
Saving	1	$66,478,331
Savings & Loan	6	$198,095,177
Commercial	3	$433,796,002

6 - PASSENGER AUTOS: County 54,747

7 - ELECTRIC METERS: Residence 34,655

8 - GAS METERS: Residence 27,433

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 152 ($205); Beverages 428 ($201); Chem. and Allied Prod. and Plastics 1,411 ($244); Metals 1,435 ($300); Truck and Trans. 6,869 ($245); Paper Prod. and Printing 2,061 ($195).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
12 Points	2	Super Valu, Hooks
Meadows	2	Woolworth, Kroger
Southland	3	K mart, IGA
North Plaza	3	Woolco, No Frills, Kroger
K mart Plaza	2	IGA
East Wabash	2	Hooks, No Frills
Honey Creek Sq.	4	Sears, Roots, Osco Drug, G.C. Murphy, Meis, Great Scot, J.C. Penney
S. 3rd St.	NA	K mart, Mont. Ward
Riverside Plaza	4	Woolco
Towne So. Plaza	5	Service Mdse., Kroger, Sav-On, Cloth World

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu.

13 - RETAIL OUTLETS: Department Stores-Roots; Meis Bros.; Brown Shoe Co.; Montgomery Ward; Schultz; Sears; J.C. Penney.
Variety Stores-Woolworth; Danners; G. C. Murphy.

Chain Drug Stores-Hook 5; Osco; Haags 3.
Discount Stores-K mart 2; Woolco 2; Service Merchandise.
Chain Supermarkets-Kroger's 4; A&P; No Frills 2; Super Valu; IGA 5; Great Scot 2; Bi-Rite.
Other Chain Stores-Fannie May (candy); Firestone; Diana Shoes; Krasner's Bros. (ladies ready-wear); Nobil's Shoes; Darlene Shoe; Levitt Millinery; Singer Co.; Hill Shoes; Barker's (ladies' shoes); General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Bresler's Ice Cream; Hallmark Cards; Orange Julius; Radio Shack; Service Mdse.; Cloth World.

14 - NEWSPAPERS: STAR (m) 19,666; TRIBUNE (e) 16,244; TRIBUNE-STAR (S) 36,993; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: T.F. Willey, Adv. Dir., TRIBUNE & STAR, 721 Wabash Ave., Terre Haute, IN 47808; Tel. (812) 232-0581.
National Representative: Landon Associates.

TIPTON

1 - LOCATION: Tipton County (In Kokomo SMSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004; Loc. Est. 5,131
County 80 Cen. 16,819; Loc. Est. 17,441
SMSA 80 Cen. 103,715; Loc. Est. 105,888

4 - HOUSEHOLDS:
City 80 Cen. 1,934; Loc. Est. 2,031
County 80 Cen. 5,993; Loc. Est. 6,412
SMSA 80 Cen. 37,043; Loc. Est. 38,972

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,077

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Auto Piston Rings; Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Friday; Food, Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Danner Bros.; Val-U Center.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; McGraw's.
Other Chain Stores-Adlers Style Shop; J.P. Falvey.

14 - NEWSPAPERS: TRIBUNE (e) 3,900; Feb. 1982 Publisher's statement.
Local Contact for Advertising and Merchandising Data: Clyde Bayne, Adv. Mgr., TRIBUNE, PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond-East Chicago SMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; CN; Norfolk and Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247; Loc. Est. 22,338
SMSA 80 Cen. 642,781; Loc. Est. 652,363
County 80 Cen. 119,816; Loc. Est. 125 876
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486; Loc. Est. 7,652
County 80 Cen. 39,146; Loc. Est. 42,334
SMSA 80 Cen. 214,244; Loc. Est. 224,323

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$346,347,800
Savings & Loan	2	$572,441,551

6 - PASSENGER AUTOS: County 66,152

7 - ELECTRIC METERS: 10,060

8 - GAS METERS: 8,094

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Electrical Specialties; Novelty Aprons; Food Proc. Machy.; Extruded Aluminum Prod.; Bearing Screws; Fiberglass Tanks; Can Manufacturing; Resin Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122 store mall 15 mi. W.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31-store plaza 2 mi. N.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Lowenstine's; J.C. Penney; Sears; Fetla's; Miller's Mart; K mart; Montgomery Ward.
Variety Stores-Harvey's; Danner's; 3-D.
Chain Drug Stores-Sievers (Rexall); Gil's; Ribordy 2; Hook 3; Medicine Shoppe; Walgreen 2.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; Foodliner.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Coronet; Valpo Paint & Wallpaper (Smith-Alsop); TSC Store; Fayva; Paul Harris; Minn Fabrics.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e-mon to fri; m-sat) 13,187; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER, PO Box 551, Valparaiso, IN 46383; Tel. (219) 462-5151.
National Representative: Landon Associates.

VINCENNES

1 - LOCATION: Knox County, E&P Map B-4, County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. 41, 50 and 150; Indiana 61 and 67.

2 - TRANSPORTATION: Railroads-B&O; L&N.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; IndianapolisVincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 80 Cen. 20,857; Loc. Est. 21,285
CZ-ABC: (70) 24,388; (82) 24,100
RTZ-ABC: (70) 49,232; (82) 51,400
County 80 Cen. 41,838; Loc. Est. 42,282
City & RTZ-ABC: (70) 73,620; (82) 75,600

4 - HOUSEHOLDS:
City 80 Cen. 7,768; Loc. Est. 8,071
County 80 Cen. 15,481; Loc. Est. 16,177
CZ-ABC: (70) 7,775; (82) 9,000
RTZ-ABC: (70) 17,064; (82) 20,800
City & RTZ-ABC: (70) 24,839; (82) 28,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$214,142,000
Savings & Loan	2	$133,750,000

6 - PASSENGER AUTOS: County 21,173

7 - ELECTRIC METERS: Residence 11,590

8 - GAS METERS: Residence 9,501

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Batteries 410 ($300); Paper Products 100 ($218); Glass Fabrication 275 ($210); Auto Seat Assembly 220 ($240); Steel Fabrication 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner's Plaza	NA	Danner's
K mart Plaza	NA	K mart, Kroger's
Vincennes Plz.(16)	NA	J.C. Penney, Walgreen

Principal Shopping Days-Sun., Thu., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gimbel (Gamble-Skogmo); J. C. Penney; Hills; Walgreen's; Central Hardware.
Variety Stores-Tresslar's.
Discount Stores-Danner's 3D; K mart.
Chain Supermarkets-Kroger; IGA; Standard; Harold's; Buehler's.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,929; (S) 15,970; Mar. 31, 1982 ABC.
Local Contactfor Advertising and Merchandising Data: Veronica A. Kopp, Nat'l. Adv. Mgr., SUN-COMMERCIAL, 702 Main St., Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative: Landon Associates.

WABASH

1 - LOCATION: Wabash County, E&P Map C-2. County Seat. Industrial, agricultural & residential center on Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24; State Hwys. 15 and 13.

2 - TRANSPORTATION: Railroads-Norfolk & Western (passenger & freight); Conrail.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,985; Loc. Est. 12,715
County 80 Cen. 36,640; Loc. Est. 36,457
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,799; Loc. Est. 4,824
County 80 Cen. 12,586; Loc. Est. 12,946

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$175,000,000
Savings & Loan	2	$51,000,000

6 - PASSENGER AUTOS: County 18,051

7 - ELECTRIC METERS: Residence 9,994

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber 700 ($240); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15. Last killing frost, Apr. 30

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Village Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days-Dept. stores-Thurs., Fri. Sat.; Food stores-Thurs., Fri., Sat.
Stores Close-40% Wed. afternoon.
Stores Open Evenings-All stores Mon.; Food, Hardware, Drug, Variety and Department-every evening.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Hirsch; Robin Hood; K mart.
Discount Stores-K mart.
Variety Stores-Danner.
Chain Drug Stores-Gachenheimer 4; Hooks.
Chain Supermarkets-Kroger; Marsh; Clark's; Finer Food 3.
Other Chain Stores-Resneck's; Val-U; Leath (Furn.); Moore's; Smith-Alsop; Ream-Steckbeck (Paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 7,755; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Rex Lutz, Adv. Dir., PLAIN DEALER, 123 W. Canal St., Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: Landon Associates.

WARSAW

1 - LOCATION: Kosciusko County, E&P Map, C-2 County Seat. Agriculture, manufacturing, and center of No. Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. 30; State Hwy. 15, 25.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Indiana Motor.
Airport Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647; Loc. Est. 11,364
CZ-ABC: (70) 17,073; (82) 23,100
RTZ-ABC: (70) 60,040; (82) 70,900
County 80 Cen. 59,555; Loc. Est. 61,903
City & RTZ-ABC: (70) 77,113; (82) 94,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934; Loc. Est. 3,317
County 80 Cen. 20,863; Loc. Est. 22,364
CZ-ABC: (70) 5,376; (82) 8,600
RTZ-ABC: (70) 18,992; (82) 26,300
City & RTZ-ABC: (70) 24,368; (82) 34,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$220,000,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: County 31,308

7 - ELECTRIC METERS: Residence 13,456

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing (incl. food & kindred prods.) 7,500 ($350); Furn. & Fixtures; Printing & Pub.; Chemicals & Allied Prod.; Rubber & Plastics Prod.; Stone, Clay, & Glass Prod.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal Prod.; Machinery; Trans. Equip.; Orthopedic Instruments & Related Prod.; Trans. & Other Public Util. 800 ($300); Retail Trade 1,200 ($200); Fin., Ins. & Real Estate 362 ($250); Services 1,000 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-30 blocks on Center, Indiana, Market, Buffalo, Lake and Main Sts.
Neighborhood Shopping Centers-E. Center; E. Market; So. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danners Plaza	NA	Danners
Lakes Village(20)	NA	K mart, Hooks Drug
Lakeview(18)	NA	Kenny's Mkt., W&W Shoes
Lowery(7)	NA	Marsh Foodliner

13 - RETAIL OUTLETS: Variety Stores-Schultz; Harvey's; W. R. Thomas.
Discount Stores-Harvey's; Wonder; Schultz; Clinton; Big T; 3D; K mart; Woolco.
Chain Drug Stores-Hook's; Walter's; Thorburg; Brennan's; Rexall; Walgreen.
Chain Supermarkets-Kroger; Marsh; Burger; Owen's.
Other Chain Stores-Guarantee Auto; Western Auto; Firestone; Glover's; Sears; Kimm Paints; Gambles; Montgomery Ward (catalog); Ream-Steckbeck; Ace; Goodyear; Faley's; P.N. Hirsch; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; J.C. Penney (catalog).

14 - NEWSPAPERS: TIMES-UNION (e) 12,038; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
National Representative: None.

WASHINGTON

1 - LOCATION: Daviess County, E&P Map B-4, County Seat. Agricultural center halfway (170 mi.) between Cincinnati and St. Louis; 90 mi. NW of Louisville, KY; 100 mi S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads-Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Lines-Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325; Loc. Est. 11,100
CZ-ABC: (70) 11,358; (82) 11,100
RTZ-ABC: (70) 37,487; (82) 40,700
County 80 Cen. 27,836; Loc. Est. 28,189
City & RTZ-ABC: (70) 48,845; (82) 51,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552; Loc. Est. 4,700
County 80 Cen. 9,878; Loc. Est. 10,400
CZ-ABC: (70) 4,067; (82) 4,700
RTZ-ABC: (70) 11,770; (82) 15,000
City & RTZ-ABC: (70) 15,837; (82) 19,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$163,562,000
Savings & Loan	2	$53,961,000

6 - PASSENGER AUTOS: County 12,688

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: 4,715

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Rail Repair 216 ($275); Ball Bearings 110 ($260); Food Processing 400 ($175); Tokheim Corp. 50 ($220); B&O RR 200 ($400); Mining 425 ($500).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 4 on Van Trees; 4 on South St.; East 50 Shopping center; 3-D; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(4)	1	Jay-C, Williams Rexall, Allison Elec.
3-D Plaza(14)	1	Danner's, Radio Shack, Cato

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Sears.
Variety Stores-G. C. Murphy; Yeager Hardware; Danner's; Dollar General; Lord's Hardware; Greenwood's.
Discount Stores-3-D; K mart.
Chain Drug Stores-Williams Rexall 2; Hook's.
Chain Supermarkets-IGA; Jay C; Red & White 4; Shurway Food Center.
Other Chain Stores-Larkin's; Paris Style; MBA Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 11,101; Mar. 31, 1982 ABC.
Local Contact for Advertising Data: Lars Purdue, TIMES-HERALD, 102 E. Van Trees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Landon Associates.

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph, IN and Darke County OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwy. 277, 32, 28; Ohio 71 and 47.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 80 Cen. 11,283; Loc. Est. 11,114
Winchester, IN 80 Cen. 5,659; Loc. Est. 5,626
Union City, OH 80 Cen. 1,716; Loc. Est. 1,657
Union City, IN 80 Cen. 3,908; Loc. Est. 3,831
Counties 80 Cen. 85,093; Loc. Est. 85,462
Randolph, IN 80 Cen. 29,997; Loc. Est. 29,879
Darke, OH 80 Cen. 55,096; Loc. Est. 55,583

4 - HOUSEHOLDS:
Cities 80 Cen. 4,357; Loc. Est. 4,428
Winchester, IN 80 Cen. 2,213; Loc. Est. 2,256
Union City, OH 80 Cen. 654; Loc. Est. 659
Union City, IN 80 Cen. 1,490; Loc. Est. 1,513
Counties 80 Cen. 29,573; Loc. Est. 30,567
Randolph Co., IN 80 Cen. 10,709; Loc. Est. 11,005
Darke Co., OH 80 Cen. 18,864; Loc. Est. 19,562

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$161,000,000
Savings & Loan	2	$12,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 14,949; Darke, OH 28,703.

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 4,816

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Body Co. 1,118; Furniture 200; Leather 200; Small Motors 553; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING:Principal Shopping Days-Fri. & Sat.
Stores Open Evenings- Fri., Many daily.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; P.N. Hirsch; Boston Store 2. Lincolndale Plaza (4). Marsyms (4).
Discount Stores-Val Discount; 3-D.
Variety Stores-Danner's; G. C. Murphy; Ben Franklin; True Value Hardware; Shienglers.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Wright's IGA; Troutwine's.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 5,025; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Greg Howell, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Des Moines-Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, Neb.-Iowa-Douglas and Sarpy Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb.-Woodbury County, Iowa; Dakota County, Neb.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1983
Under 5 Years	233	222	223
5-14 Years	574	443	444
15-24 Years	478	549	551
25-44 Years	612	752	754
45-64 Years	579	560	561
65 and Over	349	387	388
TOTAL	2,825	2,913	2,921

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	398	800	958
General Mdse	749	1,164	1,531
Food	1,234	1,969	2,954
Automobiles	1,231	2,231	2,535
Gasoline Stations	593	954	1,591
Apparel	272	408	531
Furniture	266	450	554
Eat-Drink Places	450	806	1,237
Drugs	192	275	391
TOTAL	5,876	9,833	13,514

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-Greyhound; Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 45,775; Loc. Est. 47,849
CZ-ABC: (70) 39,505; (82) 47,100
RTZ-ABC: (70) 26,533; (82) 30,100
County 80 Cen. 72,326; Loc. Est. 75,498
City & RTZ-ABC: (70) 66,038; (82) 77,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,015; Loc. Est. 14,995
County 80 Cen. 23,665; Loc. Est. 25,431
CZ-ABC: (70) 10,717; (82) 14,900
RTZ-ABC: (70) 8,582; (82) 11,500
City & RTZ-ABC: (70) 19,299; (82) 26,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$184,801,074
Savings & Loan	4	$876,463,265

6 - PASSENGER AUTOS: County 43,669

7 - ELECTRIC METERS: Residence 13,289

8 - GAS METERS: Residence 13,590

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners -State Univ. 7,500; Iowa DOT HQ 1,000; Federal Gov't. 700; Electronics 600; Sport Clothing 120; Grain Equipment 10; Transportation Center/Abrasives Manf. 550; Equipment Manf. 500; Chemicals 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
Shopping Centers-K mart Plaza, 4 blocks on Lincoln Way, 4 miles W; Save U More Center, South Duff, 1 1/2S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Aura(14)	NA	Hy-Vee, K mart
Lincoln Plz.(9)	0	Target, TG&Y, Radio Shack
North Grand(60)	2	Younker's, Penney, Sears
Campustown	3	
West Ames	4	K mart, Hy-Vee, Drugtown

Principal Shopping Days-Sat., Sun. & Thurs.
Stores Open Evenings-Dept.-Mon. thru Fri.; Food-every evening; Campustown-Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Younkers; Sears; TG&Y; Target; K mart.
Chain Supermarkets-Fareway; Randall's; Hy-Vee; Save U More.
Other Chain Stores-Goodyear; Firestone; Woolworth's; Fastco Drug; A.J. August; Musicland; Baskin Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack; Zale's.

14 - NEWSPAPERS: TRIBUNE (e) 10,075; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Verle H. Burgason, Adv. Dir., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
National Representative: Iowa Daily Press Assn.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3, County Seat. Agricultural area of 40 mi. radius. SW part of state; 60 mi. to Omaha; 89 mi. to Des Moines; 440 mi. to Chicago.

2 - TRANSPORTATION:
Motor Freight Carriers-6.
Intercity Bus Lines-Overland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,789; Loc. Est. 8,107
County 80 Cen. 16,932; Loc. Est. 17,622

4 - HOUSEHOLDS:
City 80 Cen. 3,141; Loc. Est. 3,354
County 80 Cen. 6,524; Loc. Est. 7.025

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$32,200,000
Commercial	2	$113,359,000

6 - PASSENGER AUTOS: County 10,500

7 - ELECTRIC METERS: Residence 3,650

8 - GAS METERS: Residence 3,385

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Feed Mfg., 145 ($250); Steel Bldg., 110 ($200); Street & Road Const., 160 ($190); Engine Bearings, 230 ($260).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 29-98; Fall 14-92; Winter 27-65. First killing frost, Oct. 7. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, med. soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers- East and West Seventh Sts.; Highway 6; Atlantic Plaza (14 units).

Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Thurs.; grocery & discount stores nightly.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; J.C. Penney; Spurgeon's; Connors'.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Wheeler's; Cappel Impl.; Pamida; Aico; K mart.
Chain Supermarkets-Hy-Vee; Gene's Super Valu; Jim's Super Market.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Montgomery Ward; Davis Paint; Bair's Firestone; Goodyear; Singer Co.; Fullerton Lumber; Seifert's; Tober's; Sears (catalog); Gamble's; Western Auto; Payless; Cashway Lumber.

14 - NEWSPAPERS: NEWS-TELEGRAPH (e) 7,833; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Bredensteiner, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624.
National Representative: Iowa Daily Press Assn.

BETTENDORF

See DAVENPORT

BOONE

1 - LOCATION: Boone County, E&P Map B-2, County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30; State Hwy. 60.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,602; Loc. Est. 12,854
County 80 Cen. 26,184; Loc. Est. 26,544
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,005; Loc. Est. 5,216
County 80 Cen. 9,731; Loc. Est. 10,173

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$94,678,076
Commercial	2	$99,839,156

6 - PASSENGER AUTOS: County 29,674 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,298

8 - GAS METERS: Residence 4,602

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING:Principal Shopping Center-21 blocks on Story; 11th St.; 10th, 9th, 8th, 7th and 6th Sts. also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's.
Variety Stores-P.M. Place.
Discount Stores-Pamida; Alco.
Chain Drug Stores-Osco; Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Tradehome Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS-REPUBLICAN (e; S) 5,140; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Walt Handy, Gen. Mgr., NEWS-REPUBLICAN, PO Box 100, Boone, IA 50036; Tel. (515) 432-1234.
National Representative: Iowa Daily Press Assn.

BURLINGTON

1 - LOCATION: Des Moines County, E&P Map D-3, County Seat. Agricultural, dairy area; manufacturing & wholesale center, 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Rock Island.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental.
Airlines-Ozark; Mississippi Valley Airline; Britt; Air Illinois.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 29,529; Loc. Est. 29,429
CZ-ABC: (70) 35,505; (82) 31,100
RTZ-ABC: (70) 107,757; (82) 115,100
County 80 Cen. 46,203; Loc. Est. 47,078
City & RTZ-ABC: (70) 143,262; (82) 146,200

4 - HOUSEHOLDS:
City 80 Cen. 11,325; Loc. Est. 11,604
County 80 Cen. 17,350; Loc. Est. 18,188
CZ-ABC: (70) 12,161; (82) 12,500
RTZ-ABC: (70) 35,456; (82) 44,400
City & RTZ-ABC: (70) 47,617; (82) 56,900

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$177,649,874
Commercial	4	$237,391,745

6 - PASSENGER AUTOS: County (All vehicles) 43,398

7 - ELECTRIC METERS: Residence 17,075

8 - GAS METERS: Residence 15,998

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Ordnance 1,469; Electrical 2,190; Food Products 350; Heavy Machy. 2,140; Furniture 500; Retail Trade 3,990; Wholesale Trade 860.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline; moderately hard avg. 10 grains; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd and 4th Sts.; Hwys. 34 & 61.

BEST AVAILABLE COPY

Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Road, 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(33)	3	Mont. Ward, Younker's
K mart Plaza(7)	3	K mart
Westland Mall(64)	6	JC Penney, Younkers, Woolworth's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri. Food-Every night.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Montgomery Ward; J.C. Penney; J.S. Schramn; Jack's; Younkers; K mart.
Variety Stores-Woolworth.
Discount Stores-Jack's; K mart; Woolworth's.
Chain Drug Stores-Osco; Sutter; Peoples Drug Fair.
Chain Supermarkets-Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.
Other Chain Stores-Kinney's (shoes); Brown Shoe; Firestone; Goodyear; Singer Ctr.; Smith; Alsop; Coast to Coast; Payless; Schiff Shoes; Fanny Farmer; Kirlins; Nobil's Shoes; Radio Shack; B 5; Chumleys Rest; So-Fro Fabrics; Lord's Jewelers; Zales Jewelers; The Land of Oz; General Nutrition.

14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 19,559; (S) 21,156; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Daily Press Association; Southwest Dailies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. 100 mi. NW of Des Moines; 100 Mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,705; Loc. Est. 10,216
County 80 Cen. 22,951; Loc. Est. 23,532

4 - HOUSEHOLDS:
City 80 Cen. 3,398; Loc. Est. 3,630
County 80 Cen. 7,869; Loc. Est. 8,357

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$81,297,000
Savings & Loan	2	$75,565,000

6 - PASSENGER AUTOS: County 23,713

7 - ELECTRIC METERS: Residence 3,677

8 - GAS METERS: Residence 3,520

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Hospital 235 ($225); Trucking 180 ($325); Elect control Mfg. 630 ($270); Ham Canning Facility 165 ($325).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on 2 sts.; 2 suburban areas; Westgate Mall.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Discount, Variety, Food-every evening to 9; Others-Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's.
Variety Stores-Sernett's.
Discount Stores-Pamida; K mart.
Chain Supermarkets-Hy-Vee; Fareway B&H; Super Valu.
Other Chain Stores-Coast to Coast; Western Auto; Star Walgreen Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Firestone; Montgomery Ward(catalog); Sears(catalog); Beno's.

14 - NEWSPAPERS: TIMES-HERALD (e) 7,299; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative: Iowa Daily Press Assn.

CEDAR FALLS.

1 - LOCATION: Black Hawk County, (In Waterloo-Cedar Falls SMSA). E&P Map C-2. On Cedar River, 7 mi. NW of Waterloo. On U.S. Hwy. 20, 218; State Hwy. 57, 58.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Chicago North Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Jefferson; Iowa Coach.
Airlines-Ozark; American Central.

3 - POPULATION:
Corp. City 80 Cen. 36,322; Loc. Est. 36,134
CountySMSA 80 Cen. 137,961; Loc. Est. 138,964
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,712; Loc. Est. 12,189
CountySMSA 80 Cen. 48,205; Loc. Est. 50,032

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$116,885,880
Savings & Loan	2	$94,643,707

6 - PASSENGER AUTOS: County (All Vehicles) 140,893

7 - ELECTRIC METERS: Residence 13,966

8 - GAS METERS: Residence 8,913

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersPump Mfg. 926; Farm Equipment 345; University of Northern Iowa 1,650; Engineering 114; Tool and Die 279.

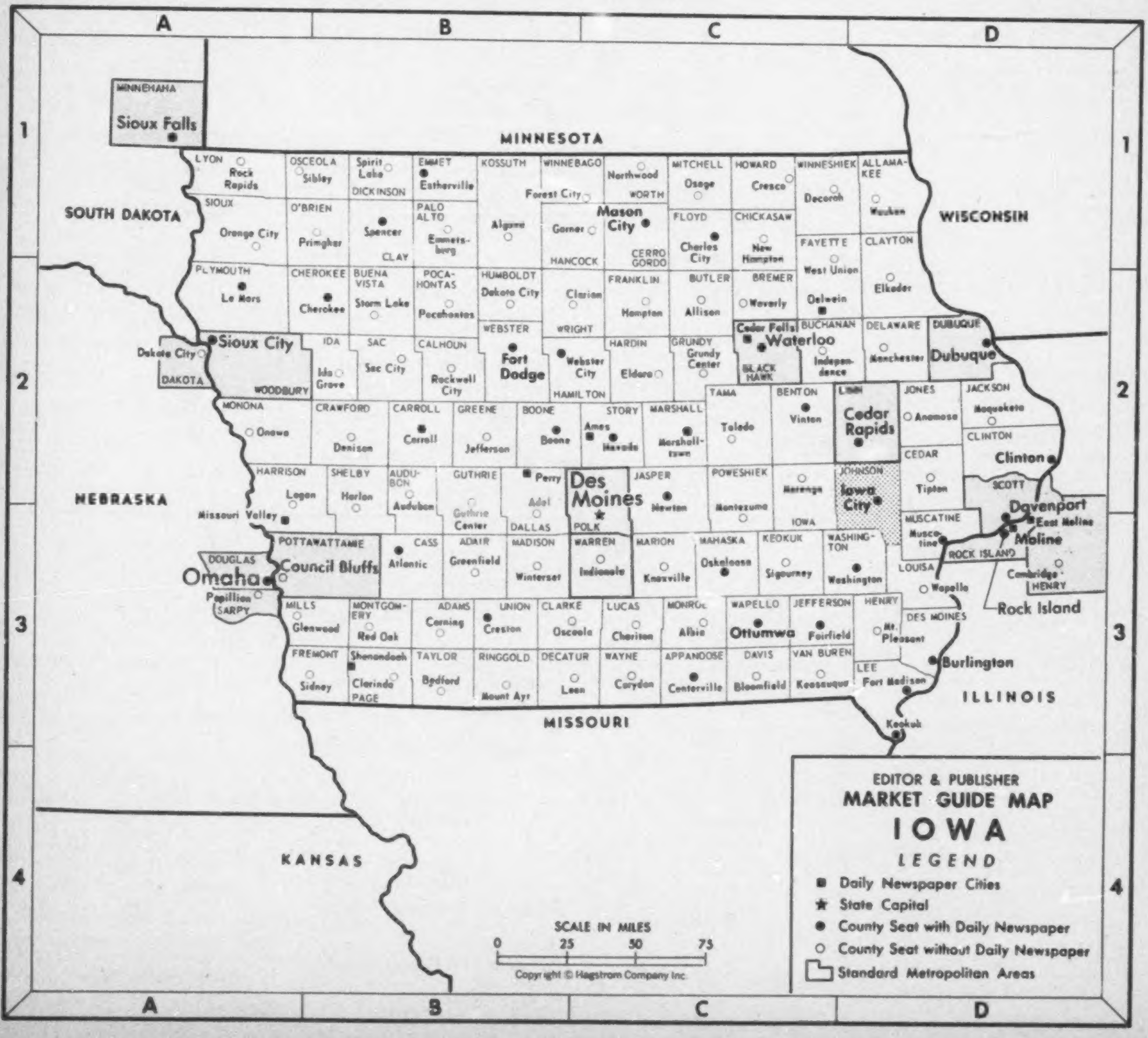
10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 70-100; Fall 25-85; Winter 15-50. First killing frost, Oct. 4. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St. and 2 on side streets.
Neighborhood Shopping Centers-23rd and College; Highway 218 East; East 18th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Sq.(60)	2	Mont. Ward, Woolco, Younkers, Donaldsons
Crossroads(79)	9	Sears, Donaldsons, Penneys, HyVee


A
B
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1
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MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
ILLINOIS
MISSOURI
KANSAS
Sioux Falls
Sioux City
Mason City
Fort Dodge
Waterloo
Dubuque
Cedar Rapids
Des Moines
Iowa City
Clinton
Davenport
Moline
Rock Island
Council Bluffs
Omaha
Ottumwa
Burlington
Keokuk
EDITOR & PUBLISHER
MARKET GUIDE MAP
IOWA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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Black Hawk Vlg.	2	Eagle, Donaldsons, Sears
Cedarloo(8)	3	Wickes
College Hill	2	University Book & Supply Kinney's, Walgreens
Valley Park(9)	NA	HyVee

Principal Shopping Days-Mon. & Fri.
Stores Open Evenings-Mon.-Fri.
Stores Open Sundays-In shopping centers.

13 - RETAIL OUTLETS: Department Stores-Donaldsons; Younker Bros.; Montgomery Ward; Woolco.
Variety Stores-Woolworth; Harrison's; Walgreens.

Discount Stores-Woolco.
Chain Drug Stores-Mays; Walgreen.
Chain Supermarkets-Eagle; HyVee; Jack & Jill.

14 - NEWSPAPERS: RECORD (m-tues to sat) 4,341; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Dave Tansey, Adv. Dir., RECORD, 124 E. 18th St., Cedar Falls, IA 50613; Tel. (319) 266-2611.
National Representatives: Iowa Daily Press Association; Story & Kelly-Smith.

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County, (In Cedar Rapids SMSA). E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N. On U.S. Hwys. I-380, 30, 151, 218; State Hwys. 11, 13, 64, 149, 150, 84.

2 - TRANSPORTATION: Railroads-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Jefferson Trans.; Missouri Transit; Iowa Coaches; Continental Trailways.
Airlines-United; Ozark; Mississippi Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717; Loc. Est. 128,869
Cedar Rapids 80 Cen. 110,243; Loc. Est. 109,171
Marion 80 Cen. 19,474; Loc. Est. 19,698
CZ-ABC: (70) 131,899; (82) 131,900
RTZ-ABC: (70) 237,342; (82) 258,600
SMSA/County 80 Cen. 169,775; Loc. Est. 170,083
City & RTZ-ABC: (70) 369,241; (82) 390,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525; Loc. Est. 49,594
Cedar Rapids 80 Cen. 41,662; Loc. Est. 42,433
Marion 80 Cen. 6,863; Loc. Est. 7,161
CZ-ABC: (70) 41,970; (82) 48,900
RTZ-ABC: (70) 73,371; (82) 93,900
County/SMSA 80 Cen. 61,770; Loc. Est 63,813
City & RTZ-ABC: (70) 115,341; (82) 142,800

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	5	$1,972,021,000
Commercial	7	$821,371,000

6 - PASSENGER AUTOS: County 102,167

7 - ELECTRIC METERS: Residence 53,178

8 - GAS METERS: Residence 51,427

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Durable Goods 18,900 ($364); Fabric. Metal 1,300 ($346); Machinery 18,700 ($312); Transportation 2,000 (NA); Non-Durable 7,100 ($416); Food 5,300 ($443); Manufacturing 26,000 ($381).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 36-103; Fall 0-99; Winter 25-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Downtown Shopping District-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd. 4th and 5th Sts., East.
Shopping Centers (No. of Stores) First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.
Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (40)	2	Ardan
Kenwood	2	Kenwood House
Lindale Mall(55)	3	Sears, Younkers
Mays City(10)	2	Killian's
16th Ave.	1	Jack's, Revco Drug
Vernon(9)	2	Eagle
Target(4)	3	Target Discount
Cedar Hills(11)	3	Me Too Mkt.
K mart/Cedar Mall	3	K mart
Westdale(144)	4	J.C. Penney, Mont. Wards, Younkers
Park Town Sq.	2	Revco

Stores Open Evenings-Downtown, Mon. & Thurs. Shopping centers & supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Killian's; Younker's; Armstrong's; Martin's; Sears; Montgomery Ward; J.C. Penney; Smulekoff's; K mart; Target; Kiecks; Killian's; Peterson & Harned Von Maur.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Jack's.
Chain Drug Stores-Drugtown 4; Paramount 6; Osco 3; Revco 6.
Chain Supermarkets-Eagle 4; Me Too 5; Super Valu 3; Warehouse Mkt.; Hy-Vee 7; Econo Foods.
Other Chain Stores-Auto Supplies: Goodrich, Goodyear, Firestone, Coast-to-Coast; Shoes: Barker's, Baker's, Kinney; Women's Apparel: Seifert's, Wolf's, Young Fashions, Brook's, Neumode Hosiery, Sears Roebuck; Paint: Standard Glass & Paint, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass; Misc.: Earl May, Mary Lester Fabrics, Northwest Fabrics, So-Fro Fabrics, Fabs.

14 - NEWSPAPERS: GAZETTE (m) 68,680; (S) 77,540; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jon Kemmerer, Nat'l. Adv. Dept., GAZETTE, 500-3rd Ave. SE, Cedar Rapids, IA 52401; Tel. (319) 398-8206.
National Representatives: Branham/Newspaper Sales; Iowa Daily Press Assn.

CENTERVILLE

1 - LOCATION: Appanoose County, E&P Map C-3, County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 60.

2 - TRANSPORTATION: Railroads-CRI&P; CB&O.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 6,558; Loc. Est. 6,601
County 80 Cen. 15,511; Loc. Est. 15,738

4 - HOUSEHOLDS:
City 80 Cen. 2,708; Loc. Est. 2,752
County 80 Cen. 6,011; Loc. Est. 6,313

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$115,647,328

6 - PASSENGER AUTOS: County 16,228 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,384

8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Utility Hd. 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Comstock, HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-True Value; Spurgeons; J.C. Penney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Matco.
Chain Drug Stores-City Drug; Walgreen; Owl Rexall.
Chain Supermarkets-HyVee; Super Valu; Fareway.
Other Chain Stores-Coast-to-Coast; Gamble's; Western Auto; Brown Shoe-Fit; Sears (catalog); Montgomery Ward(catalog).

14 - NEWSPAPERS: IOWEGIAN & CITIZEN (m-mon to fri) 4,600; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Roger Bryant, Pub., IOWEGIAN & CITIZEN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.
National Representative: Iowa Daily Press Assn.

CHARLES CITY

1 - LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Milwaukee; Iowa Terminal RR.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,778; Loc. Est. 8,829
County 80 Cen. 19,597; Loc. Est. 19,924
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,401; Loc. Est. 3,467
County 80 Cen. 7,084; Loc. Est. 7,433

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$32,549,494
Commercial	3	$132,074,000

6 - PASSENGER AUTOS: County 19,172 (all vehicles)

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Pdts. 402 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; 1 on Gilbert St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cendar Mall(31)	NA	HyVee
Easter's SuperValu	NA	Super Mkt.

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept.-Fri. & Mon.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's.
Discount Stores-Pamida; K mart.
Variety Stores-Thomson's; Ben Franklin.
Chain Drug Stores-Kruse; Easter's; Medicine Chest; Family Pharmacy.
Chain Supermarkets-Easter's Super Valu; Fareway Stores; HyVee.
Other Chain Stores-Montgomery Ward (order store); Sears (order store); Brown's Shoe Fit Co.; Stevensons/Trade Home; Damons Too; Coach House; Roberts Villa; Hanson Tire; Dorfman Auto Supply; Sieg Co.; McGregor Furniture; Sylvester Furniture.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,745; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James Sweet, Adv. Mgr., PRESS, 100 N. Main, Charles City, IA 50616; Tel. (515) 228-3211.
National Representatives: American Newspaper Reps; Iowa Daily Press Assn.

CHEROKEE

1 - LOCATION: Cherokee County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Iowa Coaches.

3 - POPULATION:
Corp City 80 Cen. 7,004; Loc. Est 7,197
County, 80 Cen. 16,238; Loc. Est. 16,574

4 - HOUSEHOLDS:
City 80 Cen. 2,689; Loc. Est. 2,798
County 80 Cen. 5,999; Loc. Est. 6,286

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$76,755,000
Savings & Loan	2	$312,900,000

6 - PASSENGER AUTOS: County 12,912

7 - ELECTRIC METERS: Residence 2,631

8 - GAS METERS: Residence 2,253

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8. Last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Main and Second St.; North Star Plaza (8 stores-grocery, variety, disc.); Southside Shopping Center (7 stores-grocery, disc.).
Principal Shopping Days-Wed., Thurs., Fri.
Stores Open Evenings-Thurs., Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Hawley Allison; Spurgeon's; Bomgaar's; Sears; Montgomery Ward.
Discount Stores-Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores-McWilliams; Drug Town.
Chain Supermarkets-Fareway; HyVee; Super Valu.
Other Chain Stores-Coast to Coast; Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Fusfield's; Thermo Gas Co; Payless.

14 - NEWSPAPERS: TIMES (m) 4,005, sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Gary Barnes, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel (712) 225-5111.
National Representative: Iowa Daily Press Assn.

CLINTON

1 - LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing and agricultural center. Extreme E point in Iowa; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMSt.P&P; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; River Trails Transit; Scenic Stage; Clinton Municipal Transit Authority.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 32,828; Loc. Est. 32,158
CZ-ABC: (70) 34,719; (82) 31,400
RTZ-ABC: (70) 85,467; (82) 92,200
County 80 Cen. 57,122; Loc. Est. 56,951
City & RTZ-ABC: (70) 120,186; (82) 123,600

4 - HOUSEHOLDS:
City 80 Cen. 12,261; Loc. Est. 12,434
County 80 Cen. 20,345; Loc. Est. 20,946
CZ-ABC: (70) 11,277; (82) 12,000
RTZ-ABC: (70) 26,669; (82) 33,700
City & RTZ-ABC: (70) 37,946; (82) 45,700

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	3	$115,767,131
Commercial	4	$194,722,000

6 - PASSENGER AUTOS: County 34,934

7 - ELECTRIC METERS: Residence 12,135

8 - GAS METERS: Residence 9,994

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Avg. Wkly. Wage)-Corn Processing 1,000 ($290); Cellophane and Clysar Mfg. 650 ($295); Railroading and Car Repair 615 ($300); Structural Steel 167 ($280); Steel Tubing and Parts 281 ($276); Ladies Garments 176 ($200); Paper Cartons and Labels 861 ($250); Chemical Products 495 ($310); Coupon Clearing 600 ($200); Wire Products 285 ($220); Plastic Pipe 323 ($280); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($240); Dressed and Canned Poultry 231 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: Department Stores-Petersen, Harned Von Maur; Kline's; J.C. Penney; Montgomery Ward; Sears.
Discount Stores-Paul's Discount; Target; K mart.
Variety Stores-Woolworth; Main Ave.
Chain Drug Stores-Bond-Walgreen's; Osco.
Chain Supermarkets-Eagle Food Centers 3; Ran-

dall's Super Valu; Jewel Food; Kopp's 4; Aldi Foods.

Other Chain Stores-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 21,519; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.

National Representative: Branham.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County, (In Omaha, NE.-IA SMSA). E&P Map A-3, County Seat. Railroad center. Miscellaneous light manufacturing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central; Chicago & Northwestern; Norfolk & Western; Missouri Pacific.

Motor Freight Carriers-48.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-United; Frontier; Ozark; North Central; Eastern; TWA; Continental Mississippi Valley; Republic; Midway; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 56,449; Loc. Est. 55,558
CZ-ABC: (70) 60,348; (82) 56,900
RTZ-ABC: (70) 68,674; (82) 71,900
County 80 Cen. 86,500; Loc. Est. 86,607
SMSA 80 Cen. 570,399; Loc. Est. 583,578
City & RTZ-ABC: (70) 129,022; (82) 128,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,872; Loc. Est. 21,165
County 80 Cen. 30,781; Loc. Est. 31,740
SMSA 80 Cen. 203,489; Loc. Est. 214,330
CZ-ABC: (70) 18,948; (82) 21,000
RTZ-ABC: (70) 21,288; (82) 26,100
City & RTZ-ABC: (70) 40,236; (82) 47,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$286,580,671
Savings & Loan	3	$300,790,625

6 - PASSENGER AUTOS: County 62,037

7 - ELECTRIC METERS: Residence 23,325

8 - GAS METERS: Residence 20,101

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Transp. & Public Utilities 2,900; Mfg. 3,200; Finance, Insurance, Real Estate 890; Wholesale and Retail Trade 5,710; Government 4,130.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-5 blocks on Broadway between 1st & 7th Sts.

Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway; 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluff's Plaza-3 stores; Sundel Plaza-6 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluff Plz.(3)	NA	J.C. Penney
Bluff's Northway	NA	Richman Gordman's
Madison Mall(75)	NA	Drugtown, Hy-Vee
Midlands Mall(55)	NA	Brandeis, Phillip's, Sears
Sherwood Plz.(15)	NA	K mart, Nash Finch

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Dept Mon. and Thu.; Midlands Mall every evening.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Richman-Gordman; Marcus; Sears; Brandeis; Philips.

Discount Stores-K mart.

Chain Drug Stores-Walgreen 2; Skagg's; Drug Town 2.

Chain Supermarkets-Hinky Dinky 2; Super Valu 2; Hy-Vee 2; Shavers.

Other Chain Stores-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes; Kinney Shoes; So-Fro Fabrics; Zales Jewelry.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 18,669; (e-sat) 16,114; (S) 20,057; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Kent A. Johnson, Adv. Dir., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51501; Tel. (712) 328-1811.

National Representatives: Thomson Newspapers; Iowa Daily Press Assn.

CRESTON

1 - LOCATION: Union County, E&P Map B-3, County Seat. Farm area in south central Iowa; livestock, dairying. 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Burlington Northern.

Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,429; Loc. Est. 8,479
County 80 Cen. 13,858; Loc. Est. 13,923

4 - HOUSEHOLDS:
City 80 Cen. 3,403; Loc. Est. 3,520
County 80 Cen. 5,314; Loc. Est. 5,549

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$83,500,000
Savings & Loan	1	$54,500,000

6 - PASSENGER AUTOS: County 14,954 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,222

8 - GAS METERS: Residence 2,945

9 - PRINCIPAL INDUSTRIES: Burlington Northern R.R. Shop and Operating Personnel; Light Machinery; Feed Mixing; Concrete Block; Electric Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Airplane Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.

Principal Industrial Pay Days-Fri., Sat., 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.

Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon.; Shopping Centers every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon Merc.; Sernett.

Variety Stores-P.M. Place; Ben Franklin; K mart.

Discount Stores-Farm Home & Supply; Pamida.

Chain Supermarkets-HyVee; Fareway; Super Valu.

Other Chain Stores-Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 6,713; sworn Mar. 31, 1982.

Local Contact for Advertising and Merchandising Data: O.L. Lesan, Adv. Mgr., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.

National Representative: Iowa Daily Press Assn.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County, (in Davenport-Rock Island-Moline, IA-IL SMSA) E&P Map D-3. County Seat. Small manufacturing. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwy. 6, 61, 67; State Hwy. 122, 22 and 74; I-80.

2 - TRANSPORTATION: Railroads-Davenport; Rock Island; Chicago & Northwestern; Burlington Northern.

Motor Freight Carriers-38.

Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage.

Airlines-United; Ozark; Mississippi Valley; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645; Loc. Est. 132,689
Davenport 80 Cen. 103,264; Loc. Est. 104,512
Bettendorf 80 Cen. 27,381; Loc. Est. 28,177
CZ-ABC: (70) 278,045; (82) 292,400
RTZ-ABC: (70) 358,655; (82) 394,300
County 80 Cen. 160,022; Loc. Est. 164,674
SMSA 80 Cen. 383,958; Loc. Est. 389,815
City & RTZ-ABC: (70) 636,700; (82) 686,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 47,357; Loc. Est. 49,702
Davenport 80 Cen. 38,024; Loc. Est. 39,954
Bettendorf 80 Cen. 9,333; Loc. Est. 9,748
County 80 Cen. 56,677; Loc. Est. 60,157
SMSA 80 Cen. 138,256; Loc. Est. 144,633
CZ-ABC: (70) 88,743; (82) 108,700
RTZ-ABC: (70) 112,931; (82) 145,800
City & RTZ-ABC: (70) 201,674; (82) 254,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	37	$1,538,600
Savings & Loan	10	$771,100,000
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 146,695 (All vehicles)

7 - ELECTRIC METERS: Residence 113,036

8 - GAS METERS: Residence 112,113

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-(SMSA) Total Employment 172,200; Mfg. 44,625; (farm equipment, aluminum milling) Non-Manufacturing 87,750; Sector 25,500. Av. Wkly. Wage $329.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady bet. 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Village on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plaza.

Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in NW Davenport, Midtown Plz., Baudy & Locust; Village 27 units & Venture shopping area on N. 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N.W. Davenport	3	Geifman's
W. Locust	5	Randall's
Midtown Plz.(15)	2	A&P, Walgreen
Northgate	4	Interstate Book Store, Strum, Geifman's
Spring Village	4	Eagles, Walgreen
Northpark(90)	3	Penney, Younker's, Mont. Ward
Cumberland Sq.(30)	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Venture, Jewel, Osco
Bettendorf Plz.(6)	2	K mart
Old Town Mall(26)	3	Haag, Playback, Sherwin-Williams
Duck Creek	5	Younkers, Target,
Plaza(38)	5	Randall's
Westfair	4	Randall's

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food: Thurs., Fri., Sat. & Sun.

Stores Open Evenings-Dept.-Mon. & Fri. Super Mkts.-Every evg., Mon. thru Sun.

Stores Close-Mon. morning and Sat. evgs.

Stores Open Sundays-Discount, Super Mkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: Department StoresMcCabes; Younkers 3; Petersen Harned von Maur 3; Penney 2; Sears 2; Montgomery Ward 2.

Discount Stores-Venture 2; Zayre; Target 2; K mart 4.

Variety Stores-Ben Franklin 2; Kresge; Woolworth 2; Jupiter.

Chain Drug Stores-Haag 14; Bond-Walgreen 9; Osco 3; Main at Locust Phcy.; Medicine Shoppe 3; Stewart 2; Revco 11.

Chain Supermarkets-Eagle 11; Randall's 7; Geifman's 8; Tri-City 3; Jewel 4; 7-Eleven 19; Aldi 4; Convenient 10.

Independent Buying Groups-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.

Other Chain Stores-Fannie May 4; Firestone 5; Thom McAn 2; Goodyear 5; Bakers; Kaybee 2; Kinney 5; Lober's; Western Auto 2; Fashion; Singer Co. 2; S&H Green Stamps 2; Richmond Bros. 2; Just Pants 2; Seiferts 2; Paul Harris 2; Walden Books 2; Coach House Gifts 2; So-Fro Fabrics 3; Gliden; Interstate Bookstore 2; Richman Bros. 2; Plywood Minn.; Wallpaper to Go; Murray's; Arden's 2; Radio Shack 6; Playback 2.

14 - NEWSPAPERS: QUAD-CITY TIMES (all day) 64,160; (S) 83,341; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Bill Johnston, Display Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52808; Tel. (319) 383-2200.

National Representative: Branham.

DES MOINES

1 - LOCATION: Polk County, (In Des Moines SMSA). E&P Map C-2, Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago, 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Norfolk & Western; Burlington Northern; Des Moines Union; Iowa Railroad.

Motor Freight Carriers-Intercity 77.

Intercity Bus Lines-Trailways; Greyhound; Jefferson; Tallyho Transport.

Airlines-United; Ozark; Frontier; Republic; TWA; Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 191,003; Loc. Est. 190,200
CZ-ABC: (70) 274,409; (82) 293,500
RTZ-ABC: (70) 883,592; (82) 901,200
SMSA 80 Cen. 338,048; Loc. Est. 340,400
County 80 Cen. 303,170; Loc. Est. 304,900
City & RTZ-ABC: (70) 1,158,001; (82) 1,194,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 75,249; Loc. Est. 77,100
County 80 Cen. 114,817; Loc. Est. 116,800
SMSA 80 Cen. 126,330; Loc. Est. 128,600
CZ-ABC: (70) 89,744; (82) 111,700
RTZ-ABC: (70) 288,959; (82) 344,400
City & RTZ-ABC: (70) 378,703; (82) 456,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	$2,214,193,000
Savings & Loan	11	$2,032,678,367

6 - PASSENGER AUTOS: County 283,579 (All Vehicles)

7 - ELECTRIC METERS: 110,671

8 - GAS METERS: 86,001

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 23,572 ($400); Trans. 10,668 ($404); Food 3,096 ($361); Printing 6,093 ($345).

Principal Pay Days-Fri., Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-88; Summer 53-97; Winter 18-68; Fall 19-90; First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-East 7th to West 12th on Walnut, Locust, and Grand Aves.

Neighborhood Shopping Centers-Highland Park at Sixth and Euclid Ave.; Beaverdale at Beaver and Urbandale Ave.; University at University Ave. and 24th St.; Westview at 2400 86th St.; Valley Junction at Downtown West Des Moines; Ingersoll at Ingersoll Ave. (28th to 38th Sts.); Roosevelt at Chamberlain and 42nd Sts.; McNeal at Merle Hay and Urbandale; Fairmont Plaza (E. 26 & Euclid); Westown (I-35 & 22nd WDM); Southgate (S.E. 14th & Indianola Road); Franklin Plaza, 49th and Franklin Ave.; Thompson Plaza Triangle (2700 Douglas Ave.); Valley West (I. 235 & 35th, WDM); S.E. 14th & E. Army Post Rd.; Village Green (2nd & Grand, WDM); Indian Hills (35th & University Ave., WDM); Apple Valley (7100 University Ave.); Valley Junction Plaza (63rd & Grand Avenue, WDM); Ellis Heights (I-80 & NE 14th St.); Ardan Plaza (4000 Merle Hay Rd.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ankeny(13)	NA	Alco Disc.
Des Moines(10)	NA	K mart
Eastgate(14)	NA	Younkers
Merle Hay Mall(100)	NA	Mont. Ward, Sears, Younkers
Oliver(12)	NA	Target
Park Ave.(12)	NA	Safeway
Park Fair(31)	NA	Woolworth
Sherwood Forest(33)	NA	Jean Junction
Southgage(12)	NA	A&P, Woolco
Southridge(75)	NA	Mont. Ward, Sears, Younkers
Target(10)	NA	Target, Radio Shack
Uptown(21)	NA	Safeway
Wakonda(30)	NA	Dahl's Mkt.
Windsor Mall	NA	Mont. Ward

Principal Shopping Days-Department Stores-Mon., Fri. and Sat.; Food Stores-Fri. & Sat.

Stores Open Evenings-Downtown Mon. & Fri.; Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night till 9 or later and most of Sun.

13 - RETAIL OUTLETS: Department Stores-Younkers 7; Brandeis 2; Sears 2; Penney 2; Montgomery Ward 2; Bond's of Beaverdale; Kleins; Petersen Harned VanMaur; Richman Gordman 3.

Discount Stores-K mart 5; J. Brannam; Service Merchandise; Target 3; Woolco 2; Half Price Store;

Ardans 2; Drug Town 3; Union Prescription Center 2.
Variety Stores-Kresge 2; Woolworth 2; Ben Franklin; Claytons; Place's.
Chain Drug Stores-Walgreen 6; Drug Mart 6; The Medicine Store 7; Dahl's 9; Drug Town 3; Union Prescription Center 2.
Chain Supermarkets-Hy-Vee 11; Super Valu 13; Hinky Dinky; Dahl's 9; Sav-U-More; Food 4 Less; Aldi's 3.
Other Chain Stores-Kwik Shop 16; Quik Trip 23; Git-N-Go 7; 7-Eleven 9; Helzberg 3; Plumbs 3; Ginsbergs 2; Josephs 2; Zales 3; Bakers 3; Florsheims 2; Kinney 6; Payless 4; Flynn; Gallenkamp 2; Thom McAn 2; Country Cobbler 2; Roosevelt Bootery 4; Naturalizer's 3; Arnolds Stearns 4; Paul Harris 2; Seiferts 3; The Bottomhalf 3; County Seat 3; Foreman & Clark 2; The Gap 3; Brooks 3; Casual Corner 3; The Limited 3; Maurices 3.

14 - NEWSPAPERS: REGISTER (m) 205,640; TRIBUNE (e) 67,596; Comb. (m&e) 273,236; REGISTER (S) 379,124; Mar. 31, 1982 ABC.
Tribune (e) merged into Register (m) Sept. 27, 1982.
Local Contact for Advertising and Merchandising Data: David E. Tibbetts, Adv. Dir., REGISTER and TRIBUNE, PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8041.
National Representatives: CWO&O.

DUBUQUE, IA-EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, IA SMSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Illinois Central Gulf; Milwaukee.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Iowa Coaches.
Airlines-American Central; Mississippi Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 64,515; Loc. Est. 64,758
Dubuque, IA 80 Cen. 62,321; Loc. Est. 62,599
E. Dubuque, IL 80 Cen. 2,194; Loc. Est. 2,159
CZ-ABC: (70) 64,717; (82) 61,700
RTZ-ABC: (70) 138,437; (82) 150,800
Counties 80 Cen. 117,265; Loc. Est. 119,240
Dubuque, IA 80 Cen. 93,745; Loc. Est. 95,028
Jo Daviess, IL 80 Cen. 23,520; Loc. Est. 24,212
SMSA 80 Cen. 93,745; Loc. Est. 95,028
City & RTZ-ABC: (70) 203,154; (82) 212,500

4 - HOUSEHOLDS:
Cities 80 Cen. 21,862; Loc. Est. 22,586
Dubuque, IA 80 Cen. 21,107; Loc. Est. 21,878
E. Dubuque, IL 80 Cen. 755; Loc. Est. 708
CZ-ABC: (70) 18,023; (82) 20,100
RTZ-ABC: (70) 98,058; (82) 49,900
Counties 80 Cen. 38,349; Loc. Est. 40,228
Dubuque, IA 80 Cen. 30,021; Loc. Est. 31,357
Jo Daviess, IL 80 Cen. 8,328; Loc. Est. 8,871
SMSA 80 Cen. 30,021; Loc. Est. 31,357
City & RTZ-ABC: (70) 57,081; (82) 70,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$483,600,137
Savings & Loan	2	$269,658,259

6 - PASSENGER AUTOS: Counties: Dubuque, IA 76,746 (All Vehicles); Jo Daviess, IL 12,579

7 - ELECTRIC METERS: Residence 22,265

8 - GAS METERS: Residence 18,826

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Durable Goods 8,000; Fabricated Metal 700; Non-Durable Goods 3,800; Avg. Industrial Wage Per Hour $10.30.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (pH 8.8), soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Kennedy Mall; Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza; Plaza 20.
Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza 20(25)	3	K mart
Kennedy(75)	5	Rosheks, Wards, Ardan, Younkers, Woolworth
Warren	5	Target, Randalls

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Fri., Sat.
Stores Open Evenings-Central Ave. Stores Mon. thru Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - RETAIL OUTLETS: **Department Stores**-Roshek's; J.C. Penney; Montgomery Ward; Sears; K mart; Zayer; Younkers; Theisen; Target.
Discount Stores-K mart; Zayre; Target; Ardan.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-Hartig-Rexall 4; Walgreen; Nabors; Revco; Union Prescription.
Chain Supermarkets-Eagle Food 3; Randall's 2; Oky-Doky 8; Save-U-More.
Other Chain Stores-Leath Furniture; Goodyear; Firestone; Sherwin-Williams; Shoes: Barker's, Kinney, Tradehome, Payless, Gallenkamp, Schiff, Country Cobbler; Women's Apparel: Lerner Shops, Neumode, Seiferts, Maurice's, Fashion Gal, Rosheks, Fashion Crossroads, Brooks, Stuarts; Men's Apparel: Gildner's, A.J. August; Singer Co.; Zales Jewelry; Musicland; So-Fro Fabrics; North West Fabric.

14 - NEWSPAPERS: TELEGRAPH-HERALD (e-mon to fri) 37,239; (S) 40,557; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Grady, Adv. Dir., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5723.
National Representatives: Branham; Iowa Daily Press Assn.

ESTHERVILLE

1 - LOCATION: Emmet County, E&P Map B-1. On west fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: **Railroads**-Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jefferson; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,518; Loc. Est. 7,360
County 80 Cen. 13,336; Loc. Est. 13,152

4 - HOUSEHOLDS:
City 80 Cen. 2,854; Loc. Est. 2,844
County 80 Cen. 4,844; Loc. Est. 4,906

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$25,856,854
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,397 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,473

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Meat Packing 600; Produce 110; Livestock Feeds 125
Principal Pay Days-Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on 4 Sts.
Neighborhood Shopping Centers-E. Central Ave; Plaza-7 stores.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: **Department Stores**-Christensen; Alco; Pamida; J. C. Penney; Anthony's.
Variety Stores-Ben Franklin; Alco; Pamida.
Chain Drug Stores-Hoye Super Rexall 3; Estherville Drug (Snyder).
Chain Supermarkets-HyVee; Fareway, Inc.; Harold's Red Owl.
Other Chain Stores-Firestone; Montgomery Ward-(catalog); Our Own Hardware; Coast to Coast.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,047; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Mgr., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives: American Newspaper Reps.

FAIRFIELD

1 - LOCATION: Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34, State Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Burlington Ry.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,428; Loc. Est. 9,740
County 80 Cen. 16,316; Loc. Est. 16,658

4 - HOUSEHOLDS:
City 80 Cen. 3,311; Loc. Est. 3,481
County 80 Cen. 5,716; Loc. Est. 6,007

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$58,941,000
Savings & Loan	1	$32,423,000

6 - PASSENGER AUTOS: County 16,487 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,371

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage)-Foundry 754 ($190); Automotive 370 ($180); Heavy Equipment 262 ($195); Textiles 146 (NA); Plastics 200 (NA); Job Manufacturing 134 ($154).
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Central Square.
Neighborhood Shopping Center-5 blocks on Hwy. 34 W.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney; Spurgeon's.
Variety Stores-Harrison's; Ben Franklin.
Discount Stores-Pamida.
Chain Drug Stores-Rexall.
Chain Supermarkets-Hy-Vee; AGI; Super Valu; IGA Foodliner.
Other Chain Stores-Brown Shoe; Western Auto; Gamble's; Coast-to-Coast; TSC; Martha Brown; Seiferts.

14 - NEWSPAPERS: LEDGER (e) 5,650; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dean Gabbert, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.
National Representative: Iowa Daily Press Assn.

EVANSDALE
See WATERLOO

FORT DODGE

1 - LOCATION: Webster County, E&P Map B-2, County Seat. Farming, meat packing, farm machinery, gypsum; 385 mi. to Chicago.

2 - TRANSPORTATION: **Railroads**-Ill. Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Sioux.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 29,423; Loc. Est. 29,324
CZ-ABC: (70) 31,263; (82) 28,100
RTZ-ABC: (70) 112,705; (82) 105,900
County 80 Cen. 45,953; Loc. Est. 45,906
City & RTZ-ABC: (70) 143,968; (82) 134,000

4 - HOUSEHOLDS:
City 80 Cen. 11,120; Loc. Est. 11,352
County 80 Cen. 16,886; Loc. Est. 17,404
CZ-ABC: (70) 10,112; (82) 10,600
RTZ-ABC: (70) 35,949; (82) 39,600
City & RTZ-ABC: (70) 46,061; (82) 50,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$287,379,727
Savings & Loan	3	$111,984,214

6 - PASSENGER AUTOS: County (All Vehicles) 47,626

7 - ELECTRIC METERS: Residence 10,052

8 - GAS METERS: Residence 9,366

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners; Farm Machy. 212; Meat Packing 610; Gypsum 691; Biological 319.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(70)	NA	Sears, Penney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart
Trolley Center(15)	NA	Bobby Rogers

Principal Shopping Days-Dept. Stores Mon., Fri., Sat., Sun. Food Thu., Fri., Sat.
Store Close-Downtown Mon. a.m.
Stores Open Evenings-Downtown Mon. & Thu.; Shpg. Center 5 nights; Food every night & Sunday.

13 - RETAIL OUTLETS: **Department Stores**Younkers; Sears; Penney; Fantles; Target; K mart.
Variety Stores-Woolworth; Big Bear.
Discount Stores-K mart; Target; Payless Cashway.
Chain Drug Stores-Walgreen; Medicine Chest.
Chain Supermarkets-Fareway; Randalls; Warehouse Mkt.; Hy-Vee.
Other Chain Stores-G.R. Kinney Shoe; Firestone; Goodyear; S&H Green Stamps; Sherwin-Williams; Zale's Jewelry; Earl May Seed; Payless Shoes; So-Fro Fabrics; Big Bear; Lazy M Shoes; Coast-to-Coast; Foxmoor; Thom McAn; Lerners; Country Cobbler; Hickory Farms; Seiferts; Maurices; Mr. Mark The Closet; Radio Shack; Musicland; Connies Shoes; Northwest Fabrics; The Bottom Half; Brooks Fashions; Chess King; Coach House; County Seat; Spencer Gifts; Stevensons; Susie's Casuals; Aladdin's Castle; TrueValue Hardware; OK Hardware; Plywood Hardware.

14 - NEWSPAPERS: MESSENGER (e) 25,244; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mike Schlesinger, Adv. Dir., MESSENGER, PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives: Landon Associates; Iowa Daily Press Assn.

FORT MADISON

1 - LOCATION: Lee County, E&P Map D-3, County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwys. 103, 88.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington-Northern.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520; Loc. Est. 13,332
County 80 Cen. 43,106; Loc. Est. 42,962

4 - HOUSEHOLDS:
City 80 Cen. 5,043; Loc. Est. 5,105
County 80 Cen. 15,618; Loc. Est. 16,130

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$95,589,000
Savings & Loan	2	$57,500,000

6 - PASSENGER AUTOS: County (All Vehicles) 42,955

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Sterile Canned Meat Products 650; Hair Care Products 300; Anhydrous Ammonia, Carbon Dioxide, Nitric Acid, Ammonium Nitrate 210; Paper Corrugating Medium 137; Decorating and Protective Finish Paints 379; Van Trailers 550; Wheels, Hand Trucks, Automotive Safety Equipment 176; Pens, Pencils, Marking Instruments 1,382; Fertilizer 296.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Plz.(20)	NA	Hy-Vee
TG&Y Plz.	NA	TG&Y Stores

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Jack's; TG&Y; Gamble's.
Variety Stores-Woolworth.
Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.
Chain Supermarkets-Greenwald's; Easter Foods; Aldi's; Hy-Vee.
Other Chain Stores-Sears(catalog); Montgomery Ward(catalog); J.C. Penney(catalog); Eitman's; Kessler's; Lou Marise; Colony Shoppe; Mode O'Day; Glasgow, Ltd.; Hesse's; Finley's; Boylan's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; m-sat) 7,358; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David Lewis, Pub., DEMOCRAT, 1226 Avenue H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representatives: Iowa Daily Press Assn.; Southwest Dailies.

IOWA CITY

1 - LOCATION: Johnson County (SMSA). E&P Map D-2, County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: Railroads-(freight only) Crandic.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Missouri; Transit; Continental Trailways.
Airlines-Ozark; United; Mississippi Valley; Midstates (Cedar Rapids Airport 20 miles).

3 - POPULATION:
Corp. City 80 Cen. 50,508; Loc. Est. 51,717
CZ-ABC: (70) 54,245; (82) 59,500
RTZ-ABC: (70) 33,000; (82) 39,700
County/SMSA 80 Cen. 81,717; Loc. Est. 84,695
City & RTZ-ABC: (70) 87,245; (82) 99,200

4 - HOUSEHOLDS:
City 80 Cen. 18,594; Loc. Est. 19,426
County/SMSA 80 Cen. 30,220; Loc. Est. 32,294
CZ-ABC: (70) 17,300; (82) 22,200
RTZ-ABC: (70) 9,859; (82) 13,900
City & RTZ-ABC: (70) 27,159; (82) 36,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$406,698,713
Savings & Loan	4	$90,000,000

6 - PASSENGER AUTOS: County 67,135 (All Vehicles)

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence 23,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Univ. of Iowa 4,522; State Hosp. 1,969; Vet. Hosp. 670; Printing 270; Contracting 542; Drug Prod. Mfg. 230; Toothbrush Mfg. 380; Feeds 255; Foam Rubber 170; Electronic Equipment 125.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Capitol(60)	NA	Younkers, Osco, JC Penney
Sycamore Mall(50)	NA	Petersen's, Sears, Walgreen
Lantern Park Plaza(15)	NA	Hy Vee Foods, People's Drug, TG&Y
Towncrest	NA	People's Drug
Wardway Plaza(6)	NA	Eagle's Mkt.
K mart	NA	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Shopping Centers; Food, every eve. and Sun.
Stores open Sundays-2 drug; food; mall stores; Old Capitol Center; TG&Y Family Center.

13 - RETAIL OUTLETS: Department Stores-Younker's; J. C. Penney; Sears; Petersen's.
Discount Stores-K mart; TG&Y Family Center.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; People's Drug 3; Pearson's 2; Walgreen; Drug Town 2.
Chain Supermarkets-Randall's Super Valu 2; HyVee Food Stores 4; Eagle 3.
Other Chain Stores-Firestone; Goodyear; Pittsburgh; Sherwin-Williams; Gallenkamp; Kwik Shop; Walden Book; A.J. August; Musicland; Maurice's; Seifert's; Younkers; Dean's; Radio Shack; Kinin's; Radio World; Kinney Shoes; Susie Casuals; Braun's; Record Bar; Brook's Fashions.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 17,378; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Peggy S. Fitzpatrick, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives: Iowa Daily Press Assn.; Gannett.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Diversified manufacturing center surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across Mississippi to Illinois.

2 - TRANSPORTATION: Railroads-Chicago; Burlington & Quincy; Chicago Rock Island & Pacific; Norfolk & Western; TP&W (freight); Santa Fe; Conrail; Burlington Northern.
Motor Freight Carriers-17.
Airlines-Non-commercial facilities.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,536; Loc. Est. 13,196
CZ-ABC: (70) 14,631; (82) 13,400
RTZ-ABC: (70) 45,637; (82) 46,500
County 80 Cen. 43,106; Loc. Est. 42,962
City & RTZ-ABC: (70) 60,268; (82) 59,900

4 - HOUSEHOLDS:
City 80 Cen. 5,224; Loc. Est. 5,367
County 80 Cen. 15,618; Loc. Est. 16,130
CZ-ABC: (70) 5,007; (82) 5,400
RTZ-ABC: (70) 14,855; (82) 17,700
City & RTZ-ABC: (70) 19,862; (82) 23,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$129,578,000
Savings & Loan	2	$9,000,000

6 - PASSENGER AUTOS: County 42,955 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prod. 542; Rubber Prod. 950; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-14 blocks on Main; Keosippi Mall (32 stores, including J.C. Penney); Discount Shopping Center, 3 blocks, 20th & Main to 23rd & Main includes K mart, Pamida, Niemann Foods, MacDonald's.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.; Food nightly; Mall, discounts & grocers 1/2 day Sun.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; J.C. Penney.
Discount Stores-Big Bear; Pamida; K mart; Irwin Phillips.
Variety Stores-Woolworth.
Chain Drug Stores-Osco; J&S Walgreen.
Chain Supermarkets-Larry's IGA; Hy Vee; Niemann Foods; Jack & Jill.
Other Chain Stores-Sears (catalog); McLaughlin Auto; Mode O'Day; Sherwin Williams; Chanen's; Goodyear; Stevenson's; Gallenkamp; Nobil Shoes; Kirlin's Candies; Hardee's; Kentucky Fried Chicken; Country Kitchen; Pizza Hut; McDonald's; Happy Joe's; Maurice's.

14 - NEWSPAPERS: GATE CITY (e) 6,585; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Nelson, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative: Iowa Daily Press Assn.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2, County Seat. Agricultural area; in NW Iowa; 25 mi. N of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: Railroads-Chicago, St. Paul, Minneapolis & Omaha; Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Midwest Coaches; Iowa Coaches.
Airlines-Local airport, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,276; Loc. Est. 8,728
County 80 Cen. 24,743; Loc. Est. 26,122

4 - HOUSEHOLDS:
City 80 Cen. 2,961; Loc. Est. 3,189
County 80 Cen. 8,425; Loc. Est. 9,140

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$35,386,000
Savings	1	$50,112,000
Savings & Loan	3	$385,525,000

6 - PASSENGER AUTOS: 25,269 (all vehicles)

7 - ELECTRIC METERS: Residence 3,010

8 - GAS METERS: Residence 2,531

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Processing 250 ($300).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Natural, medium hardness.

12 - RETAILING:Principal Shopping Center-14 blks. on 4 sts.
Neighborhood Shopping Centers-3 on Hwy. 75 S.; 2 on Hwy. 75 N.
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Evenings-Thu.; Supermarkets Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's.
Variety Stores-Ben Franklin.
Chain Supermarkets-HyVee; Fareway; Super Valu.
Other Chain Stores-Bomgaars (farms supplies); Coast to Coast; Goodyear; Ward's; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,578; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jim Hodgson, Adv. Mgr., SENTINEL, 41 First Ave., Le Mars, IA 51031; Tel. (712) 546-7031.
National Representative: Iowa Daily Press Assn.

MARION

See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; Iowa 14.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airport-State/Municipal.

3 - POPULATION:
Corp. City 80 Cen. 26,938; Loc. Est. 27,648
CZ-ABC: (70) 26,219; (82) 26,300
RTZ-ABC: (70) 62,851; (82) 65,200
County 80 Cen. 41,652; Loc. Est. 42,594
City & RTZ-ABC: (70) 89,070; (82) 91,500

4 - HOUSEHOLDS:
City 80 Cen. 10,244; Loc. Est. 10,730
County 80 Cen. 15,410; Loc. Est. 16,219
CZ-ABC: (70) 8,762; (82) 10,300
RTZ-ABC: (70) 20,313; (82) 24,700
City & RTZ-ABC: (70) 29,075; (82) 35,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & State	3	$249,260,823
Savings & Loan	3	$150,322,690

6 - PASSENGER AUTOS: County 44,788 (all vehicles)

7 - ELECTRIC METERS: Residence 10,384

8 - GAS METERS: Residence 9,125

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Heating Equip. 664; Oil & Gas Controls 3,400; Meatpacking 310; Foundry 401; Die-Casting 351; Box Factory 96.
Principal Industrial Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Main St. & intersecting streets, open Mon. evenings; some on Sun. & Thurs.
Shopping Centers-N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshalltown(53)	NA	J.C. Penney, Walgreen. Younkers, Sears, Woolco
Meadow Ln.(6)	NA	K mart, Hy Vee

Principal Shopping Days Mon., Thu., Sat. & Sun.
Stores Open Evenings-Mon., Thu., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: Department Stores-Younkers; Fantle's; Spurgeon's; J.C. Penney.
Variety Stores-Kresge.
Chain Drug Stores-Osco; Drug Town; Gregor's; Walgreen; Medicine Store.
Discount Stores-Woolco.
Chain Supermarkets-Fareway; Cliftons; Smitty's; Hy-Vee.
Other Chain Stores-Kinneys (shoes); Sears Roebuck; Firestone; Goodyear; Newton's (jewelry); Coast-to-Coast; Seifert's; Matt Furniture; Nichols & Greer; Musicland; Stuart's; Mode O'Day; Baskin Robbins; Gallenkamp Shoes; Coach House; Walden Book; General Nutrition Center; Acme Piano-Maurices; Toy Fair; McGregor Furniture; Shepherd of The Hills; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Sunflower; Tobers; Zales; As You Like It; Bottomhalf; Gildner's; Corn Dog Factory; So Fro Fabrics; Lamasters; Bobby Rogers; Crazy Top Shop; Athlete's Foot; Donutland; Long John Silver; Fantle's; Leath Furniture; Fanny Farmer's; Pay-Less Shoes; Pearle Vision Center; Nemo's; Mission Jewelers; Jewelry Hut; Sports-A-Foot.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 14,923; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Karl D. Melcher, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representative: Iowa Daily Press Assn.

MASON CITY

1 - LOCATION: Cerro Gordo County, E&P Map C-1, County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Iowa Terminal RR.
Motor Freight Carriers-31.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 30,144; Loc. Est. 30,272
CZ-ABC: (70) 38,639; (82) 38,500
RTZ-ABC: (70) 92,207; (82) 89,800
County 80 Cen. 48,458; Loc. Est. 48,664
City & RTZ-ABC: (70) 130,846; (82) 128,300

4 - HOUSEHOLDS:
City 80 Cen. 11,884; Loc. Est. 11,642
County 80 Cen. 18,694; Loc. Est. 19,313
CZ-ABC: (70) 12,982; (82) 15,200
RTZ-ABC: (70) 29,900; (82) 34,000
City & RTZ-ABC: (70) 42,882; (82) 49,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$147,285,545
Savings & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 50,500 (all vehicles)

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Total: 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days-Fri.; 3rd, 4th, 5th; 15th thru 19th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-14 blocks on Federal Ave.; 4 each on 6 side streets.
Neighborhood Shopping Centers-1300 to 1500 N. Federal; 1400-1700 S. Federal.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, HyVee
Regency(20)	NA	Drug Town, HyVee

Principal Shopping Days-Mon., Thu. & Fri
Stores Open Evenings-All Mon.; some Thu.; shopping centers every night.
Stores Open Sundays-Supermarkets, Sears, K mart, Target.

13 - RETAIL OUTLETS: Department Stores-Stevenson's; Damon's; Younkers; Penney's; Sears Roebuck; Raizes; K mart; Target.
Variety Stores-S.S. Kresge; Ben Franklin.
Discount Stores-Osco; Drug Town.
Chain Supermarkets-Fareway; Safeway; HyVee 2; Super Valu; Warehouse Market; Grupps 2.

Other Chain Stores-Shoes: Tradehome, Merit, Nichols & Green, Payless, Walkers; Auto: Goodyear, Coast to Coast, J&L, Aroc; Paint: Sherwin-Williams, Iowa Paint, Morris, Diamond, Pittsburgh, Cooks; Clothing: Buttrey's, Gildner's, St. Paul Clothiers, St. Clair-Starks, Three Sisters; Furniture: McGregor; Fanny Farmer Candy; Earl May; T.S.C.

14 - **NEWSPAPERS:** GLOBE-GAZETTE (e) 22,056; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Johnson, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives: Branham; Iowa Daily Press Assn.

MOUNT PLEASANT

1 - **LOCATION:** Henry County, E&P Map D-3, County Seat. Agricultural, insurance and shopping center. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - **TRANSPORTATION: Railroads**-Burlington Northern; Amtrak.
Motor Freight Carriers-Arledge.
Intercity Bus Lines-Trailways.

3 - **POPULATION:**
Corp. City 80 Cen. 7,322; Loc. Est. 7,209
County 80 Cen. 18,890; Loc. Est. 18,592

4 - **HOUSEHOLDS:**
City 80 Cen. 2,611; Loc. Est. 2,640
County 80 Cen. 6,707; Loc. Est. 6,768

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	2	$91,377,000
Savings & Loan	1	$122,510,068

6 - **PASSENGER AUTOS:** County 20,554 (all vehicles)

7 - **ELECTRIC METERS:** Residence 3,211

8 - **GAS METERS:** Residence 3,141

9 - **PRINCIPAL INDUSTRIES:** Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Communication Cable; Envelope Mfg.

11 - **TAP WATER:** Alkaline, very hard; fluoridated.

12 - **RETAILING:Principal Shopping Days**-Fri. & Mon.

13 - **RETAIL OUTLETS: Department Stores**-J.C. Penney; Spurgeon's; Pamida Discount; Alco.
Variety Stores-Harrison's.
Chain Drug Stores-Rexall; Valu-Rite.
Chain Supermarkets-Hy-Vee; Super-Valu; Beaver's; Jack & Jill.

14 - **NEWSPAPERS:** NEWS (e) 4,220; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Neil Wikel, Adv. Mgr., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives: Landon Associates; Iowa Daily Press Assn.

MUSCATINE

1 - **LOCATION:** Muscatine County, E&P Map D-3. West on the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 26 & 38.

2 - **TRANSPORTATION: Railroads**-CMStP&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental; American.
Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - **POPULATION:**
Corp. City 80 Cen. 23,467; Loc. Est. 24,087
CZ-ABC: (70) 22,405; (82) 23,800
RTZ-ABC: (70) 48,288; (82) 54,200
County 80 Cen. 40,436; Loc. Est. 41,896
City & RTZ-ABC: (70) 70,693; (82) 78,000
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 8,517; Loc. Est. 8,845
County 80 Cen. 14,214; Loc. Est. 15,164
CZ-ABC: (70) 7,401; (82) 9,200
RTZ-ABC: (70) 15,254; (82) 20,000
City & RTZ-ABC: (70) 22,655; (82) 29,200

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	3	$616,000,000
Savings & Loan	2	$60,000,000

6 - **PASSENGER AUTOS:** County 42,637 (all vehicles)

7 - **ELECTRIC METERS:** Residence 9,683

8 - **GAS METERS:** Residence 9,144

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chemicals & allied industries 2,500 ($300); Food Proc. 1,000 ($215); Fab. Metal Products 1,000 ($300); Heavy Const.; Utilities 200 ($275); Consulting Engineers 425 ($450); Machinery 250 ($215); Button Mfg. 140 ($200); Mining, Sand & Gravel 250 ($175); Grain & Feed Proc. 250 ([illegible]).
Principal Industrial Pay Days-Thurs. & Fri.

10 - **CLIMATE:** Av. Temp.-Spring 63; Summer 74; Fall 49; Winter 28. First killing frost, Oct. Last killing frost, late April.

11 - **TAP WATER:** Alkaline, hard; fluoridated.

12 - **RETAILING:Principal Shopping Centers**-8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers-Muscatine Plaza; Woolworth on Park Ave. (Walgreen, Hy-Vee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.
Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. thru Fri. Food every evg.
Stores Open Sundays-Some food, drug & hdwr., Muscantine Plaza evenings to 9 & Sun. til 5 p.m.

13 - **RETAIL OUTLETS: Department Stores**-J.C. Penney; Woolco; Petersen's.
Variety Stores-Woolco; Jupiter.
Discount Stores-Pamida.
Chain Supermarkets-Sun-Mart 3; Foodland; Hy-Vee.
Chain Drug Stores-Stiles; Walgreen.
Other Chain Stores-Spurgeon's; Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto.

14 - **NEWSPAPERS:** JOURNAL (e) 11,524; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary Hepker, Adv. Sales Mgr., JOURNAL, PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives: Branham; Iowa Daily Press Assn.

NEVADA

1 - **LOCATION:** Story County, E&P Map C-2, County Seat. Located practically in geographical center of Iowa in excellent farm territory.

2 - **TRANSPORTATION: Railroads**-Chicago Northwestern; E&W; Rock Island; N&S.
Motor Freight Carriers-2.

3 - **POPULATION:**
Corp. City 80 Cen. 5,912; Loc. Est. 6,222
County 80 Cen. 72,326; Loc. Est. 75,498
Demographic information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 2,230; Loc. Est. 2,449
County 80 Cen. 23,665; Loc. Est. 25,431

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	2	$40,243,000
Savings & Loan	1	$12,079,936

6 - **PASSENGER AUTOS:** County 59,410 (All Vehicles)

7 - **ELECTRIC METERS:** 4,500

8 - **GAS METERS:** 3,500

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)Printing 500; Fertilizer Mfg.
Principal Industrial Pay Days-15th, 31st; Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 15-90; Summer 40-100; Fall 4-86; Winter 12-61. First killing frost, Oct. 16. Last killing frost, Apr. 9.

11 - **TAP WATER:** Neutral, hard; fluoridated.

12 - **RETAILING:Principal Shopping Center**-6 blocks on Main St.
Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-1 groc.; 1 farm & home.

13 - **RETAIL OUTLETS: Department Stores**-Scudder's; Ambroses.
Variety Stores-Ben Franklin; Johnson Hdwr.
Chain Drug Stores-Daehler Rexall; Gandrup Walgreen.
Chain Supermarkets-Super-Valu; Fareway.
Other Chain Stores-Western Auto; True Value Hardware; Our Own Hardware.

14 - **NEWSPAPERS:** JOURNAL (e) 3,206; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Larry Hallquist, Adv. Mgr., JOURNAL, 1133 Sixth St., Nevada, IA 50201; Tel. (515) 382-2161.
National Representative: Iowa Daily Press Assn.

NEWTON

1 - **LOCATION:** Jasper County, E&P Map C-2, County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - **TRANSPORTATION: Railroads**-CRI&P.
Motor Freight Carriers-2.

3 - **POPULATION:**
Corp. City 80 Cen. 15,292; Loc. Est. 14,963
County 80 Cen. 36,425; Loc. Est. 36,126

4 - **HOUSEHOLDS:**
City 80 Cen. 6,143; Loc. Est. 6,128
County 80 Cen. 13,564; Loc. Est. 13,860

5 - **BANKS:**	**NUMBER**	**EST. DEP.**
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - **PASSENGER AUTOS:** County 39,967 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 7,300

8 - **GAS METERS:** Residence 4,526

9 - **PRINCIPAL INDUSTRIES:** Washing Machines; Dryers; Heavy Machinery; Advertising; Novelties; Cheese.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - **TAP WATER:** Softened.

12 - **RETAILING:Principal Shopping Center**-Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Newton Plz.(5)	NA	Alco Discount
Newton Cntr.(28)	2	Younkers, Drug Fair, Spurgeon's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Dept.-Mon.; Food-Mon. thru Sat.; Drug-nightly.
Stores Open Sundays-Grocery, discount & department.

13 - **RETAIL OUTLETS: Department Stores**J.C. Penney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Alco.
Variety Stores-Woolworth; Jupiter Discount.
Chain Drug Stores-Powers Rexall; Nollen 3; Drugtown; Drugfair.
Chain Supermarkets-Nash Finch; Hy-Vee.
Other Chain Stores-Goodyear; Mode O'Day; Earl May Seed.

14 - **NEWSPAPERS:** NEWS (e-mon to fri) 7,968; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John De Grado, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative: Iowa Daily Press Assn.

OELWEIN

1 - **LOCATION:** Fayette County, E&P Map C-2. Retail and industrial center (19 industries); NE part of state; 250 mi. to Chicago; 200 to Minneapolis; 350 to Omaha; 753 to Kansas City.

2 - **TRANSPORTATION: Railroads**-Chicago Northwestern (division point).
Motor Freight Carriers-16.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - **POPULATION:**
Corp. City 80 Cen. 7,564; Loc. Est. 7,347
County 80 Cen. 25,488; Loc. Est. 24,553

4 - **HOUSEHOLDS:**
City 80 Cen. 2,890; Loc. Est. 2,857
County 80 Cen. 9,093; Loc. Est. 8,974

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	2	$88,124,000
Savings & Loan	2	$38,100,753

6 - **PASSENGER AUTOS:** County 26,271 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 3,450

8 - **GAS METERS:** Residence 2,718

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroads 210 ($270); Air Cleaners 141 ($345).
Principal Industrial Pay Days-Air cleaners Thu.; Railroad 10th & 25th.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - **TAP WATER:** Neutral, hard; fluoridated.

12 - **RETAILING:Principal Shopping Centers**-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S. & N.; E. Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thu.

13 - **RETAIL OUTLETS: Department Stores**J.C. Penney; Spurgeon's; Connor's; Pamida; Ace Hardware; K mart; Meyer Lincoln; True Value.
Farm Stores-Mobile Farm Center; Big Bear; Farm Fleet; American Farm Store.
Variety Stores-Woolworth's; Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.

14 - **NEWSPAPERS:** REGISTER (e) 7,155; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Doug Hladky, Adv. Mgr., REGISTER, 25-1st St. S.E., Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives: Iowa Daily Press Assn.; Thomson Newspapers.

OSKALOOSA

1 - **LOCATION:** Mahaska County, E&P Map C-3, County Seat. Residential center; 60 mi. SE of Des Moines. On U.S. Hwy. 163, 63; Iowa 52 & 137. 30 mi. S of I-80.

2 - **TRANSPORTATION: Railroads**-Branch line of Chicago & Northwestern; branch of CRI&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - **POPULATION:**
Corp. City 80 Cen. 10,629; Loc. Est. 10,255
County 80 Cen. 22,507; Loc. Est. 22,128

4 - **HOUSEHOLDS:**
City 80 Cen. 4,294; Loc. Est. 4,215
County 80 Cen. 8,447; Loc. Est. 8,526

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	2	$105,619,258
Savings & Loan	3	$57,740,747

6 - **PASSENGER AUTOS:** County 24,769 (all vehicles)

7 - **ELECTRIC METERS:** County Residence 10,000

8 - **GAS METERS:** County Residence 10,000

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners-Machinery 672; Textiles 90.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - **TAP WATER:** Alkaline, soft; fluoridated.

12 - **RETAILING:Principal Shopping Center**-Downtown District; Atpic Mall, located 18 blocks east of downtown district (14 stores).
Principal Shopping Days-Fri. & Sat.

13 - **RETAIL OUTLETS: Department Stores**-Sears Roebuck; Montgomery Ward; Alsop's; J.C. Penney; Spurgeon's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Pamida; K mart.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-Hy-Vee; Easters Super Valu; Fareway; Jack & Jill.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoes; Big Bear; Siefert's; Earl E. May; Maurice's; Orschlien.

14 - **NEWSPAPERS:** HERALD (e) 6,157; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Larry Farrell, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives: Iowa Daily Press Assn.; Southwest Dailies.

OTTUMWA

1 - **LOCATION:** Wapello County, E&P Map C-3. SE Iowa. Industrial and agricultural center, 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - **TRANSPORTATION: Railroads**-Burlington Northern; CMStP&P; Norfolk & Western.
Motor Freight Carriers-51.
Intercity Bus Lines-Greyhound; Missouri Transit; Continental Trailways.
Airlines-Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 27,381; Loc. Est. 26,811
CZ-ABC: (70) 29,610; (82) 25,700
RTZ-ABC: (70) 94,274; (82) 96,700
County 80 Cen. 40,241; Loc. Est. 39,772
City & RTZ-ABC: (70) 123,884; (82) 122,400

4 - HOUSEHOLDS:
City 80 Cen. 10,914; Loc. Est. 10,940
County 80 Cen. 15,436; Loc. Est. 15,747
CZ-ABC: (70) 10,487; (82) 10,700
RTZ-ABC: (70) 31,614; (82) 38,000
City & RTZ-ABC: (70) 42,101; (82) 48,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$39,418,000
Commercial	3	$211,364,000

6 - PASSENGER AUTOS: County 39,683 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,041

8 - GAS METERS: Residence 10,828

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 850; Farm Machy. 2,100; Electronic Parts 200; Dairy Prod. 126; Gen'l Const. 120; Bakery Prod. 265; Pre-built Homes 125 ($123); Auto Parts 400.
Principal Pay Days-Thurs., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-29 blocks on 8 sts.
Neighborhood Shopping Areas-Jefferson & Pennsylvania, North Gate Shopping Center, Southgate Shopping Center (Hwy. 34).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ottumwa Mall(40)	NA	
Ottuma Plz.(10)	NA	Easter Foods, K mart
Target(2)	NA	Hy-Vee

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Department-Mon., Thu. & Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog & auto appl.); Younker's; J.C. Penney; Big Bear.
Chain Drug Stores-Osco; Revco; K mart; McWilliams.
Discount Stores-Target; Pamida; K mart.
Chain Supermarkets-Aldi's; Cal's; Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores-Goodyear; Goodrich; Kinney Shoes; Kaybee; Sherwin-Williams; McGregor Furniture; Gamble's; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone.

14 - NEWSPAPERS: COURIER (e) 16,873; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Drey, Sales Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Branham; Iowa Daily Press Association.

PERRY

1 - LOCATION: Dallas County, E&P Map B-2. Agricultural shipping center. Misc. small manufacturing center. W. central part of state, 367 mi. from Chicago, 42 mi. from Des Moines. On state Hwys. 141 and 144.

2 - TRANSPORTATION: Railroads-Chicago Northwestern.
Intercity Bus Lines-SCL Coaches; Fort Dodge.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,053; Loc. Est. 6,882
County 80 Cen. 29,513; Loc. Est. 29,545
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,764; Loc. Est. 2,767
County 80 Cen. 10,688; Loc. Est. 11,002

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$82,200,000

6 - PASSENGER AUTOS: County (All Vehicles) 33,599

7 - ELECTRIC METERS: Residence 3,957

8 - GAS METERS: Residence 2,390

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical Fertilizer 20 ($200); Pork Processing 800 ($408); Drop Forged Pdts. 67 ($240).
Principal Industrial Pay Days-1st, 2nd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 64-102; Fall 25-64; Winter 20-52. First killing frost, Oct. 8. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on 2nd St., 2 on Willis Ave; 3 blocks on E. Willis Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Perry Plaza(7)	NA	Safeway
S. Perry Plz.(8)	NA	Radio Shack, HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.: Fri., Food: nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida Discount; Wheeler's Farm Supply; Alco; P.M. Place.
Chain Drug Stores-Rexall; Drug Mart.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Gamble's; Spurgeon's; Mode O'Day; Sears Roebuck (catalog).

14 - NEWSPAPERS: CHIEF (e-mon to fri) 3,228; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Barry Sanders, Adv. Mgr., CHIEF, 1323 Second St., Perry, IA 50220; Tel. (515) 465-4666.
National Representative: Iowa Daily Press Assn.

SHENANDOAH

1 - LOCATION: Page County, E&P Map B-3. Agricultural center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2 and 48; U.S. Hwy. 59.

2 - TRANSPORTATION: Railroads-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274; Loc. Est. 5,968
City Zone, Local Est. 6,250
County 80 Cen. 19,063; Loc. Est. 18,918
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,616; Loc. Est. 2,645
County 80 Cen. 7,317; Loc. Est. 7,496

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	2	$64,581,224
Savings & Loan	1	$49,031,763

6 - PASSENGER AUTOS: County (All Vehicles) 18,919

7 - ELECTRIC METERS: Residence 2,698

8 - GAS METERS: Residence 2,560

9 - PRINCIPAL INDUSTRIES: -Seeds; Nurseries; Hatcheries; Hybrid Corn; Gloves; Farm Equip.; Agricultural Chemicals, Aluminum & Steel Gates; Eaton Corp (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Stores Open Evenings-Thurs. **Stores Open Sunday**-Discount, Grocery; Woolworth; Alco; Penney; Spurgeon, Pamida.

13 - RETAIL OUTLETS: Department Stores-Penney; Gamble's; Western Auto; Spurgeon's; Woolworth; Coast to Coast.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Pamida; Alco.
Chain Supermarkets-Super Valu; HyVee; IGA.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 3,782; sworn Mar 31, 1982.
Local Contact for Advertising and Merchandising Data: Thelma Burkhiser, Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: American Newspaper Reps.; Iowa Daily Press Assn.

SIOUX CITY

1 - LOCATION: Woodbury County, (in Sioux City IA-NE SMSA). E&P Map A-2. Trading center of 49 county agricultural area. 501 mi. from Chicago. 104 mi. from Omaha, 196 mi. from Des Moines, 268 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Northwestern; Burlington Northern; Chicago, Milwaukee; Illinois Central.
Motor Freight Carriers-40.
Intercity Bus Lines-Arrow; Des Moines; Springfield & Southern; Sedalia; Marshall; Boonville; Greyhound; Continental; Sioux Lines.
Airlines-Ozark; Republic.
River Barge Lines-2 Sioux City, New Orleans; Federal Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 82,003; Loc. Est. 82,807
CZ-ABC: (70) 96,915; (82) 94,700
RTZ-ABC: (70) 244,833; (82) 246,400
County 80 Cen. 100,884; Loc. Est. 102,595
SMSA 80 Cen. 117,457; Loc. Est. 120,706
City & RTZ-ABC: (70) 341,748; (82) 340,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,098; Loc. Est. 31,273
County 80 Cen. 36,632; Loc. Est. 38,387
SMSA 80 Cen. 42,348; Loc. Est. 44,831
CZ-ABC: (70) 30,918; (82) 35,300
RTZ-ABC: (70) 76,109; (82) 89,300
City & RTZ-ABC: (70) 107,027; (82) 124,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	9	N.A.
Savings & Loan	3	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 51,560

7 - ELECTRIC METERS: 33,363

8 - GAS METERS: 29,470

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Meat Packing 2,890. ($250); Food Proc. 1,860 ($182); Metal Fabricating & Machinery 2,740 ($150); Other Mfg. 2,400 ($149).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard. constant 56 temp., not fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St; Southern Hills Mall, Hwy. 20.
Neighborhood Shopping Areas-So. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Cecelia and Jay Sts.; Riverside Blvd. and Military Road; Floyd Ave. & 41 St.; Shopping Cntr., 29 & Hamilton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southern Hills(70)	NA	Target, Sears, Younkers
Sunset Plaza(31)	NA	Woolco, Boulevard Foodstore, Bostwicks
K mart Plaza(1)	NA	K mart
Metro Center	NA	J.C. Penney, Brandeis
Peters Park(25)	NA	
Transit Ave.(25)	NA	Ardan's, Richman Gordman

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.
Stores Open Evenings-Food Mon. thru Sat.; Downtown Mon.; Shopping Centers Mon. thru Sat.; Furniture Mon.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; Penney; Bostwick-S&L; Walgreen's; Woolco; K mart; TG&Y; Richmann Gordman; Target.
Discount Stores-Woolco; K mart.
Chain Drug Stores-White's; Walgreen 2; Sioux Thrifty 2.
Chain Supermarkets-Sunshine Food 5; Fareway 2; Hinky Dinky; Cohn 4; IGA 3; HyVee 2.
Other Chain Stores-Barker's Shoe; Fantle's (women's apparel); Firestone; Goodyear; International Harvester; G. R. Kinney Shoes; Remington Rand; Royal Typewriter; Parkinson Music; Sieg-Sioux (auto supplies); Singer Co.; Smith-Corona; Walker's (shoes); Zales Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; Ardan's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 58,129; (e-sat; hols) 57,347; (S) 49,891; Mar. 31, 1982 ABC.
Local Contact for Advertising And Merchandising: Arvid Huisman, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51106; Tel. (712) 279-5032.
National Representative: Branham; Iowa Daily Press.

SPENCER

1 - LOCATION: Clay County, E&P Map B-1, County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee & St. Paul; Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Scenic Hawkeye.

3 - POPULATION:
Corp. City 80 Cen. 11,726; Loc. Est. 11,878
County 80 Cen. 19,576; Loc. Est. 19,473

4 - HOUSEHOLDS:
City 80 Cen. 4,550; Loc. Est. 4,571
County 80 Cen. 7,377; Loc. Est. 7,517

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$52,698,475
Commercial	3	$58,316,986

6 - PASSENGER AUTOS: County (All Vehicles) 21,831

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 500($200); Meat Packing. 240 ($205); Metal Fabricating 275 (N.A.); Metal Assembly 125 ($154); Wood Fabricating 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3. Last killing frost, May 9.

11 - TAP WATER: Softness 16 PPM.

12 - RETAILING:Shopping Center-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Spencer(18)	NA	Younkers Dept.
Southpark Mall(40)	NA	J.C. Penney, Woolco

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores Montgomery Ward; J.C. Penney; Winslows; Younkers; Sennett's; Eddie Quinn's; Squire Shoppe.
Discount Stores-K Mart, Woolco.
Chain Drug Stores-Rexall; People's Drug.
Chain Supermarkets-Hy-Vee; Spencer Super Valu; Fareway.
Other Chain Stores-Gambles; Sears Roebuck; S&H Green Stamps; Coast-to-Coast; Kinney Shoes; Brown's Shoe Fit.

14 - NEWSPAPERS: REPORTER (e-mon to fri; m-sat) 4,600; sworn Mar 31, 1982.
Local Contact for Advertising and Merchandising Data: Joni Weerheim, Adv. Dir., REPORTER, 416 1st Ave. W., Spencer, IA 51301; Tel. (712) 262-6610.
National Representatives: American Newspaper Reps.; Iowa Daily Press Assn.

VINTON

1 - LOCATION: Benton County, E&P Map C-2, County Seat. Agricultural center; 32 mi. NW of Cedar Rapids, 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: Railroads-CRI&P.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040; Loc. Est. 5,048
County 80 Cen. 23,649; Loc. Est. 23,639

4 - HOUSEHOLDS:
City 80 Cen. 1,991; Loc. Est. 2,101
County 80 Cen. 8,561; Loc. Est. 8,837

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$65,973,000
Savings & Loan	1	$3,445,000

6 - PASSENGER AUTOS: County (All Vehicles) 19,394

7 - ELECTRIC METERS: Residence 1,971

8 - GAS METERS: Residence 1,683

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Farm Equipment 150 ($180); Industrial Cooling 80 ($170); Food Processing 60 ($180).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Stores open Thu. evenings.
Principal Shopping Days-Thu. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears;
Variety Stores-Ben Franklin; Feller's; Cromers.
Chain Supermarkets-Fareway; Jack & Jill; Family Food; Super Value.
Other Chain Stores-Western Auto; Goodyear; True Value; Coast to Coast; Mode O' Day.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 3,249; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative: American Newspaper Reps.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3, County seat. In southeastern part of state, 248 rail mi. from Chicago.

2 - TRANSPORTATION: Railroads-CB&Q; CMStP&P; CRI&P.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,584; Loc. Est. 6,928
County 80 Cen. 20,141; Loc. Est. 21,288
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,618; Loc. Est. 2,812
County 80 Cen. 7,213; Loc. Est. 7,837

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$60,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County (All Vehicles) 22,028

7 - ELECTRIC METERS: Residence County 6,926

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Wkly. Wage)-Values Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Square and 8 blocks surrounding.
Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Dept.-Thurs.; Food-7 days.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Spurgeons; J. C. Penney; Harrisons.
Variety Stores-Thomassen's.
Discount Stores-Oershlein Distributing; Pamida; Drug Fair; Discount Drugs; Alco.
Chain Supermarkets-Fareway; HyVee; Jack & Jill.

14 - NEWSPAPERS: JOURNAL (e) 5,566 sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Adv. Mgr., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative: Iowa Daily Press Assn.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls, SMSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 197, 57.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago & North Western; Waterloo RR.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Arrow Coach; Jefferson, Iowa Coach; Waterloo & Cedar Falls.
Airlines-Ozark; American Central.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105; Loc. Est. 117,199
Waterloo 80 Cen. 75,985; Loc. Est. 75,895
Cedar Falls 80 Cen. 36,322; Loc. Est. 36,585
Evansdale 80 Cen. 4,798; Loc. Est. 4,722
CZ-ABC: (70) 111,925; (82) 121,500
RTZ-ABC: (70) 236,271; (82) 232,100
County/SMSA 80 Cen. 137,961; Loc. Est. 138,964
City & RTZ-ABC: (70) 348,196; (82) 353,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683; Loc. Est. 42,926
Waterloo 80 Cen. 28,349; Loc. Est. 29,169
Cedar Falls 80 Cen. 11,712; Loc. Est. 12,136
Evansdale 80 Cen. 1,622; Loc. Est. 1,624
County/SMSA 80 Cen. 48,205; Loc. Est. 50,032
CZ-ABC: (70) 33,924; (82) 43,000
RTZ-ABC: (70) 73,434; (82) 84,600
City & RTZ-ABC: (70) 107,358; (82) 127,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: County 83,553

7 - ELECTRIC METERS: 32,603

8 - GAS METERS: 28,565

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Farm Equip. 13,300; Meat Packing 1,500; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Crossroads-S.E. edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads Center(80)	NA	Sears, J.C. Penney, Donaldsons
College Sq.(64)	NA	Mont. Ward, Woolco, Younkers
Kimball(5)	NA	Ben Franklin, S&S Meats
Logan Plz.(7)	NA	May Drug, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department: Mon., Thurs., Fri., Sat.; Shopping Centers: daily; Food: Thurs., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Donaldsons; Montgomery Ward; Younkers.
Discount Stores-K mart 2; Woolco; Ardans; Target.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Store-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Eagles 4; Super-Valu 6; HyVee 5.
Other Chain Stores-Endicott Johnson Shoes; Kinney Shoes 2; Zales.

14 - NEWSPAPERS: COURIER (e-mon to fri) 52,778; (S) 56,078; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., or Robert E. Mullen, Natl. Adv. Mgr., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Story & Kelly-Smith; Iowa Daily Press Association.

WEBSTER CITY

1 - LOCATION: Hamilton County, E&P Map B-2, County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State 17; 9 mi. to U.S. 69; 12 mi. to I-35.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572; Loc. Est. 8,903
CZ-ABC: (70) 8,488; (82) 8,300
RTZ-ABC: (70) 23,810; (82) 22,200
County 80 Cen. 17,862; Loc. Est. 18,361
City & RTZ-ABC: (70) 32,298; (82) 30,500

4 - HOUSEHOLDS:
City 80 Cen. 3,243; Loc. Est. 3,417
County 80 Cen. 6,623; Loc. Est. 7,037
CZ-ABC: (70) 2,922; (82) 3,300
RTZ-ABC: (70) 7,901; (82) 8,700
City & RTZ-ABC: (70) 10,823; (82) 12,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$28,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 21,015

7 - ELECTRIC METERS: Residence 3,528

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wirsher Mfg. 900 ($270); Metal Castings 100 ($175); Packing Plant 125 ($175); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 32-60; Summer 71-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-8 blocks on 2nd St.; 4 blocks along side streets.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Thurs.; Food nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Osweiler's; Lubbers; Pringle's; Home Appliance.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida.
Chain Drug Stores-Williams; Snyder; Olson Pharmacy.
Chain Supermarkets-Fareway; Hy-Vee Foods; Dunn's Super Value.
Other Chain Stores Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Gamble's; Goodyear; Coast-to-Coast; Pamida; OK Hardware; Casey's.

14 - NEWSPAPERS FREEMAN-JOURNAL (e) 4,266; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives: Landon Associates; Iowa Daily Press Association.

KANSAS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Kansas City, Mo.-Kans.-Cass, Clay, Jackson, Platte, and Ray Counties, Mo.; Johnson and Wyandotte Counties, Kans.
Lawrence-Douglas County.
Topeka-Jefferson, Osage and Shawnee Counties.
Wichita-Butler and Sedgwick Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	175	181	185
5-14 Years	441	344	353
15-24 Years	406	451	462
25-44 Years	502	624	640
45-64 Years	460	457	469
65 and Over	265	306	314
TOTAL	2,249	2,363	2,423

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	233	517	668
General Mdse	640	991	1,407
Food	970	1,522	2,463
Automobiles	1,089	1,839	2,254
Gasoline Stations	456	661	1,190
Apparel	228	369	519
Furniture	224	365	485
Eat-Drink Places	316	596	987
Drugs	141	192	294
TOTAL	4,765	7,686	11,372

ABILENE

1 - LOCATION: Dickinson County, E&P Map C-2, County Seat. Milling, Steel fabricating, agriculture and tourist center; 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe; Rock Island.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,572; Loc. Est. 6,471
County 80 Cen. 20,175; Loc. Est. 19,987

4 - HOUSEHOLDS:
City 80 Cen. 2,654; Loc. Est. 2,666
County 80 Cen. 7,716; Loc. Est. 7,894

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$62,258,000

6 - PASSENGER AUTOS: County 11,362

7 - ELECTRIC METERS: Residence 3,461

8 - GAS METERS: Residence 28,812

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Milling 100 Machine Shop 200; Steel Mfg. (new) 200; Steel Fabricating 225.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13. Last killing frost, May. 10.

11 - TAP WATER: Alkaline, Medium hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on 4 sts.
Neighborhood Shopping Centers-North Buckeye; South Cedar; South First St. & West Third; South Buckeye.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears Roebuck; J.C. Penney.
Variety Stores-Ben Franklin.
Discount Stores-Alco Gibsons.
Chain Supermarkets-Zey's; IGA; Boogaarts; Cummings Jack & Jill.
Other Chain Stores-Hamburg; Gambles; Add-A-Touch of Furniture; Pinkhams; Shockey & Landes Furn. & Hdwe.; Belle Springs Furniture Galleries.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e-mon to fri; m-sat) 5,527; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: V.L. Sadowski, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: None.

ARKANSAS CITY

1 - LOCATION: Cowley County, E&P Map C-3. S Central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77; I-35.

2 - TRANSPORTATION: Railroads-Santa Fe, Missouri Pacific.
Intercity Bus Lines-Continental; MKO.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 13,201; Loc. Est. 13,609
County 80 Cen. 36,824; Loc. Est. 38,503

4 - HOUSEHOLDS:
City 80 Cen. 5,346; Loc. Est. 5,721
County 80 Cen. 13,897; Loc. Est. 15,007

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$69,688,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 19,977

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Oil Refining 345 ($260); Flour Milling 220 ($190); Aircraft Mfg. 699 ($200); Railroad 300 ($250); Jet Engine Overhaul 384 ($215); Mobile Homes Mfg. 152 ($180).
Principal Industrial Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Av. annual temp., 58; Jan. 33; July 80; Av. Annual precipitation 33 inches; snow 9 inches.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 miles north on Summit St.; TG&Y Family Center.
Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Newman Dry Goods; J.C. Penney; Sears; C.R. Anthony's; Litwin's; Montgomery Ward; Halligan's.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart.
Chain Drug Stores-Graves; Albert's.
Chain Supermarkets-Safeway; Dillon; Boogaart's; Food Fair.
Other Chain Stores-Oklahoma Tire; Firestone; Mode O'Day.

14 - NEWSPAPERS: TRAVELER (e) 6,064; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Southwest Dailies.

ATCHISON

1 - LOCATION: Atchison County, E&P Map D-1, County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9 & 45.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; Missouri Pacific; Northern.
Motor Freight Carriers-18.
Intercity Bus Lines-Trenton-St. Joseph.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 80 Cen. 11,407; Loc. Est. 11,079
County 80 Cen. 18,397; Loc. Est. 18,142

4 - HOUSEHOLDS:
City 80 Cen. 3,901; Loc. Est. 3,861
County 80 Cen. 6,225; Loc. Est. 6,340

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$114,566,000
Savings & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 9,174

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 4,608

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18. Last killing frost, May, 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
Shopping Center-Atchison Mall (45 stores-Sears, TG&Y, Mont. Ward, J.C. Penney, Litwin's Dept., Coast-to-Coast; Domann Walgreen Outlet).
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears.
Variety Stores-TG&Y.
Discount Stores-Pamida.
Chain Supermarkets-Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores-Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,938; (S) 6,156; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Daryl Henning, Gen. Mgr., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Thomson Newspapers.

AUGUSTA

1 - LOCATION: Butler County, E&P Map C-3 (in Wichita SMSA). Residential Center, 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Santa Fe.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,968; Loc. Est. 7,075
County 80 Cen. 44,782; Loc. Est. 45,458
SMSA 80 Cen. 411,313; Loc. Est. 431,909

4 - HOUSEHOLDS:
City 80 Cen. 2,603; Loc. Est. 2,678
County 80 Cen. 16,087; Loc. Est. 16,834
SMSA 80 Cen. 153,831; Loc. Est. 166,638

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	N.A.	$56,000,000

6 - PASSENGER AUTOS: County 26,961

7 - ELECTRIC METERS: Residence 2,130

8 - GAS METERS: Residence 2,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Refinery 485; Construction 308.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Center-Augusta Plaza (12 stores, IGA).
Principal Shopping Days-Mon., Wed., Fri. & Sat.
Stores Open Evenings-All on Thu.

13 - RETAIL OUTLETS: Department Stores-C.R. Calverts; Chiaros True Value Home Center.
Chain Drug Stores-Rexall; Walgreen.
Chain Supermarkets-IGA; Dillon's.
Other Chain Stores-Mode O'Day; Jack's Mens Wear; The Style Shop; C.R. Calvert Dept. Stores; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e) 3,175; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Carter J. Zerbe, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative: Kansas Press Assn.

BELOIT

1 - LOCATION: Mitchell County, E&P Map B-1, County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9, 14.

2 - TRANSPORTATION: Railroads-Union Pacific and Missouri Pacific branches.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,367; Loc. Est. 4,554
County 80 Cen. 8,117; Loc. Est. 8,370

4 - HOUSEHOLDS:
City 80 Cen. 1,691; Loc. Est. 1,826
County 80 Cen. 3,148; Loc. Est. 3,414

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$48,400,000
Savings & Loan	3	$186,200,000

6 - PASSENGER AUTOS: County 4,657

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agriculture; Poultry; Dairy Prods.; Livestock Feed Mill; Cement Block Plant; Concrete Prod.; Farm Implement Mfg.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING-Principal Shopping Days-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Mill Street Emporium.
Variety Stores-Duckwall's; Ben Franklin; TG&Y.
Chain Drug Stores-Bunch Drugs; S&S Rexall.
Chain Supermarkets-Boogaarts; Beloit IGA; Torr's Hy-Clas.
Other Chain Stores-Western Auto; Sears (catalog); Grerf Jewelers; Cook Jewelry; Montgomery Ward (catalog); Fitzgerald Ace Hardware; Ackerman; Coast-to-Coast; True Value.

14 - NEWSPAPERS: CALL (e) 3,089; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ken Lawson, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-2711.
National Representative: Landon Associates.

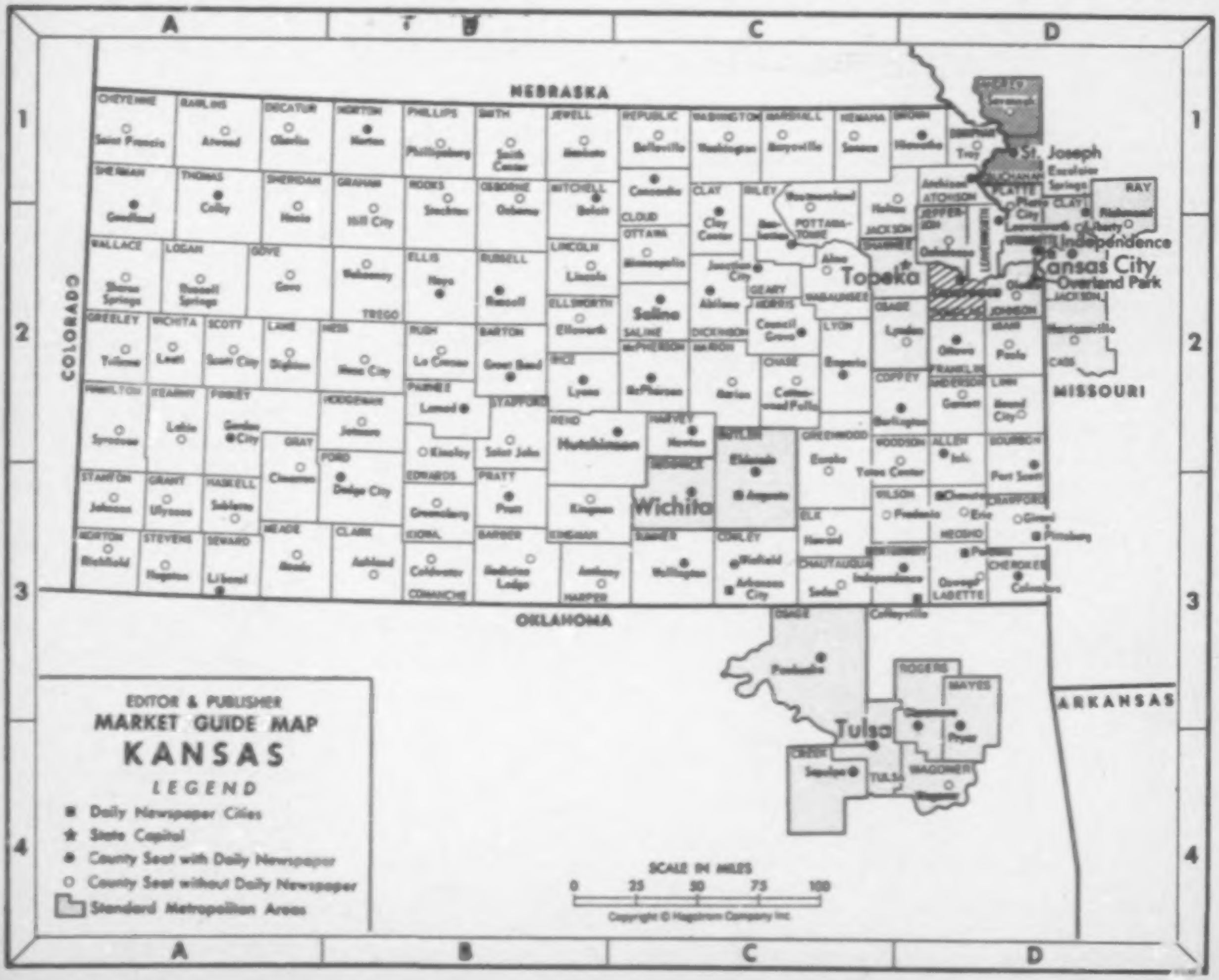
BURLINGTON

1 - LOCATION: Coffey County, E&P Map D-2, County Seat. 60 mi. from Topeka. On U.S. Hwy. 75, off I-135S.

2 - TRANSPORTATION:
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 2,901; Loc. Est. N.A.
County 80 Cen. 9,370; Loc. Est. 10,858

4 - HOUSEHOLDS:
City 80 Cen. 1,112; Loc. Est. N.A.
County 80 Cen. 3,526; Loc. Est. 4,218



5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$102,000,000

6 - PASSENGER AUTOS: County 5,052

7 - ELECTRIC METERS: Residence 1,803

8 - GAS METERS: Residence 1,603

9 - PRINCIPAL INDUSTRIES: Site of Kansas first Nuclear power plant to be completed 1984; Weekly Salary ($316); Counter Top mfg. at Gridley.

10 - CLIMATE: First killing frost, Oct. 17. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks each side of 3rd St.; 4 blocks each side of Neosho. City of New Strawn-4 mi. N.
Principal Shopping Days-Wed. & Sat.

13 - RETAIL OUTLETS: Discount Stores-S&S Discount.
Variety Stores-Duckwalls.
Chain Drug Stores-Johnson's & Crisp.
Chain Supermarkets-IGA; AG 2.
Other Chain Stores-Otasco; Pro-Hwd.; Mode O'Day; Quick Shop; Get-N-Go.

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,685; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Homer Owens, Adv. Dir., REPUBLICAN, 324 Hudson St., Burlington, KS 66839; Tel. (316) 364-5325.
National Representative: Kansas Press Service.

CHANUTE

1 - LOCATION: Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: Railroads-AT&SF; MKT (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506; Loc. Est. 10,500
County 80 Cen. 18,967; Loc. Est. 18,921

4 - HOUSEHOLDS:
City 80 Cen. 4,183; Loc. Est. 4,326
County 80 Cen. 7,241; Loc. Est. 7,498

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: County 10,600

7 - ELECTRIC METERS: 6,200

8 - GAS METERS: 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 170; Satellite Comm. 120; Oil Services 450.
Principal Industrial Pay Days-every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20. Last killing frost, April 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.
Principal Shopping Days-Tues., Thurs., Fri.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Montgomery Ward; Litwins.
Discount Stores-Wal-Mart; Revco Drug.
Chain Supermarkets-Self-Service Farm Fresh; Rooster's Thriftway; Pence IGA.
Other Chain Stores-Sears Roebuck (catalog); Sherwin-Williams; Goodyear; Montgomery Ward; Mode O'Day; Singer; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,498; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Susie Cooper, Adv. Mgr., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative: Southwest Dailies.

CLAY CENTER

1 - LOCATION: Clay County, E&P Map C-2, County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: Intercity Bus-Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,948; Loc. Est. 4,961
County 80 Cen. 9,802; Loc. Est. 9,809

4 - HOUSEHOLDS:
City 80 Cen. 2,111; Loc. Est. 2,089
County 80 Cen. 3,830; Loc. Est. 3,902

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$79,000,000
Savings & Loan	1	$69,500,000

6 - PASSENGER AUTOS: County 5,295

7 - ELECTRIC METERS: Residence 2,124

8 - GAS METERS: Residence 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House bldg. Av. Wages per hr.: Skilled-$5-$6.31; Semi-skilled -$4.75-$5.41; Unskilled-$4.25-$4.54. Total Employment: 5,080.

Principal Pay Days-1st and 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-30 blocks on 4th, 5th and 6th; Grant; Lincoln; Court; Dexter.
Neighborhood Shopping Centers-West Crawford; Clay Center Plaza.
Stores Open Evenings-Thu.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Browne's; J. C. Penney; Mayo's.
Variety Stores-Duckwalls; Gibson's; TG&Y.
Chain Supermarkets-Thriftway; Boogaart's; Clay Center IGA Foodliner.
Other Chain Stores-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 3,951; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dean F. Hixon, Ass't. Mgr., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative: Landon Associates.

COFFEYVILLE

1 - LOCATION: Montgomery County, E&P Map D-3. Manufacturing Center. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwy. 166, 169.

2 - TRANSPORTATION: Railroads-MK&T; MP; AT&SF.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Greyhound; M. K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Cen. 15,185; Loc. Est. 15,625
CZ-ABC: (70) 16,898; (82) 16,700
RTZ-ABC: (70) 27,869; (82) 31,100
County 80 Cen. 42,281; Loc. Est. 44,124
City & RTZ-ABC: (70) 44,767; (82) 48,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,981; Loc. Est. 6,254
County 80 Cen. 16,388; Loc. Est. 17,627
CZ-ABC: (70) 6,184; (82) 7,200
RTZ-ABC: (70) 10,036; (82) 13,100
City & RTZ-ABC: (70) 16,220; (82) 20,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$131,517,638
Savings & Loan	1	$111,295,669

6 - PASSENGER AUTOS: County 22,569

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,463

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Power Transmissions 900; Pattern Shops & Foundries 655; Refinery 405; Chemicals & Pigments 250; Oil Field Equipment 971; Recreational Vehicles & Furnishings 51; Meat Packing 33; Printing & Publishing 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 250; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING:Principal Shopping Centers-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 Units).
Neighborhood Shopping Centers-11th St. Mall (7 units); East 8th Shop Area (16 units); Centerville (6 units).
Principal Shopping Days-Sat., Thu., Fri., Mon.
Stores Open Evenings-Thu.
Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: Department Stores-H. W. Read's; J.C. Penney; Westco; Econo-Mart.
Discount Stores-Wal-Mart; TG&Y; Gibson.
Chain Drug Stores-Rexall; Revco Inc.
Chain Supermarkets-Foodtown; Nu Way; Safeway; Elmore's IGA.
Other Chain Stores-Otasco; Litwins; Westco; Singer Co.; Firestone; Bailly Farm Stores; Sears Roebuck; Montgomery Ward; Goodyear; Coast-to-Coast; Bynum's; B.F. Goodrich.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,204; (S) 9,191, Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Hosman, Adv. Dir., JOURNAL, PO Box 562, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative: Gannett.

COLBY

1 - LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 5,544; Loc. Est. 5,937
County 80 Cen. 8,451; Loc. Est. 8,938

4 - HOUSEHOLDS:
Corp City 80 Cen. 2,034; Loc. Est. 2,183
County 80 Cen. 3,072; Loc. Est. 3,372

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 4,907

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-4 blks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Discount Stores-TG&Y; Duckwall's.
Chain Drug Stores-Rexall; Walgreen.
Chain Supermarkets-IGA; Bestyet; Boogaart's.
Other Chain Stores-Goodyear; Goodrich; CoasttoCoast; Gamble's; Handi-Mart; Loves; Snappy's; McDonald's.

14 - NEWSPAPERS: FREE PRESS (m) 3,024; sworn Mar. 31, 1982.
Local Contact For Advertising and Merchandising Data: Nick Partsch, Pub., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Cherokee County, E&P Map D-3, County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: Railroads-Frisco; MKT.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,426; Loc. Est. 3,530
County 80 Cen. 22,304; Loc. Est. 23,080

4 - HOUSEHOLDS:
City 80 Cen. 1,435; Loc. Est. 1,533
County 80 Cen. 8,550; Loc. Est. 9,139

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$51,340,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,138

7 - ELECTRIC METERS: Residence 1,450

8 - GAS METERS: Residence & Comm. 1,644

9 - PRINCIPAL INDUSTRIES: Bldg. Const.; Textiles; Vacation Trailers; Chemicals; Auto Parts Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-Central square and adjoining streets.
Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Ben Franklin; Adam's.
Chain Supermarkets-Town & Country; IGA.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Itco: Napa Auto Store; Westco Furniture; True Value.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 3,191; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: J.M. Lacy, Bus. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
National Representative: None.

CONCORDIA

1 - LOCATION: Cloud County, E&P Map C-1, County Seat. Agricultural, wholesale & health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State 9, 28.

2 - TRANSPORTATION: Railroads-AT&SIF.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Cen. 6,847; Loc. Est. 6,866
County 80 Cen. 12,494; Loc. Est. 12,452
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,624; Loc. Est. 2,589
County 80 Cen. 4,758; Loc. Est. 4,905

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$61,122,000

6 - PASSENSER AUTOS: County 6,762

7 - ELECTRIC METERS: Residence 2,460

8 - GAS METERS: Residence 2,540

9 - PRINCIPAL INDUSTRIES: Number of Employees-Food 150; Feed 20; Concrete Prod. 35; Brick 95; Metal 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plaza	NA	Alco, Boogaart's
Concordia Plz.(4)	NA	TG&Y, Meller's

Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; J.M. McDonald's; Bon Marche; Gambles.
Variety Stores-Gibson's-Alco; Banner 5-10.
Chain Drug Stores-Rexall; Walgreen.
Chain Supermarkets-Boogaarts 2; IGA.
Other Chain Stores-Coast-to-Coast; Western Auto; Mode O'Day; Goodyear.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,722; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Represnetative: None.

COUNCIL GROVE

1 - LOCATION: Morris County, E&P Map C-2, County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 13, 57.

2 - TRANSPORTATION: Railroads-Mo. Pacific.

3 - POPULATION:
City 80 Cen. 2,381; Loc. Est. 2,590
County 80 Cen. 6,419; Loc. Est. 7,005

4 - HOUSEHOLDS:
City 80 Cen. 1,008; Loc. Est. 990
County 80 Cen. 2,560; Loc. Est. 2,916

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$24,080,875

6 - PASSENGER AUTOS: County 3,570

7 - ELECTRIC METERS: Residence 840

8 - GAS METERS: Residence 796

9 - PRINCIPAL INDUSTRIES: Railroad; Milling; Dairying; Sporting Goods; Concrete Products; Plastic Items; Sheetmetal Products.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-77.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Blims.
Variety Stores-Duckwall's.
Chain Supermarkets-IGA; Thriftway; Super Saver.

Other Chain Stores-Western Auto; True Value; Rexall; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,976; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, CoPublishers, REPUBLICAN, 208 W. Mail St., Council Grove, KS 66846; Tel. (316) 767-5124.
National Representative: None.

DODGE CITY

1 - LOCATION: Ford County, E&P B-3, County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, Missouri and same E of Denver, Colorado.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Continental; Bickel; Green Diamond.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,001; Loc. Est. 19,578
CZ-ABC: (70) 16,475; Loc. Est. 18,400
RTZ-ABC: (70) 74,493; (82) 82,800
County 80 Cen. 24,315; Loc. Est. 25,608
City & RTZ-ABC: (70) 90,968; (82) 101,200

4 - HOUSEHOLDS:
City 80 Cen. 6,590; Loc. Est. 7,269
County 80 Cen. 8,776; Loc. Est. 9,524
CZ-ABC: (70) 5,270; (82) 6,900
RTZ-ABC: (70) 23,259; (82) 30,100
City & RTZ-ABC: (70) 28,529; (82) 37,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$165,401,232
Savings & Loan	4	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 14,430

7 - ELECTRIC METERS: Residence 6,282

8 - GAS METERS: Residence 6,194

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Machinery 250($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING:Principal Shopping Center-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge(4)	NA	Long's Dept., Dillon & Sons Groc.
Village Square(42)	NA	Penney, Woolworth, McDonalds, Calhoons
Comanche Plaza	NA	TG&Y, Revco, Otasco, IGA, Hardees, Anthonys
High Plains	NA	Wal-Mart

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Eckles; McDonalds; Penney; Litwins; Anthonys; Calhoons.
Discount Stores-Wells-Dick Furniture; Gibson's; Alco Stores; TG&Y; Revco Drug; Wal-Mart.
Variety Stores-Woolworth; TG&Y.
Chain Drug Stores-Anderson's Rexall; Palace Rexall.
Chain Supermarkets-Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores-Sears; Mode O'Day; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,833; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representative: None.

EL DORADO

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita SMSA). County Seat. Agriculture, oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpk. On U.S. Hwy. 54, 77; State Hwy. 13,196; Kansas Tpk.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental.

3 - POPULATION:
City 80 Cen. 10,150; Loc. Est. 9,856
SMSA 80 Cen. 411,313; Loc. Est. 431,909
County 80 Cen. 44,782; Loc. Est. 45,458

4 - HOUSEHOLDS:
City 80 Cen. 4,261; Loc. Est. 4,161
County 80 Cen. 16,087; Loc. Est. 16,834
SMSA 80 Cen. 153,831; Loc. Est. 166,638

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$90,117,000
Savings & Loan	2	$202,500,000

6 - PASSENGER AUTOS: County 26,961

7 - ELECTRIC METERS: Residence 8,942

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225).
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING:Principal Shopping Center-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N. Main; 2300-2600 W. Central.
Principal Shopping Days-Wed., Thu., Sat.
Stores Open Evenings-Dept. Thu.; Food Nightly.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Litwins; Farm n' Home.
Discount Stores-TG&Y; Wal-Mart.
Variety Stores-Family Center;
Chain Drug Stores -Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillon's; Boogaarts.
Other Chain Stores-Sears (catalog); Wards Tire & Catalog; Western Auto.

14 - NEWSPAPERS: TIMES (e) 5,783; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: David Clymer, Adv. Mgr., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County, E&P Map C-2, County Seat. On Cottonwood and Neosho Rivers, 50 mi. SW of Topeka; 119 mi. SW of Kansas City.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287; Loc. Est. 26,694
CZ-ABC: (70) 23,327; (82) 24,200
RTZ-ABC: (70) 27,408; (82) 31,500
County 80 Cen. 35,108; Loc. Est. 37,143
City & RTZ-ABC: (70) 50,735; (82) 55,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,524; Loc. Est. 10,288
County 80 Cen. 13,009; Loc. Est. 14,171
CZ-ABC: (70) 7,611; (82) 9,300
RTZ-ABC: (70) 9,621; (82) 12,900
City & RTZ-ABC: (70) 17,232; (82) 22,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$137,980,387
Savings & Loan	3	$80,693,638

6 - PASSENGER AUTOS: County 18,252

7 - ELECTRIC METERS: Residence & Bus. 11,071

8 - GAS METERS: Residence & Bus. 8,924

9 - PRINCIPAL INDUSTRIES: R.R.; Cattle; Manufacturing; Farming; Food Processing; Hospitals; Banking; Meat Packing; Mobile Homes; Education.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING-Principal Shopping Center-14 blocks on Sixth Ave.; 13 on Commercial St.; 4 on Merchant St.; 5 on Mechanic St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.; 3 on Fourth Ave.; 2 on Neosho St.
Shopping Center-Flint Hills Village, 23 stores; Emporia West Plaza, 14 stores.
Principal Shopping Day-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; Montgomery Ward; J.C. Penney.
Variety Stores-Woolco; K mart; TG&Y; David's.
Drug Stores-Berg & Frost 2; Graves; Prescription Center; Red-X; Hill's Apothcary; David's; Revco.
Chain Supermarkets-A&P; Reeble's 2; Safeway; Dillon's 2; Price Chopper.

14 - NEWSPAPERS: GAZETTE (e) 11,566; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data. Bruce Knaak, Nat. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County, E&P Map D-3, County Seat. Dairy, agricultural center & small manufacturing center; SE part of state. 96 mi. S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways.

3 - POPULATION:
City 80 Cen. 8,893; Loc. Est. 9,131
CZ-ABC: (70) 8,967; (82) 8,500
RTZ-ABC: (70) 14,185; (82) 15,900
City & RTZ-ABC: (70) 23,152; (82) 24,400
County 80 Cen. 15,969; Loc. Est. 16,651

4 - HOUSEHOLDS:
City 80 Cen. 3,794; Loc. Est. 3,838
CZ-ABC: 3,504; (82) 3,900
RTZ-ABC: (70) 5,166; (82) 6,900
County 80 Cen. 6,388; Loc. Est. 6,874
City & RTZ-ABC: (70) 8,670; (82) 10,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$102,567,000
Savings & Loan	2	$40,068,000

6 - PASSENGER AUTOS: County 8,747

7 - ELECTRIC METERS: Residence 4,965

8 - GAS METERS: Residence 4,003

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on five streets.
Shopping Center-Wal-Mart (Wal-Mart Discount); Harold's Supermarket.
Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings-Thu.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Calhoun's; Sears Roebuck; Litwin's; Ace Hardware; True-Value Hardware.
Variety Stores-Ben Franklin.
Discount Stores-Wal-Mart.
Chain Supermarkets-Quik trip; 7-Eleven; Foodtown; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores Sherwin-Williams; Marshall Auto.

14 - NEWSPAPERS: TRIBUNE (e) 5,868; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Eblen, Gen. Mgr., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66701; Tel. (316) 223-1462.
National Representative: Southwest Dailies.

GARDEN CITY

1 - LOCATION: Finney County, E&P Map A-2, 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156 and 83.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental.
Airlines-Air Midwest

3 - POPULATION:
Corp. City 80 Cen. 18,256; Loc. Est. 20,182
CZ-ABC: (70) 14,708; (82) 19,300
RTZ-ABC: (70) 37,670; (82) 40,500
County 80 Cen. 23,825; Loc. Est. 25,685
City & RTZ-ABC: (70) 52,378; (82) 59,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,305; Loc. Est. 6,725
County 80 Cen. 8,104; Loc. Est. 8,998
CZ-ABC: (70) 4,397; (82) 6,800
RTZ-ABC: (70) 11,553; (82) 14,600
City & RTZ-ABC: (70) 15,950; (82) 21,400

5 - BANKS: **3, Deposits $172,930,000**

6 - PASSENGER AUTOS: County 15,100

7 - ELECTRIC METERS: Residence 7,900

8 - GAS METERS: Residence 7,810

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 675 ($150); Beef Packing 350 ($185); Irrigation 210 ($170); Agricultural Machinery 150 ($180); Cattle Feeding 200 ($150); Plastic Pipe 70 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Most on Thu.

13 - RETAIL OUTLETS: Department Stores-Anthony; McDonald; J.C. Penney; Sears Roebuck; Calhoun's.
Discount Stores-Gibson.
Variety Stores-Alco; Woolworth; K mart.
Chain Drug Stores-Prescription Center.
Chain Supermarkets-Dillon's; Wall's IGA; Safeway; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-Eleven 2; Garden City; IGA.
Other Chain Stores-Sweetbriar Shops; Mode O'Day; Dairy Queen; Coast to Coast; Otasco; Firestone; Bailly's Big R.

14 - NEWSPAPERS: TELEGRAM (e) 10,114; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Le Roy Allman, Adv. Mgr., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel. (316) 275-7105.
National Representative: Landon Associates.

GOODLAND

1 - LOCATION: Sherman County, E&P Map A-2, County Seat. Residential Center. 200 mi. E of Denver; State 27; Interstate 70.

2 - TRANSPORTATION: Railroad-Rock Island.
Intercity Bus Lines-Greyhound.
Airlines-Air Midwest.
Motor Freight Carriers: 4.

3 - POPULATION:
City 80 Cen. 5,708; Loc. Est. 5,644
County 80 Cen. 7,759; Loc. Est. 7,595

4 - HOUSEHOLDS:
City 80 Cen. 2,157; Loc. Est. 2,117
County 80 Cen. 2,861; Loc. Est. 2,870

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$57,669,000

6 - PASSENGER AUTOS: County 4,504

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Great Western Sugar Co.; Railroad Shops; Building Materials; Laundry; Ready Mix Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Construction; 4 Livestock Feedlots.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, Hard.

12 - RETAILING: Principal Shopping Days-Wed., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; J.M. McDonald; Schneider's; Goodland Clothing; Elliott's; Collage; Gambles.
Discount Stores-Alco; Gibson's.
Chain Supermarkets-Safeway; Boogaart's; Larry's IGA.
Other Chain Stores-Mode O'Day; Twila's; Fabric Shop; Montgomer Ward; Sears; Tipton Hdwr.; Jacobs Applicance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt.; Caldwell's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 3,070; sworn Oct 1, 1981.
Local Contact for Advertising and Merchandising Data: Robert R. McCants, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: None.

GREAT BEND

1 - LOCATION: Barton County, E&P Map B-2, County Seat. Industrial, oil and wheat center. 120 road mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwys. 4, 96.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Continental, Tri-State.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608; Loc. Est. 21,500
CZ-ABC: (70)16,133; (82)15,800
RTZ-ABC: (70)39,951; (82)38,800
County 80 Cen. 31,343; Loc. Est. 38,500
City & RTZ-ABC: (70)56,084; (82)54,600

4 - HOUSEHOLDS:
City 80 Cen. 6,379; Loc. Est. 8,269
County 80 Cen. 11,797; Loc. Est. 14,512
CZ-ABC: (70)5,157; (82)5,900
RTZ-ABC: (70)13,589; (82)15,400
City & RTZ-ABC: (70)18,746; (82)21,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$185,793,598
Savings & Loan	3	$327,917,302

6 - PASSENGER AUTOS: County 20,123

7 - ELECTRIC METERS: Residence City 8,014

8 - GAS METERS: Residence 8,763

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Production 2,580 ($300); Marlette Coach 137 ($250); O'Neill Tank; GB Manufacturing 74 ($260); Fuller Brush 500 (*250).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Bend(8)	NA	IGA
Westgate(1C)	NA	Waterbeds Unlimited
Zarah Mall(10)	NA	Brass Buckle
Village Mall(8)	NA	Alco
Mini Mall(7)	NA	West Ltd.

Neighborhood Shopping Centers-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza.
Principal Shopping Days-Thurs. and Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores: J.C. Penney; Isem-Lutschg; Sears.
Discount Stores-Gibson; Wells Furniture Whse.; Alco; TG&Y; K mart.
Chain Drug Stores-Self-Service; Revco.
Chain Supermarkets-Dillion's 2; Mammel's; Boogaart's; Payday IGA; Food-For-Less.
Other Chain Stores-Sweetbriar; McCoy's Shoes; Otasco; Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; Hirsch; Ward's; Mode O'Day; Disco-mode; True Value Hdwr; TG&Y; BF Goodrich.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,065; (S) 12,281; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Werner, Pub., TRIBUNE, 2012 Forest St., Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative: Landon Associates.

HAYS

1 - LOCATION: Ellis County, E&P Map B-2, County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301; Loc. Est. 16,259
CZ-ABC: (70) 15,396; (82) 17,500
Bal. in PMA-ABC: (70) 52,532; (82) 47,900
Total PMA-ABC: (70) 57,928; (82) 65,400
County 80 Cen. 26,098; Loc. Est. 26,017

4 - HOUSEHOLDS:
City 80 Cen. 6,225; Loc. Est. 6,274
CZ-ABC: (70) 4,832; (82) 6,400
County 80 Cen. 9,200; Loc. Est. 9,378
Bal in PMA-ABC: (70) 17,135; (82) 18,100
Total PMA-ABC: (70) 21,967; (82) 24,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$145,628,984
Savings & Loan	3	$318,107,910

6 - PASSENGER AUTOS: County 23,871

7 - ELECTRIC METERS: Residence 8,095

8 - GAS METERS: Residence 7,801

9 - PRINCIPAL INDUSTRIES: Trade Construction, Gov., Mining, 6,000 emp.; Baxter Travenol Laboratories 960 emp.; University payroll over $15,500,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-18 blocks on Main and adjoining streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial(13)	NA	Boogarts Groc.
Hillcrest(1)	NA	Dillon
The Mall(32)	NA	McDonald Dept., K mart, J.C. Penney, Skagg's
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thurs.
Stores Open Evenings-Downtown-Thurs. Shopping Centers-Every Evening.

13 - RETAIL OUTLETS: Department Stores-Wiesner's; J. M. McDonald; J.C. Penney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alco; K mart.
Chain Drug Stores-Skagg's.
Chain Supermarkets-Dillon's; Mammel's; Boogaart's; Food Bonanza; Mini Mkts.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Sweetbriar; Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Mens Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,038; (S) 14,656; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 628-1081.
National Reperesentative: None.

HIAWATHA

1 - LOCATION: Brown County, E&P Map D-1 County Seat. Residential center. 100 mi. from Kansas City. 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific.
Motor Freight Carriers-6.
Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,702; Loc. Est. 3,848
County 80 Cen. 11,955; Loc. Est. 12,194

4 - HOUSEHOLDS:
City 80 Cen. 1,517; Loc. Est. 1,570
County 80 Cen. 4,612; Loc. Est. 4,859

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$55,000,000
Savings & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,405

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Ind., Number of Workers (Av. Wkly. Wage)Wood Mfg. 360 ($170); Hand Tools 137 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter -1-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Between 1st and 10th St. on Oregon St. (45 stores) and 16 blocks on 1st St. (17 stores). Wal-Mart one mile west on Oregon St.
Principal Shopping Days-Wed., Sat., and Sun.
Stores Open Evenings Discount till 9 PM, Grocery till 8 PM.

13 - RETAIL OUTLETS: Department Stores Family Fashions.
Variety Stores-Ben Franklin.
Discount Stores-Wal-Mart.
Chain Supermarkets-Lindys-Thriftway; Cash-Saver; Casey's Gen. Store.
Other Chain Stores-Coast-to-Coast; Sonic; Dairy Queen; Sears (catalog); Montgomery Ward (catalog); Pizza Hut; Bailly's Farm and Home.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,472; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David J Cazalet, Gen. Mgr., WORLD, 607 Utah St., Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative: Landon Associates.

HUTCHINSON

1 - LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads-Rock Island; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 40,244; Loc. Est. 40,443
County 80 Cen. 64,983; Loc. Est. 65,240
CZ-ABC: (70) 46,510; (82) 52,400
RTZ-ABC: (70) 139,402; (82) 138,100
City & RTZ-ABC: (70) 185,912; (82) 190,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,514; Loc. Est. 16,308
County 80 Cen. 24,448; Loc. Est. 25,344
CZ-ABC: (70) 15,514; (82) 20,600
RTZ-ABC: (7u) 46,844; (82) 54,100
City & RTZ-ABC: (70) 62,358; (82) 74,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$343,209,358
Savings & Loan	3	$239,800,000

6 - PASSENGER AUTOS: County 37,469

7 - ELECTRIC METERS: Residence 26,326

8 - GAS METERS: Residence 16,544

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 6,875 ($358); Mining 200 ($356); Contract Construction 1275 ($307); Transportation, Electric, Gas, etc. 1,250 ($393).
Principal Per Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plz.(3)	NA	Alco, Harper's IGA
Larkland(11)	NA	Interstate Electronics
Northgate(12)	NA	Calhoun's, Jr. Dept. Store, Dillon Super Mkt., Coberly
Sears Plz.(4)	NA	Sears, Zales

Principal Shopping Days-Dept. Mon., Thu. Food Wed.; Fri.; Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Wiley's; Pegues; Anthony's; Meschke (Mens); Long's; Sears Roebuck; Penney's; Calhoun's; Biles & Long (Mens).
Discount Stores-Gibson's; Alco 2; Skagg's; K mart.
Variety Stores-Ben Franklin 3.
Chain Drug Stores-Coberly 2; Fraese; Self-Service; Medicine Shoppe; Dillon Drugs.
Chain Supermarkets-Dillon's 10; Jack & Jill; Safeway; Risley's IGA; Harper's IGA; Warehouse Mkt.
Other Chain Stores-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's.

14 - NEWSPAPERS: NEWS (all day) 44,559; (S) 46,737; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Popp, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
National Representative: Southwest Dailies.

INDEPENDENCE

1 - LOCATION: Montgomery County, E&P Map D-3, County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Lines-5.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 10,598; Loc. Est. 10,962
CZ-ABC: (70) 10,347; (82) 10,900
RTZ-ABC: (70) 27,820; (82) 29,500
County 80 Cen. 42,281; Loc. Est. 44,124
City & RTZ-ABC: (70) 38,167; (82) 40,400

4 - HOUSEHOLDS:
City 80 Cen. 4,323; Loc. Est. 4,671
County 80 Cen. 16,398; Loc. Est. 17,627
CZ-ABC: (70) 3,890; (82) 4,800
RTZ-ABC: (70) 10,328; (82) 12,800
City & RTZ-ABC: (70) 14,218; (82) 17,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$96,714,000
Savings & Loan	1	$45,464,072

6 - PASSENGER AUTOS: County 31,975

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 5,276

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Mtr. Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Reed-Gibson, 2 blks, 5 stores plus medical cent. TG&Y and K mart 20 blocks west on Hwy. 160.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C. R. Calvert; J. C. Penney; Litwin's; Westco Home Center.
Discount Stores-Gibson's; K mart; TG&Y.
Chain Drug Stores-Defever-Osborn Rexall.
Chain Supermarkets-Safeway; NuWays; IGA; Jiffy Mart.
Other Chain Stores-Firestone; Okla. Tire; Mode O'Day.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,804; (S) 8,509; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Mgr., REPORTER, PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative: Southwest Dailies.

IOLA

1 - LOCATION: Allen County, E&P Map D-2, County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Kansas Trails System; Continental Trailways; Southern Kansas; Greyhound.

3 - POPULATION:
City 80 Cen. 6,938; Loc. Est. 7,335
County 80 Cen. 15,654; Loc. Est. 16,450

4 - HOUSEHOLDS:
City 80 Cen. 2,716; Loc. Est. 2,848
County 80 Cen. 5,997; Loc. Est. 6,563

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$80,967,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 8,181

7 - ELECTRIC METERS: Residence 2,497

8 - GAS METERS: Residence 2,429

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersDress Factory 220; Gates Rubber Co. 256; Berg Mfg. Co. 229; Intercollegiate Press 47; Columbia Metal Products 38; Walton Foundry 25.
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 66-88; Fall 47-69; Winter 24-44. First killing frost, Oct. 20. Last Killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Public Square & 2 Shopping Centers north edge of city.
Principal Shopping Days-Wed., Thu., Fri. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; P.N. Hirsch; Litwin's; Penney; TG&Y; McGinty-Whitworth.
Chain Drug Stores-Iola Pharmacy; Knorp Drug.
Chain Supermarkets-Farm Fresh; Self-Service; Singer IGA.
Other Chain Stores-Western Auto; Oklahoma Tire; Coast-to-Coast; Otasco; Agri Farm & Home Supply; Comstock Lbr & Home Center.

14 - NEWSPAPERS: REGISTER (e) 5,388; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative: Southwest Dailies.

JUNCTION CITY

1 - LOCATION: Geary County, E&P Map C-2, County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Manufacturing, farming, shipping, wholesale distributing center, adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-14.
Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.
Airlines-Frontier; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 19,305; Loc. Est. 19,112
CZ-ABC: (70) 41,968; (82) 45,700
RTZ-ABC: (70) 13,521; (82) 14,000
County 80 Cen. 29,852; Loc. Est. 29,908
City & RTZ-ABC: (70) 55,489; (82) 59,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,328; Loc. Est. 7,528
County 80 Cen. 10,075; Loc. Est. 10,330
CZ-ABC: (70) 9,214; (82) 11,500
RTZ-ABC: (70) 4,819; (82) 5,800
City & RTZ-ABC: (70) 14,033; (82) 17,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$84,032,000
Savings & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 18,503

7 - ELECTRIC METERS: Residence 9,864

8 - GAS METERS: Residence 8,806

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fort Riley 21,793 ($225); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($190); Auto Electronic Mfg. 300 ($180); North Central Foundry 350 ($250); Evan's Railcar 220 ($240); F. W. Woolworth Distribution Center 400 ($190).
Principal Pay Days-Fri.; Military: 1st & 15th; Gov't.: 1st and 15th; Industrial: Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter -15-60. First killing frost, Oct. 15. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days-Sat. & Thurs.
Stores Open Evenings-Thu. & Mon.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Longs; Montgomery Ward.
Discount Stores-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Stores-Woolworth.
Chain Supermarkets-Dillon's; Safeway; Falley's; Food for Less.
Other Chain Stores-Firestone; Sears Roebuck (mail order); Goodyear; Ashleys; Payless Shoes; Sherwin-Williams.

14 - NEWSPAPERS: UNION (e-mon to fri) 8,577; (S) 9,174; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representative: Landon Associates.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City, MO-KS SMSA), E&P Map D-2. County Seat. In Northeastern corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: Railroads-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers-204 Common Carriers.
Intercity Bus Lines-Greyhound; Trailways; ATA.
Airlines-TWA; Delta; United; Continental; Ozark; Central; Frontier; Midwest; Northwest Orient.

3 - POPULATION:
City 80 Cen. 161,148; Loc. Est. 163,506
County 80 Cen. 172,335; Loc. Est. 174,922
SMSA 80 Cen. 1,327,020; Loc. Est. 1,327,060
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,655; Loc. Est. 62,413
County 80 Cen. 63,392; Loc. Est. 66,315
SMSA 80 Cen. 493,453; Loc. Est. 507,905

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	21	$641,151,000
Savings & Loan	6	$334,273,000

6 - PASSENGER AUTOS: County 87,409

7 - ELECTRIC METERS: Residence 54,924

8 - GAS METERS: Residence 44,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 3,400 ($127); Glass, Clay, Stone 4,200 ($183); Equipment Mfg. 15,750 ($131); Chemical 5,400 ($158); Steel Fabricating 1,650 ($122).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-Indian Springs 87 stores.
Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on South 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 Shops.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; J.C. Penney; Sears.
Discount Stores-Venture; K mart; Woolco; TG&Y.
Variety Stores-Ben Franklin; TG&Y.
Chain Drug Stores-Walgreen; De Goler's 2; ECO Discount 2; Treasury; Skagg's 2; Revco 3.
Chain Supermarkets-Milgram's 6; A&P 5; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; Sav Mort 2; C. Balls 2; Price Chopper; Aldi's.
Other Chain Stores-Auto: Western Auto, P.N. Hirsch, Firestone; Furniture: Falconers, ABC, Economy, L.A., Singer; Paints: Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co., Sears Roebuck, Montgomery Ward, Venture, Woolco.

14 - NEWSPAPERS: KANSAN (e-mon to fri) 22,380; (S) 22,846; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Joie Mellenbruch, Adv. Dir, KANSAN, 901 N. Eigth St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative: Landon Associates.

LARNED

1 - LOCATION: Pawnee County, E&P Map B-2, County Seat. On State Hwy. K-19; U.S. Hwys. 56 and 156.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.
Airlines-Air Midwest (at Great Bend, 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 4,811; Loc. Est. 4,975
County 80 Cen. 8,065; Loc. Est. 8,100

4 - HOUSEHOLDS:
City 80 Cen. 2,005; Loc. Est. 2,059
County 80 Cen. 3,066; Loc. Est. 3,174

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$107,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 4,964

7 - ELECTRIC METERS: Residence 1,986

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Products 104 ($250); Combine Canvasses and Parts; State Hospital 700 (Avg. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000); Farming, Ranching, Feedlots; Oil, Natural Gas; Farm Equipment 20 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-4 blocks on Broadway; 2 on Main.
Principal Shopping Days-Tue., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-A.A. Doerr; Ward's.
Discount Stores-Alco.
Chain Supermarkets-J.S. Dillon; Mommel; Uncle Bill's AG; D's; Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 3,160; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jeris Teegerstrom, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: Kansas Press Assn.

LAWRENCE

1 - LOCATION: Douglas County (SMSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke.; I-70.

2 - TRANSPORTATION: Railroads-A.T. & Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 52,738; Loc. Est. 54,792
CZ-ABC: (70) 45,698; (82) 53,600
RTZ-ABC: (70) 34,149; (82) 40,300
County/SMSA 80 Cen. 67,640; Loc. Est. 70,471
City & RTZ-ABC: (70) 79,847; (82) 93,900

4 - HOUSEHOLDS:
City 80 Cen. 18,773; Loc. Est. 20,193
County/SMSA 80 Cen. 23,817; Loc. Est. 25,579
CZ-ABC: (70) 13,615; (82) 18,700
RTZ-ABC: (70) 10,424; (82) 14,500
City & RTZ-ABC: (70) 24,039; (82) 33,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$229,200,000
Savings & Loan	4	$170,000,000

6 - PASSENGER AUTOS: County 33,000

7 - ELECTRIC METERS: Residence 20,508

8 - GAS METERS: Residence 16,914

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Corrugated Box Plant and Paper Mill 300; Food Products 435; Univ. of Kans. 6,700; Fertilizers 390; Chemicals 541; Dehydrating 85; Organ Factory 70; Greeting Cards Ribbon 1,000; Distributing 475; Electronics 300; Printing 420; Plastics 330; Movie-Film 45; Pharmacy-Research 60; Haskell Indian Junior College 250; Brakes-Gaskets 225; Electricity 225; Paper Products 230; Petroleum Wire Cable 130; Pet Food 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15. Last killing frost, May. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Massachusetts St.; 5 blocks on 2 parallel sts.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plz.(10)	1	Dillon's
Hillcrest(30)	3	Hillcrest IGA
The Malls(21)	3	TG&Y Family Center
Westridge(10)	4	Westridge IGA
SW Plaza(15)	4	Safeway
Holiday Plz.(30)	5	Keifs Discount Records & Stereo Supply
Southern Hills(12)	4	J. Michael's

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Dept. Thu.; Spmkts., Montgomery Ward, Gibsons, TG&Y, SupeRx, K mart nightly.

13 - RETAIL OUTLETS: Department Stores-Weaver's; Montgomery Ward; J.C. Penney; Sears Roebuck Catalog Store; Budget Center.
Discount Stores-Gibsons; K mart; TG&Y Family Center.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Raney's 2; Gibson Pharmacy; SupeRx; Medicine Shoppe.
Chain Supermarkets-Rusty's IGA 4; Kroger; Safeway; Dillon's 3; Food-4-Less.
Other Chain Stores-Singer Co.; Goodrich; Cook Paint; Litwin's (gen. merch.); Davis Paint; Sherwin-Williams; McCrory-Otasco; Coast-to-Coast; Wickes; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; House of Fabrics; Raney Drugs; Team Electronics; So-Fro Fabrics; Whelan Lumber Co.; Briman's Jewelers; Gregg Tires (Goodyear); Janell Ladies Wear; Ed Marlings; Town Crier; Village Set Ladies; Zercher Photo; General Jeans; Co-op Farm Store; Seifert's; Bostwicks; Sentry Hardware; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; J. Michaels Dept. Store; Scot's Ladies Wear; Mode O'Day; Maurices Ladies Wear; Carousel; Computerland.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 19,060; (S) 19,357; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dolph C. Simons, Jr., Pub., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Landon Associates.

LEAVENWORTH

1 - LOCATION: Leavenworth County, E&P Map D-2, County Seat, 34 mi. NW of Kansas City. Extreme east part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Union Pacific; Santa Fe; Burlington; Chicago North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Trenton-St. Joseph Lines.

3 - POPULATION:
Corp. City 80 Cen. 33,656; Loc. Est. 35,805
CZ-ABC: (70) 33,207; (82) 38.600
RTZ-ABC: (70) 32,069; (82) 36.400
County 80 Cen. 54,809; Loc. Est. 55,408
City & RTZ-ABC: (70) 65,276; (82) 75,000

4 - HOUSEHOLDS:
City 80 Cen. 10,480; Loc. Est. 11,514
County 80 Cen. 17,030; Loc. Est. 17,672
CZ-ABC: (70) 9,545; (82) 13,400
RTZ-ABC: (70) 8,335; (82) 11,200
City & RTZ-ABC: (70) 17,880; (82) 24,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$116,327,000
Savings & Loan	2	$77,500,000

6 - PASSENGER AUTOS: County 27,474

7 - ELECTRIC METERS: 24,868

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Batteries 180 ($200); Steel Fab. 230 ($160); Greeting Cards 650 ($150); Fed. Prison 420 ($150); Ft. Leavenworth Civ. Emp. 2,326 ($150); Ft. Leavenworth Army Pers. 2,560 ($175); Veterans Adm. 1,110 ($150).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown: 30 blocks on 3 parallel streets: Leavenworth Plaza-1 Block Long Enclosed Mall; Westside Village, 1 Block Long.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Leavenworth Plaza(24)	NA	Penney's, Sears

Principal Shopping Days-Thu., Fri., Sat. and Mon.
Stores Open Sundays-Leavenworth Plaza; Food, Some Drug & Discount.
Stores Open Evenings-Leavenworth Plaza; Food; All Drug & Discount.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Bohm's; Bakers.
Variety Stores-Woolworth; Duckwall.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Russell's Pharmacies.
Chain Supermarkets-Food Barn; Gene's Thriftway; Inkman IGA; Waymire's IGA; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's Supermarket.
Other Chain Stores-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Sears (mail order); J.C. Penney; Mode O'Day; Playworld; Radio Shack.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,511; (S) 9,897; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Johnston III, Gen. Mgr., TIMES, 416-22 Senaca, Leavenworth, KS 66048; Tel. (913) 682-0305.
National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County, E&P Map A-3, County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Continental; Mid-Continent Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911; Loc. Est. 15,480
County 80 Cen. 17,071; Loc. Est. 17,746
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407; Loc. Est. 5,750
County 80 Cen. 6,125; Loc. Est. 6,592

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	2	$230,000,000

6 - PASSENGER AUTOS: County 10,724

7 - ELECTRIC METERS: Residence 7,275

8 - GAS METERS: Residence 6,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wholesale Grocers 165; Aircraft 325; Beef Packing 1,200; Oil & Gas 1,500; Tradewind Industry 420.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:Neighborhood Shopping Centers-Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Ideal Center, 500 block S. Kansas Ave.; Ellington's Western Center; Southgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(26)	NA	Gibson's, IGA, K mart
S. Ideal(7)	NA	Ben Franklin, Mont. Ward, Allied Super Mkt.
Plaza(9)	NA	Alco, Boogaart's

Principal Shopping Days-Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony Co.; J. C. Penney; Wood's; Long's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Duckwall; Alco; K mart.
Chain Drug Stores-Gibson's; H&R.
Chain Supermarkets-Ideal 2; Safeway Super Store; Jack & Jill; Boogaarts; Thrifty-Wise.
Other Chain Stores-Sweetbriar's; Mode O'Day; Grisier's; Jo-Le Shop; Casual Shop; Anna Trahern; Tucker's; Kelley's; Western Shop; Kiddie Korner; Cinderella Shop; Brown's Shoe; Olliver's Shoes; Payless Shoes; Montgomery Ward; Sears; Otasco; Firestone; Uniroyal; Goodyear.

14 - NEWSPAPERS: SOUTHWEST TIMES (e) 10,094; (S) 10,329; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
National Representative: Southwest Dailies.

LYONS

1 - LOCATION: Rice County, E&P Map B-2, County Seat. 30 mi. East of Great Bend, 32 mi. Northwest of Hutchinson on U.S. Hwy. 56 and State Hwys. 14 and 96.

2 - TRANSPORTATION: Railroads-AT&SF; St. LouisSan Francisco; MP.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Trans-State.

3 - POPULATION:
Corp. City 80 Cen. 4,134; Loc. Est. 4,133
County 80 Cen. 11,900; Loc. Est. 11,891

4 - HOUSEHOLDS:
City 80 Cen. 1,679; Loc. Est. 1,695
County 80 Cen. 4,525; Loc. Est. 4,613

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$32,000,000
Savings & Loan	1	$43,000,000

6 - PASSENGER AUTOS: County 6,903

7 - ELECTRIC METERS: Residence 1,900

8 - GAS METERS: Residence 1,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil, Salt 150 ($300); Airplane Parts 100 ($350); Concrete 10 ($300); Foundry 50 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Calhoun's.
Variety Stores-Duckwall.
Chain Drug Stores-Hogan; Rexall.
Chain Supermarkets-Jack & Jill; IGA; Boogaarts.
Other Chain Stores-Gamble's; Otasco; Mode O'Day; Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,318; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Adv. Dir., NEWS, PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat), Pottawatomie County, E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W. of Kansas City. On U.S. HWY. 24; State Hwys. 177, 18, 29; 5 mi. from Tuttle Creek Dam and Reservoir; 6 miles from I-70.

2 - TRANSPORTATION: Railroads-Union Pacific; CRI&P.
Motor Feight Carriers-13.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Frontier; Capitol Air Service; Midwest Air.

3 - POPULATION:
Corp. City 80 Cen. 32,644; Loc. Est. 34,399
CZ-ABC: (70) 36,290; (82) 44,500
RTZ-ABC: (70) 33,132; (82) 36,300
Counties 80 Cen. 78,287; Loc. Est. 80,868
Riley 80 Cen. 63,505; Loc. Est. 66,043
Pottawatomie 80 Cen. 14,782; Loc. Est. 14,825
City & RTZ-ABC: (70) 69,422; (82) 80,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821; Loc. Est. 13,593
Counties 80 Cen. 24,670; Loc. Est. 26,137
Riley 80 Cen. 19,269; Loc. Est. 20,588
Pottawatomie 80 Cen. 5,401; Loc. Est. 5,549
CZ-ABC: (70) 11,012; (82) 15,900
RTZ-ABC: (70) 7,357; (82) 9,200
City & RTZ-ABC: (70) 18,369; (82) 25,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$175,000,000
Savings & Loan	4	$140,000,000

6 - PASSENGER AUTOS: Riley County 22,567; Pottawatomie County 8,185.

7 - ELECTRIC METERS: Residence 17,844

8 - GAS METERS: Residence 13,311

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Constr. 925; Mfg. 1,000; Transp., Communication 525; Trade 4,350; Fin., Ins. & Real Estate 1,050; Services 2,800; Govt. (incl. Schools) 9,100; All Other 1,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-77; Summer 63-89; Fall 43-61; Winter 24-47. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plaza (Anderson Avenue).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	NCR, Woody's
Blue Hills	3	Blue Hills Mkt.
Village Plaza	5	Alco, Safeway, Revco
West Loop	5	TG&Y, Calhoun's, Robi's, Dillon's
Wal-Mart	1	Wal-Mart, Dillon, K mart, Food 4 Less

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thu.
Stores Open Sundays-Chain Grocery; Drug; Dept.; K mart; TG&Y; Wal-Mart; Alco; Revco; Sears; Penneys.

13 - RETAIL OUTLETS: Department Stores-Sears; J. C. Penney 2; Keller's; Browne's; Alco; Woolworth; Wal-Mart; Calhoun's; K mart.
Variety Stores-TG&Y.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Norton Rexall 2; Barry's; Revco.
Chain Supermarkets-Safeway 2; Dillon 2; Dutch Maid 5; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Calhoun's.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 13,297; (S) 13,933; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James Findley, Adv. Mgr., MERCURY, 5th at Osage, Manhattan, KS 66502; Tel. (913) 776-8805.
National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County, E&P Map C-2, County Seat. 51 mi. NW of Wichita, U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35.

2 - TRANSPORTATION: Railroads-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,753; Loc. Est. 12,172
County 80 Cen. 26,855; Loc. Est. 27,811

4 - HOUSEHOLDS:
City 80 Cen. 4,491; Loc. Est. 4,763
County 80 Cen. 9,807; Loc. Est. 10,450

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$121,166,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 15,681

7 - ELECTRIC METERS: Residence 4,656

8 - GAS METERS: Residence 4,798

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding Industries 110; Plastics 458; Concrete Pdts. 25; Misc. Mfg. 215; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral; hard.

12 - RETAILING:Principal Shopping Center-11 blocks on Main and 12 just off Main.
Neighborhood Shopping Center-5 blocks North Main, 3 blocks on South Main; Plaza Shopping Center (3 stores, 1200 W. Kansas); Dillions Shopping Center (1300 N. Main, 5 stores.)
Principal Shopping Days-Mon.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Montgomery Ward (catalog).
Variety Stores-Radio Shack.
Discount Stores-TG&Y; K mart.
Chain Drug Stores-Grave's; Dillon's.
Chain Supermarkets-J.S. Dillon; Buy for Less.
Other Chain Stores-Gambles; Cook's (paint); Firestone; Coast-to-Coast; Sherwin-Williams; J.C. Penney.

14 - NEWSPAPERS: SENTINEL (e) 6,085; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Mgr., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Harvey County, E&P Map C-2, County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 and 196.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.
Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332; Loc. Est. 16,680
County 80 Cen. 30,531; Loc. Est. 31,641
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,233; Loc. Est. 6,520
County 80 Cen. 10,947; Loc. Est. 11,660

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$95,844,000
Savings & Loan	2	$290,348,901

6 - PASSENGER AUTOS: County 17,829

7 - ELECTRIC METERS: Residence 5,700

8 - GAS METERS: Residence 6,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 705 ($200); Milling (Flour) 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
Prinipal Industrial Pay Days-R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Main St.; 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Village	2	Moore's, IGA
Dillon Plaza	1	Dillon's
Alco Plaza	2	Alco
Meridian	1	Gibson's, K mart

Principal Shopping Days-Thu., Sat., 1st & 15th.
Stores Open Evenings-Dept. Thu.; Food nightly. Shopping centers and food stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Cunningham's.
Variety Stores-Woolworth; Davis Paint; Dillon's Family Center.
Discount Stores-Alco (Duckwall's); Gibson's; K mart.
Chain Drug Stores-Carter Phcy. (Walgreen).
Chain Supermarkets-Dillon 2; Safeway; IGA 2.
Other Chain Stores-Goodrich; Western Auto; Oklahoma Tire; Firestone; Sears (catalog); Sherwin-Williams; Bailly's; Nat'l. Bldg. Center; Boise Cascade.

14 - NEWSPAPERS: KANSAN (e) 8,824; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bob Anderson, Gen. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative: Kansas Press Service.

NORTON

1 - LOCATION: Norton County, E&P Map B-1, County Seat. 300 mi. E of Denver; 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: Railroads-Burlington Northern; Kyle.
Motor Freight Carriers-3.
Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:
City 80 Cen. 3,400; Loc. Est. 3,504
County 80 Cen. 6,689; Loc. Est. 6,935
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,412; Loc. Est. 1,449
County 80 Cen. 2,589; Loc. Est. 2,795

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 3,971

7 - ELECTRIC METERS: Residence 1,814

8 - GAS METERS: Residence 1,821

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Field Supply ($150); Water Well Pipe 15 ($125); Ptg. 18 ($150); Contracting 100 ($150); Truck Transp. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Machinery Manufacturing 35 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-78; Fall 34-56; Winter 30-50. First killing frost, Oct. 13. Last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING:Principal Shopping Centers-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
Principal Shopping Days-Thu. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Browne; Lu Jon's.
Variety Stores-A.L. Duckwall.
Chain Drug Stores-Moffet Rexall; Stapleton.
Chain Supermarkets-Safeway; Kelling Bestyet; Haxton's Shurfine.
Other Chain Stores-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Panida Discount; True Value Hardware; Coast-to-Coast; Napa.

14 - NEWSPAPERS: TELEGRAM (e) 3,698; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
National Representative: Landon Associates.

OLATHE

1 - LOCATION: Johnson County, E&P Map D-2 (In Kansas City, MO-KS, SMSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. Hwys.: U.S. 50, 56, 169, 69; State 7, 58, 150; I-35.

2 - TRANSPORTATION: Railroads-AT&SF; St. Louis & San Francisco.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 37,258; Loc. Est. 43,176
SMSA 80 Cen. 1,327,020; Loc. Est. 1,327,060
County 80 Cen. 270,269; Loc. Est. 288,184

4 - HOUSEHOLDS:
City 80 Cen. 12,021; Loc. Est. 14,698
County 80 Cen. 96,927; Loc. Est. 106,480
SMSA 80 Cen. 493,453; Loc. Est. 507,905

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 192,463

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,793

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Boots 84; Batteries 450; Wood Prods. 75; Farm Mach. 100; Aircraft Radio 1,500; Misc. Light Industry 500; Petroleum 200. Av. Wkly. Wage-$250.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: 10-17 grains, hardness; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers-4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K7; 1 on Old KC Road; 10 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare I.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Supermarkets every night and Sun; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-Miller's.
Variety Stores-TG&Y; Waymire.
Discount Stores-Gibson's; Alco; K mart.
Chain Supermarkets-Thriftway; Dillon's; Food Barn; Savemart; Food For Less.
Other Chain Stores-Western Auto; Firestone; Sears Roebuck; Montgomery Ward.

14 - NEWSPAPERS: NEWS (m-tues to sat;S) 10,748; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Edwin T. Koon, Gen. Mgr., NEWS, PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative: None.

OTTAWA

1 - LOCATION: Franklin County, E&P Map D-2, County Seat. College center 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: Railroads-Sante Fe; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Ottawa Flying (30 min. to Kansas City Int'l.).

3 - POPULATION:
Corp. City 80 Cen. 11,016; Loc. Est. 11,411
CZ-ABC: (70) 11,036; (82) 10,400
RTZ-ABC: (70) 32,232; (82) 37,600
County 80 Cen. 21,813; Loc. Est. 23,122
City & RTZ-ABC: (70) 43,268; (82) 48,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259; Loc. Est. 4,553
County 80 Cen. 8,051; Loc. Est. 8,816
CZ-ABC: (70) 3,789; (82) 4,200
RTZ-ABC: (70) 10,550; (82) 14,400
City & RTZ-ABC: (70) 14,339; (82) 18,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$34,871,000
Savings & Loan	2	$64,802,000

6 - PASSENGER AUTOS: County 12,117

7 - ELECTRIC METERS: Residence 4,133

8 - GAS METERS: Residence 3,980

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Nursery Stock; Men's Work Clothes; Plastic Frames for Work Glasses; Highway Signs; Mobile Homes; Sign Erection Cranes; Blue Rock Targets; Dog Food; Kitchen Cabinets; Plastic Products; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45; First killing frost, Oct. 27. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Center-4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: Department Stores-Litwin's; Sears Roebuck; Montgomery Ward; J.C. Penney; Calhoun's; Stockyard Farmers Store; Wal-Mart; Alco.
Variety Stores-Woolworth's; Jean's Gifts.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Raney's.
Chain Supermarkets-Safeway; Pence 2; Waymire's Food Stores.
Other Chain Stores-Firestone; Oklahoma Tire & Supply; Davis Paint.

14 - NEWSPAPERS: HERALD (e) 6,034; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar, Ottawa, KS 66067; Tel. (913) 242-4700.
National Representative: Southwest Dailies.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Frisco.
Motor Freight Carriers-7.
Intercity Passenger Bus Lines-Continental Trailways.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 12,898; Loc. Est. 13,142
CZ-ABC: (70) 13,802; (82) 11,700
RTZ-ABC: (70) 28,690; (82) 30,600
County 80 Cen. 25,682; Loc. Est. 26,200
City & RTZ-ABC: (70) 42,492; (82) 42,300

4 - HOUSEHOLDS:
City 80 Cen. 4,995; Loc. Est. 5,204
County 80 Cen. 9,702; Loc. Est. 10,194
CZ-ABC: (70) 4,857; (82) 4,900
RTZ-ABC: (70) 10,070; (82) 12,500
City & RTZ-ABC: (70) 14,927; (82) 17,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$75,366,000
Savings & Loan	2	$149,099,000

6 - PASSENGER AUTOS: County 13,326

7 - ELECTRIC METERS: Residence 5,997

8 - GAS METERS: Residence 5,229

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Ammunition Plant 690 ($274); State Hospital & Training Ctr. 435 ($227); Railroad 480 ($450); Steel Products 153 ($196); Peabody Tec Tank ($261); Color Graphics.
Principal Pay Days-R.R. and State, 1st and 16th.

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING:Principal Shopping Center-5 blocks on Parsons Plaza; 2 on Broadway; 1 on 18th.
Neighborhood Shopping Centers-300 Main; Belmont Square Shopping Center, 21st and Main.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Wal-Mart; TG&Y; Litwins.
Chain Supermarkets-Rooster's Thriftway; Safeway; Price Cutter; Consumers Discount; Greaves NuWay AG.
Other Chain Stores-Sears Roebuck (order); Sherwin-Williams (paint); Montgomery Ward; Revco (drug); Wal-Mart Prescription Center; Westco.

14 - NEWSPAPERS: SUN (e-mon to fri) 9,026; (m-sat) 9,059; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gordon Nordquist, Gen. Mgr., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative: Landon Associates.

PITTSBURG

1 - LOCATION: Crawford County, E&P Map D-3, 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: Railroads-K.C.; Southern; AT&SF; Missouri Pacific; Frisco.
Motor Freight Carriers-7.
Bus Lines-Continental Trailways.
Airlines-Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770; Loc. Est. 19,341
County 80 Cen. 37,916; Loc. Est. 39,864

4 - HOUSEHOLDS:
City 80 Cen. 7,737; Loc. Est. 8,201
County 80 Cen. 15,212; Loc. Est. 16,565

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$135,523,214
Savings & Loan	2	$156,070,771

6 - PASSENGER AUTOS: County 19,737

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 9,464

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners (Av. Wkly. Wage)-Armature 106 ($211); Lithography 20 ($260); Grocers 153 ($320); Coal 170 ($275); Coal Preparation 730 ($240); Census Bureau 187 ($229); Tile 260 ($240); Textile 125 ($170); Chemical 300 ($340); Livestock Feed 100 ($210); Paper Products 103 ($210).
Principal Industrial Pay Days-1st, 5th, 15th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall 23 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(24)	NA	J.C. Penney, Newman's

Principal Shopping Days-Downtown Thu.; Shopping Centers every night except Sun.
Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: Department Stores-Ramsay's; Montgomery Ward (mail order); J.C. Penney; Sears (mail order); Newman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart.
Chain Drug Stores-Green Cross; Crowell 2; Scottie; Vista.
Chain Supermarkets-Safeway; TruValue 2; Consumers; Dillons; IGA 3; AG.
Other Chain Stores-Mode O'Day; Sherwin Williams; Merle Norman Cosmetics; Rexall; Green Cross; Gallenkamp's; Baskin-Robbins; Quik-Trip; Musicland; Lumberjack Building Supply; Otasco; Pay Less Shoes; Sutherland Lumber; Davis Paint; Baily's of Kansas; Kutz Music; Convenient Foods; 7-Eleven; Bob's Shoes.

14 - NEWSPAPERS: SUN (m) 13,229; (S) 13,285; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James R. Ward, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
National Representative: Southwest Dailies.

PRATT

1 - LOCATION: Pratt County, E&P Map B-3, County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: Railroads-Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885; Loc. Est. 6,757
County 80 Cen. 10,275; Loc. Est. 10,071

4 - HOUSEHOLDS:
City 80 Cen. 2,824; Loc. Est. 2,778
County 80 Cen. 4,078; Loc. Est. 4,091

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$80,654,000
Savings & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,464

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum Prod. & Equip. 85 ($185); Rock Island Div. Point 65 ($387); Farm Equip. Mfg. 98 ($168); Dairying 50 (NA); Mining Gypsum 55 ($135); Oil Feed Tanks 40 ($168); 35,000 Animal Capacity Feed Lot 45 (NA); R.V. Toppers 25 ($169); Furniture 30 ($155); Area Hospital 66 ($247); State Hdqrs. Forestry, Fish & Game 75 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10. Last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 streets.
Neighborhood Shopping Centers-North Main; East First and West First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Gibson's; Jett's; J.C. Penney; Litwins; Alco.
Discount Stores-Gibson's; Alco.
Chain Supermarkets-Dillons; Safeway; Discount Food Center; Drive Inn.
Other Chain Stores-Gambles; Western Auto; Woolwines Auto Supply; Goodrich; Sears Roebuck (Catalog); Montgomery Ward (Catalog).

14 - NEWSPAPERS: TRIBUNE (e) 4,059; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, S. Ninnescah, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County, E&P Map B-2, County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 5,427; Loc. Est. 5,817
County 80 Cen. 8,868; Loc. Est. 9,347

4 - HOUSEHOLDS:
City 80 Cen. 2,228; Loc. Est. 2,372
County 80 Cen. 3,612; Loc. Est. 3,960

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,199

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Production; Pipeline Construction; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thu. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-L. Banker Mercantile; J.C. Penney; Kiltzke's; Anthony's.
Variety Stores-TG&Y.
Chain Supermarkets-IGA 2; Boogaart's.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,820; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County, E&P Map C-2, County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific; CRI&P; Santa Fe.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Frontier; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 41,843; Loc. Est. 43,395
CZ-ABC: (70) 40,414; (82) 40,900
RTZ-ABC: (70) 115,960; (82) 112,100
County 80 Cen. 48,905; Loc. Est. 50,123
City & RTZ-ABC: (70) 156,374; (82) 153,000

4 - HOUSEHOLDS:
City 80 Cen. 16,216; Loc. Est. 17,259
County 80 Cen. 18,613; Loc. Est. 19,633
CZ-ABC: (70) 13,178; (82) 15,500
RTZ-ABC: (70) 40,898; (82) 46,200
City & RTZ-ABC: (70) 54,076; (82) 61,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$269,208,181
Savings & Loan	4	$125,816,776

6 - PASSENGER AUTOS: County 30,318

7 - ELECTRIC METERS: Residence 19,722

8 - GAS METERS: Residence 16,956

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Elect 213; Sheet Metal 150; Const. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 1,100; Fluorescent Lamps 400; Food Processing 2,100; Battery Mfg. 500; Agricultural Equip. 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmore Ctr.(20)	NA	IGA, NCR
Kraft Manor(16)	NA	Suburban TV
Mid-State Mall(40)	NA	Mont. Ward, Woolco, Walgreen
Sears Ctr.(7)	NA	Sears, Kresge's
Southview(2)	NA	Safeway, Alco
Sunset Plz.(24)	NA	Rexall, Dillon, Otasco, Duckwall
Southgate(9)	NA	Rexall, Dillons, Calhouns
Park West	NA	K mart

Principal Shopping Days-Mon., Thu., Sat., Sun.
Stores Open Evenings-Mon., Thu.

13 - RETAIL OUTLETS: Department Stores-Klein's; Sears Roebuck; Penney; Alco; Woolco; Calhoun's; Gibson's; K mart.
Variety Stores-Kresge; Gambles.
Discount Stores-Gibson's; Weeks; Alco; Woolco; K mart.
Chain Drug Stores-Morriss 2; Walgreen.
Chain Supermarkets-Dillon 3; Safeway; Food-4-Less 2; Warehouse Market; Ashton's 2.
Other Chain Stores-Firestone; Zales; G. R. Kinney; Goodyear.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 31,037; (S) 34,800; Mar. 31, 1982 ABC. Converted to morning publication Oct. 3, 1982.
Local Contact for Advertising and Merchandising Data: Paul G. Webb, Mktg. Dir., JOURNAL, Box 779, Salina, KS 67401; Tel. (913) 823-6363.
National Representative: Southwest Dailies.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka SMSA). E&P Map D-2, State Capital, County Seat. U.S. Hwys. (junction) 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpk. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Frontier; Capitol; Midway.

3 - POPULATION:
Corp. City 80 Cen. 115,266; Loc. Est. 115,695
CZ-ABC: (70) 155,322; (82) 154,200
RTZ-ABC: (70) 363,682; (82) 399,000
County 80 Cen. 154,916; Loc. Est. 159,004
SMSA 80 Cen. 185,442; Loc. Est. 192,068
City & RTZ-ABC: (70) 519,004; (82) 553,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,256; Loc. Est. 47,755
County 80 Cen. 58,832; Loc. Est. 62,277
SMSA 80 Cen. 69,729; Loc. Est. 74,435
CZ-ABC: (70) 49,986; (82) 58,200
RTZ-ABC: (70) 115,552; (82) 147,800
City & RTZ-ABC: (70) 165,338; (82) 206,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	80	$767,851,000
Savings & Loan	79	$1,395,000,000

6 - PASSENGER AUTOS: County 92,200

7 - ELECTRIC METERS: 55,632

8 - GAS METERS: Residence 50,012

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Government 21,700; Services 17,600; Manufacturing 9,800; Finance, Ins. & Real Estate 5,900; Contract Construction 2,700; Wholesale & Retail 18,200.
Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68; First frost, Oct. 20. Last frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 3 sts.
Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookwood(27)	6	Dillons, TG&Y
Campus North(14)	5	Vivians
Eastboro(18)	3	Duckwalls, Falleys
Gage Center(48)	4	Woolworth, Safeway
Gage Vlg.(30)	4	Rosies Show Off
Highland Crest(40)	4	K mart, IGA
Highland Vlg.(25)	6	Alco, IGA
Hillsdale(20)	6	Dillons, Midwestern Music
Holliday Sq.(29)	4	Dibbles, Pelletier's
Huntoon & Wannamaker	5	K mart
Indian Hills	5	Safeway
Market Place(8)	5	Dibbles
North Plaza(4)	5	Suttons, Alco, Calhouns
N. Topeka Bus. District	5	Marlings, Safeway
Northland(11)	8	Falleys, Northland's
Seabrook(4)	4	Falleys, Calhouns
South City Plz.(12)	2	A&P
Southwest Center	5	S.W. Bowl
University Vlg.(6)	4	Porterfields, IGA
Washburn View(13)	3	Roachs, Suttons
Westboro	3	Paul's, Billies
White Lakes(63)	3	Sears, Walgreen, Woolworth, Penneys
White Lakes Plz.(17)	4	Team Electronics, Interiors International

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Department Stores-Mon. & Thurs. Supermarkets-Every evening.
Stores Open Sundays-Grocery, supermarkets, discount houses, dept. stores.

13 - RETAIL OUTLETS: Department Stores-Pelletier's; Sears; Montgomery Ward; J.C. Penney; P.N. Hirsch; Macy's; J.M. McDonald's; Calhoun's; Richman-Gordman; Seiferts; Northland.
Discount Stores-Skagg's; Ardan's; Woolco; K mart 3; Alco 3.
Variety Stores-Woolworth 2; Duckwall's 2; TG&Y.
Chain Drug Stores-Walgreen 3; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets-Dibble's 3; IGA 11; Falley's 4; Safeway 3; Sutton's 2; Dillon's 3; Tilton's 2; Thriftway 3; Super Saver 4; Save More; Food For Less 4; Sak'n Save; EZ Shops 6; Kwik Shops 3; 7-Eleven 3; Town & Country 4.
Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; CMC Stereo; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Freeman Factory Outlet; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Harper Fabrics; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Lighting Centre; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; SherwinWilliams; Singer; So Fro Fabrics; Russell Stover; Susies Casuals; Sutherland Lumber; Swiss Colony; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfes Jewelry; Zales Jewelry; A.J. August; Tango Boutique; The Gap; Foxmoor; Fashion Conspiracy; Adler's; Extension I.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 69,596; (S) 75,220; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne III, Adv. Dir., CAPITAL-JOURNAL, 616 Jefferson St., Topeka, KS 66607; Tel. (913) 295-1159.
National Representative: Branham.

WELLINGTON

1 - LOCATION: Sumner County, E&P Map C-3, County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpk.

2 - TRANSPORTATION: Railroads-Rock Island; Sante Fe.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,212; Loc. Est. 8,564
County 80 Cen. 24,928; Loc. Est. 26,253

4 - HOUSEHOLDS:
City 80 Cen. 3,332; Loc. Est. 3,530
County 80 Cen. 9,413; Loc. Est. 10,230

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$20,000,000

6 - PASSENGER AUTOS: County 14,716

7 - ELECTRIC METERS: Residence 3,169

8 - GAS METERS: Residence 2,948

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; TG&Y; Sears; Walmart.
Chain Supermarkets-J.C. Dillon; IGA; Wellington Discount Foods.
Other Chain Stores-Oklahoma Tire & Supply; Gambles; Firestone.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,016; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jackson Mitchell, Pub. & Ed., NEWS, 113 W. Harvey, Wellington, KS 67152; Tel. (316) 326-3326.
National Representative: Landon Associates.

WICHITA

1 - LOCATION: Sedgwick County, E&P Map C-3 (SMSA), County Seat. 161 mi. SE of the geographical center of the continental United States; 190 mi. SW of Kansas City, MO. On U.S. Hwys. 54, 81, I-35; State Hwys. 15, 42, 96; Kansas Tpke.

2 - TRANSPORTATION: Railroads-(Freight service only) Santa Fe; Missouri Pacific; Burlington-Northern.
Motor Freight Carriers-54.
Intercity Bus Lines-Trailways.
Airlines-TWA; American; Northwest Orient; Texas Int'l; Frontier; Continental; Air Midwest; Republic; Trans Central; United.

3 - POPULATION:
Corp. City 80 Cen. 279,835; Loc. Est. 291,771
County 80 Cen. 367,088; Loc. Est. 386,451
SMSA 80 Cen. 411,313; Loc. Est. 431,909
PMA-ABC: (70) 763,056; (82) 809,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 110,306; Loc. Est. 119,139
County 80 Cen. 137,744; Loc. Est. 386,451
SMSA 80 Cen. 153,831; Loc. Est. 431,909
PMA-ABC: (70) 250,696; (82) 311,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	19	$1,827,947,607
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 276,086

7 - ELECTRIC METERS: 155,155

8 - GAS METERS: 127,162

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Total Labor Force 226,000; Meat Packing 2,300 ($340); Construction 9,000; Transportation Equip. (Inc. Aircraft) 32,800 ($416); Manufacturing 55,100 ($307).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Center8 blocks on Douglas Ave.; 1 N and 1 S on Water St.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz.(4)	4 1/2	Safeway
Blvd. Plaza(15)	2 1/2	IGA
Central Hgts.(17)	6	TG&Y, IGA
Eastgate(28)	5 1/2	Dillon, Ardan's
Indian Hills(12)	3 1/2	IGA
Ken-Mar(16)	4 1/2	Woolworth's, IGA
Lincoln Hgts.(25)	3	Gessler, Barrier's
Marina Lakes(28)	4 1/2	Woolco
Morris Town(12)	4	Carl Bell's
Normandie(28)	4 1/2	TG&Y, Safeway
Parklane(64)	4	TG&Y, David's
Pawnee Plz.(20)	2 1/2	Woolco, IGA
Plaza West(19)	3 1/2	IGA, TG&Y
Prairie Vlg.(21)	5 1/2	Dillon, Calhoun's
Seneca Sq.(31)	4 1/2	Dillon
Sweetbriar(40)	4	IGA, David's
Towne East Square(120)	5	Dillard's, Penney's, Sears

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Towne West Square(98)	3 1/2	Dillards, Penneys, Mont. Ward
Twin Lakes(65)	4 1/2	Sears, Henry's
Westlink(27)	6	Dillon, Calhoun's
Westway(23)	4	Safeway, David's, IGA
Wichita Mall(43)	3	IGA, Ward's

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every evening to 9; Macy's (downtown)-Mon., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Wards 2; Sears 3; J.C. Penney 2; Dillard's 2; Calhoun's 4.
Discount Stores-David's 5; K mart 4; TG&Y Family Centers 10; Woolco 2; Target 2.
Variety Stores-Woolworth 2; TG&Y 3.
Chain Drug Stores-Hart 2; Skaggs 5; Gessler's 4; Cummings 5; Revco 7; David's 2; TG&Y 5; K mart 4.
Chain Supermarkets-Dillon's 18; Safeway 11; Associated Grocers 14; IGA 19; Quick Trip 43; Town & Country 20; Kwik Shops 15; Leeker's 2; Johnson's 11; Bestyet 3.
Other Chain Stores-Ardan 2; Baker's Shoes 2; Casual Corner 2; Cloth World 3; Gallenkamp 2; Gallery Shoes 3; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 3; Jo-Ann Fabrics 2; Otasco 7; Royal Optical 2; Russell Stover 2; Radio Shack 12; Singer Co. 4; Team Electronics 4; Wilson's Jewelers; World Bazaar 2; Zales 4; Woolf Bros.

14 - NEWSPAPERS: EAGLE-BEACON (m) 124,171; (S) 183,080; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mary McCoy, Natl. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6381.
National Representative: Knight-Ridder.

WINFIELD

1 - LOCATION: Cowley County, E&P Map C-3, County Seat. Educational medical center. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State 15.

2 - TRANSPORTATION: Railroads-AT&SF; Frisco.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Cen. 10,736; Loc. Est. 10,893
CZ-ABC: (70) 11,405; (82) 11,400
RTZ-ABC: (70) 19,958; (82) 22,200
County 80 Cen. 36,824; Loc. Est. 38,503
City & RTZ-ABC: (70) 31,363; (82) 33,600

4 - HOUSEHOLDS:
City 80 Cen. 4,172; Loc. Est. 4,241
County 80 Cen. 13,897; Loc. Est. 15,007
CZ-ABC: (70) 3,723; (82) 4,400
RTZ-ABC: (70) 6,801; (82) 8,700
City & RTZ-ABC: (70) 10,524; (82) 13,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$56,987,000

6 - PASSENGER AUTOS: County 19,997

7 - ELECTRIC METERS: Residence 5,708

8 - GAS METERS: Residence 4,521

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil 600 ($275); Food Proc. 250 ($220); Metal Prods. 550 ($275); Aircraft 1,500 ($250); Medical 600 ($220); Plastics 300 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING:Principal Shopping Center-7 blocks on 2 sts.
Shopping Centers-Winfield Plaza.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thu.; Shopping Centers 7 days.

13 - RETAIL OUTLETS: Department Stores-Kerr-Calvert; J.C. Penney; Litwin's; C.R. Anthony; Montgomery Ward.
Discount Stores-TG&Y; Walmart.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Dillons; Boogaarts; Wheeler's; IGA.
Other Chain Stores Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 6,251; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dave Seaton, Pub., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

KENTUCKY SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.
Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Evansville, Ind.-Ky.-Gibson, Posey, Vanderburgh and Warwick Counties, Ind.; Henderson County, Ky.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd and Greenup Counties, Ky.; Lawrence County, Ohio.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, Ky.-Ind.-Bullitt, Jefferson and Oldham Counties, Ky.; Clark and Floyd Counties, Ind.
Owensboro-Daviess County.

STANDARD CONSOLIDATED STATISTICAL AREAS

Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati Ohio-Ky.-Ind. SMSA; Hamilton-Middletown, Ohio SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	271	283	287
5-14 Years	651	591	600
15-24 Years	585	700	710
25-44 Years	732	991	1,005
45-64 Years	645	686	696
65 and Over	336	410	416
TOTAL	3,220	3,661	3,714

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	399	656	835
General Mdse	817	1,192	1,667
Food	1,434	2,490	3,970
Automobiles	1,258	2,292	2,768
Gasoline Stations	543	1,021	1,809
Apparel	274	438	607
Furniture	271	456	597
Eat-Drink Places	393	772	1,258
Drugs	232	354	535
TOTAL	6,161	10,492	15,434

ASHLAND

1 - LOCATION: Boyd County, E&P Map F-1 (In Huntington-Ashland, WV-KY-OH SMSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52 and State Hwys. 168 and 5.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Tri-State Aviation.

3 - POPULATION:
Corp. City 80 Cen. 27,064; Loc. Est. 26,021
CZ-ABC: (70) 55,615; (82) 60,600
RTZ-ABC: (70) 108,232; (82) 142,300
SMSA 80 Cen. 311,350; Loc. Est. 312,677
County 80 Cen. 55,513; Loc. Est. 55,375
City & RTZ-ABC: (70) 163,847; (82) 202,900

4 - HOUSEHOLDS:
City 80 Cen. 10,620; Loc. Est. 10,561
County 80 Cen. 19,960; Loc. Est. 20,516
SMSA 80 Cen. 110,793; Loc. Est. 114,550
CZ-ABC: (70) 17,853; (82) 22,600
RTZ-ABC: (70) 30,966; (82) 48,200
City & RTZ-ABC: (70) 48,819; (82) 70,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$327,220,588
Savings & Loan	4	$123,346,576

6 - PASSENGER AUTOS: County 37,100

7 - ELECTRIC METERS: Residence 18,792

8 - GAS METERS: Residence 9,302

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chemicals; Brick; Air Prod.; Activated Carbon; Nickel Prod.; Leather; Garments; Oil Refining; Railroading; RR Car Repair; Coke Mfg.; Show Case and Store Fixtures.
Principal Industrial Pay Days-Fri.; 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenup Mall(16)	6	Heck's, Murphy Mart, K mart
Ashland Plz.(10)	6	Hill's
Midtown Mall(12)	NA	Woolco
Oakview	NA	Thrift Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon.; Food every night.

13 - RETAIL OUTLETS: Department Stores-C.H. Parsons; Sears; J.C. Penney; Star Store; K mart.
Variety Stores-Murphy.
Discount Stores-Heck's; Hill's; Woolco.
Chain Drug Stores-Revco 2; Thrift 2; SupeRx; Begley Drugs.
Chain Supermarkets-Mussetter's 4; Kroger 2; Miller's; Co-ops; Gateway 2; Key Mkts.; Foodland 6; IGA 3; Cardinal 4.
Other Chain Stores-Walker's; Nobil's; Goodrich; Firestone; Pic-Way Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 25,076; (S) 27,704; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham.

BOWLING GREEN

1 - LOCATION: Warren County, E&P Map C-3, County Seat. Agricultural section. University town; diversified mfg.; tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Nat'l Park. On U.S. Hwys. 31 W., 68 & 231. State Hwys. 67, 71, 234, 80; I-65 and Green River Parkway.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; freight & piggyback service.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Trailblazer.

3 - POPULATION:
Corp. City 80 Cen. 40,450; Loc. Est. 40,554
CZ-ABC: (70) 36,253; (82) 42,000
RTZ-ABC: (70) 129,755; (82) 157,300
County 80 Cen. 71,828; Loc. Est. 73,883
City & RTZ-ABC: (70) 166,008; (82) 199,300

4 - HOUSEHOLDS:
City 80 Cen. 14,313; Loc. Est. 14,587
County 80 Cen. 24,833; Loc. Est. 26,321
CZ-ABC: (70) 10,898; (82) 14,800
RTZ-ABC: (70) 41,696; (82) 59,000
City & RTZ-ABC: (70) 52,594; (82) 73,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$353,916,497
Savings & Loan	2	$151,060,356

6 - PASSENGER AUTOS: 37,000

7 - ELECTRIC METERS: Residence 14,614

8 - GAS METERS: Residence 14,278

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage N.A.)-Garments 1,347; Auto Parts 2,127; Laundry Equipment 275; Wood Products 17; Controls 700; Portable Heavy Equipment 448; Crane and Excavator Manufacture 381; Tire Cord Fabric 61; Auto Assembly 1,328; Bakery 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Parts of State, College and Main Sts. & Public Square; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Roads; Fairview Ave., Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, Fairview Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bowling Green Mall(30)	NA	Woolco, SupeRx
Fairview Plaza(19)	NA	K mart, Winn-Dixie
Western Gtwy.(15)	NA	Rose's, Houchen's, Taylor Drug
Bowling Green Center(11)	NA	Wal-Mart, Kroger
Kings Plaza(15)	NA	Treasury Drug, Winn-Dixie
Northgate Ctr.	NA	Gibson's, Reeves
Greenwood Mall(65)	NA	Ben Snyders, J.C. Penney, Osco, Caster-Knott

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Caster-Knott; Woolco; Rose's; K mart; Ben Snyder; Wal-Mart.
Discount Stores-Gibson; Factory Return Shoes; Plaza Discount; Goofs Factory Outlet; Sportswear Mart.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Begley's; Revco; Rite Aid.
Chain Supermarkets-Kroger's; Houchins 6; Reeves 4; Campbell's 3; Moore Bros. IGA; Tucker's Minit Mkts. 2; Winn-Dixie 2; Big Star 2.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Mary Carter Paint; Zale Jewelers; Radio Shack; Western Auto; Adams Shoes; Nobil Shoes; Hancock Fabric; Pic Way; Payless; Golden Farley; Behr's; Fashion Shop; Poppe Shoppe; Connie Shoes; B. Dalton Bookseller; Naturlizer; B&B Service Center; Hallmark; Morrisons; Merle Norman; Grandma Loves Cookies; Connie Shoes; General Nutrition Center; Richman Brothers; Ormand Musicland; Gallenkamp Shoes; Clifford's Jewelry; Orange Julius; Caramel Korn; Brook; Command Performance; Kinney Shoes; Earring Tree; Walden Books; Peck & Peck; World Bazaar; Embrys; Clifford's Keepsake; Hickory Farms; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Bottomhalf; Baskin Robbins; The Junction; Piecegoods Store; Dollar General; Riherd's; Kay's Jewelry; C&H Rausch.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 19,513; (S) 22,544; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mary Gaines, Gen. Adv. Mgr., DAILY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 781-1700.
National Representative: Branham.

CORBIN

1 - LOCATION: Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N Knoxville, TN, 100 mi. S. On U.S. Hwys. 25, 25-E. 25-W & State Hwys. 6, 90, 26,312, Interstate 75.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 8,075; Loc. Est. 7,708
Counties 80 Cen. 63,535; Loc. Est. 65,176
Whitley 80 Cen. 33,296; Loc. Est. 33,456
Knox 80 Cen. 30,239; Loc. Est. 31,720

4 - HOUSEHOLDS:
City 80 Cen. 3,211; Loc. Est. 3,181
Counties 80 Cen. 21,283; Loc. Est. 22,455
Whitley 80 Cen. 11,338; Loc. Est. 11,714
Knox 80 Cen. 9,945; Loc. Est. 10,741

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$83,924,000

6 - PASSENGER AUTOS: Knox Co. 9,784; Whitley Co. 15,700 (1980)

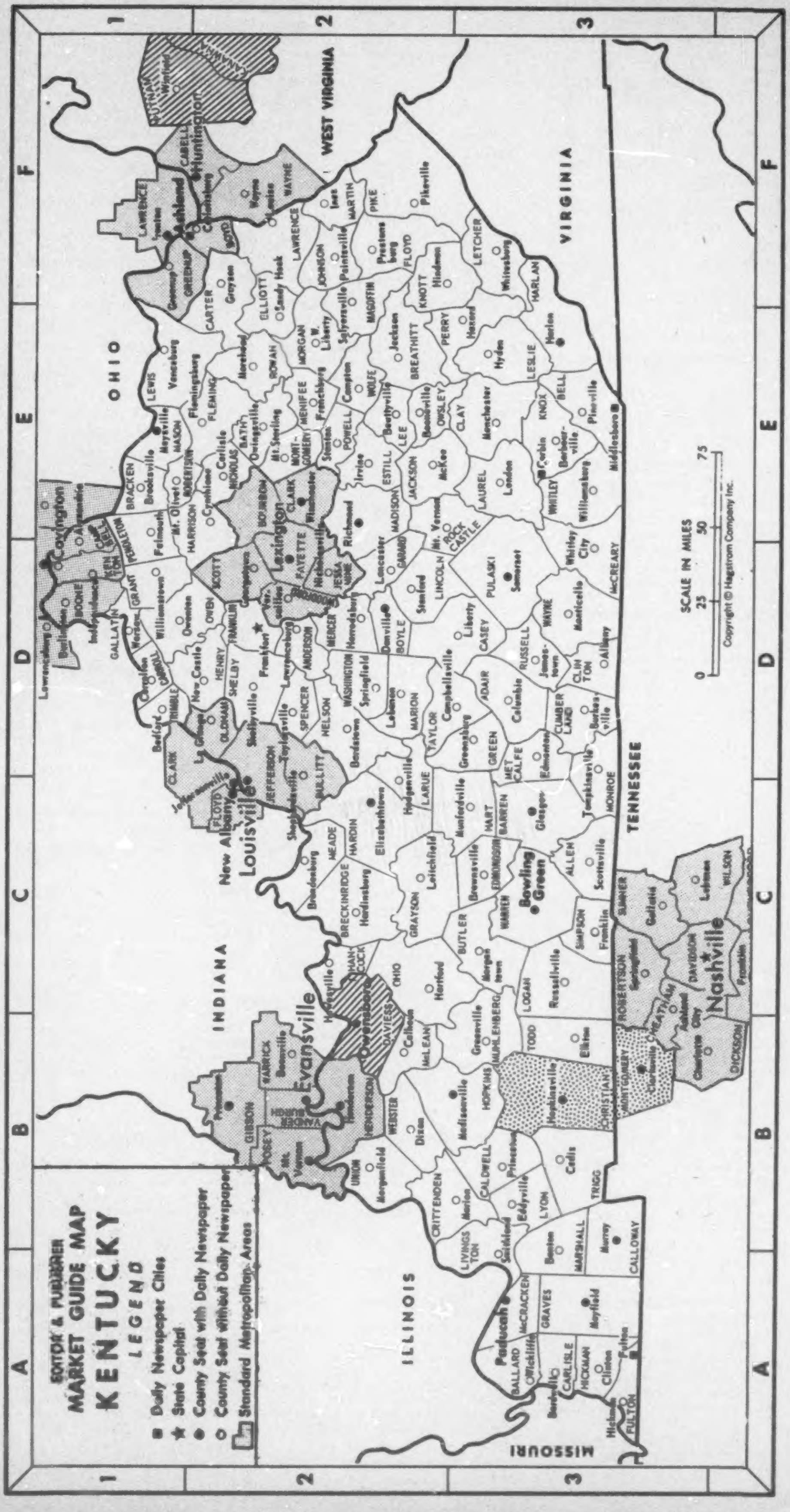
7 - ELECTRIC METERS: Residence 3,192

8 - GAS METERS: Residence 5,009

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Electrical Pdts. (325 emp.) ($189); Woven Wire Products 279 ($210); Greeting Cards 1,157 ($201); National Cash Register NA ($223); Certainteed Products NA ($220).
Principal Industrial Pay Days-Sat., 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.


EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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OHIO
INDIANA
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VIRGINIA
WEST VIRGINIA
Covington
Louisville
Lexington
Frankfort
Evansville
Owensboro
Bowling Green
Nashville
Paducah
Ashland
Huntington
New Albany

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.

Neighborhood Shopping Centers-In East, North and West Corbin.

Principal Shopping Days-Sat., Mon., Fri., and railroad paydays, twice monthly.

Stores Open Sundays-Drug, Grocers, Department and Discount Stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Belk-Simpson; Daniel's; Rose's; Heavy Equipment: Whayne Supply.

Variety Stores-Dollar Stores; Southern Dollar Stores.

Discount Stores-Howard Bros.; S & T Hdwr.

Chain Drug Stores-Huff (Walgreen); Cottongin (Rexall); Begley's (Walgreen).

Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Pic Pac; Winn Dixie.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri) 7,892; (S) 7,957; sworn Mar. 31, 1982.

Local Contact for Advertising and Merchandising Data: James L. Crawford, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (601) 528-2454.

National Representative: Landon Associates.

COVINGTON

1 - LOCATION: Kenton County, E&P Map D-1 (in Cincinnati, OH-KY-IN SMSA). N Kentucky across Ohio River from Cincinnati. U.S. Hwys. 25, 27, 42, 127, I-75, I-71 service the area. Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Louisville & Nashville; Southern.

Airlines-American; Delta; Eastern; North Central; Piedmont; TWA; Pan American; USAir.

Bus Lines-Greyhound; Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:

Corp. City 80 Cen. 49,013; Loc. Est. 48,318
County 80 Cen. 137,058; Loc. Est. 139,834
SMSA 80 Cen. 1,401,403; Loc. Est. 1,405,359

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 18,505; Loc. Est. 19,221
County 80 Cen. 48,062; Loc. Est.50,520
SMSA 80 Cen. 498,649; Loc. Est. 514,775

5 - BANKS: 48 Savings; 35 Sav. & Loan

6 - PASSENGER AUTOS: County 71,825 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crestview Mall	NA	McAlpins
Edgewood(8)	9	K mart, Gray Drug, Liberal
Expressway(11)	7	Kroger, Rinks
Florence Mall	12	J.C. Penney, Shillito's, Pogues, Sears, Gray Drug, Lerner, Thom McAn, Dawahare's, Radio Shack
Latonia(10)	4	Meyer Square, Liberal Value City, Walgreen
Newport(42)	1	J.C. Penney, Kroger, Walgreen
Newport Mall(9)	1	Thriftiway Mkt., Becker Drugs
Zayre's	5	Zayre's, Walgreen, McHales

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-All in shopping centers, Monday thru Saturday. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Friday.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; McAlpins; Covington & Newport; Shillito's; Pogues; Sears.

Discount Stores-Rinks; Van Leunenhs; Twin Fair; K mart; Zayre; Value City; Gold Circle.

Variety Stores-Kresge; Woolworth; Ben Franklin.

Chain Drug Stores-Gray; SupeRx; Walgreen; Becker; Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Food Mart; Stop-N-Go 9; Remke's 2; King Kwik 8; U-Tote-M Foods 7.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Richman Bros.; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Haroldе's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 51,517; sworn Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Hammond, Adv. Sales Mgr., KENTUCKY POST, 309 Garrard St., Covington, KY 41011; Tel. (606) 292-7104.
National Representative: Gennett.

DANVILLE

1 - LOCATION: Boyle County, E&P Map D-2, County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,942; Loc. Est. 12,866
CZ-ABC: (70) 11,542; (82) 12,400
RTZ-ABC: (70) 59,622; (82) 71,200
County 80 Cen. 25,066; Loc. Est. 25,252
City & RTZ-ABC: (70) 71,164; (82) 83,600

4 - HOUSEHOLDS:
City 80 Cen. 4,750; Loc. Est. 4,748
County 80 Cen. 8,816; Loc. Est. 9,087
CZ-ABC: (70) 3,869; (82) 4,900
RTZ-ABC: (70) 18,980; (82) 26,700
City & RTZ-ABC: (70) 22,849; (82) 31,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$94,363,000
Savings & Loan	2	$64,808,151

6 - PASSENGER AUTOS: County 12,908 (1980)

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence County 5,118

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Textile 649 ($150); Glass 350 ($250); Shoe 426 (NA); Furniture 145 ($145); Distribution 790 ($200); Appliance 650 ($230); Auto 655 ($200); Conveyor 488 ($160).
Principal Industrial Pay Days-Thurs., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Center-4 blocks on Main; 1 on North 4th; 1 on South 4th; 1 on North 3rd; 1 on South 3rd.
Neighborhood Shopping Centers-1 block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenleaf	2	Super Key Mkt
Danville Manor	2	Rose's, Winn-Dixie
Danville Sq.	2	Wal-Mart, Super-Valu, Revco
Ridgefield	3	Kroger, K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Square & Ridgefield every weekday night and Sunday.

13 - RETAIL OUTLETS: Department Stores-Hub-Frankels; Louisville Store; Rose's; Heck's; Walmart; K mart.
Chain Supermarkets-Kroger; Pic Pac; Super Key Market; Winn-Dixie; Super-Valu, Foodtown.
Other Chain Stores-Dollar General; Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Cowden; Sears Catalog.

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 11,455; KENTUCKY-ADVOCATE (S) 12,218; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliot, Adv. Mgr., ADVOCATE-MESSENGER, 326 W. Walnut, Danville, KY 40422; Tel. (606) 236-2551.
National Representative: Landon Associates.

ELIZABETHTOWN

1 - LOCATION: Hardin County, E&P Map C-2, County Seat. Military (Fort Knox), industrial, agricultural and tourist area; in central Kentucky at crossroads, I-65 (north & south), and Bluegrass and Western Pkw (Hwy. 62-east & west).

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 miles).

3 - POPULATION:
Corp. City 80 Cen. 15,380; Loc. Est. 15,593
PMA-ABC: (70) 87,104; (82) 101,900
County 80 Cen. 88,917; Loc. Est. 90,150

4 - HOUSEHOLDS:
City 80 Cen. 5,788; Loc. Est. 5,923
County 80 Cen. 24,610; Loc. Est. 25,610
PMA-ABC: (70) 19,759; (82) 27,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$95,000,000
Commercial	6	$188,797,000

6 - PASSENGER AUTOS: County 38,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Electric Cable; Magnets; Sealants; Ice Cream; Clothing.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers(No. of Stores)-Helmwood Plaza (23); Elizbethtown Plaza (22); North Mulberry (6); Redmar Plaza (20); Radcliff Plaza (15).
Principal Shopping Days-Thu., Fri., & Sat.
Best Food Days-Mon. & Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open till 9 p.m. (Major discounters & Super Mtks. open till 6 p.m. Sun.). Major Shopping Centers till 9 every evening.

13 - RETAIL OUTLETS: Department Stores-The People's Store 2; Sears.
Discount Stores-Rose; K mart; Heck's; Wal-Mart.
Variety Stores-TG&Y; Murphy Mart; Sears Surplus Store.
Chain Drug Stores-Taylor; SupeRx; Begley's; Walgreen.
Chain Supermarkets-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hdwre; Coast-to Coast Hdwre; Sears.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 13,738; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabeth, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County, E&P Map D-2, State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city.

2 - TRANSPORTATION: Railroads-C&O; L&N; F&C.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Delta (all at Bluegrass Field, Lexington).

3 - POPULATION:
Corp. City 80 Cen. 25,973; Loc. Est. 26,327
County 80 Cen. 41,830; Loc. Est. 42,606
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,392; Loc. Est. 10,852
County 80 Cen. 15,681; Loc. Est. 16,496

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$500,000,000
Savings & Loan	2	$108,000

6 - PASSENGER AUTOS: County 22,625 (1980)

7 - ELECTRIC METERS: Residence 12,051

8 - GAS METERS: Residence 9,146

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Distilling 1,700 ($180); State Gov't. 10,000 ($200); Underwear 900 ($165); Auto Machinery, Gauges, Appliances ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-80; Summer 65-90; Fall 47-80; Winter 27-42.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Sq.	25	Kroger, Penney, Firestone
Petite Plaza	7	Pizza Hut
Century Plaza	8	Big K, Buy-Low Foods, Begley Drug
Eastwood	18	Sears, Gateway, Ben Franklin
Frankfort Plaza	5	Radio Shack, Vagel Hdwe.
By Pass	10	Night Owl Mkt.
Winn-Dixie	NA	Winn-Dixie
Capital Center	NA	Winn-Dixie
Brighton Park Mall	12	Kroger, Ace Hdwe., Taylor Drug

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney.
Variety Stores-Hudson's.
Discount Stores-K mart; Big K; Heck's.
Chain Drug Stores-Walgreen; Rexall; Taylor 2; Begley Drug.
Chain Supermarkets-Kroger 3; A&P; Winn-Dixie; IGA 2; Gateway; Blue Bonnet 2; Handy Mkts. 4; Buy-Low.
Other Chain Stores-Singer; Goodyear; Sherwin-Williams; LeRoy's; Adams Shoes; Cinderella.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri) 10,548; (S) 11,356; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.
National Representative: Landon Associates.

FULTON, KY-SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN), E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94 and 307 and Purchase Parkway.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872; Loc. Est. 5,657
Fulton, KY 80 Cen. 3,137; Loc. Est. 3,076
S. Fulton, TN 80 Cen. 2,735; Loc. Est. 2,581
Counties 80 Cen. 41,752; Loc. Est. 41,450
Fulton, KY 80 Cen. [illegible]71; Loc. Est. 8,595
Obion, TN 80 Cen. 32,781; Loc. Est. 32,855

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401; Loc. Est. 2,347
Fulton, KY 80 Cen. 1,308; Loc. Est. 1,317
S. Fulton, TN 80 Cen. 1,093; Loc. Est. 1,030
Counties 80 Cen. 15,463; Loc. Est. 15,779
Fulton, [illegible] 384; Loc. Est. 3,345
Obion, TN 80 Cen. 12,079; Loc. Est. 12,434

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$80,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: Counties: Fulton, KY 4,465 (1980); Obion, TN 24,489 (All Vehicles)

7 - ELECTRIC METERS: Residence Fulton, KY 1,790; S. Fulton, TN 1,200

8 - GAS METERS: Residence Fulton, KY 1,081; S. Fulton, TN 945

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Garments 837; Dairy 150; Seed Packaging 350; RR 250; Misc. 175.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carr Plaza(3)	NA	Big John, Wal-Mart
So. Fulton(11)	NA	P.N. Hirsch, Sears
Southern Vlg.(8)	NA	Liberty Mkt.

13 - RETAIL OUTLETS: Department Stores-Leader Store; Kasnow; P.N. Hirsch; Sears; K. Homra.
Variety Stores-Ben Franklin.
Discount Stores-Walmart.
Chain Drug Stores-City Drug; Southside Drug; Evan's Rexall; SupeRx.
Chain Supermarkets-Big John; Mart; IGA; Pic Pac.
Other Chain Stores-Noffel's; Family Shoes; Goodyear; Sherwin-Williams; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwre.; Fulton Hdwr.; Graham Furn.; Wade Television; Otasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 2,770; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: *William Mitchell, Asst. Pub., LEADER, 304 E.* State Line, Fulton, KY 42041; Tel. (502) 472-1121.
National Representative: Landon Associates.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3, County Seat. Agriculture & manufacturing area. SC portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90, and 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958; Loc. Est. 13,433
County 80 Cen. 34,009; Loc. Est. 35,519
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,864; Loc. Est. 4,928
County 80 Cen. 12,267, Loc. Est. 13,240

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$155,612,000
Savings	5	$155,612,000
Savings & Loans	3	$63,828.550

6 - PASSENGER AUTOS: County 16,755 (1980)

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Building Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Processing 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct. Last killing frost, late March.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Happy Valley(65)	2	Houchen's
Park Avenue(12)	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's(7)	2	Begley Drug, Cato
Glasgow Square(6)	2	Wal-Mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., downtown; nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores-National; J.C. Penney; Lerman Bros.; Bernards; Ira Watson Stores.
Variety Stores-Ben Franklin; Newberry's; Dollar General; Family Dollar.
Discount Stores-Heck's; Wal-mart; K mart.
Chain Drug Stores-Elyhs Walgreen 4; Begley's; Geo. J. Ellis Riteway Drugs.
Chain Supermarkets-Houchen's 4; Big Star; IGA; Jr. Foods; Mint Mart; Convenient.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,143 (S) 7,137; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 301 S. Green St., Glasgow, KY 42141; Tel. (502) 651-5171.
National Representative: Landon Associates.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On state Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Southern Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,024; Loc. Est. 2,882
CZ-ABC: (70) 4,530; (82) 4,600
RTZ-ABC: (70) 32,840; (82) 36,300
County 80 Cen. 41,889; Loc. Est. 42,142
City & RTZ-ABC: (70) 37,370; (82) 43,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,191; Loc. Est. 1,191
CZ-ABC: (70) 1,600; (82) 1,900
RTZ-ABC: (70) 9,593; (82) 13,300

County 80 Cen. 13,849; Loc. Est. 14,341
City & RTZ-ABC: (70) 11,193; (82) 15,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$74,120,000

6 - PASSENGER AUTOS: County 16,484 (1980)

7 - ELECTRIC METERS: Residence, 1,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coal Mining, 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250)
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. & Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Centers-3 mi. south of town on U.S. 421; Shopping Center 4 miles south on US 421, Kroger, K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mack's Family Ctr(7)	2	, Mack's, Ben Franklin
Woodland Plz(15)	1	A&P, Sears, TG&Y

Principal Shopping Days-Mon., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; Pope Cawood; McComb Supply Co.; Lee Furniture; Cato's.
Discount Stores-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores-TG&Y; Newberry.
Chain Drug Stores-Lee (Rexall); Creech (Walgreen).
Chain Supermarkets-A&P; Mack's; Cas Walker's; Kroger.

14 - NEWSPAPERS: ENTERPRISE (e) 7,165; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rod Harris, Adv. Mgr., ENTERPRISE, Central St., Harlan, KY 40831; Tel. (606) 573-4510.
National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville INKY SMSA). E&P Map B-2, County Seat. 300 mi. from Chicago, 140 mi. from Louisville, 160 mi. from St. Louis.

2 - TRANSPORTATION: Railroads-L&N and IC.
Intercity Bus Lines-Greyhound; Evansville and Ohio Valley.
Airlines-Eastern; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834; Loc. Est. 24,996
CZ-ABC: (70) 22,976; (82) 25,300
RTZ-ABC: (70) 37,179; (82) 44,500
SMSA 80 Cen. 309,408; Loc. Est. 314,741
County 80 Cen. 40,849; Loc. Est. 41,602
City & RTZ-ABC (70) 60,155; (82) 69,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,453; Loc. Est. 9,848
County 80 Cen. 14,688; Loc. Est. 15,406
SMSA 80 Cen. 113,708; Loc. Est. 119,0[illegible]5
CZ-ABC: (70) 7,625; (82) 9,800
RTZ-ABC: (70) 11,190; (82) 15,800
City & RTZ-ABC: (70) 18,815; (82) 25,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$210,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 21,899 (1980)

7 - ELECTRIC METERS: Residence 10,880

8 - GAS METERS: Residence 9,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furniture Mfg. 250 ($100); Needle Industries 250 ($90); Plastics 800 ($130); Aluminum Rendering 600 ($185); Axle Assembly 350 ($165) Steel Products (wheel rims) 300 ($165).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks square bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shopping Cntr.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department-Mon., Fri.; Food, Supermarkets-Daily.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears.
Variety Stores-J.J. Newberry; Ben Franklin.
Discount Stores-Cook's; Kohn Bros.; Big G; K mart.
Chain Drug Stores-Dunnaway's Walgreen; Haag's; Sav Rite; Slater Drugs.
Chain Supermarkets-Dixie Marts; Sureway 3; Dick's Finer Foods 3; D&M Family Foods; Del's Key Market.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Audubon Tire Center; Ewing Tire Center; Mac's Apparel; Montgomery-Ward Catalog; Valley Firestone; Big G (home improvement); Young's Family Center (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 10,878; (S) 13,029; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Steve Austin, Adv. Dir., THE GLEANER, 455 Kimbey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative: Story & Kelly-Smith.

HOPKINSVILLE

1 - LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY SMSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41 & 41A; State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: Railroads-Illinois Central; L&N.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318; Loc. Est. 27,481
CZ-ABC: (70) 32,199; (82) 39,900
RTZ-ABC: (70) 66,251; (82) 77,100
County 80 Cen. 66,878; Loc. Est. 67,276
SMSA 80 Cen. 150,220; Loc. Est. 151,919
City & RTZ-ABC: (70) 98,450; (82) 116,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,955; Loc. Est. 10,062
County 80 Cen. 19,646; Loc. Est. 20,256
SMSA 80 Cen. 46,844; Loc. Est. 48,672
CZ-ABC: (70) 10,099; (82) 14,500
RTZ-ABC: (70) 18,510; (82) 24,900
City & RTZ-ABC: (70) 28,609; (82) 39,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$214,782,224
Savings & Loan	2	$113,543,204

6 - PASSENGER AUTOS: County 25,282 (1980)

7 - ELECTRIC METERS: Residence 22,044

8 - GAS METERS: Residence 8,896

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shoes 363; Lighting 500; Clothing 350; Milling 65; Springs 150; Wire 500; Plastic 128; Rivets 107; Bowling Balls 223; Furniture-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25.

10 - CLIMATE: Average Temp.-Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall.
Stores Open Evenings-Mon. thru Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Montgomery Wards; J.C. Penney; Hirsch 2; Cayce Yost; Wade's (Men's Store); Boyd's Men's Wear; Golden-Farley; Briggs-Stanfill; Marshall's (Men's); Furniture: Herb Hays, Keach, Edna's, Boulevard Furniture, Bill Beliles, Furniture Savings; Ladies: Thrifty Shop, Klein's, Arnolds, Carothers, Quin, Stuart's, Unicorn, Buck's, Brooks, That's All, Social Butterfly, Jackson Purchase, Occasions.
Discount Stores-Big K, Wal-Mart.
Variety Stores-Woolworth; Kress; Dollar; Triangle; Hecks.
Chain Drug Stores-Walgreen; Thrif-T 2; Wood's Rexall; Revco; Medicine Shoppee.
Chain Supermarkets-Kroger; IGA 3; Joiners; Houchen's; Wyndall's; Drury Bros.; Minit-Mkts. 7; Covington's Super Food; Sav-A-Lot.
Other Chain Stores-Burnett Shoes; Firestone; Sears Roebuck(Catalog); Singer; Goodyear; Nobil Shoe; Butler's Shoes; Pic-Way Shoes; JoAnn Fabrics; Paper Mill; Radio Shack; Sherwin Williams; Walden Books.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,251; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William E. Renshaw, Dir. of Sales, KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representative: London Associates.

LEXINGTON

1 - LOCATION: Fayette County, E&P Map D-2. (In Lexington-Fayette SMSA). County Seat. Second largest city in Kentucky. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Parkway.

2 - TRANSPORTATION: Railroads-Chesapeake and Ohio; Southern Railway; Louisville and Nashville.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound.
Airlines-Eastern; Delta; Peidmont; USAir; Air Kentucky.

3 - POPULATION:
City/County 80 Cen. 204,165; Loc. Est. 204,908
CZ-ABC: (70) 174,323; (82) 210,400
RTZ-ABC: (70) 260,850; (82) 333,400
SMSA 80 Cen. 318,136; Loc. Est. 321,433
City & RTZ-ABC: (70) 435,173; (82) 543,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,44[illegible]; Loc. Est. 77,992
CZ-ABC: (70) 54,463; (82) 77,100
RTZ-ABC: (70) 80,768; (82) 120,400
SMSA 80 Cen. 113,924; Loc. Est. 118,556
City & RTZ-ABC: (70) 135,231; (82) 197,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$1,093,316,000
Savings & Loan	5	$222,526,282

6 - PASSENGER AUTOS: County 113,[illegible]0 (1980)

7 - ELECTRIC METERS: Residence 74,515

8 - GAS METERS: Residence 50,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Service 24,000; Wholesale and Retail Trade 22,000; Mfg. 17,500; Construction 5,500; Fin., Insur., Real Estate 4,800; Trans., Comm., Util. 4,300; Agriculture 2,800; Govt. 2,300.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING:Principal Shopping Centers-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Pike; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Broadway	2	Begley Drug, Winn-Dixie
Lafayette Sq.(10)	3	Rexall Drug
Southland	3	Weigo, Kroger, Foodtown, A&P
Winchester Pike	1	Weigo
Cardinal Valley(2)	3	Gateway Mkt.
Chevy Chase	1	Kroger
Meadowthorpe(5)	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland(55)	2	Woolworth, Kroger, Winn Dixie, Begley Drug
Lakeview Plz (11)	3	K mart, Kroger
Zandale(25)	4	Begley Drug, Gateway
Gainesway Mall(22)	4	Foodtown, Weigo
Gardenside(60)	4	A&P, Kroger
Imperial(2)	3	Begley Drug
Hi-Acres(15)	4	Gateway
Turfland(40)	3	Mont. Ward, Walgreen, McAlpin, Penney's
Romany Rd.	2	Randall's
Lexington(45)	2	McAlpin, CSC, Randall's
Fayette(74)	4	Shillito's, Sears, Stuarts
Crossroads Plz.(19)	4	Randall's, O.G. Wilson, Begley Drug
N. Park(4)	3	Hills, Kroger, SupeRx
S. Park(4)	4	Hills, Kroger, Begley Drug
Woodhill(30)	4	Foodtown, Service Merchandise

Principal Shopping Days-Department stores: Mon. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Downtown: Mon. & Fri.; Eastland: Mon., Thu. & Fri.; Southland: Fri.; Chevy Chase: Fri.; Meadowthorpe: every night; Zandale: Fri.; Turfland, Fayette and Lexington: every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Wolf Wile; Stewart Dry Goods; Ben Snyder 2; Montgomery Ward; Sears; Weigo 3; Shillito's; McAlpin 2; Meyer's; J.C. Penney; Hill's 2.
Discount Stores-K mart 3; Mr. Wiggs 3; C&H; Rauch 2; Consolidated Sales; Gold Circle; MacDonald Sales Center 2; Service Merchandise; Hill's 2.

Variety Stores-Woolworth 2; McCroy's; H.L. Green; Southern Dollar 3; Ben Franklin.
Chain Drug Stores-Walgreen 2; SupeRx 2; Mr. Wiggs 3; Woodland; Gardenside; Professional Phcy.; Hale's; Sageser 2; Begley 12; Mill's Discount; Rexall; Treasury.
Chain Supermarkets-Kroger 7; A&P 5; Winn-Dixie 5; Mini-Marts 3; Buy-Low 2; Convenient Food Mart 21; Randall's 6; Gateway 3; Foodtown 4; Kentucky Food Store 11; PDQ 3; Bestway; Pic Pac 2.
Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Field's Millinery; American Optical; Shackleton's (musical supplies); Lowe Bros. Paints; Pittsburgh Plate Glass; Porter Paint Service; Sherwin Williams; Edison Shoes; Firestone; Lerner's; Midas; Richman Bros. (clothing); S&T Stores; TG&Y; Florsheim Shoes; FAO Schwarz; Piece Goods Shop, Inc.

14 - NEWSPAPERS: HERALD (m-mon to fri) 74,007; LEADER (e-mon to fri) 32,205; Comb. (m&e) 106,212; HERALD-LEADER (m-sat) 98,061; (S) 118,177; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.
National Representative: Knight Ridder.

LOUISVILLE

1 - LOCATION: Jefferson County,(In Louisville KY-IN SMSA) E&P Map C-2, and D-2. Industrial and wholesale center. Fort Knox (Army) Training Center, and Ohio River. 1[illegible] mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W 42, 69, 62, 150, 460, I-64, I-65 (Kentucky Turnpike), I-71, I-264.

2 - TRANSPORTATION: Railroads-L&N; Southern, B&O; C&O; Illinois Central; Conrail; Kentucky & Indiana.
Motor Freight Carriers-(Commercial) 139. Ohio River Freight (Tonnage (79) 9,537,268); Port of Louisville (Tonnage (79) 165,320,919).
Intercity Bus Lines-Greyhound; Blue Motor Coach; Continental Trailways.
Airlines-Eastern; TWA; Piedmont; Ozark; Delta; USAir; Air Kentucky; Hughes Air Republic.

3 - POPULATION:
Corp. City 80 Cen. 298,451; Loc. Est. 280,343
CZ-ABC: (70) 737,911; (82) 729,200
RTZ-ABC: (70) 522,942; (82) 663,000
County 80 Cen. 684,793; Loc. Est. 676,158
SMSA 80 Cen. 906,240; Loc. Est. 904,795
City & RTZ-ABC: (70) 1,260,853; (82) 1,392,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,178; Loc. Est. 115,545
County 80 Cen. 250,478; Loc. Est. 255,022
SMSA 80 Cen. 324,045; Loc. Est. 332,951
CZ-ABC: (70) 232,654; (82) 269,300

RTZ-ABC: (70) 149,265; (82) 222,500
City & RTZ-ABC: (70) 381,919; (82) 491,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Banks	8	$5,109,606,000
Savings & Loan	7	$1,680,078,963

6 - PASSENGER AUTOS: County 381,420 (1980)

7 - ELECTRIC METERS: 296,453

8 - GAS METERS: 233,226

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food Products 9,800; Fab. Metal Prods 9,400; Mach. Elec. & Non-Elec. 28,200; Tobacco Prods. 8,500; Chem. Prods. 8,700; Construction 17,200; Trans. Comm. 16,200; Transportation Equip. 7,400; Wholesale & Ret. Trade 88,500; Printing & Pub 7,000; Lumber & Wood Prods. 3,900.
Principal Industrial Pay Days-Tues. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Broadway, Chestnut, Walnut, Liberty, Jefferson, Market, Main; Shelbyville Rd., bet. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. bet. Waterson X-way & Page's Lane.
Neighborhood Shopping Areas-Beechmont; Bonnycastle; Churchill Downs; Cresent Hill; Dixie Highway; Fairgrounds; Highlands; St. Matthews; Shelby Street; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Parkway; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Algonquin Manor(40)	4	Roses, Winn-Dixie, McCrory
Auburndale(9)	NA	Kroger, SupeRx, Dimeco
Bacon's Shively(18)	8	Bacon's, Winn-Dixie, Dimeco
Bashford Manor(70)	7	Bacon's, Target, Ben Snyder's
Bittersweet(20)	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor(5)	8	Woolco, Kroger
Bon Air Manor(21)	NA	Melton Mkt.
Breckinridge	NA	Winn-Dixie
Brownsboro Rd.(39)	NA	Winn-Dixie
Camelot(14)	NA	Winn-Dixie
Chenoweth Plz.	NA	
Charleston	NA	Goodyear
Cliftboro	NA	Kroger, SupeRx Drug
Crestwood Station	NA	Winn-Dixie, Begley Drug
Dahlem(12)	NA	
Dixie Manor(41)	8	Stewart's, Ben Snyder, Winn-Dixie, Walgreen's, Service Merchandise
DuPont Village	NA	Consolidated Sales Co., Levy Bros. Lumber
Eastland(16)	NA	Pic-Pac
Galleria	NA	under construction
Gardiner Lane(22)	5	Kroger, Cloth World, Woolworth, Melton's, Taylor Drugs
Green Tree Mall	5	Danners, Penneys, Sears, Ben Snyder
Glengarry	NA	Key Mkt., Dollar General
Gateway Plaza	NA	Gateway Supermarket
Hikes Point Plz.(13)	7	Woolworth, T.J. Maxx
Holiday Manor(31)	7	Kroger, TG&Y, SupeRx
Hurstbourne(36)	NA	Valu, Drug World
Grant Plaza	NA	Winn-Dixie
Indian Trail(33)	8	Woolco, Winn-Dixie, Kroger, Behr's, Hancock Fabrics, Ben Snyder's
Iroquois Manor(48)	6	Kresge, Walgreen, Warehouse of Groceries, Winn-Dixie
J-Town Center(30)	14	Gateway, Winn-Dixie, Target
Jeffersontown Village	NA	Kroger, K mart
Jefferson Mall	12	Penney's, Sears, Shillito's, Stewart's
K mart Plaza	5	K mart, Buy Low Foods
Knob View(11)	NA	Dimeco, Kroger
LaGrange Sq.	NA	Gateway, Key Markets
Louisville's First	NA	Kroger, Walgreen
Lynnview(24)	NA	Gateway
The Mall(80)	8	Dawahare's, Penney's, Stewart's, O.G. Wilson
Maryville(15)	NA	Dollar General
McMahan Ctr(18)	NA	Gateway Super Markets
McMahan Plz.	NA	Kroger, Dimeco
Medical Plaza(19)	NA	
Mid-City Mall(32)	3	Zayre's, Winn-Dixie, Kresge
Middletown Plaza	NA	Gateway Supermarket, Dollar General
New Albany	NA	Winn-Dixie
Okolona(9)	NA	Sears, IGA
Outerloop(30)	NA	TG&Y
Oxmoor Center(88)	8	Stewart's, Shillito's
Plantation(9)	NA	
Poplar Level(24)	NA	
Poplar Plaza(9)	NA	Buy Low Foods
Preston Center(7)	NA	Dollar General
Preston Manor	NA	planned
Preston Park	NA	Target
Prospect Point	NA	Winn-Dixie
Raceland Mall(34)	9	Britt's
Rockford Plz(10)	NA	Key Mkt.
Rolling Hills Plaza(7)	NA	Kroger, TG&Y
St. Denis(5)	NA	Winn-Dixie
St. Matthews Triangle(12)	NA	Woolworth
Shaker Heights	NA	Gateway Super Mkt.
Shawnee(5)	NA	Winn-Dixie, Taylor Drug
Shelbyville Rd.(25)	7	Consolidated, Evans Furniture, Gateway
Silver Hts.(14)	NA	Key Mkt., Walgreen
Southland Terr.(24)	8	Penney, Kroger, Walgreen, Woolworth
Southwick	NA	planned
Stonefield Sq.	NA	Winn-Dixie
Tradewinds(12)	NA	Kroger
Tradewinds West	NA	Kroger, TG&Y
Tymberwood	NA	SupeRx, T.J. Maxx
Value City(4)	3	Walgreen, Winn-Dixie
Value Mall	NA	Consolidated
Watts(8)	NA	
Westchester(8)	NA	Winn-Dixie, TG&Y
Westland Mall(45)	10	Target, Consolidated
Valley Station	NA	Winn Dixie, Sears
Village Sq.(8)	NA	Kroger, TG&Y
Village West(10)	NA	Gateway
Westport(50)	NA	K mart
Youngtown Ctr.	2	Woolworth, Austin's, J. Bacon's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Mon.-Sat., except Monday only Downtown.

13 - RETAIL OUTLETS: Department Stores-Stewart's 5; Ben Snyder's 4; J. Bacon's 4; J.C. Penney 5; Sears 3; Shillito's 2.
Discount Stores-Target 7; Consolidated 7; K mart 10; Value City 2; Woolco 3; Zayre 2; TG&Y 8.
Variety Stores-Woolworth 4; Kresge 2; McCrory 2; Ben Franklin 2; Star; Dimeco 3; Dollar General 14; Thrift 10; Rose's 3.
Catalog Showroom Stores-Service Merchandise 2; Wilson's 2.
Chain Drug Stores-Taylor 32; Walgreen's 18; SupeRx 15; Otto 10; Rouben's Drug World; Wish's 2; Harding; Cox's 2; Jones Apothecary 7; Louisville Apothecary 3; Oak 3; Zegart 3; Mill Discount 3.
Chain Supermarkets-Kroger 35; Melton's Food Marts 8; Winn-Dixie 31; Pic Pac 13; Convenient 100.
Voluntary Chain Supermarkets-Key 20; Gateway 9; Majik 17; Valu Supermarkets 4; Buy Low Foods 3.
Other Chain Stores-Men's Apparel and Furnishings: National Shirt 6, Loevenhart's, Richman Bros. 3, Geoffrey Schilling, Schuop & Snyder, Fashion Post 2, Levy Bros. 5, Martin's, Rodes 3, Strauss 2, Chapps East Ltd.; Shoes: Hardy 2, Payless 4, Florsheim 4, Thom McAn, Kinney 2, Boston 3, McJohn 2; Women's Apparel: Lerner 4, Lane Bryant, Joy Shop 2, Fashion Shop 6, Hurlingham Ltd., Hytken's, Byck's 4, She, Sportswear Mart 4; Paint: Sherwin-Williams 3, Devoe 3, DeHart 2, Porter 13, Jefferson Wallpaper; Auto Supplies: Firestone 10, Western Auto 11, Goodyear 6, B.F. Goodrich 3, Midas Muffler 5, Big O Tires 11, Gil Mueller 2, Fleenor's 4, Toohey's 2; Home Furnishing: Hubbuch in Kentucky, Bensinger's 3, Carriage House, Crossroads, Evans 5, Furniture Liquidators 3, Furniture Showrooms, Heleringer's, Kelly & Cohen 5, Kinnaird & Francke, Rhodes-Burford 3, Smith 9; Candy: Russell Stover 4, Fanny Farmer, Barton, Rebecca Ruth 2; Other: Spiegel Catalog 2, Radio Shack 18, Sound Systems.

14 - NEWSPAPERS: COURIER-JOURNAL (m) 182,843; TIMES (e) 143,121; Comb. (m&e) 325,964; COURIER-JOURNAL (S) 324,624; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL & TIMES, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4386.
National Representative: Sawyer-Ferguson-Walker.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2, County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY. Tpke. & Pennyrile Parkway. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 80 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville and Nashville.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979; Loc. Est. 19,100
CZ-ABC: (70) 15,332; (82) 19,100
RTZ-ABC: (70) 27,381; (82) 33,700
County 80 Cen. 46,174; Loc. Est. 48,481
City & RTZ-ABC: (70) 42,713; (82) 52,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498; Loc. Est. 7,[illegible]
County 80 Cen. 16,552; Loc. Est. 17,854
CZ-ABC: (70) 5,214; (82) 7,600
RTZ-ABC: (70) 8,928; (82) 12,900
City RTZ-ABC: (70) 14,142; (82) 20,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$186,299,214
Savings & Loan	2	$66,196,440

6 - PASSENGER AUTOS: County 22,126 (1980)

7 - ELECTRIC METERS: 7,297

8 - GAS METERS: County 9,530

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agriculture 1,130; Aircraft Engines 150; Canning; Air Conditioning 200; Paper Filters 50.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square(26)	1	Winn-Dixie, Revco, K mart, Watsons
Madisonville(5)	2	Big K Dept., SupeRx
S. Plaza Mall(16)	NA	Sure Way Mkt.
Brairwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, J.C. Penney, Harvey's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri., Shopping Center-every night.
Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores-Harvey's; Baker & Hickman; J.C. Penney; Jere's; P.N. Hirsch; Young's; Watson's; T.B.A. Service Store; Furniture: Hale, Jordan's, McGary Bros., Price, Legate.
Chain Drug Stores-Robard's Walgreen 2; SupeRx, Revco.
Discount Stores-Walmart; Revco; K mart; Roses.
Chain Supermarkets-Kroger; Big Star; Sureway 2; Shop-Rite; IGA 4; Pantry 19; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Singer Co.; Dollar Bros. (shoes); Stag Shop; Dollar General Store; Family Shoes; W.H. Arnold; The Vogue; Needlewoman Fabrics; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters; Shoe World.

14 - NEWSPAPERS: MESSENGER (e) 10,760; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main, PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.
National Representative: Landon Associates.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3, 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky 25 mi. W of KY Lake Tabacco; Dairy and [illegible] cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,705; Loc. Est. 10,417
County 80 Cen. 34,049; Loc. Est. 33,990
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,425; Loc. Est. 4,409
County 80 Cen. 12,775; Loc. Est. 13,140

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: County 17,600 (1980)

7 - ELECTRIC METERS: Residence 4,839

8 - GAS METERS: Residence 5,352

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed. Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks around court house square and 4 W on Broadway; 1 S on 8th St.; At South End 4 S on Paris Highway; Mayfield Plaza, South Mayfield; East Shopping Center, East Broadway.
Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Anderson & Son; Vincent's; P.N. Hirsch; Wal-Mart; Gibson's; K mart.
Variety Store-Newberry; Fred's.
Discount Stores-Gibson; Young Blood.
Chain Drug Stores-Super D; Gibson's; Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's; Watson's; Rogers; Burgess; Kroger; Young-Bloods; Sureway 2; England's; Smith's No Frills.
Other Chain Stores-Michelson's; Rogers; P & H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (Catalog); Lindsey's; Goodyear; Firestone; Mayfield Tire Center; Monique Fabrics; Pic 'N Pay Shoes; Montgomery-Wards (catalog); Druther's; Ward-Elkins Myers Lumber Co.

14 - NEWSPAPERS: MESSENGER (e) 7,400; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dan Matthews, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representatives: General Adv. Service.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati. On State Hwys. 10 & 11; U.S. Hwys. 68 & 62.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Chesapeake & Ohio.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,983; Loc. Est. 8,114
County 80 Cen. 17,760; Loc. Est. 17,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120; Loc. Est. 3,248
County 80 Cen. 6,360; Loc. Est. 6,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$90,000,000
Savings & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County 12,916

7 - ELECTRIC METERS: Res. County 3,962

8 - GAS METERS: Residence 2,841

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 289 (N.A.); Pulleys, Power Trans. 1,100 ($200); Bicycle, Auto Parts 290 ($160); Milk Condenser, Canning ($150); Shoes 445 (N.A.); Limestone Mining 200 ($200); Power Plants 200 ($250).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maysville Plaza	NA	K mart
Bluegrass Ctr.(14)	2	Kroger, Sears, G.C. Murphy, Begley's
Forest Ave.	NA	Clyde's Mkt., Begley's

Principal Shopping Days-Sat., Mon. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Merz Bros.; United; J.C. Penney.

Variety Stores-G.C. Murphy.
Discount Stores-Heck's; K mart.
Chain Drug Stores-Begley's.
Chain Supermarkets-Kroger; Clyde's Super Value 4; Larry's IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 7,810; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Laura Poe, Adv. Dir., LEDGER-INDEPENDENT, 41-43 W. Second St., Maysville, KY 41056; Tel. (606) 564-9091.
National Representative: General Adv. Service.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light manufacturing, coal, lumber, tobacco and cattle. Rich agricultural section. 230 mi. from Cincinnati; 110 mi. from Bistol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads-Southern (freight); Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Middlesborough LaFolette; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,251; Loc. Est. 12,309
CZ-ABC: (70) 11,844; (82) 11,700
RTZ-ABC: (70) 72,694; (82) 70,800
County 80 Cen. 34,330; Loc. Est. 35,091
City & RTZ-ABC: (70) 84,538; (82) 82,500

4 - HOUSEHOLDS:
City 80 Cen. 4,452; Loc. Est. 4,630
County 80 Cen. 11,407; Loc. Est. 11,999
CZ-ABC: (70) 3,898, (82) 4,500
RTZ-ABC: (70) 21,634; (82) 24,900
City & RTZ-ABC: (70) 25,532; (82) 29,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$134,000,000
Savings & Loan	3	$120,000,000

6 - PASSENGER AUTOS: County 12,800 (1980)

7 - ELECTRIC METERS: 6,252

8 - GAS METERS: 2,634

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Tanning 350 ($200); Mining 1,500 ($450); Garments 160; Food 150 ($185); Elastic 150 ($130); Plastic 100; Tourist 200; Metal Fabricating 125 ($276).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Cumberland Ave.; 3 on 19th St.; 1 on 20th St.
Neighborhood Shopping Centers-Cumberland Square; Noetown; Junction; Village Square; Manor.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; J.C. Penney; Tamer's; Rose's; Ashley's; Walmart.
Variety Stores-Woolworth; Dollar General; John's 881 Store.
Chain Drug Stores-Lee's (Rexall); Perry & Pope; Mikel's; SupeRx; U-Save; Silver Curkle.
Chain Supermarkets-Kroger; A&P; Wakins; Batties; Latiff's; Piggly-Wiggly; IGA; Schneider's Food Basket.
Other Chain Stores-Sterchi's (furniture); Pic 'N Pay Shoes; Cato's; Ashleys; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers).

14 - NEWSPAPERS: NEWS (e) 7,489; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., NEWS, 120 N. 11th St., Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Parkway (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Brooks Bus Lines; Greyhound.

Motor Freight Carriers-One local based terminal
Airlines-Sunbird Charter Service (based at Kyle Field, Local Airport with 4,000 ft. strip).

3 - POPULATION:
Corp. City 80 Cen. 14,248; Loc. Est. 13,850
County 80 Cen. 30,031; Loc. Est. 29,411
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,873; Loc. Est. 4,645
County 80 Cen. 10,766; Loc. Est. 10,776

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$189,412,933
Savings & Loan	3	$18,300,000

6 - PASSENGER AUTOS: County 25,630 (1980)

7 - ELECTRIC METERS: Res. 5,610; County 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 3,193

9 - PRINCIPAL INDUSTRIES: Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles, Popcorn Processing; Tobacco; Adhesives; Oil Filters; Educational Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING:7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S. 641); 10 block area extending from intersection of N. 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(13)	NA	Storey's Food Giant, Sears
Central(7)	NA	K mart, Kroger, Wal-Mart, Coast-to-Coast
Dixieland(20)	NA	Buckingham-Ray.
Northside(6)	NA	Adams IGA, Murray Home & Auto
Southside(8)	NA	Sherwin-Williams, Adams IGA

Principal Shopping Days-Mon., Thur. and Fri.
Stores Open-Friday evenings and Sunday. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Lerman Bros., National Stores; Settle-Workman; Bright's; Behrs; Western Auto; Penney's.
Discount Stores-K mart; Wal-Mart; Freds; Uncle Jeffs; Big Mac's.
Variety Stores-P. N. Hirsch; Starks Hardware; Jeffrey's.
Chain Drug Stores-Revco; Begley's 2.
Chain Supermarkets-Kroger; Big John; Jim Adams; IGA.
Other Supermarkets-Storey's Food Giant; Parker's Market; Owens Food Market.
Other Chain Stores-Goodyear; Minnens; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bookmart; Cherry's; Singer Sewing Center; Big B Cleaners; Uncle Lee's Sporting Goods; Coast-to-Coast; Radio Shack; Auto Shack.

14 - NEWSPAPERS: LEDGER & TIMES (e) 7,642; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave., Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: London Associates.

OWENSBORO

1 - LOCATION: Daviess County, E&P Map B-2. (In Owensboro SMSA). County Seat. 2 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56 & 81; Audubon & Green River Parkways.

2 - TRANSPORTATION: Railroads-L&N; IC.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Fuqua Bus; Audubon Trails Coach Lines.
Airlines-Air Kentucky.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450; Loc. Est. 56,254
CZ-ABC: (70) 61,569; (82) 66,800
RTZ-ABC: (70) 157,819; (82) 186,400
County/SMSA 80 Cen. 85,949; Loc. Est. 88,781
City & RTZ-ABC: (70) 219,388; (82) 253,200

4 - HOUSEHOLDS:
City 80 Cen. 20,188; Loc. Est. 21,479
County/SMSA 80 Cen. 30,208; Loc. Est. 32,169
CZ-ABC: (70) 19,185; (82) 24,400
RTZ-ABC: (70) 50,191; (82) 69,500
City & RTZ-ABC: (70) 69,376; (82) 93,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$793,646,434
Commercial	3	$372,283,843

6 - PASSENGER AUTOS: County 45,964

7 - ELECTRIC METERS: Residence 20,635

8 - GAS METERS: (City total) 23,223

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Aluminum Fabricating 152; Bakery 128; Bottling 106; Brick & Tile 102; Chemical 269; Distilleries 501; Electric Utilities 309; Electronics 302; Grain Processing 105; Lamps & Tubes 1206; Furniture Mfg. 390; Food Processing 267; Grain Processing 105; Hospitals 1,615; Meat Packing 513; Natural Gas 787; Plastics 135; Publishing & Printing 177; Small Electric Motors 500; Steel Fabricating 1,016; Telephone Services 435; Tobacco 503.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Downtown Shopping-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Audubon Plaza(6)	2	Kroger, Haag Drug, K mart
Gabe's(12)	1 1/2	Wyndall's Mkt., Haag Drug, Star Furniture
Lincoln Mall(19)	2 1/2	Woolco, Winn-Dixie, Sullivan's
Shawnee Park(7)	2 1/2	Wyndall's Mkt., Taylor Drug
Sherwood Plaza(2)	2	Wetzel's Mkt., Wal-Mart
S. Frederica(10)	2	Taylor's IGA, Cloth World
Stop-N-Shop(6)	1 1/2	Wyndall's Mkt.
The Thatch(10)	1	Little Old Gift Shoppe, Hubbards, Ltd. (men's)
Towne Sq. Mall(58)	3	Sears, J.C. Penney, Bacon's, Andersons
Village West(17)	2	Wetzel's Mkt., Ben Franklin, Koesters Hdwe.
Wesleyan Park(40)	2	Kroger, SupeRx, Hecks, K mart, Radio Shack
Williamsburg Sq.(12)	2 1/2	Baptist Book Store
Wyndall's(10)	2 1/2	King's, Wyndall's Mkt.

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E. 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sunday afternoons.

13 - RETAIL OUTLETS: Department Stores-Anderson's; Sears; J.C. Penney; Bacon's; Sullivan's.
Variety Stores-Ben Franklin; P.N. Hirsch.
Discount Stores-Bi-Low; Heck's; King's; Woolco; K mart.
Chain Drug Stores-Haag 2; Taylor's; SupeRx; Osco.
Chain Supermarkets-Winn-Dixie; Kroger 2; Wyndall's 4; Taylor (IGA) 2; Wetzel's 4; Convenient 5; Kay 3; Ray's IGA; Stop'n Go 6; Kwik-Pik 7.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuesler's (hardware); Zale's; Kay Jewelry; Hancock Fabrics; Firestone; Singer Co.; Radio Shack; Goodyear; Young's; Shoe World; Ben Franklin; Wickes; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Swiss Colony; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Barkers Shoes; Brooks; Jean Nicole; Foxmoor; P.N. Hirsch; S&T Store; Spencer Gifts.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 33,123 (S) 33,252; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Hugh T. Hawkins, Adv. Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: None.

PADUCAH

1 - LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis. On U.S. Hwys. 45, 60, 62, 68; I-24; and State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Brooks; Southern Trailways.
Airlines-Air Kentucky; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 29,315; Loc. Est. 28,413
CZ-ABC: (70) 47,379; (82) 49,500
RTZ-ABC: (70) 177,330; (82) 198,500
County 80 Cen. 61,310; Loc. Est. 61,507
City & RTZ-ABC: (70) 224,709; (82) 248,000

4 - HOUSEHOLDS:
City 80 Cen. 12,050; Loc. Est. 12,093
County 80 Cen. 23,459; Loc. Est. 24,269
CZ-ABC: (70) 16,418; (82) 20,100
RTZ-ABC: (70) 59,920; (82) 78,400
City & RTZ-ABC. (70) 76,338; (82) 98,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$406,805,009
Savings & Loan	2	$185,689,000

6 - PASSENGER AUTOS: County 35,437

7 - ELECTRIC METERS: Residence 17,195

8 - GAS METERS: Residence 18,158

9 - PRINCIPAL INDUSTRIES: Industry (Number of Wage Earners)- Uranium Separation (2,500); Railroad Shop (1,347); Shoes (497); Dresses (120); Barges (566); TVA (545); Textile Mach. (120); Milk Products (113); Brewery (250); Soft Drink Bottling ([illegible]52); Aluminum and Zinc Castings (150); Wi[illegible] Manufacturing (149); Plastic Products (153).

10 - CLIMATE: First killing frost, Oct. 24. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal Point(8)	NA	Ben Franklin, Rexall
Hannan Plaza(5)	NA	Krogers, SupeRx Drug
Paducah Mall(28)	NA	Woolco
Paducah Square(5)	NA	Wal-Mart
Farmers Mkt.(8)	NA	Farmers Mkt.
Kentucky Oaks Mall(60)	6	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Watkins; Paducah Dry Goods; Penney; Finkel's Fair; Meis; Snyder.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreen; SupeRx; Pay Less 8; Bill's 2.
Discount Centers-K mart; HillMark; Woolco; Walmart.
Chain Supermarkets-Kroger; Wonder; Food Giant 3; Bigg's; Farmers; Myrick's; IGA; Big Star; Big John's.
Other Chain Stores-Goodyear; General Tire Co.; Foy-Johnston; Pittsburgh Plate Glass; Red Spot Paint & Glass; Sherwin-Williams; Singer Co.; Thom McAn; Firestone; Lowe Bros.; Baker's Shoes; S&H Green Stamps; Wickes; Pic-Way.

14 - NEWSPAPERS: PADUCAH SUN (e-mon to fri) 29,608; (S) 33,569; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James K. Duncan, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.
National Representative: Branham.

RICHMOND

1 - LOCATION: Madison County, E&P Map E-2, County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: Railroads-L & N (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,70[illegible]; Loc. Est. 21,772
County 80 Cen. 53,352; Loc. Est. 54,412

4 - HOUSEHOLDS:
City 80 Cen. 6,359; Loc. Est. 6,396
County 80 Cen. 16,809; Loc. Est. 17,397

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$227,000,000
Savings & Loan	1	$63,000,000

6 - PASSENGER AUTOS: County 30,000

7 - ELECTRIC METERS: Residence 10,006

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry Equipment 113 ($265); Batteries 180 ($330); Tool & Stamping 136 ($210); Paint Coating 184 ($300); Army Depot 518 ($378); Miniature Lamps 365 ($319); Drugs & Dry Cleaning 130 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley Drug, Pic-Pac, Winn-Dixie, Rose's
Shopper's Village(15)	1	Wal-Mart, IGA, Pic-N-Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, Maloneys, IGA, Hock's, TG&Y
Richmond Plaza(6)	2	Super-Valu, Begley Drug, K mart, S&T Hdwr.
College Park	2	Convenient, Singer

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Penney; Lerman Brothers; Ken-Car; Rose's.
Variety Stores-Ben Franklin.
Discount Stores-Furniture City; Hock's; K mart; Wal-Mart; TG&Y.
Chain Drug Stores-Begley 2; SupeRx.
Chain Supermarkets-Kroger; Pic-Pac; Super Valu; IGA; Gateway; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward (catalog); C&H Rauch; Radio Shack; Napa; Pic'N Pay; Convenient; Minit Mart; Singer.

14 - NEWSPAPERS: REGISTER (e) 9,113; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Gil Shew, Mktg. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.
National Representative: General Adv. Service.

SOMERSET

1 - LOCATION: Pulaski County. E&P Map D-3. Agricultural, resort, manufacturing area; S central portion of state; On Lake Cumberland, 75 mi. S of Lexington; On U.S. Hwy. 27, Cumberland Parkway (toll road), Kentucky Hwy. 80, 25 mi. to I-75.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 10,649; Loc. Est. 10,356
County 80 Cen. 45,803; Loc. Est. 47,118

4 - HOUSEHOLDS:
City 80 Cen. 3,943; Loc. Est. 3,539
County 80 Cen. 16,126; Loc. Est. 17,067

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$247,298,548
Savings & Loan	2	$240,181,214

6 - PASSENGER AUTOS: County 22,918 (1980)

7 - ELECTRIC METERS: County Residence 46,646

8 - GAS METERS: Residence 2,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Aver. Wkly. Wage)-Glass Plant 230 ($250); Clothing 1,150 ($195); Auto Parts 100 ($210); Plumbing Fixtures 235 ($225); Furniture 251 ($181); Coal 80 ($205); Groceries 75 ($190); Houseboats 100 ($227); Charcoal 168 ($227); Dairy Prod. 96 ($227); Air Conditioners 800 ($227).
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Ann. Min. & Max. Temp.-28-88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING:Principal Shopping Centers-Downtown Somerset (United, Ben Franklin); Fair Store; V&S Hardware; Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Sq.(4)	NA	K mart, Kroger, SupeRx
Somerset Mall(40)	NA	J.C. Penney, Belk
Somerset Plz.(12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Rose's, Winn Dixie

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night; Downtown stores Fri.

13 - RETAIL OUTLETS: Department Stores-Rose's; United and Watson's; Ben Franklin; Penney's; Belk-Simpson.
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart.
Variety Stores-Rose's; Ben Franklin; Dollar General.
Chain Drug Stores-Sav-rite; SupeRx; Begley 2; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 3; Mac's Village Pantry 3; IGA; Minit Mart.
Other Chain Stores-Goodyear; Firestone; Sears; Montgomery Ward; Cato's; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes; Payless Shoe Source.

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri) 12,439; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Herschel Whitis, Adv. Mgr., COMMONWEALTH-JOURNAL, 102 N. Maple St., Somerset, KY 42501; Tel. (606) 678-8191.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Clark County. (In Lexington-Fayette SMSA). E&P Map E-2, County Seat. Agricultural center. 8 mi. N of Kentucky River; On U.S. Hwy. 60; Interstate 64 & 75.

2 - TRANSPORTATION: Railroads-C&O; L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,216; Loc. Est. 15,501
County 80 Cen. 28,322; Loc. Est. 29,081
SMSA 80 Cen. 318,136; Loc. Est. 321,433

4 - HOUSEHOLDS:
City 80 Cen. 5,704; Loc. Est. 6,001
County 80 Cen. 9,893; Loc. Est. 10,468
SMSA 80 Cen. 113,924; Loc. Est. 118,556

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$153,704,001
Savings & Loan	2	$39,142,409

6 - PASSENGER AUTOS: County 14,130 (1980)

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,900

9 - PRINCIPAL INDUSTRIES: Construction 388; Manufacturing 4,144; Insurance, Real Estate 306; Textiles 500; Fertilizers 100; Transportation, Communications & Public Utilities 1,127; Wholesale, Retail Trade 2,114; Services 1,963; Government 1,753; Tobacco 1,500.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: First killing frost, Oct. 11. Last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boonesboro Plz.(2)	NA	IGA, Day Drugs
Meadowbrook(1)	NA	Super Value
Winchester Plaza(16)	NA	Winn-Dixie, Rose's Begley's Drugs
Shopper's Village(12)	5	Wal-Mart, Foodtown, Pic & Pay Shoes

13 - RETAIL OUTLETS: Department Stores-Vic Bloomfield & Son; Belk-Simpson; J. C. Penney.
Variety Stores-Newberry; Dollar General; Rose's; Wal-Mart; K mart.
Chain Drug Stores-Begley; SupeRx.
Chain Supermarkets-Kroger; IGA; Pic-Pac; Super Value; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart.
Other Chain Stores-Firestone; Goodyear; Pic & Pay Shoes; Leroy's Jewelers.

14 - NEWSPAPERS: SUN (e) 6,684; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Hensler, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.
National Representative: Landon Associates.

LOUSIANA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Alexandria-Grant and Rapides Parishes.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Lafayette-Lafayette Parish.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard and St. Tammany Parishes.
Shreveport-Bossier, Caddo and Webster Parishes.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	349	361	382
5-14 Years	889	717	759
15-24 Years	677	846	896
25-44 Years	827	1,131	1,198
45-64 Years	677	745	789
65 and Over	305	404	428
TOTAL	3,644	4,206	4,452

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	356	663	963
General Mdse	984	1,699	2,663
Food	1,819	3,079	5,599
Automobiles	1,480	2,707	3,729
Gasoline Stations	511	858	1,735
Apparel	437	675	1,066
Furniture	329	553	826
Eat-Drink Places	518	957	1,053
Drugs	249	405	598
TOTAL	7,213	12,417	20,697

ABBEVILLE

1 - LOCATION: Vermilion Parish, E&P Map B-4, Parish Seat. Oil & gaswells. Rice mills, sugar & sirup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-SAIA, Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 12,391; Loc. Est. 12,512
Parish 80 Cen. 48,458; Loc. Est. 46,903

4 - HOUSEHOLDS:
City 80 Cen. 4,415; Loc. Est. 4,475
Parish 80 Cen. 16,170; Loc. Est. 16,862

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	[illegible]	$259,564,000

6 - PASSENGER AUTOS: Parish 26,270

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.
Principal Industrial Pay Days-1st & 15th Monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan. Last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING:Principal Shopping Centers-Abbeyville By-Pass & Lyman St.; Washington St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.;

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Abbeville(2)	NA	Winn-Dixie, TG&Y
Lafitte(6)	NA	Eckerd's, West Bros.
Lastarrica(4)	NA	Sears Roebuck, Vee's 5&10c
Oaktown	NA	
Westgate(4)	NA	Winn-Dixie, Burger Chef

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-West Bros.; Murphys; Anthonys; TG&Y; Wal-Mart, Otasco.
Discount Stores-Payless, Shoe Town.
Variety Stores-Vee's.
Chain Drug Stores-Eckerd's; K&B; Thrift-T-Way; Cashway.
Chain Supermarkets-Winn-Dixie; National; IGA; AG.
Other Chain Stores-Green Light; Sears; 7-Eleven; Stop & Shop.

14 - NEWSPAPERS: MERIDIONAL (e-tues to fri; S) 7,121; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David Goff, Adv. Mgr., Jack Spence, Pub., MERIDIONAL, 318 N. Main St., Abbeville, LA 20122; Tel. (318) 893-4223.
National Representative: Mid-South Miss. Dailies.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish, (In Alexandria SMSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28.

2 - TRANSPORTATION: Railroads-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Rock Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Harlan.
Airlines-Delta; Royale.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599; Loc. Est. 65,185
Alexandria 80 Cen. 51,565; Loc. Est. 52,510
Pineville 80 Cen. 12,034; Loc. Est. 12,675
CZ-ABC: (70) 64,128; (82) 77,000
RTZ-ABC: (70) 210,369; (82) 231,600
SMSA 80 Cen. 151,985; Loc. Est. 154,432
Parish 80 Cen. 135,282; Loc. Est. 137,761
City & RTZ-ABC: (70) 274,497; (82) 308,600

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559; Loc. Est. 23,827
Alexandria 80 Cen. 18,291; Loc. Est. 19,101
Pineville 80 Cen. 11,268; Loc. Est. 4,726
Parish 80 Cen. 44,759; Loc. Est. 46,969
SMSA 80 Cen. 50,529; Loc. Est. 52,913
CZ-ABC: (70) 19,824; (82) 27,900
RTZ-ABC: (70) 54,269; (82) 70,800
City & RTZ-ABC: (70) 74,093; (82) 98,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$581,883,105
Savings & Loan	4	$435,684,839

6 - PASSENGER AUTOS: Parish 70,507

7 - ELECTRIC METERS: Bus. & Res. 39,562

8 - GAS METERS: Bus. & Res. 27,573

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bakery Products 450; Bottlers 175; Concrete Products 190; Lumber and Creosote Products 1,150; Furniture and Fixtures 300 Meat and Poultry Products 600; Steel and Metal Products 390; Wood Products-Millwork 300; Gov't Agencies 3,560; Detergents (P&G) 200; Liner Board (Pineville Kraft) 500; Printing, Publishing and Allied 300.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:Principal Shopping Centers-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alexandria(60)	NA	Penney, Sears
MacArthur Vlg.(29)	NA	TG&Y, Eckerd Drug, Kroger
Southgate Mall(3)	NA	Woolco, Mont. Ward, Winn-Dixie
Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	NA	Kroger, Wacken, Eckerd
Ingrams	NA	Nichols, Ingram Super Mkt.

Principal Shopping Days-Sat., Thu., Mon.
Stores Open Evenings-Every night.

13 - RETAIL OUTLETS: Department Stores-Wellan's; Weiss & Goldring; Sears; J.C. Penney; Green's; Montgomery Ward; Gus Kaplan; Beall's.
Discount Stores-Howard Bros.; Woolco; K mart; H.J. Wilson; Target.
Variety Stores-C.G. Murray; TG&Y; Ben Franklin.
Chain Drug Stores-Red Cross Drugs; Pearson's 8; K&B; Eckerd's 3.
Chain Supermarkets-A&P 3; Kroger 2; Market Basket; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly.

Other Chain Stores-Firestone; Goodyear; Singer Co.; Edison Brothers (shoes); Lerner's (women's); Gem Jewelry; Goodrick, Hardy (shoes); Kinney (shoes); Gallenkamp (shoes); General Nutrition; Radio Shack; Gordon Jewelers; Sweeney Jewelers; Newsom Music; Musicland; Lowe's Bldg. Mat.; Wickes Lbr.

14 - NEWSPAPERS: TOWN TALK (m) 39,274; (S) 39,939; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Cade M. Fogleman, Nat'l Adv. Mgr., TOWN TALK, Box 7558, Alexandria, LA 71306; Tel. (318) 487-6397.
National Representative: Branham.

BASTROP

1 - LOCATION: Morehouse Parish, E&P Map B-1, Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwy. 2 and 139.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Arkansas; Louisiana and Missouri.
Motor Freight Carriers-Red Ball; Steve Thompson; Great Western.
Airlines-Delta; Republic; Texas International; Royal (Airport, 23 mi. at edge of Monroe, LA).

3 - POPULATION:
City 80 Cen. 15,527; Loc. Est. 15,949
CZ-ABC: (70) 14,713; (82) 15,000
RTZ-ABC: (70) 36,039; (82) 39,400
Parish 80 Cen. 34,803; Loc. Est. 35,881
City & RTZ-ABC: (70) 50,752; (82) 54,400

4 - HOUSEHOLDS:
City 80 Cen. 5,454; Loc. Est. 5,701
Parish 80 Cen. 11,611; Loc. Est. 12,305
CZ-ABC: (70) 4,635; (82) 5,500
RTZ-ABC: (70) 10,473; (82) 13,400
City & RTZ-ABC: (70) 15,108; (82) 18,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$115,219,000
Savings & Loan	1	$32,207,000

6 - PASSENGER AUTOS: Parish 21,442

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,800 ($293); Also Chemicals; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($148).
Principal Industrial Pay Days-Thu.; 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING:Principal Shopping District-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magnolia(13)	NA	Big Star, West Bros.
Washington Sq.(10)	NA	Safeway, TG&Y, Otasco, Kent's

Neighborhood Shopping Centers-7 blocks W. of Center on W Madison; 8 N of center on N Washington; 10 E of center on E Madison; 18 N & E at Cherry; Ridge & McCreight; 18 S on S Washington; 25 W on Hwy. 165.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Seligman's; J.C. Penney.
Discount Stores-Howard Bros.; Kent's; Fred's; Wal-Mart; West Bros.
Variety Stores-Murphy's; TG&Y.
Chain Supermarkets-Piggly Wiggly; Big Star; Dixie Dandy; Safeway.
Other Chain Stores-Western Auto; Otasco; Bastrop Tire (Goodrich); Goodyear; Firestone.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 6,641; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Chapman, Bus. Mgr., ENTERPRISE, PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.
National Representative: None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish. (SMSA), E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - TRANSPORTATION: Railroads-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Texas International; Republic; American; Royale.

3 - POPULATION:
Corp. City 80 Cen. 219,486; Loc. Est. 227,022
CZ-ABC: (70) 285,167; (82) 386,400
RTZ-ABC: (70) 265,481; (82) 336,200
Parish 80 Cen. 366,164; Loc. Est. 378,736
SMSA 80 Cen. 493,973; Loc. Est. 518,042
City & RTZ-ABC: (70) 550,648; (82) 722,600

4 - HOUSEHOLDS:
City 80 Cen. 78,595; Loc. Est. 83,419
CZ-ABC: (70) 81,460; (82) 129,400
RTZ-ABC: (70) 70,172; (82) 104,700
Parish 80 Cen. 124,337; Loc. Est. 132,554
SMSA 80 Cen. 164,040; Loc. Est. 177,131
City & RTZ-ABC: (70) 151,632; (82) 234,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$2,616,688,442
Savings & Loan	7	$715,100,000

6 - PASSENGER AUTOS: Parish 249,466

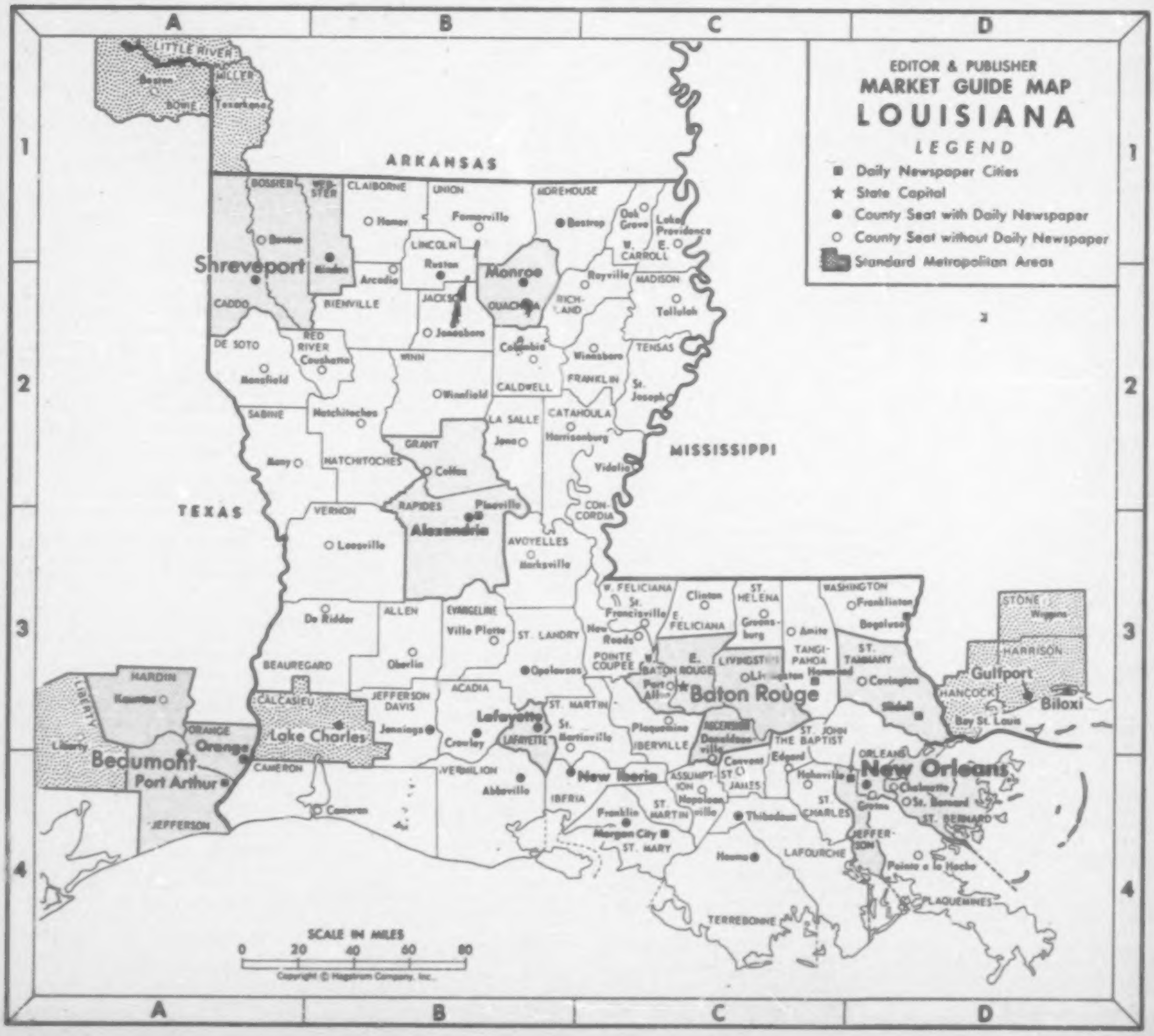
7 - ELECTRIC METERS: Residence 161,345

8 - GAS METERS: Residence 89,027

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Chemicals & Petroleum 15,175 ($503); Mfg. 26,425 ($421); Const. 24,000; Trans., Comm., Util. 10,700; Trade 46,000; Govt. 47,325.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.



12 - RETAILING:Downtown Shopping Center-5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; 5,0008,000 Florida Blvd.
Neighborhood Shopping Area-Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plant Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr.; 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Marche Mall(103)	4	D.H. Holmes, Montgomery Ward
Forest-McCall	3	A&P, Rexall
Delmont Village	NA	D.H. Holmes, Winn-Dixie, A&P, Woolworth
Broadmoore	5	National, TG&Y
University(15)	3	A&P, TG&Y
Choctaw	3	A&P
Twin Cedars	3	Winn-Dixie, TG&Y
Laurel Lea(18)	6	Laurel Lea Mkt., Rexall
Tynes	5	B.R. Furn., Food Town
Acadian Plaza	3	Rexall, National
Foster	4	Griffith Drug, National
Mid-City	4	7-Eleven
Foodtown	3	Foodtown, TG&Y
Goodwood	4	Joe D's, Sleep Shop, Romano's
Greenway	8	Foodtown, TG&Y
Plank Rd. Mall(4)	6	A&P, Morgan & Lindsey
Rebel	4	Kroger
Southdowns	5	
Broadwood(10)	NA	
Cedar Crest(9)	NA	
Central(16)	NA	TG&Y
Claitors	NA	TG&Y, Kroger
Cloverleaf(19)	NA	
Cole's Plaza	NA	Cracker Barrel
Colonial	NA	Nat'l Food, Kent's
Corporate Mall(4)	NA	
Cortana Mall(140)	NA	J.C. Penney, Dillard, Goudchaux's, Sears, Wilson's
Drusilla	NA	Stop & Go Mkt.
Florida Plaza(10)	NA	
Florida-Sharp	NA	Foodtown
Highland South	NA	TG&Y, Winn-Dixie
Interstate	NA	TG&Y, Winn-Dixie
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P, TG&Y
Monterey Village	NA	A&P
Northpark	NA	Woolco, Eckerd, Kroger
Ogden Park	NA	Western Auto
Perkins Road	NA	Nat'l. Food
Prescott-Beechwood	NA	Foodtown, TG&Y
Quick and Handy	NA	Stop & Go
Scenic	NA	Nat'l. Food, TG&Y
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest(7)	NA	TG&Y, Winn-Dixie
Sherwood Plz.(13)	NA	Katz & Besthoff
Sherwood South(11)	NA	J. Howard, Ltd., A&P, Eckerd's, TG&Y
Shopper's Fair(4)	NA	Shopper's Fair
Stanford Ave.	NA	Little Gen'l.
Village Green(6)	NA	Winn-Dixie, TG&Y
Village Sq.(57)		Katz & Besthoff, Kroger, Wilson's
Westmoreland(15)	NA	A&P, D.H. Holmes
Woolco Plaza(19)	NA	Woolco, Kroger

13 - RETAIL OUTLETS: Department Stores-Holmes 3; Goudchaux's 2; Sears; Montgomery Ward; J.C. Penney; Dillards.
Discount Stores-Kent Dollar Stores; Wilson's Whsl. & Dist.; Gibson's; Howard Bros.; K mart 5; Woolco 4.
Variety Stores-Woolworth; Kress; Morgan-Lindsay; McCrory's; TG&Y.
Chain Drug Stores-Walgreen 2; Rexall 9; K&B 7; Eckerd 8; Griffin's 3; Kare 5; Medicine Shoppe 2.
Chain Supermarkets-A&P 10; Winn-Dixie 8; National Food 9; 7-Eleven; Kroger 6; Community 2; Cracker Barrel 4; Phil-A-Sak 14; Stop & Go 10; Albertsons; Acadiene.
Other Chain Stores-Thom McAn; Lerner (women's); Mangel's (women's); Stein's; Gordon's Jewelers; Busch Jewelry; Zale's Jewelry; Singer Co.; G.R. Kinney; Baker Shoes; Russell Stover; S&H Green Stamps.

14 - NEWSPAPERS: ADVOCATE (m) 78,904; STATE TIMES (e) 38,602; Comb. (m&e) 117,506; ADVOCATE (S) 122,058; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Natl. Adv. Mgr., STATE TIMES and ADVOCATE, PO Box 588, Baton Rouge, LA 70821; Tel. (504) 383-1111.
National Representative: Branham.

BOGALUSA

1 - LOCATION: Washington Parish, E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Intercity Bus Lines-Greyhound Bus; Continental Trailways.
Motor Freight Carriers-4.
Waterway-Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 80 Cen. 16,976; Loc. Est. 16,212
CZ-ABC: (70) 22,371; (82) 22,100
RTZ-ABC: (70) 109,948; (82) 150,200
Parish 80 Cen. 44,207; Loc. Est. 43,766
City & RTZ-ABC: (70) 132,319; (82) 172,300

4 - HOUSEHOLDS:
City 80 Cen. 6,331; Loc. Est. 6,181
Parish 80 Cen. 15,399; Loc. Est. 15,719
CZ-ABC: (70) 7,309; (82) 8,500
RTZ-ABC: (70) 31,794; (82) 50,900
City & RTZ-ABC: (70) 39,103; (82) 59,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$263,000,000

6 - PASSENGER AUTOS: 18,625

7 - ELECTRIC METERS: Residence 8,426

8 - GAS METERS: Residence 8,518

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agriculture (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Fdry.; Wholesale Nursery; Freshwater Catfish Raising; Electrical Assembly Plant; Seafood Packing; Garment Factory; Pump-Valve Mfg.
Principal Industrial Pay Days: 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pine Tree Plz.(12)	1	Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super, White Auto
Northgate(12)	1	Piggly-Wiggly, TG&Y, Bill's Dollar Store
Shopyard Square(9)	1	A&P, Super 5 & 10, Katz & Besthoff Drugs, Payless Shoes
Eastgate	20	Winn-Dixie, McCrory's, Goodyear
Riverside	22	National Mkt., Sears, TG&Y

13 - RETAIL OUTLETS: Department Stores-Rosenblum's; Berenson's; Goldman's; J.C. Penney; Case Shoes; Diana Shop; Cato's.
Discount Stores-Ashley's; Fred's; Dollar General Store.
Variety Stores-Super 5 & 10; TG&Y; Bill's Dollar Store.
Chain Drug Stores-Seal Walgreen; Rexall 2; Eckerd's; Starns; Katz & Besthoff.
Chain Supermarkets-A&P; National Tea; Winn-Dixie; Piggly-Wiggly; Bogalusa Home Super 3.
Other Chain Stores-Sears (catalog); Rosenblum's (ready-to-wear); Western Auto; Goodyear; Goodrich; Montgomery Ward (catalog); Dixie Auto-Lec; Townsend Music; Radio Shack; Pizza Hut; Pizza Inn.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,449; (S) 9,426; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Seal, Adv. Mgr., NEWS, 525 Avenue V, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative: None.

CROWLEY

1 - LOCATION: Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, Texas. Baton Rouge 98 mi.; Alexandria, 80 mi. N. On U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,036; Loc. Est. 16,126
CZ-ABC: (70) 16,104; (82) 16,200
RTZ-ABC: (70) 66,926; (82) 76,200
Parish 80 Cen. 56,427; Loc. Est. 58,008
CZ & RTZ-ABC: (70) 83,030; (82) 92,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; Loc. Est. 5,543
Parish 80 Cen. 18,117; Loc. Est. 19,210
CZ-ABC: (70) 4,862; (82) 5,700
RTZ-ABC: (70) 19,416; (82) 25,800
City & RTZ-ASC: (70) 24,278; (82) 31,500

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$145,702,000
Commercial	3	$53,000,000

6 - PASSENGER AUTOS: Parish 37,196

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Retail 1,669; Personal Serv. 981; Govt. 881; Transp. & Util. 550; Oil Prod. & Refining 515; Agriculture 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp.-10 year average year round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
A&P(6)	NA	A&P, Ben Franklin
Gateway	NA	
Northpark(9)	NA	Winn-Dixie
Wager's(4)	NA	Wager's Phcy., Sears

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog); Goodyear; Western Auto; Montgomery Ward (catalog).
Variety Stores-Morgan & Lindsey; Ben Franklin.
Discount Stores-Gibson's.
Chain Drug Stores-Eckerd 2.
Chain Supermarkets-National Food; A&P; Winn-Dixie; Shop Rite 2.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,428; (S) 6,118; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nichel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative: None.

FRANKLIN

1 - LOCATION: St. Mary Parish, E&P Map C-4, S part of state, County Seat.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 9,584; Loc. Est. 9,525
Parish 80 Cen. 64,395; Loc. Est. 64,507

4 - HOUSEHOLDS:
City 80 Cen. 3,062; Loc. Est. 3,094
Parish 80 Cen. 20.096; Loc. Est. 20,757

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$59,007,000
Savings & Loan	1	$19,542,000

6 - PASSENGER AUTOS: Parish 35,315

7 - ELECTRIC METERS: Residence 3,290

8 - GAS METERS: Residence 3,762

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Carbon Black Mfg.; Steel Fabrication; Salt Mining; Gas & Oil Processing; Elect. Pur. Plant; Water Transportation.

10 - CLIMATE: Average-Min.-Max. Summer 60-100; Winter 25-70; Av. Rainfall 66 in. annually.

11 - TAP WATER: N.A.

12 - RETAILING:Shopping Center-Blakesley-Main St. St Brown Castille.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Louis Wormser's; Marx Silverman; A. Friedman; West Bros.; Sears (catalog); Acme; Montgomery Ward (catalog); Murphy Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Eckerd's; Cashway.
Chain Supermarkets-A&P; National; Gus's Big Star; Rick's IGA; Robie's; Lombardo's; Ledet's.
Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER-TRIBUNE (e-mon to fri) 3,900; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Pub., BANNER-TRIBUNE, 111 Wilson St., Franklin, LA 70538; Tel. (318) 828-3707.
National Representative: None.

HAMMOND

1 - LOCATION: Tangipahoa Parish, E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University; SE portion of state, 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; Interstate 55 and 12.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Southern Greyhound; Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043; Loc. Est. 15,145
PMA-ABC: (70) 64,131; (82) 84,500
Parish 80 Cen. 80,698; Loc. Est. 81,531

4 - HOUSEHOLDS:
City 80 Cen. 4,507; Loc. Est. 4,682
Parish 80 Cen. 25,963; Loc. Est. 27,042
PMA-ABC: (70) 17,935; (82) 27,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$352,889,000
Savings & Loan	4	$85,694,000

6 - PASSENGER AUTOS: Parish 44,001

7 - ELECTRIC METERS: Residence 4,587

8 - GAS METERS: Residence 3,537

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 2,394; Retail & Wholesale Trade 5,318; Govt. 2,440; Agricultural 2,969; Construction 651; Transportation 440; Mining 74; Fin., Ins. & Real Estate 475; Services & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51; av. high 82. First killing frost, Nov. 21. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft; 99.8 pure; not fluoridated.

12 - RETAILING:Neighborhood Shopping Center-1100 W. Thomas to 1900 W. Thomas St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponchatoula(15)	6	TG&Y
Channel(20)	1	American Dept., Sunflower
Hammond Sq. Mall(73)	1	Sears, D.H. Holmes, Dixie, J.C. Penney
Town & Country Plaza(31)	NA	Winn-Dixie, TG&Y, Beall's
West Gate(3)	1	Nat'l Food, Freds
Bogue Falaya(32)	20	Nat'l Food, Beall's
Woolco Vlg.	NA	Woolco, K&B Drugs, Delchamps

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: Department Stores-Penney; Rosenblum's; Sears; Anthony's; D.H. Holmes.
Discount Stores-Direct Factory.
Variety Stores-Morgan & Lindsey; TG&Y.
Chain Drug Stores-Rexall; Walgreen; Eckerd; K&B Drug.
Chain Supermarkets-A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps.
Other Chain Stores-Auto Accessories: Goodrich, Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward (catalog); United Dollar; TG&Y; Smart & Thrifty; Otasco; Radio Shack; Zales Jewelry; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e-mon to fri) 9,164; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Chris Bond., Adv. Dir., STAR, PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative: Mid-South-Miss. Dailies.

HOUMA

1 - LOCATION: Terrebonne Parish, E&P Map C-4, Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-7.
Airlines-Charlie Hammonds.

3 - POPULATION:
Corp. City 80 Cen. 32,602; Loc. Est. 32,536
Parish 80 Cen. 94,393; Loc. Est. 97,863
PMA-ABC: (70) 76,049; (82) 99,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013; Loc. Est. 11,285
Parish 80 Cen. 29,285; Loc. Est. 31,288
PMA-ABC: (70) 19,599; (82) 29,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$612,518,000
Savings & Loan	4	$124,424,862

6 - PASSENGER AUTOS: Parish 50,548

7 - ELECTRIC METERS: 35,183

8 - GAS METERS: 25,122

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Gas & Oil Processing; Agriculture; Seafood. Average employment 42,245; Avg. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-Downtown, 8 blocks on East Main, 6 blocks off Main.
Neighborhood Shopping Centers-Grand Gaillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sundberry(4)	NA	Nat'l. Foods, Morgan & Lindsey
Colonial Acres(17)	NA	Dollar General, West Bros., Howard's Shoetown
Lynn Park(9)	NA	Winn-Dixie, Radio Shack, Bealls, West Bros., K&B
Tunnel Blvd.(5)	NA	TG&Y, Winn-Dixie
Grand Ciallou	NA	A&P, West Bros., Murphy Mart
Southland(45)	3	Sears, Woolworth, Holmes, Shainberg's, J.C. Penney, Zales

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Southland Mall.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; West Bros.; Montgomery Ward; Holmes; Godchaux's; Western Auto; Goodyear; Howard Bros.; TG&Y; Beall's.
Discount Stores-Dollar General; Wilson's; Murphy's Mart; Handy City; Hill Behan; Woolco; K mart; Gaylord's; TG&Y.
Variety Stores-Woolworth; Murphy's Mart; TG&Y; Leonard Krower.
Chain Drug Stores-K&B 3; Eckerd's 2; Kare Pharmacy.
Chain Supermarkets-A&P 3; Winn-Dixie 4; National 2; IGA 2; Big Star 6; La Food Store 2.
Other Chain Stores-Lerner's; Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Shainbergs; Miller-Whol.; Wilson's Distributors; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers; Zales.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 20,797; (S) 22,166; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Newton Boudreaux, Adv. Mgr., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative: None.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3, Parish Seat. Agriculture, wholesale and oil center. Southwest portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108; I-10.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Teche Greyhound.
Airlines-TTA; (Lake Charles Terminal).

3 - POPULATION:
Corp. City 80 Cen. 12,401; Loc. Est. 12,792
CZ-ABC: (70) 11,783; (82) 12,600
RTZ-ABC: (70) 41,198; (82) 44,900
Parish 80 Cen. 32,168; Loc. Est. 33,451
City & RTZ-ABC: (70) 52,981; (82) 57,500

4 - HOUSEHOLDS:
City 80 Cen. 4,148; Loc. Est. 4,308
Parish 80 Cen. 10,392; Loc. Est. 11,089
CZ-ABC: (70) 3,538; (82) 4,400
RTZ-ABC: (70) 11,809; (82) 15,100
City & RTZ-ABC: (70) 15,347; (82) 19,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$97,006,934
Savings & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Parish 16,750

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 3,840

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 5 on North Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piggly Wiggly(4)	NA	Piggly Wiggly, Big Star, Sears
Zigler(5)	NA	TG&Y
Jennings(5)	NA	Weill Dept., TG&Y, West Bros., Winn-Dixie, Eckerd
Jennings Vlg.(4)	NA	Murphy's Mart, A&P, K&B, Shoe Towne

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-West Bros.; Weills; Silvermans; Nichols; Gervais Smart Shop.
Variety Stores-Morgan & Lindsey; TG&Y.
Discount Stores-Howard Bros.
Chain Drug Stores-Phenix Rexall; Eckerd's.
Chain Supermarkets-A&P; Piggly Wiggly; Daley's; Winn-Dixie; Big Star; Cormier!.
Other Chain Stores-Western Auto; Swifts Shoe; Ivan's (men's clothes); Betty Lee Shoes; Frank West Furniture; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,691; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Oberst, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish, (In Lafayette SMSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; 1-10; State Hwys. 5, 43; 160 mi. W of New Orleans.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Lafayette.
Airlines-Texas Intl.; Royale; Air East.

3 - POPULATION:
Corp. City 80 Cen. 81,961; Loc. Est. 80,256
CZ-ABC: (70) 91,045; (82) 128,000
RTZ-ABC: (70) 112,966; (82) 137,200
Parish/SMSA 80 Cen. 150,017; Loc. Est. 150,618
City & RTZ-ABC: (70) 204,011; (82) 265,200

4 - HOUSEHOLDS:
City 80 Cen. 28,479; Loc. Est. 28,567
Parish/SMSA 80 Cen. 50,330; Loc. Est. 52,089
CZ-ABC: (70) 24,523; (82) 41,100
RTZ-ABC: (70) 31,645; (82) 45,000
City & RTZ-ABC: (70) 56,168; (82) 86,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$390,298,733
Commercial	7	$1,370,732,000

6 - PASSENGER AUTOS: Parish 70,826

7 - ELECTRIC METERS: Res. City 31,106

8 - GAS METERS: Residence, City 28,118

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Oil Industry 5,350; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-Oil Center, Johnston St, Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acadian Vlg.(7)	NA	Winn-Dixie, TG&Y
Acadiana Mall(83)	NA	Sears
Four Corners	NA	National Foods
Fiesta Vlg.(11)	NA	Bed & Bath
Galeries Lafayette(1)	NA	U Mark It
Grande Marche(14)	NA	Woolco, Bealls
La Promenade(26)	NA	Brown's Jewelers
La Villa Espanola(15)	NA	Sandy Austin Ltd.
Northgate(34)	NA	Penney, [illegible] TG&Y, Weinga[illegible] Mt.
Oil Center(20)	NA	The Fair, Bealls, Weingarten's
South College(15)	NA	Emile Joseph's, Walgreen, Nat'l.
Winn Wood(12)	NA	Hancock, Conn's
Woodland Village(9)	NA	Elle's, Rattan Arts
Boulevard(20)	NA	Piccadilly Bros., Krogers

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Heymann's; Montgomery Ward; J.C. Penney; Sears; The Fair; Beall's; Wormser's; Goudchaux; Selber Bros.; D.H. Holmes.
Variety-Woolworth; Murphy's; McCrory; Ben Franklin; TG&Y; Walgreen's; United Dollar; Katz & Bestoff.
Discount Stores-Gibson's; Woolco; Kroger's Family Center; K mart; Howard's.
Chain Drug Stores-Eckerd's 3; Walgreen 2; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff.
Chain Supermarkets-A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IG Foods 14; Kroger 2; Weingarten 3; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps.

14 - NEWSPAPERS: ADVERTISER (e-mon to fri) 30,330; (m-sat) 30,113; (S) 39,292; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jay Boudreaux, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives: Thomson Newspapers; Mid-South Mississippi Dailies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (SMSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165 and State Hwys. 14, 27; I-10 & 210.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Kansas City Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.
Freight Steamship Lines-81 Call at Port.
Airlines-Royale; Metro Transit Aviation of Lake Charles.

3 - POPULATION:
Corp. City 80 Cen. 75,051; Loc. Est. 74,906
CZ-ABC: (70) 112,697; (82) 130,500
RTZ-ABC: (70) 146,328; (82) 171,800
Parish/SMSA 80 Cen. 167,048; Loc. Est. 174,511
City & RTZ-ABC: (70) 259,025; (82) 302,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,463; Loc. Est. 26,822
Parish/SMSA 80 Cen. 56,339; Loc. Est. 60,658
CZ-ABC: (70) 32,736; (82) 44,300
RTZ-ABC: (70) 42,513; (82) 58,300
City & RTZ-ABC: (70) 75,249; (82) 102,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$503,312,440
Commercial	5	$950,750,000

6 - PASSENGER AUTOS: Parish 115,553

7 - ELECTRIC METERS: Residence 26,209

8 - GAS METERS: Residence 26,584

9 - PRINCIPAL INDUSTRIES: Non-Farm Employees 67,700; Mining 2,300; Construction 9,100; Mfg. 13,900; Trade 14,800; Finance & Insurance 2,800; Services 9,800; Govt. 11,100.
Principal Pay Days-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.3.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING:Principal Shopping Center-Downtown Mall; Ryan St.; Prien Lake Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central City	NA	TG&Y
Downtown Mall(68)	NA	Sears, Muller's
East Town(6)	NA	Anthony
G.T.Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz.	NA	K mart, Bealls
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz.(9)	NA	Weingarten's Mkt., Howard's, TG&Y
Prien Lake(46)	NA	Penney, Mont. Ward, United Jewelers
Second Ave.	NA	
Southgate(21)	NA	The Fair, TG&Y, Weingartens
12th Street	NA	Kroger
Westpoint(13)	NA	Gibson

Principal Shopping Days-Tues., Thurs., Sat.
Stores Open Evenings-Thurs. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Muller's; Sears Roebuck; The Fair 2; J.C. Penney; W.F. Beall 2; White House; Montgomery Ward; Anthony's.
Discount Stores-Gibson 2; Men's Discount Shop; Howard Bros. 2; Shoe Town; K mart; Wal-Mart.
Variety Stores-Perry's 2; TG&Y 5; Woolworth; Cost Plus.
Chain Drug Stores-Walgreen 2; Eckerd's 3; K&B.
Chain Supermarkets-Weingarten's 3; Market Basket 3; Kroger 2; Theriot's 10; Abe's 3; Smitty's 3; Stopmor 4; Winn Dixie 2.
Other Chain Stores-Lerner; Gordon's Jewelers 2; Hoffer's; Thom McAn; Gem Jewelry; Western Auto 4; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto; A-V Wilson.

14 - NEWSPAPERS: AMERICAN-PRESS (m) 42,112; (S) 46,068; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.
National Representative: None.

MINDEN

1 - LOCATION: Webster Parish, (In Shreveport SMSA). E&P Map B-1, County Seat. 30 mi. E. of Shreveport.

2 - TRANSPORTATION: Railroads-La. & Ark.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 15,074; Loc. Est. 15,432
Parish 80 Cen. 43,631; Loc. Est. 44,838
SMSA 80 Cen. 376,646; Loc. Est. 381,186
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,523; Loc. Est. 5,465
Parish 80 Cen. 15,692; Loc. Est. 16,621
SMSA 80 Cen. 133,063; Loc. Est. 138,794

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$130,000,000
Bldg.	2	$25,000,000

6 - PASSENGER AUTOS: Parish 25,462

7 - ELECTRIC METERS: Residence Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; RR Shops; Cotton Compressing; Cottonseed-oil Milling; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Pharmaceuticals.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Homer Road(22)	NA	Shuler Dixie Dandy
Park City(12)	NA	Safeway, Beall's, TG&Y, Otasco, Walgreens
West Plz.(3)	NA	Gibson
East Union(12)	NA	Shuler Dixie Dandy, Piggly Wiggly

13 - RETAIL OUTLETS: Department Stores-Bealls; TG&Y; West & Co.; Montgomery Ward; Sears; Otasco; The Fashion Store, Inc.
Discount Stores-Gibson's; Wal-Mart; Dollar General.
Chain Drug Stores-Eckerd; City Rexall.
Chain Supermarkets-Dixie Dandy; Piggly Wiggly; Safeway.
Other Chain Stores-Goodyear; Mode O'Day; Pay Less Shoes; Western Auto; Kenwin Ladies; Dixie Dept. Store.

14 - NEWSPAPERS: PRESS-HERALD (e-mon to fri) 4,150; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 109 Dixie St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative: None.

MONROE

1 - LOCATION: Ouachita Parish, (In Monroe SMSA). E&P Map B-2. Parish Seat. Northeast Louisiana on Ouachita River; 74 mi. W of Vicksburg; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf; A&LM; Missouri Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.
Airlines-Delta; Republic; Royale.

3 - POPULATION:
Corp. City 80 Cen. 57,597; Loc. Est. 56,404
CZ-ABC: (70) 78,324; (82) 80,000
RTZ-ABC: (70) 236,260; (82) 276,500
Parish/SMSA 80 Cen. 139,241; Loc. Est. 140,900
City & RTZ-ABC: (70) 314,584; (82) 356,500

4 - HOUSEHOLDS:
City 80 Cen. 19,639; Loc. Est. 20,100
Parish/SMSA 80 Cen. 47,322; Loc. Est. 48,400
CZ-ABC: (70) 24,109; (82) 29,100
RTZ-ABC: (70) 68,277; (82) 93,900
City & RTZ-ABC: (70) 92,386; (82) 123,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$889,279,044
Savings & Loan	4	$318,164,429

6 - PASSENGER AUTOS: Parish 76,232

7 - ELECTRIC METERS: Monroe, W. Monroe 28,671

8 - GAS METERS: Monroe, W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 7,900; Services 7,900; Wholesale 4,125; Construction 3,775; Retail 8,900; Finance; Ins. & Real Est. 3,500; Transp Comm. & Util 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50; First killing frost Nov. 2. Last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Downtown Shopping Center-5 blocks on DeSaird.
Neighborhood Shopping Centers-No. of Blocks: DeSaird Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe 1; Plum St. 1; Cypress St., W. Monroe 10; McMillian Mall 3; North; 18th St. 6; Oliver Road 3.; N. 7th St.; W. Monroe 4; Thomas Road 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Gate(18)	NA	Safeway, Fair Dept., K&B Drug, Fields, Shainberg's
Forsythe	NA	Safeway
K mart Plz.(5)	NA	Lakeshore Drugs, K mart
Lakeshore	NA	Piggly Wiggly
McMillan(32)	NA	K&B Drug, Murphy Mart, A&P, Bealls
Mid City Plz.(4)	NA	Beall, Sears, Penney's
North Gate(15)	NA	TG&Y, Highfills
Southgate(4)	NA	
Southside(10)	NA	TG&Y, West's Dept., Safeway, Otasco
Twin City(58)	NA	Mont. Ward, Selber's Morgan Lindsey, G.C. Murphy, Levine's
Wilson's(10)	NA	Country Market
Highland(17)	NA	Fields, D & E, Brookshire's
18th St(11)	NA	Brookshire's, Kroger, Sav-On Drugs, Fashion Extra, Eckerd's
Howard Bros. (W. Monroe)(4)	NA	Howard Bros., Piggly Wiggly
Hogan's(3)	NA	Hogan's Disc. Foods
Geneva's(3)	NA	Brookshire's, Geneva's, Eckerd Drugs

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Palace; Montgomery Ward; Sears; J.C. Penney; Hadidad's; Shainberg; West's; The Fair; Beall's 2; Fred's; Levine's; Selber's.
Discount Stores-Howard Bros. 4; Dollar General; K mart; Wilson's; Geneva's 2.
Chain Drug Stores-K&B Drugs 3; Howard Bros.; Med-Save 5; Spat's Rexall 2; D&E 3; Sav-On; Eckerds 2.
Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; Kroger; Country Market; Big Star 3; Budget Foods.
Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Selber's; Singer; Murphy's Mart 4; Color Tile; Handy City; Otasco 3; TG&Y 4; Pittsburgh Plate Glass; Baker's Shoes; Browse-A-Bit; Kent's; Cloth World; Wickes; Lowe's; Murray Place; Goldring Jewelers; The Pipe Shop; Kelly Lynn (SPA).

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 41,974; (S) 48,361; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Ingram, Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St., Monroe, LA 71201; Tel. (318) 322-5161.
National Representative: Gannett.

YOUR GUIDE TO SUBURBAN NEW ORLEANS

GUIDE NEWSPAPERS

GUIDE NEWSPAPERS
P.O.BOX354; GRETNA, LA. 70054
(504)362-4310

MORGAN CITY

1 - LOCATION: St. Mary Parish, E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge; On U.S. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Hudson Air; Hammond Air.

3 - POPULATION:
Corp. City 80 Cen. 16,114; Loc. Est. 15,773
Parish 80 Cen. 64,395; Loc. Est. 64,507

4 - HOUSEHOLDS:
City 80 Cen. 5,353; Loc. Est. 5,334
Parish 80 Cen. 20,096; Loc. Est. 20,757

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$370,000,000
Savings & Loan	3	$300,000,000

6 - PASSENGER AUTOS: Parish 35,315

7 - ELECTRIC METERS: 5,427

8 - GAS METERS: 5,133

9 - PRINCIPAL INDUSTRIES: Industry (Number of Plants)-Chemicals 6; Food 17; Printing, Publishing 4; Lumber Pdts. 4; Furniture, Metal Working 2; Machinery 12; Transp. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fabrication Yards 6. Avg. weekly wage $400 (all industries compete with offshore oil and base pay is constant).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)	1/2	Sears, Walgreen, Nationals, Murphy's
Colonial Plz.(8)	1/2	TG&Y, Zales, Anthony's
Business Prof.(5)	NA	
Eastgate(8)	1	Winn-Dixie, West Bros., Bealls, Shoe Town
Inglewood Mall	6/10	

Other Shopping Centers-Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Village, Patterson; St. Mary Plaza Shopping Center, Bayou Vista.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-West Bros. 2; Howard Bran Discount; Woolco; TG&Y 2; Kroger; C. R. Anthony 2.
Chain Supermarkets-Kroger; National; Winn-Dixie 2; Delchamps.
Variety Stores-Morgan & Lindsey.
Chain Drug Stores-Walgreen 3; Echerd's; K&B 2.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Singer Co.; White's Auto; Western Auto; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Zales; Cato; Firestone.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 6,981; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed. & Pub., REVIEW, PO Box 948, Morgan City, LA 70381; Tel. (504) 384-8370.
National Representative: Mid South Miss. Dailies.

NEW IBERIA

1 - LOCATION: Iberia (Govt. Seat) Parish, E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; LaPorte; Abbeville.
Airlines-Texas Int'l; Royal Airlines; Southern Sky Commuter.

3 - POPULATION:
Corp. City 80 Cen. 32,766; Loc. Est. 33,949
CZ-ABC: (70) 32,752; (82) 37,100
RTZ-ABC: (70) 51,255; (82) 57,900
Parish 80 Cen. 63,752
City & RTZ-ABC: (70) 84,007; (82) 95,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,685; Loc. Est. 11,309
CZ-ABC: (70) 9,231; (82) 12,300
RTZ-ABC: (70) 13,301; (82) 17,500
Parish 80 Cen. 19,915; Loc. Est. 21,413
City & RTZ-ABC: (70) 22,532; (82) 29,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$309,133,542
Savings & Loan	5	$328,650,440

6 - PASSENGER AUTOS: Parish 43,792

7 - ELECTRIC METERS: Residence 11,302

8 - GAS METERS: Residence 11,765

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500 ($275); Acadiana Regional Airport & Industrial Park 800 ($250). Total laborers 32,350.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29. Last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline; hard; not flouridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Shoptown	1	Nat'l Foods, Broussard's, Men's, Western Auto, Hancock's
Torrido(31)	1	TG&Y, Beall's, Mont. Ward, Radio Shack, Sears, Sherwin-Williams
Iberia Mall(16)	1	West-Gibson, A&P, Echerds
K mart	NA	K mart
Kroger	1	Kroger
West Park	1	Howards, Echerds, Winn-Dixie
Town & Country	NA	A&P, Katz & Bestoff
Iberia Plz.(19)	NA	Woolco, Delchamp Foods

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Men's Fashions; Gulotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West; Beall; Wormser.
Discount Stores-Howard Bros.; Wicke's; West; K mart; Woolco; Kroger; Otasco.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Echerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA.

14 - NEWSPAPERS: DAILY IBERIAN (e) 15,453; (S) 16,422; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Will Chapman, Adv. Mgr., DAILY IBERIAN, PO Box 1270, New Iberia, LA 70560; Tel. (318) 365-6773.
National Representative: Mid South-Miss. Dailies.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans SMSA). E&P Map D-4, Parish Seat. Seaport. Oil, Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi. On U.S. Hwys. 61, 51, 91, 11 and 90. State Hwys. 1, 2, 30, 31 and 33; I-10.

2 - TRANSPORTATION: Railroads-Amtrak; Illinois Central; Kansas City Southern; Louisville & Nashville; Southern; S.P.; Missouri Pacific.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-92.
Airlines-American; Aviateca; Coastal Airways; Continental; Delta; Eastern; National; Northwest; Pan American; Republic; Royale; Sahsa-Honduras; TACA Intl.; Texas-International; TWA; United.
Steamship Lines-112 regularly scheduled lines. Approx. 15 common carrier barge lines-numerous others on charter.

3 - POPULATION:
City/Parish 80 Cen. 557,482; Loc. Est. 548,674
CZ-ABC: (70) 844,593; (82) 900,100
RTZ-ABC: (70) 886,224; (82) 1,182,200
SMSA 80 Cen. 1,186,725; Loc. Est. 1,207,798
City & RTZ-ABC: (70) 1,731,417; (82) 2,082,300
**Demographic Information available from Newspaper.
See paragraph 14.**

4 - HOUSEHOLDS:
City/Parish 80 Cen. 206,435; Loc. Est. 209,366
SMSA 80 Cen. 225,552; Loc. Est. 438,074
CZ ABC: (70) 264,650; (82) 327,200
RTZ-ABC: (70) 239,456; (82) 374,500
City & RTZ-ABC: (70) 504,106; (82) 701,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	29	$5,696,865,000
Savings & Loan	48	$3,474,600,000

6 - PASSENGER AUTOS: Parish 267,738

7 - ELECTRIC METERS: Parish Residence 192,000

8 - GAS METERS: Parish Residence 163,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prod. 2500 (NA); Durable Goods 34,100 ($364); Stone, Clay & Glass Prod. 3,100 ($266); Fabric Metal 4,800 ($437); Machinery 3,400 (NA); Trans. Equip. 18,400 (NA); Ship & Boat Bldg. 15,400 ($354); Other Durable Goods 3,900 (NA); Nondurable Goods 20,400 ($283); Food Prod. 8,600 ($266); Apparel & Textile Prod. 2,700 (NA); Paper Prod. 1,500 ($311); Printing & Pub. 1,500 ($311); Chemical Prod. 2,100 ($276); Petroleum Prod. 400 (NA); Other Nondurable Goods 600 (NA); NonManufacturing 445,100 (NA).

10 - CLIMATE: Normal Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oakside; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn Dixie
Airline Village	4	Maison Blanche
Arabi Properties	4	A&P, Atlantic Thrift
Azalea Gardens	6	Winn-Dixie, TG&Y
Barker's-A&P	7	Barker's, A&P
Barlon Plaza	10	A&P, K&B
Carrollton	1	J.C.Penney, Gus, Mayer
The Center	5	Winn-Dixie, D&B
Clearview	8	Sears, Maison Blanche
Commerce	11	TG&Y,Singer
Donna Villa	7	TG&Y, Winn-Dixie
Elmwood	10	K mart, Levitz, Lawhorn
Gentilly-Elysian Fields	3	Maison Blanche, A&P

Gentilly Woods Mall	4	Labiches
M.A. Green	10	TG&Y, Western Auto
Gretna Shp. Vlg.	3	Shainbergs, Winn-Dixie
Harrison Ave.	5	Winn-Dixie, K&B
Jefferson Plaza	6	Levine's, Radio Shack
Kenilworth Mall	6	Kress, K&B
Kenner Plaza	12	Barker's
Kirschman's	4	Shoe Town, A&P
Smith-Lupo	6	TG&Y, A&P
Lakeside	7	Holmes, Godchaux's
Marrero	4	Woolworth, A&P
Oakwood	2	Sears, Holmes
Plaza Lake Forest	8	Maison Blanche, Holmes, Sears
Schwegmann, Gentilly	4	Shoe Town
Schwegmann, Westbank Exp.	3	Shoe Town
Schwegmann, Woodland	5	Schwegmann's
Schwegmann, Judge Perez	5	Shoe Town
Schwegmann, Broad	2	Shoe Town
Schwegmann, Airline	10	Shoe Town
South Claiborne	1	Kents, TG&Y
Tulane-Carrollton	2	Maison Blanche
Upstream	9	National Foods
Uptown Sq.	5	Kreiger's
Van's	6	A&P, Walgreens
Village Aurora	4	Walgreen
Wego	8	Winn-Dixie
Westland	12	Sears Catalog
Westside	2	Maison Blanche
Westwood	8	Shainberg's
Wilshire	5	Atlantic Dept.
Woolco-Kirschman	2	Woolco, A&P

Principal Shopping Days-Thu., Mon., Fri., Sat.
Stores Open Evenings-Mon., Thurs.

13 - RETAIL OUTLETS: Department Stores-Maison Blanche; D. H. Holmes; Sears; Krauss; J. C. Penney; Labiches.
Variety Stores-K mart 6; S. H. Kress 2; McCrory's; Murphy's 7; Woolworth 10; TG&Y 17; Kresge.
Discount Stores-Barker's; Ward's; Gaylords; General Distributors; Kent's Dollar Store; Levine; Shainberg's; Shopper's World; Leonard Krower; Woolco; Valu-Mart.
Chain Drug Stores-Katz & Besthoff 33; Walgreen Louisiana 12; Rexall 5; Medical Arts 2; Bynum's 2; McCune's 2; Mozer's 2; Professional Rx 2; Albert & Wegman 5; Fasullo Drugs 11; Eckerd's 12.
Chain Supermarkets-Breux Mart 6; Winn-Dixie 27; A&P 14; Schwegman 11; National/Canal-Villere 15; Piggly Wiggly 3; 7-Eleven 21; Tenneco 34; Li'l General 15; Time-Saver 62; Delchamps 7.
Other Chain Stores-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Western Auto; Thom McAn; Sherwin-Williams Paints; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zales.

14 - NEWSPAPERS: TIMES-PICAYUNE/STATES-ITEM (all day-mon to fri) 280,655; (sat) 251,982; THE TIMES-PICAYUNE (S) 332,410; March 31,1982 ABC.
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel.(504) 586-3785.
National Representative: Newhouse.

OPELOUSAS

1 - LOCATION: St. Landry Parish, E&P Map B-3, Parish Seat. Shipping, wholesale and small mfg. center. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwys. 167, 190; State Hwys. 5, 7, 22, 45, 40 and 219.

2 - TRANSPORTATION: Railroads-Missouri Pacific; S.P.; Texas & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways; Teche; Greyhound; Opelousas.
Airlines-Charter Service; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 18,903; Loc. Est. 18,400
CZ-ABC: (70) 31,543; (82) 31,800
RTZ-ABC: (70) 83,453; (82) 89,800
Parish 80 Cen. 84,128; Loc. Est. 84,608
City & RTZ-ABC: (70) 114,996; (82) 121,600

4 - HOUSEHOLDS:
City 80 Cen. 6,438; Loc. Est. 6,182
Parish 80 Cen. 26,823; Loc. Est. 27,834
CZ-ABC: (70) 8,659; (82) 10,200
RTZ-ABC: (70) 23,253; (82) 29,300
City & RTZ-ABC: (70) 31,912; (82) 39,500

5 - BANKS:	NUMBER	EST. DEP.
City	4	$320,000,000
Parish	10	$200,000,000

6 - PASSENGER AUTOS: Parish 44,991

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 800 ($160); Lumber & Wood Prod. 300 ($160); Drug Mfg. 200 ($160); Chemical (Fertilizer) 100 ($160); Natural Gas Rfy. 125 ($200); Pipe Fittings & Valves 300 ($200); Oil Ind. 800 ($300).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Dec. 2. Last killing frost, Feb. 27.

11 - TAP WATER: Alkaline; flouridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.
Neighborhood Shopping Centers-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian Hill(7)	NA	Magic Mart
St. Landry Plaza(12)	NA	Woolco, K&B, Delchamps
Oline's(2)	NA	Olindes Furniture, Kroger, A&P
Vista Village(20)	NA	Winn-Dixie, TG&Y

Principal Shopping Days-Department Stores Fri. & Sat.; Food Sat., Mon. & Wed.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Abdalla's; Anthony's; West Bros.; W. F. Beall.
Variety Stores-Voe's; J.W. Low; Ben Franklin; TG&Y.
Discount Stores-Dollar General; Howard Bros.; Woolco.
Chain Drug Stores-Walgreen; New Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd's 3; Thrif-t-way; K&B.
Chain Supermarkets-National Food; A&P; Kroger; Winn-Dixie; Delchamps.
Other Chain Stores-Franklin's (women's); Mengel's (women's); Singer Co.; Dimmick Auto Sup.; Western Auto Sup.; Pope Auto Sup.; W.F. Real; West Bros.; Ward's (catalog); Otasco.

14 - NEWSPAPERS: WORLD (e-mon to fri) 14,192; (S) 15,487; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South, Opelousas, LA 70570; Tel. (318) 942-4971.
National Representative: Mid South Miss. Dailies.

PINEVILLE
See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish, E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20; U.S. 80 & 167.

2 - TRANSPORTATION: Railroads-Illinois Central; Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; Salter.

3 - POPULATION:
Corp. City 80 Cen. 20,585; Loc. Est. 20,887
Parish 80 Cen. 39,763; Loc. Est. 40,276
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,557; Loc. Est. 6,789
Parish 80 Cen. 12,280; Loc. Est. 12,865

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	12	$115,477,663
Commercial	5	$119,771,589

6 - PASSENGER AUTOS: Parish 22,038

7 - ELECTRIC METERS: 6,717

8 - GAS METERS: 6,238

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Wage-Saw Mill & Related 155; Wood Processing 320; Construction 1,200; Petroleum Prod. 240; Gas-Oil 200; Glass 300; Soft Drink 60; Transportation 140; Agricultural Prod. 54; Wholesale Trade 250; Retail Trade 2,300; Colleges 2,000; Insurance 300.

10 - CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING:Principal Shopping Centers-2 blocks along W. Calif. Ave.; Village Plaza Shopping Center (15 stores); North Park Mall; I-20 Shopping Center.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Village Plaza Center (Mon.-Fri.); North Park Mall and Safeway (Mon.-Sat.); Drive in Groceries; Safeway; A&P (Mon.-Sun.); Wal Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Lewis; Beall's; Fred's.
Variety Stores-Murphys.
Discount Stores-Gibson; Wal-Mart; Value Mart; K mart.
Chain Drug Stores-Marbury (Rexall); Brazill; (Walgreen); K&B; Gibson.
Chain Supermarkets-Piggly Wiggly 2; A&P; Safeway 2; Jiffy Mart; Handee Mart 6; 7-Eleven; Dixie Dandy.
Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Montgomery Ward (catalog); Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin Williams; Radio Shack.

14 - NEWSPAPERS: LEADER (e-mon to fri; S) 6,178; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Adv. Mgr., LEADER, PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.
National Representative: None.

SHREVEPORT

1 - LOCATION: Caddo Parish (In Shreveport, SMSA). E&P Map A-2; Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis & Southwestern; Louisiana & Arkansas; Kansas City Southern; Illinois Central Gulf; Southern Pacific.
Airlines-American; Frontier; Delta; Royale.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 205,815; Loc. Est. 207,069
CZ-ABC: (70) 269,411; (82) 310,900
RTZ-ABC: (70) 497,535; (82) 583,200
SMSA 80 Cen. 376,646; Loc. Est. 381,186
Parish 80 Cen. 252,249; Loc. Est. 253,831
City & RTZ-ABC: (70) 766,946; (82) 894,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 74,649; Loc. Est. 77,170
Parish 80 Cen. 90,694; Loc. Est. 94,096
SMSA 80 Cen. 133,063; Loc. Est. 138,794
CZ-ABC: (70) 83,316; (82) 112,100
RTZ-ABC: (70) 148,238; (82) 205,100
City & RTZ-ABC: (70) 231,554; (82) 317,200

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	3	$230,000,000
Commercial	12	$3,150,000,000

6 - PASSENGER AUTOS: Parish 125,860

7 - ELECTRIC METERS: 115,875

8 - GAS METERS: 100,561

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture; Oil; Gas; Lumber; Retail Trade; Manufacturing; Food Products 2,000 ($250); Apparel 900 ($200); Lumber 2,000 ($225); Printing 1,100 ($250); Chem. & Petrol. 1,600 ($325); Metal Prod., Machy. 28,300 ($350); Other 4,500 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.
Neighborhood Shopping Centers-(Shreveport & Bossier)-Cedar Grove, 6 blocks on 70th St.; Centenary, 5 on E. Kings Hwy.; Bossier City's main dist. is 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd., 3; Glenwood, 3,300 on Line Ave.; Heart O'Bossier at Barksdale Blvd. & Bentria Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown; 5,800 on Line Ave.; Fastgate Plaza; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. 6 Westwood Dr.; Westwood, Jewella & Greenwood Rd.; Shreve Island, Capt. Shreve Drive & Reilly Lane; Old River Center, & Kings Hwy at Southfield; Freestate Unit 1, Freestate Industrial Park; North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center, Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy & Mansfield Rd.; K mart Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; TG&Y, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center; Pierre Bossier Mall, Airline 8 Hwy. 80.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 3; J.C. Penney 3; Rubenstein's 3; Hearne 2; Selbers 3; Woolco 2; Beall 6; Dixie Stores 2; Palais Royal 4; Yearwood's; Dillard's 3; Montgomery Ward.
Variety Stores-Woolworth 2; Kress; Burt's 5; TG&Y 11; G.C. Murphy Co.
Discount Stores-United Jewelers 2; Gibson's 2; Wilsons 2; Woolco 2; K mart 3.
Chain Drug Stores-Lewis 5; Walgreen 2; Naremore; Barksdale 3; G&H; Chuck Snyder's 4; Rexall 3; McKeller Sunset; Plaza; Shreve Island; Tri-State; Uptown; Medic 11; Mitchell's 2; Eckerd's 9; Williams; Albertsons-Southco 2; K&B 3.
Chain Supermarkets-Safeway 2; Kroger 5; Weingarten 5; Brookshire 10; Best-Yet 5; 7-Eleven 50; Piggly Wiggly 3; Albertsons-Southco 2.
Other Chain Stores-Pants Parlor; Goldrings 3; Haspel; Lee Martin's 3; Male Shop; Jordan & Booth; Rosenblath's; The Ranch; Pants Place; Casual Corner; Western Auto; Autolec; Firestone; Goodrich; Goodyear; Int'l. Harvester; White Auto; Otasco; Florsheim; Thom McAn; Singer; Necchi; Zales Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co.; Margolis Shoes; Bell Bros. Shoes; S&H Green Stamps; Wilson's.

14 - NEWSPAPERS: TIMES (m) 84,305; JOURNAL (e) 30,009; Comb. (m&e) 114,314; TIMES (S) 120,864; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Nat'l. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130; Tel. (318) 459-3364.
National Representative: Gannett.

SLIDELL

1 - LOCATION: St. Tammany Parish, (In New Orleans SMSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstate 10, 12, 59; State Hwy. 433.

2 - TRANSPORTATION: Railroads-SOU; GM&O.
Intericty Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,718; Loc. Est. 29,062
Parish 80 Cen. 110,554; Loc. Est. 121,068
SMSA 80 Cen. 1,186,725; Loc. Est.1,207,798

4 - HOUSEHOLDS:
City 80 Cen. 8,295; Loc. Est. 8,542
Parish 80 Cen. 35,576; Loc. Est. 40,194
SMSA 80 Cen. 418,287; Loc. Est. 438,074

5 - BANKS:
N.A.

6 - PASSENGER AUTOS: Parish 79,806

7 - ELECTRIC METERS: City 4,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15. Last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northside Plz.(22)	NA	Winn-Dixie, Beall's, TG&Y
Plaza 190(17)	NA	A&P, Rose's, Sears, K&B Drugs
Tammany Mall (26)	NA	A&P, Mont. Ward, West Bros. Dept.
Manor Plaza	NA	
Gibson Plz.(7)	NA	Gibson

Sunflower(4)	NA	Sunflower Mkt., K mart
Midtown(15)	NA	Woolco, Delchamps, Shoetown, Fasullo Drug

13 - RETAIL OUTLETS: Department Stores-Sears; West Bros; Montgomery Ward.
Discount Stores-K mart; Woolco; TG&Y.
Chain Supermarkets-A&P; Sunflower Mkt.
Other Chain Stores-Radio Shack; Shoetown.

14 - NEWSPAPERS: SENTRY-NEWS (m) 6,532; (S) 6,841; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Steve Krohl, Adv. Dir., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South, Slidell, LA 70458; Tel. (504) 643-4918.
National Representative: None.
TIMES (e-tues to fri) 7,197; (S) 7,677; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Kenneth Pilcher, TIMES, 1441 Short Cut Rd., Slidell, LA 70458; Tel. (504) 643-5236.
National Representative: Mid-South Miss. Dailies.

THIBODAUX

1 - LOCATION: Lafourche Parish, E&P Map C-4, Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas and Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Teche-Greyhound Lines.

3 - POPULATION:
Corp. City 80 Cen. 15,810; Loc. Est. 15,582
PMA-ABC: (70) 44,010; (82) 55,700
Parish 80 Cen. 82,483; Loc. Est. 83,832

4 - HOUSEHOLDS:
City 80 Cen. 5,119; Loc. Est. 5,106
PMA-ABC: (70) 11,438; (82) 17,000
Parish 80 Cen. 25,391; Loc. Est. 26,638

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$583,548,862
Savings & Loan	3	$180,533,651

6 - PASSENGER AUTOS: Parish 49,361

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,832

9 - PRINCIPAL INDUSTRIES: Steel Fabrication; Agricultural Machinery; Nicholls State University; Candy; Fertilizer; Oil, Gas And Related Industries; Commercial Fishing; Sugarcane; Shipbuilding.

10 - CLIMATE: Annual mean temp. 68. Highest average temp. June-96; lowest average temp. Dec.27.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING:Principal Shopping Centers-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers-Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12; Lafourche Plaza 2.
Nearby Shopping Centers-Southland Mall-12 miles. (Holmes; Godchaux's; Kirschmann's; Sears; Woolworth; Shainberg's; Miller-Wohl; Arthur Coplon; Katz & Besthoff). Sugarland-15 miles. (TG&Y; Family Center; Winn-Dixie; Eckerd's; Bill's Dollar Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Ellis Braud; Arthur Coplon; Jake's; Morgan & Lindsey; Weill's; TG&Y; Sears(catalog); Montgomery Ward-(catalog); Woolco.
Discount Stores-West Gibson.
Variety Stores-Morgan & Lindsey; National Dollar Store; TG&Y; Walker's.
Chain Drug Stores-West Bros.; D&M Drug 2; Lafourche Drug; Eckerds; Katz & Besthoff; Southland Walgreen 2.
Chain Supermarkets-Rouses; L&N Food Stores; St Charles Super Mkt.; A&P; National Food Stores; Winn-Dixie 2; Ricks IGA, Delchamps.
Other Chain Stores-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Philip Morris.

14 - NEWSPAPERS: COMET (e-mon to fri) 11,138; sworn Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: [illegible]erald Lancon, Adv. Mgr., COMET, 705 W. 5t[illegible] Thibodaux, LA 70301; Tel. (504) 447-4055.
National Representative: None.

MAINE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer, Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.
Lewiston-Auburn-Auburn and Lewiston cities; Lisbon town in Androscoggin County.
Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham and Yarmouth towns in Cumberland County; Saco city; Old Orchard Beach town in York County.
Portsmouth-Dover-Rochester, N.H.-Me.-Portsmouth city; Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton and Rye towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, South Berwick and York towns in York County, Me.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	85	79	81
5-14 Years	201	178	183
15-24 Years	170	206	212
25-44 Years	219	302	311
45-64 Years	205	219	225
65 and Over	114	141	145
TOTAL	994	1,125	1,157

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	150	248	321
General Mdse	275	393	558
Food	546	872	1,410
Automobiles	442	724	887
Gasoline Stations	162	244	439
Apparel	87	132	185
Furniture	76	116	154
Eat-Drink Places	140	261	432
Drugs	266	103	158
TOTAL	2,233	3,616	5,440

AUBURN

See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County, E&P Map B-4, Capital of the state; County Seat. On Kennebec River. 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 201, 202, 200, 11, 104, 105, 17; Maine Tpke.; I-95.

2 - TRANSPORTATION: Railroads- Maine Central.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Air New England; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 21,819; Loc. Est. 20,029
CZ-ABC: (70) 24,759; (82) 23,900
RTZ-ABC: (70) 186,841; (82) 234,000
County 80 Cen. 109,889; Loc. Est. 114,605
City & RTZ-ABC: (70) 211,600; (82) 257,900

4 - HOUSEHOLDS:
City 80 Cen. 8,405; Loc. Est. 7,205
County 80 Cen. 38,579; Loc. Est. 41,478
CZ-ABC: (70) 7,662; (82) 8,600
RTZ-ABC: (70) 56,417; (82) 82,700
City & RTZ-ABC: (70) 64,079; (82) 91,300

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$108,290,000
Savings & Loan	1	$460,931,000
Commercial	6	$157,326,000

6 - PASSENGER AUTOS: County 56,440

7 - ELECTRIC METERS: Residence 30,031

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers and Printers 225; Food Processing 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots and Shoes 1,038; Electrical 267; Iron Fabrication 245; Telephone 156; IRS 175.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Plz.(15)	NA	Giguere's, K mart
Capitol(13)	NA	King's, Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Cottle's

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St.
Principal Shopping Days-Wed., Thu., Fri.
Principal Shopping Night-Thu., Shopping Centers open every evening.

13 - RETAIL OUTLETS: Department Stores-Adam's; Chernowsky's; Frank X Pomerleau.
Variety Stores-McLellan's; McCrory.
Discount Stores-Rix; Zayre's; K mart; King's.
Chain Drug Stores-LaVerdiere's 2; Lovell's; Brooks Super Drug.
Chain Supermarkets-Sampson's; Cottle's 3; Mister Market; Barden's 2; Shaw's; Giguere's.
Other Chain Stores-J.C. Penney; Sears Roebuck; King's; Zayre's; Firestone; Goodrich; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 18,304; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Sue Colfer, Adv. Mgr., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (SMSA) E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 2 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads-Maine Central; Bangor & Aroostook.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; B&A; Citibus.
Airlines-Delta; Bar Harbor Airlines; Federal Express; Maine Air; Down East; Valley.

3 - POPULATION:
Corp. City 80 Cen. 31,643; Loc. Est. 31,718
CZ-ABC: (70) 71,335; (82) 71,100
RTZ-ABC: (70) 321,808; (82) 365,200
County 80 Cen. 137,015; Loc. Est. 142,360
SMSA 80 Cen. 83,919; Loc. Est. 88,608
City & RTZ-ABC: (70) 393,143; (82) 436,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,772; Loc. Est. 11,397
County 80 Cen. 45,974; Loc. Est. 49,309
SMSA 80 Cen. 28,362; Loc. Est. 30,205
CZ-ABC: (70) 20,449; (82) 23,400
RTZ-ABC: (70) 96,337; (82) 129,700
City & RTZ-ABC: (70) 116,786; (82) 153,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$233,000,000
Savings & Loan	1	$37,806,000
Commercial	4	$243,217,000

6 - PASSENGER AUTOS: County 55,406

7 - ELECTRIC METERS: Residence 21,639

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Leather/Leather Products 2,100 ($173); Paper 1,090 ($382); Food Processing 450 (NA); Printing & Publishing 420 (NA); Electrical Machinery 375 ($260); Total Manufacturing 5,700; Government 10,950 (NA); Services 9,050 (NA); Retail 7,500 (NA); Wholesale 2,250; Trans. & Public Util. 2,620 (NA); Fin. & Insurance 1,460 (NA); Contracting & Construction 1,150 (NA); Total Non-manufacturing 34,950; Total Non-farm Labor Force 40,650 (Greater Bangor Area).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central Broad; Bangor Mall, Bangor Shopping Center; Westgate Mall; Airport Mall Shopping Plaza; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bangor Mall(80)	5	Sears, Porteous, J.C. Penney, Doug's
Broadway(14)	3	Zayre's, Kresge, T.J. Maxx
Westgate Mall(10)	2	King's, IGA
Airport Mall(28)	3	Woolco, Freese's, Doug's
Maine Square Plaza(10)	5	K mart, A&P, Bass Shoe, Goldsmith's
North Brewer(3)	3	IGA, LaVerdiere's
Brewer Mall(18)	4	Bob's Hardware
Twin City Plz.(17)	NA	Doug's
Grant's City Plz.(6)	9	Giguere's
University Mall(8)	8	King's, Sampson
Ellsworth(14)	23	Zayre's, First National
Maine Coast Mall(18)	23	Woolworth, Ames, IGA
Belfast(3)	35	J.C. Penney, First National

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Sun. & major holidays.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Freese's 2; Sears Roebuck; Porteous; J.C. Penney.
Variety Stores-Kresge.
Chain Drug Stores-Brooks; Liggett-Rexall; Miller; Ohmart & Hinkley 2; La Verdiere's 3; Wellby 3; CVS 2.
Discount Stores-K mart; King's; Woolco; Zayre's.
Chain Supermarkets-IGA Foodliner 2; Shop 'n Save 5; Sampson's 3; Hi-Lo/Giguere's 2.
Other Chain Stores-Thom McAn; Fayva Shoe; Dexter Shoes; Standard Shoes; Kinney Shoe; Baker Shoes; Anderson-Little; Benoits; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale Jewelry; G.M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics; T.J. Maxx; Marianne's; Kresge; Baskin Robbins; Brooks Fashion; B. Dalton; Levi Strauss; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weathervane; Chess King; Hickory Farms; Rings 'n Things; GNC; Service Merchandise; Sherwin Williams; Steego Auto Parts; CAP Auto.

14 - NEWSPAPERS: NEWS (m-mon to fri) 77,988; (wknd) 87,669; Mar. 31, 1982 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (207) 942-4881.
National Representative: Sawyer-Ferguson-Walker.

BIDDEFORD-SACO

1 - LOCATION: York County, (In Portland SMSA). E&P Map B-5. Residential center on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroads-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco; Greyhound; Maine Trailways; Brunswick Transportation.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559; Loc. Est. 31,435
Biddeford 80 Cen. 19,638; Loc. Est. 18,727
Saco 80 Cen. 12,921; Loc. Est. 12,708
PMA-ABC: (70) 84,737; (82) 113,000
SMSA 80 Cen. 183,625; Loc. Est. 192,103
County 80 Cen. 139,666; Loc. Est. 141,287

4 - HOUSEHOLDS:
Cities 80 Cen. 11,633; Loc. Est. 9,665
Biddeford 80 Cen. 7,077; Loc. Est. 5,773
Saco 80 Cen. 4,556; Loc. Est. 3,892
County 80 Cen. 49,648; Loc. Est. 51,674
SMSA 80 Cen. 68,232; Loc. Est. 72,605
PMA-ABC: (70) 26,385; (82) 40,900

5 - BANKS:	NUMBER	EST. DEP.
Savings	4	$1,000,000,000
Commercial	2	(incl. above)

6 - PASSENGER AUTOS: County 61,405

7 - ELECTRIC METERS:
Residence: Biddeford and Saco 14,670

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive Parts 1,200 ($187); Textile Prod. 900 ($150); Shoe & Heel 600 ($150); Tannery 700 ($180); Wearing Apparel 400 (N.A.); Precision Products 450 ($185); Building Fabricators 175 ($185).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

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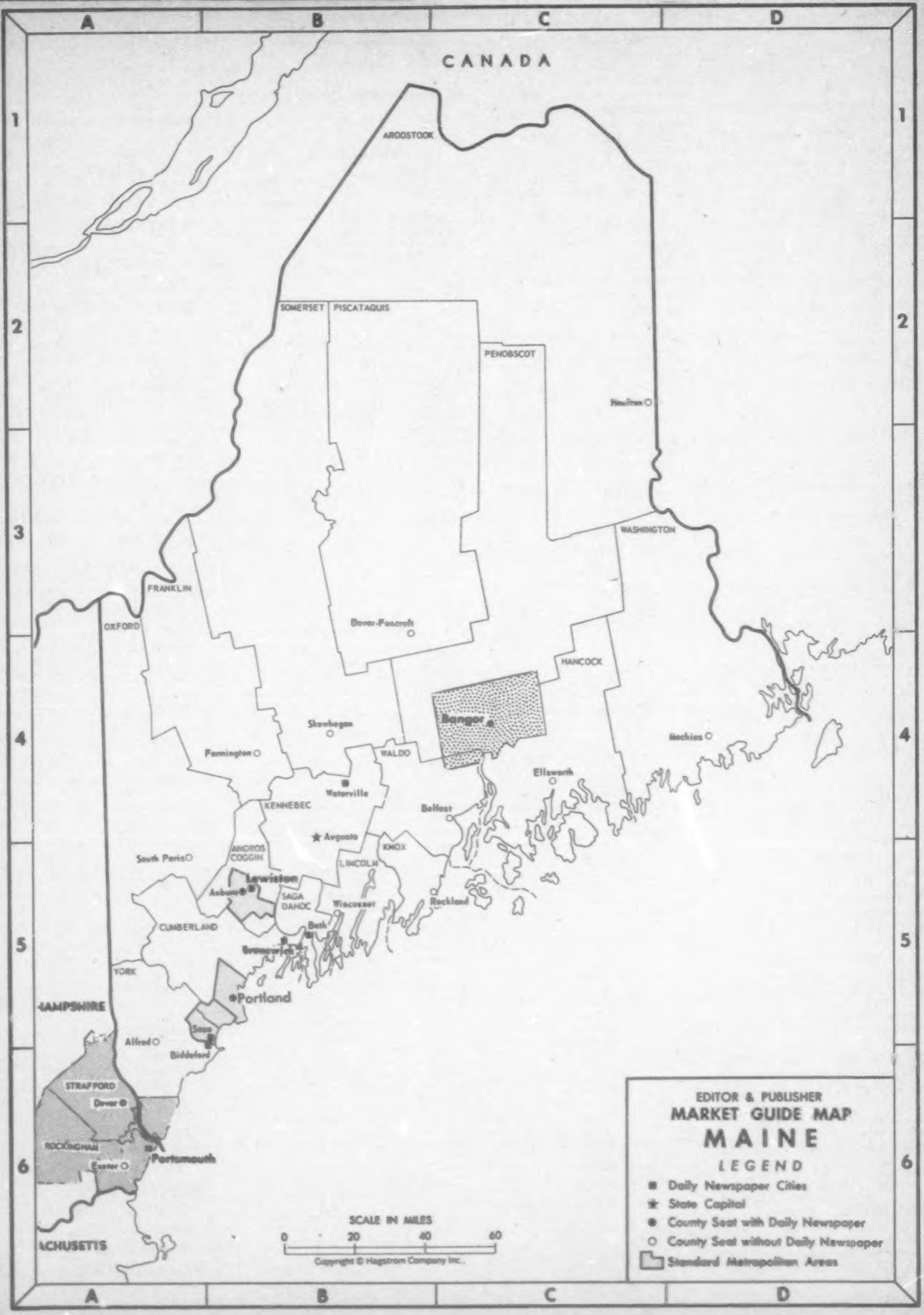
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YORK
HAMPSHIRE
STRAFFORD
ROCKINGHAM
ACHUSETTS
Houlton
Dover-Foxcroft
Skowhegan
Farmington
Bangor
Machias
Ellsworth
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12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biddeford	2	Finast, Sears
Saco Valley	13	Zayre's, Shaw's Mkt.
5 Points	11	IGA, Rich's Dept.

Principal Shopping Days-Downtown-Fri.; Shopping Centers-6 Nights.

13 - RETAIL OUTLETS: Department Stores-Butler's; Youland; Nichols.
Variety Stores-Woolworth; Wellwoods; Bookland.
Chain Drug Stores-Central-Colonial Phcy. 2; General Sales; Laverdiere 2; Brooks 2; Wellby.
Discount Stores-Zayre's; King's; Rich's.
Chain Supermarkets-First National; Farm Store; Shaw's; Martin's Discount; Jos. Sneider; IGA Foodliner; Foodland.
Other Chain Stores-Shoes: Butler, Colonial; Jewelry: Day's, Youland's; Furniture: Warren, Potter's; Western Auto; Singer Co.; Sherwin-Williams; Mary Carter; The Men's Shop, Inc.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 13,662; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative: Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County, E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 17,366; Loc. Est. 18,022
CZ-ABC: (70) 31,732; (82) 36,800
RTZ-ABC: (70) 15,320; (82) 22,100
County 80 Cen. 215,789; Loc. Est. 226,442
City & RTZ-ABC: (70) 47,052; (82) 58,900

4 - HOUSEHOLDS:
City 80 Cen. 5,843; Loc. Est. 6,184
County 80 Cen. 78,704; Loc. Est. 85,215
CZ-ABC: (70) 9,651; (82) 13,100
RTZ-ABC: (70) 4,759; (82) 8,100
City & RTZ-ABC: (70) 14,410; (82) 21,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$97,114,000
Savings & Loan	2	$64,298,000
Savings	6	$169,048,000
Credit Unions	5	$20,000,000

6 - PASSENGER AUTOS: County 101,735

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Sportswear; Shoes; Papermaking; Children's Clothing; Artist's Brushes.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-(17 stores)-Cooks Corner (Sears, Holiday Inn); J.C. Penney; Route 1 Kings.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon. thru Sat. 9 a.m.-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Senter's; J.C. Penney; Sears; Grand City.
Chain Drug Stores-General Sales; Combined Sales; Welby Super Drug CVS; Drapeau's; LaVerdiere's.
Variety Stores-Grand City; J.J. Newberry.
Discount Stores-Kings.
Chain Supermarkets-Burgess' 2; Shaws; Cottle's.
Other Chain Stores-G.M. Pollack & Sons; Day's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; L&A Tire; Lamey-Wellahan; Beaconway Fabrics; Radio Shack; Fayva; Bookland.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 13,505; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Daniel H. Snow, Adv. Dir., TIMES-RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

LEWISTON-AUBURN

1 - LOCATION: Androscoggin County, E&P Map B-5, County Seat (In Lewiston-Auburn SMSA). Industrial, wholesale and agricultural center. SW inland Maine; 135 mi. from Boston; 350 mi. from New York City.

2 - TRANSPORTATION: Railroads-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.
Airlines-Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609; Loc. Est. 61,853
Lewiston 80 Cen. 40,481; Loc. Est. 39,408
Auburn 80 Cen. 23,128; Loc. Est. 22,445
CZ-ABC: (70) 65,930; (82) 63,900
RTZ-ABC: (70) 164,351; (82) 207,500
County 80 Cen. 99,657; Loc. Est. 100,131
SMSA 80 Cen. 72,378; Loc. Est. 69,463
City & RTZ-ABC: (70) 230,281; (82) 271,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 23,451; Loc. Est. 22,897
Lewiston 80 Cen. 14,960; Loc. Est. 14,592
Auburn 80 Cen. 8,491; Loc. Est. 8,305
County 80 Cen. 35,233; Loc. Est. 36,383
SMSA 80 Cen. 26,359; Loc. Est. 25,578
CZ-ABC: (70) 21,171; (82) 24,100
RTZ-ABC: (70) 49,496; (82) 72,900
City & RTZ-ABC: (70) 70,667; (82) 97,000

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$155,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: County 38,864

7 - ELECTRIC METERS: Residence 40,082

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shoe Mfg. 7,812; Cotton Mfg. 2,650; Electronics 732; Poultry Processing 350; Wool Blankets 250; Wire Goods Mfg. 110; Almanacs, Calendars, Diaries, etc. 150; 75; Bakery Products 220; Paper Boxes 100; Woolen Yarns 225; Carbonated Beverages 133; Metal Stamping 130; Plastics 45[illegible]; Printing 214; Milk Processing 135.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8. Last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers
Lewiston-Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's.
Auburn-Main; N. Main; Court; Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr.; Auburn Mall.
Principal Shopping Days-Department-Mon., Fri., Sat. Food-Wed., Fri., Sat.
Stores Close-Mon. a.m.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Thurs., Fri.; some Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Bradlees; J.C. Penney; Kings; Porteous, Mitchell & Braun; Ward Bros.; Zayre's; K mart.
Variety Stores-Kresege; Big L; Mac's; Valu Plus; Laverdieres 2.
Discount Stores-Kings; K mart; Bradlees; Zayre.
Chain Drug Stores-CVS 2; Clark's 2; Big L 2; Valu Plus; Lovell.
Chain Supermarkets-Foodtown 3; Sampson's 11; Shaw's 2; Cottle's 2.
Other Chain Stores-Dodge Clothes (men's); Day's Jewelry; Lamey-Wellehan (shoes) 2; Evergreen; Footloose; Fayva; Dexter; Thom McAn; Beaconway (fabrics); New England Furniture; Snow's Appliances; Fanny Farmer; Owen Moore 2; Deering Ice Cream; Friendly Ice Cream; Baskin Robbins Ice Cream; So Fro Fabrics 2; Carriage House 3 (cards & gifts); Dog House (pet); Petland; Bonanza Rest.; York Steak House; Strictly Formal; Angeloni Pizza; Bookland 2; Walden Books; Radio Shack; Hit or Miss; Quoddy Mocs; Athletic Attic; Brooks Fashion (womens); Carlyle Jewelry; Chess King (men's); Dream Machine (amusement); Earring Tree; Fields Hosiery; Foxmoor (women's); The Gap (M/W clothing); General Nutrition; Gifts From the Heart; Golden Fry (food); Great Hot Dog; Hickory Farms; JoAnn's Nuthouse; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (women's clothes); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (women's); Papa Gino's; Pearl Vision; Phone Center; G.M. Pollack (jewelry); Regis Hair Styling; Spencer Gifts; Swiss Pretzel; Thatcher's (food); Tourraine (women's); Weathervane (women's); Zales Jewelry; Gil Poliquin (eye/hearing wear); J. Dostie Jewelry; Art Circle (art supplies); Camera Service Center; Grant Clothes (men's); Jason Gifts & Antiques; Morin's Bridal; Lebel's Bridal; The Blackboard; Downeast Shop.

14 - NEWSPAPERS: SUN (m) 34,230; JOURNAL (e) 14,012; Comb. (m&e) 48,242; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Y. Roger Fontaine, Adv. Dir., SUN/JOURNAL, 104 Park St., Lewiston, ME 04240, Tel (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County, E&P Map B-5 (SMSA). County Seat. 108 mi. E of Boston. On U.S. Hwy. 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: Railroads-Boston & Maine; Maine Central; Grand Trunk.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Lines-Greyhound; Trailways; Vermont Transit.
Airlines-Delta; Air New England; Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 61,572; Loc. Est. 61,794
CZ-ABC: (70) 116,991; (82) 111,700
RTZ-ABC: (70) 210,565; (82) 284,400
County 80 Cen. 215,789; Loc. Est. 226,442
SMSA 80 Cen. 183,625; Loc. Est. 192,103
City & RTZ-ABC: (70) 327,556; (82) 396,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,419; Loc. Est. 24,756
County 80 Cen. 78,704; Loc. Est. 85,215
SMSA 80 Cen. 68,232; Loc. Est. 72,605
CZ-ABC: (70) 38,400; (82) 42,800
RTZ-ABC: (70) 63,830; (82) 101,900
City & RTZ-ABC: (70) 102,230; (82) 144,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$556,786,177
Savings & Loan	4	$172,483,709
Commercial	5	$708,611,762

6 - PASSENGER AUTOS: County 101,735

7 - ELECTRIC METERS: 62,500

8 - GAS METERS: Residence 11,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metals & Machy. 4,800 ($139); Food Prods. 2,500 ($151); Paper 2,600 ($178); Leather & Prod. 1,400 (NA); Lumber & Wood Prod. 800 (NA).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Areas-Between Longfellow and Monument Squares; Maine Mall.
Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Ave. Plaza(6)	NA	Paul's
Lunt's Plz.(5)	NA	Martin Foods
North Gate(11)	NA	Shaw's Mkt., Wellwood
Northport(6)	NA	
Pine Tree(19)	NA	Zayre, Shaw's
Rainbow Mall(20)	NA	
West Gate(9)	NA	Shaw's Mkt., Wellwood 5&10
Mill Creek	NA	Shaw's Mkt., Kings Dept.
Falmouth	NA	Shaw's Mkt., Kings Dept.
K mart(2)	NA	K mart, Martin Foods
Westbrook(6)	NA	Bradlee's, Martin Foods

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thu.; Supermarketsnightly.

13 - RETAIL OUTLETS: Department Stores-Benoit's; Sears; Owen Moore; Rines Bros.; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.
Variety Stores-Woolworth; Wellwood.
Discount Stores-Zayre; King's; Bradlee's; Foden's; Romanow's; K mart; Child World; Marshall's.
Chain Drug Stores-Welby's 3; Dudley-Wood 2; LaVerdiere's 5; Lovell's.
Chain Supermarkets Martins 4; Geo. C. Shaw 5; Gold Star IGA.
Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Consumer Value Stores; Lerner's; Bell Shops; Baker Shoe; Stowell's Jewelry; Foxmore Casuals; Hanover Shoe; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS-HERALD (m) 57,329; EXPRESS (e) 30,046; Comb. (m&e) 87,375; TELEGRAM (S) 124,257; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS-HERALD, EXPRESS and TELEGRAM, 390 Congress St., Portland, ME 04104; Tel. (207) 775-5811.
National Representative: Landon Associates.

SACO

See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County, E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N. of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Air New England; Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 17,779; Loc. Est. 17,657
CZ-ABC: (70) 27,275; (82) 27,500
RTZ-ABC: (70) 71,718; (82) 90,700
County 80 Cen. 109,889; Loc. Est. 114,605
City & RTZ-ABC: (70) 98,993; (82) 118,200

4 - HOUSEHOLDS:
City 80 Cen. 6,201; Loc. Est. 5,764
County 80 Cen. 38,579; Loc. Est. 41,478
CZ-ABC: (70) 8,310; (82) 9,800
RTZ-ABC: (70) 21,326; (82) 31,300
City & RTZ-ABC: (70) 29,636; (82) 41,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 45,149

7 - ELECTRIC METERS: Residence 13,990

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pulp & Paper 1,539; Molded Wood Fibre Products 1,050; Woolen Fabric Mfg. 550; Shirt Makers 800; Wooden Products 270; Railroad Repair Shop 400; Medical Center 1,100.
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter -30-42.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Main St.; Silver St.; College Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Plz.(12)	NA	King's, K mart
Concourse(17)	NA	Zayre, Cottle's
JFK Mall(14)	NA	A&P, Blake Hdwe.

Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Fri., Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Butler's; Sterns; K mart; Zayre; King's; Levine's.
Chain Drug Stores-LaVerdiere's.
Chain Supermarkets-Cottle's; A&P; First National; IGA; Sampson's.
Other Chain Stores-Radio Shack; Mr. Paperback; Big L; Consumer Auto Parts; Steego; So-Fro; Sherwin Williams.

14 - NEWSPAPERS: SENTINEL (m) 25,873; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Seluke, Adv. Dir., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative: Landon Associates.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
575 Lexington Avenue
New York, N.Y. 10022

MARYLAND SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford and Howard Counties.
Cumberland, Md.-W. Va.-Allegany County, Md.; Mineral County, W. Va.
Hagerstown-Washington County.
Washington, D.C.-Md.-Va.-Washington, D.C.; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun and Prince William Counties, Va.; Charles, Montgomery and Prince Georges Counties, Md.
Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREAS

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	345	272	280
5-14 Years	815	649	668
15-24 Years	682	797	821
25-44 Years	997	1,252	1,289
45-64 Years	787	850	875
65 and Over	298	396	408
TOTAL	3,924	4,216	4,341

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	338	531	687
General Mdse	1,490	2,037	2,898
Food	2,077	3,198	5,187
Automobiles	1,780	2,825	3,471
Gasoline Stations	606	1,210	2,182
Apparel	504	687	968
Furniture	464	628	836
Eat-Drink Places	740	1,257	2,064
Drugs	386	516	793
TOTAL	9,480	14,377	21,667

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore SMSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S. of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Baltimore & Annapolis; Trailways; Greyhound.
Airlines-Delta; Eastern; American; TWA; Texas Int'l; USAir; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740; Loc. Est. 31,568
CZ-ABC: (70) 53,043; (82) 56,200
RTZ-ABC: (70) 26,436; (82) 43,900
County 80 Cen. 370,775; Loc. Est. 381,702
SMSA 80 Cen. 2,174,023; Loc. Est. 2,271,556
City & RTZ-ABC: (70) 79,479; (82) 100,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,430; Loc. Est. 12,880
County 80 Cen. 121,028; Loc. Est. 128,501
SMSA 80 Cen. 756,980; Loc. Est. 816,274
CZ-ABC: (70) 14,929; (82) 18,400
RTZ-ABC: (70) 7,351; (82) 14,300
City & RTZ-ABC: (70) 22,280; (82) 32,700

5 - BANKS:	NUMBER	EST. DEP.
Savings	NA	$522,200,000
Savings & Loan	NA	$386,700,000

Total Number of Banks 13

6 - PASSENGER AUTOS: County 218,683

7 - ELECTRIC METERS: CountyRes. 126,880

8 - GAS METERS: CountyRes. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fort Meade 16,000; Westinghouse (3 locations) 13,000; USNA (including Middies) 6,000; US Naval Station; US Naval Security Over 10,000; US Dept. of Motor Vehicles Over 1,000; US Coast Guard; Md. State Gov't; Vectra (fiber); Exxon; Amtech.; Kennecott Corporation.
Principal Industrial Pay Days: Govt. 15 & 30; Wkly. Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St., 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.
Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis(85)	NA	Hecht, Mont. Ward
Colonial Parole(10)	NA	Kaleidoscope Fabric
Eastport(12)	NA	Safeway
Forest Plz.(16)	NA	Hechinger's
Parole S.C.(30)	NA	Sears, Food Fair, K mart

Principal Shopping Days-Thu., Fri., & Sat.
Stores Open Evenings-Mon., Thu. & Fri.
Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: Department Stores-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkels.
Discount Stores-Murphy Mart; K mart.
Variety Stores-G.C. Murphy; Woolco.
Chain Drug Stores-Kitchin's; Rite-aid 2; Nationwide; Homewood; Giant Food Pharmacy; Revco.
Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant Foods 4; 7-Eleven 2; Convenient Food Mart 3; Magruder's.
Other Chain Stores-Firestone; Goodyear; Western Auto; Singer; Montgomery Ward; Penn Jersey; Auto.

14 - NEWSPAPERS: CAPITAL (e) 33,663; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr/Adv. Dir., CAPITAL, 213 West St., Annapolis, MD 21401; Tel. (301) 268-5000.
National Representatives: Landon; USSPI.

BALTIMORE

1 - LOCATION: Independent City in Baltimore SMSA which includes Anne Arundel , Baltimore, Carroll, Harford and Howard counties. E&P Map C-1, Nations ninth City. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest foreign tonnage port and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York; 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Penn-Central; Canton (freight); Western Maryland; Baltimore & Annapolis; Conrail (freight).
Motor Freight Carriers-160 (Interstate).
Freight Steamship Lines-107 (Scheduled liner services)
Intercity Bus Lines-MTA (with bus lines); Greyhound; McMahon Transp.; Trailways; Baltimore Motor Coach; Clyde's Charter.
Airlines-American; Delta; Eastern; TWA; United; USAir; Ozark; Piedmont; Air Virgina; Texas Int.; World Airways; Republic; Northeastern; Western and 15 other airlines.

3 - POPULATION:
Corp. City 80 Cen. 786,775; Loc. Est. 763,900
County 30 Cen. 655,615; Loc. Est. 661,300
SMSA 80 Cen. 2,174,023; Loc. Est. 2,192,700
SUN: PMA-ABC:
(70) 1,740,419; (82) 1,765,900
NEWS AMERICAN:
CZ-ABC: (70) 1,619,870; (82) 1,600,800
RTZ-ABC: (70) 497,810; (82) 637,200
City & RTZ-ABC: (70) 2,117,680; (82) 2,238,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 281,414; Loc. Est. 277,700
County 80 Cen. 237,371; Loc. Est. 247,000
SMSA 80 Cen. 756,980; Loc. Est. 780,900
SUN: PMA-ABC: (70) 534,147; (82) 636,800
NEWS AMERICAN:
CZ-ABC: (70) 501,599; (82) 583,000
RTZ-ABC: (70) 137,440; (82) 196,800
City & RTZ-ABC: (70) 639,039; (82) 779,800

5 - BANKS:	NUMBER	DEPOSITS
Holding Co.	11	$12,867,000,000
Savings & Loan	13	$4,500,000,000
Financial & Real Estate Corp.	3	$6,557,000,000

6 - PASSENGER AUTOS: SMSA 1,106,160

7 - ELECTRIC METERS: SMSA 896,887

8 - GAS METERS: SMSA 526,535

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Metal Ind. 23,300 ($500); Food Products 12,700 ($316); Apparel & Textile 8,900 ($204); Transportation Eqpt. 8,900 ($452); Elect. Eqpt. 23,900 ($363); Printing & Pub. 12,700 ($328); Machinery 10,800 ($323); Chemicals & Allied Products 10,100 ($419); Transportation & Public Utilities 55,600; Wholesale Trade 56,400; Retail Trade 165,100; Finance Ins. & Real Estate & Mining 199,200; Services, Fed. Govt., 53,400; State & Local govt. 165,100.
Principal Pay Days-Fri., Thu.; 1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct 27. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from north to south, and 4 blocks east to west.
Shopping Centers-Cross Keys Village, Mondawmin Mall, Reisterstown Road Plaza.
Principal SMSA Shopping Areas and Shopping Centers
Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.
Shopping Centers-Glen Burnie Mall, Harundale Mall, Jumper's Mall, Laurel Centre, Parole Plaza.
Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson.
Shopping Centers-Dundalk Shopping Center, Eastpoint Mall, Eudowood Plaza, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plaza, North Plaza Mall, Parkville, Reinsterstown, Security Square Mall, Towson Plaza, Westview Mall, White Marsh Mall.
Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead, Westminster.
Shopping Centers-Carrolltowne Towne Center, Crossroad Square, 140 Village, Westminster.
Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.
Shopping Centers-Campus Hills, Edgewood, Harford Mall.
Howard County: Major Shopping Areas-Ellicott City, Columbia.
Shopping Centers-Chatham Mall, Columbia Mall, Golden Triangle, Normandy, Oakland Mills Village Center, Owen Brown Village Center, Saint John's Plaza, Wilde Lake Village Green.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carrolltowne	17	K mart, A&F
Chatham Mall	12	K mart, Cook's, Giant
Columbia Mall	15	Woodward & Lothrop, Hecht's

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The Baltimore Sun

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee

Sources: Survey of Buying Power, 1981, The Scarborough Report, 1980, Media Records, 1981.

BEST AVAILABLE COPY

Eastpoint Mall	6	Hutzler's, JC Penney, Hochschild-Kohn
Eudowood Plaza	7	Montgomery Ward
Glen Burnie Mall	9	A&P, Mont. Ward
Glen Burnie Center	8	Sears, Giant
Golden Ring Mall	9	Montgomery Ward, Hecht's, Stewart's
Harford Mall	30	Montgomery Ward Hochschild-Kohn
Harundale Mall	8	Hochschild-Kohn
Hunt Valley	15	Bamberger's, Sears
Jumper's Mall	9	K mart, Grand Union
Kenilworth Bazaar	8	Hochschild-Kohn
Laurel Centre	25	Hecht's, JC Penney
Northwood	4	Hecht's
Reisterstown Rd. Plaza	8	Stewart's, Hecht's
Security Sq. Mall	8	Woolworth, Hochschilds, JC Penney, Sears, Hecht
Towson Plaza	8	Hutzler's, Hecht's
Westview Mall	6	Hutzler's, Stewart's
White Marsh	15	Bamberger's, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thurs. Most suburban stores open six evenings. Some food chains open 24 hours.

13 - RETAIL OUTLETS: Dept. Stores-Bamburgers 2; Hecht's 9; Hochschild's 8; Hutzler's 6; J.C. Penney 4; Montgomery Ward 10; Sears Roebuck 8; Stewart's 5; Woodward & Lothrop 3.
Discount Stores-Aid 28; Ames 4; Cooks 5; Epstein's 7; K mart 12; Murphy's Mart 6.
Chain Drug Stores-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite-Aid 95; Sav-A-Lot 7.
Chain Supermarkets-A&P 28; Brown's 8; Food-A-Rama 36; Giant 35; Mars 7; Safeway 20; 7-Eleven 84; Kash 'N Carry 6.
Auto Supplies-Ezrine 24; Goodyear 11; Hi-Gear 4; Kimmel 9; Midas Muffler 13; P.A.P.A. 11; Pep Boys 6; Penn-Jersey 5; RPS 17; Western Auto 8.
Furniture-B. Bugatch 3; Fradkin Bros 2; Garon's Ethan Allen 4; Levenson & Klein 3; Pollack-Blum's 5; Scan 3; Shaivitz 3; Shiller's 3; This End Up 5; Towne & Country 2; Unclaimed Freight Co. 7.
Appliances-Ash Himelfarb 3; G.E.-Hotpoint 4; Ritchie Lumber & Building Supply 3.
Jewelry-Edward Arthur 3; Bailey; Banks & Biddle; Oscar Caplan & Sons 3; S & N Katz-Castelberg's 12; Kay Jewelers 8; Shaw's Keepsake Jewelers 4; Stieff-D.P. Paul 7.
Shoes-Florsheim 7; Hahn 7; Hamburgers 6; Hanover 11; Hess 15; Selwyn 4; Shoe World 7; Thom McAn 17.
Reducing Salons-Holiday Spas 5; Metro Nautilus Fitness Centers 6.
Miscellaneous Clothing Stores Cushner's; Farbers; Finkelstein's; Hamburger's; Jos A. Bank; Lane Bryant; Linda Lynn; Pants Corral; Pat Arnolde's Talls; Princess Shops; Weltzler's; Young Mens Stores.
Variety Stores-Ben Franklin 6; G. C. Murphy 13; S.S. Kresge 5; Woolco 2; Woolworth 15.

14 - NEWSPAPERS: SUN (m-mon to fri) 176,954; (e-mon to fri) 167,878; Comb. (m&e-mon to fri) 344,832; (m-sat) 159,371; (e-sat) 135,115; Comb (sat) 294,486; (S) 382,953; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary Black, Jr., Dir. Sales & Mktg., SUNPAPERS, Calvert & Centre Sts., Baltimore, MD 21203; Tel. (301) 332-6000.
National Representatives: CWO&O: Leonard Co. (Florida).
NEWS-AMERICAN (e-mon to fri) 141,449; (m-sat) 112,600; (S) 196,438; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dan Aquilino, Adv. Dir., NEWS-AMERICAN, 301 E. Lombard St., Baltimore, MD 21203; Tel. (301) 528-8000.
National Representative: Hearst.

CAMBRIDGE

1 - LOCATION: Dorchester County, E&P Map C-2, County Seat. Agricultural, sea food, timber, manufacturing area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Waterways: Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:
Corp. City 80 Cen. 11,703; Loc. Est. 12,100
County 80 Cen. 30,623; Loc. Est. 31,300
PMA-ABC (70) 53,087; (82) 57,100

4 - HOUSEHOLDS:
City 80 Cen. 4,446; Loc. Est. 4,167
County 80 Cen. 11,329; Loc. Est. 11,348
PMA-ABC: (70) 17,639; (82) 22,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Saving & Loan	3	$80,000,000
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 15,303

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence, 1,581

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($175); Wire Cloth 325 ($165); Shirts 600 ($185); Food Processing 1,200 ($175); Printing 350 ($260); Total Co. Av. Wkly. Wage ($175);
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Areas-Downtown-4 blocks on one street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(20)	NA	Super Safeway, Ames, Drug Fair
Shoal Creek(10)	NA	Montgomery Ward, Acme, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown-Fri. to 8 p.m.; Shopping Centers-every night to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Sears; Montgomery Ward.
Variety Stores-McCrory's; Woolworth's.
Chain Drug Stores-Drug Fair.
Discount Stores-Ames.
Chain Supermarkets-Super Safeway; Quick Shops 5; Acme; 7-Eleven; Meatland.
Other Chain Stores-Montgomery Ward (catalog); Revco.

14 - NEWSPAPERS: BANNER (e) 7,670; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Herman Stevens, Pres. or Claude Gootee, Gen. Mgr., BANNER, PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative: Landon Associates.

CHEVY CHASE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA SMSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-41 in SMSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Area 80 Cen. 5,021; Loc. Est. N.A.
Chevy Chase Section Four 80 Cen. 2,903, Loc. Est. N.A
Chevy Chase Village 2,118; Loc. Est. N.A.
PMA-ABC. (70) 522,809; (81) 588,900
County 80 Cen. 579,0[illegible]; Loc. Est. 587,410
SMSA 80 Cen. 3,060,240; Loc. Est. 3,084,404

4 - HOUSEHOLDS:
Area 80 Cen. 1,693; Loc. Est. N.A.
Chevy Chase Section Four 80 Cen. 999; Loc. Est. N.A.
Chevy Chase Village 80 Cen. 694; Loc. Est. N.A.
PMA-ABC: (70) 156,674; (81) 203,500
County 80 Cen. 207,195; Loc. Est. 216,740
SMSA 80 Cen. 1,112,579; Loc. Est. 1,153,734

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. (SMSA)	63	$13,000,000,000
Sav. & Loan (SMSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 382,635

7 - ELECTRIC METERS: Residence 873,200 (SMSA)

8 - GAS METERS: Residence 565,320 (SMSA)

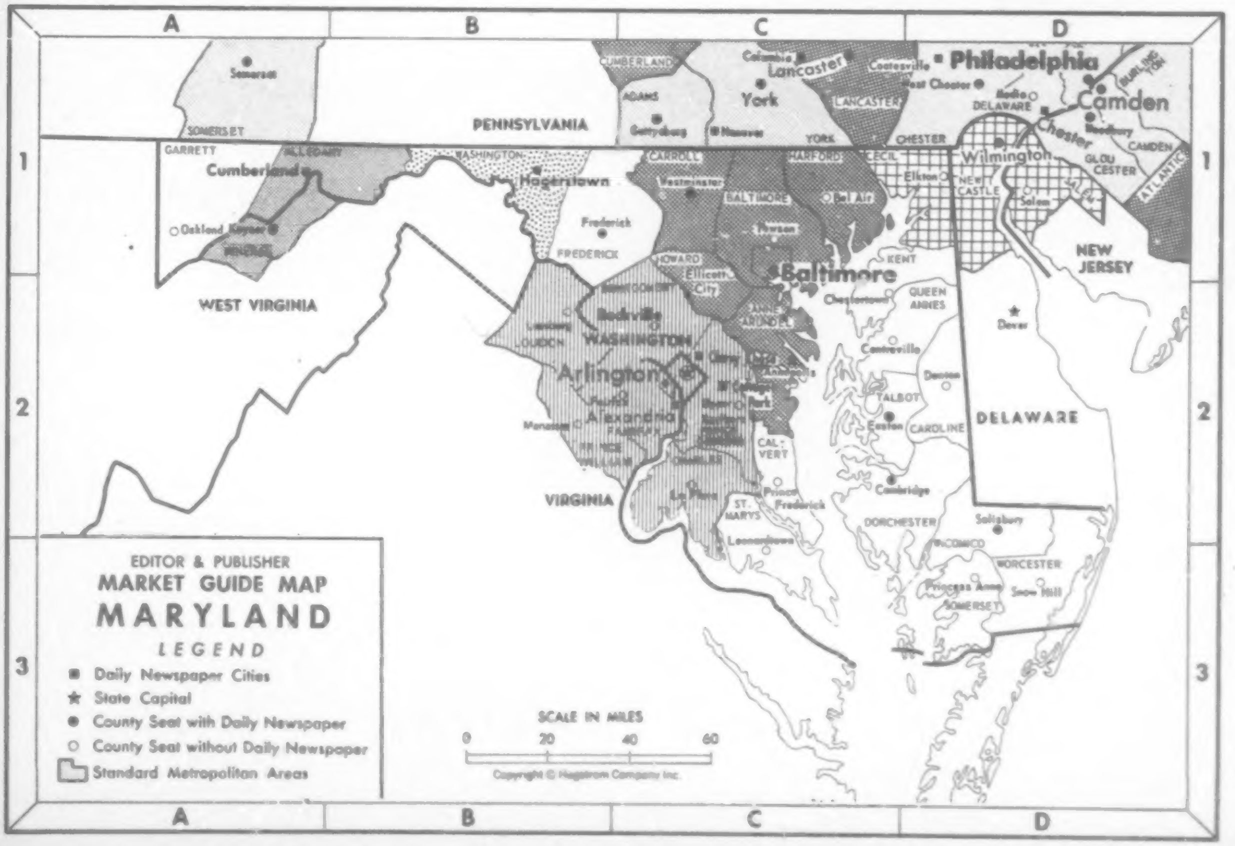
9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Services 73,000; Wholesale & Retail Trade 61,000; Federal Gov't. 44,000; State & Local Gov't. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:Principal Shopping Center-White Flint Mall.
Neighborhood Shopping Centers-Congressional Plaza, Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; Village Mall; Lake Forest Mall; Loehman Plaza.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrop; Sears; Montgomery Ward.
Discount Stores-K mart; Woolco.



Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 38,813; Dec. 31, 1981 ABC (initial audit).
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, MONTGOMERY JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7550.
National Representative: USSPI.

COLLEGE PARK

1 - LOCATION: Prince George's County (In Washington DC-MD-VA SMSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie.
Motor Freight Carriers-41 in SMSA.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 23,614; Loc. Est. N.A.
County 80 Cen. 665,071; Loc. Est. 661,176
SMSA 80 Cen. 3,060,240; Loc. Est. 3,084,404
PMA-ABC: (70) 660,567; (81) 663,500

4 - HOUSEHOLDS:
City 80 Cen. 5,183; Loc. Est. N.A.
County 80 Cen. 224,789; Loc. Est. 230,573
SMSA 80 Cen. 1,112,579; Loc. Est. 1,153,734
PMA-ABC: (70) 192,963; (81) 223,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. (SMSA)	63	$13,000,000,000
Sav. & Loan (SMSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 371,228

7 - ELECTRIC METERS: Residence 873,200 (SMSA)

8 - GAS METERS: Residence 565,320 (SMSA)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wholesale & Retail Trade 55,000; Services 30,000; State & Local Gov't. 49,000; Federal Gov't. 25,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:Principal Shopping Center-Prince George's Plaza.
Neighborhood Shopping Centers-Carrolton Mall; BelAir; Beltway Plaza; Capital Plaza; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plaza; Laurel Center; Marlow Heights; Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plaza.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrop; Sears; Montgomery Ward.
Discount Stores-K mart; Zayres; Woolco.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 43,004; Dec. 31, 1981 ABC (initial audit).
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, PRINCE GEORGE'S JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7550.
National Representative: USSPI.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV SMSA). E&P Map A-1, County Seat. Railroad and industrial center of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40 and 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: **Railroads**-B&O; C&O.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 25,933; Loc. Est. 25,270
CZ-ABC: (70) 47,053; (82) 44,800
RTZ-ABC: (70) 109,914; (82) 127,200
County 80 Cen. 80,548; Loc. Est. 80,518
SMSA 80 Cen. 107,782; Loc. Est. 108,021
City & RTZ-ABC: (70) 156,967; (82) 172,000

4 - HOUSEHOLDS:
City 80 Cen. 10,669; Loc. Est. 10,809
County 80 Cen. 29,669; Loc. Est. 30,539
SMSA 80 Cen. 39,107; Loc. Est. 40,361
CZ-ABC: (70) 16,382; (82) 18,200
RTZ-ABC: (70) 33,865; (82) 45,900
City & RTZ-ABC: (70) 50,247; (82) 64,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$201,902,025
Commercial	3	$255,827,109

6 - PASSENGER AUTOS: County 42,181

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tire Plant 1,980; PPG Industries 900; Textiles 1,100; Railroad 2,200; Pulp & Paper 2,100; Ballistics Laboratory 900.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(50)	9	JC Penney, K mart, Eyerlys, Sears
Cumberland(70)	0	Gee Bee, Burtons, Wolf, Murphy
La Vale Plz.(26)	9	Safeway, McCrory, People's Drug
Searstown(20)	9	Thrift Drug, Acme Mkt., Woolworth
White Oaks(7)	2	Acme Mkt., Thrift Drug
Hills Plz.(5)	3	Hills, A&P

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu.(Center City) Nearby shopping centers, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Everly's; JC Penney.
Variety Stores-Murphy; McCrory's; Woolworth.
Discount Stores-King's; Hills; Gee Bee; Hecks; K mart.
Chain Drug Stores-People's 2; Thrift 3; Revco Drug Fair 2; Rite Aid 3.
Chain Supermarkets-A&P 5; Acme 3; Foodland 2; Browning; Foodliner (IGA); Safeway; Davis.
Other Chain Stores-Nobil Shoe; Lerner's; Zales Jewelry; Wolf Furniture; Kay Jewelers; Pearle Vision Center; Hanover Shoe; Camelot Music; Waldenbook; Hickory Farms; Kinney Shoe; Radio Shack; Super Shoes; Gordon Jewelers; Thom McAn; Chess King; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

14 - NEWSPAPERS: NEWS (m) 14,659; TIMES (e) 20,297; comb. (m&e) 34,956; (S) 37,684 Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J. P. Buckley, Adv. Mgr., NEWS and TIMES, 7-9 S. Mechanic St., Cumberland, MD 21502; Tel. (301) 722-4600.
National Representative: Landon Associates.

EASTON

1 - LOCATION: Talbot County, E&P Map C-2, County Seat. On Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: **Railroads**-Baltimore & Eastern; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,536; Loc. Est. 7,626
CZ-ABC: (70) 6,809; (82) 7,100
RTZ-ABC: (70) 36,654; (82) 43,000
County 80 Cen. 25,604; Loc. Est. 25,756
City & RTZ-ABC: (70) 43,463; (82) 50,100

4 - HOUSEHOLDS:
City 80 Cen. 3,125; Loc. Est.3,039
County 80 Cen. 9,934; Loc. Est. 10,362
CZ-ABC: (70) 2,368; (82) 2,900
RTZ-ABC: (70) 11,906; (82) 16,300
City & RTZ-ABC: (70) 14,274; (82) 19,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 15,673

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Mfg. Brick; Tile; Hosiery; Clothing; Furniture; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	J.C. Penney, Hess
Tred Avon Sq.	NA	Acme Super Mkt., Peebles, Hoschild-Kohn

Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-A&P; Acme.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 11,333; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John R. Berger, Pub., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Frederick County, E&P Map B-1, County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, D.C.; 45 mi. W of Baltimore.

2 - TRANSPORTATION: **Railroads**-Chessie System (C&O; B&O; WM).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Air Charter-Fred. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 27,557; Loc. Est. 28,719
CZ-ABC: (70) 23,641; (82) 29,400
RTZ-ABC: (70) 164,285; (82) 235,400
County 80 Cen. 114,263; Loc. Est. 122,702
City & RTZ-ABC: (70) 187,927; (82) 264,800

4 - HOUSEHOLDS:
City 80 Cen. 10,417; Loc. Est. 11,189
County 80 Cen. 37,269; Loc. Est. 41,240
CZ-ABC: (70) 7,819; (82) 11,400
RTZ-ABC: (70) 47,233; (82) 79,500
City & RTZ-ABC: (70) 55,052; (82) 90,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$2,257,500,000
Savings & Loan	7	$89,952,221

6 - PASSENGER AUTOS: County 64,901

7 - ELECTRIC METERS: 56,001

8 - GAS METERS: 3,702

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($418); Shoes 620 (N.A.); Insurance 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Products 165 ($218); Communications 303 ($165).
Principal Pay Days-1st & 15th, weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING:Principal Shopping Areas-Downtown: 8 blocks on 2 streets, 160 stores.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	NA	Woolworth, Hess, Sears, Gee Bees
Frederick Shoppers World(4)	NA	Carmack-Jays, Revco, Towers
County Sq.(7)	NA	Giant, K mart
Frederick Ctr.(30)	NA	People's, Woolworth
Frederick Towne Mall(77)	NA	Penney, McCrory, Montgomery Ward, Eyerley's, Mor-Valu
Monocay Vlg.	NA	
Patrick(4)	NA	Drug Fair
Prospect	NA	Peoples Drug, Safeway

Stores Close-Downtown, Wed. afternoon.
Stores Open Evenings-Downtown-Fri.; Malls-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Woolco; Sears; Routzahn's; J.C. Penney; Parsons; Eyerley's; Montgomery Ward; Hess; Gee Bee; Anderson Little.
Variety Stores-McCrory; Woolworth.
Discount Stores-Wise; Woolco; Gee Bee.
Chain Drug Stores-Peoples Service 3; Drug Fair; Revco; Rea and Derick, Inc; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Safeway 2; Weis Mkt. 3; Giant; Carmack-Jays 2; Mor-Valu.
Other Chain Stores-Singer Co.; Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; High's Dairy Prod.; 7-Eleven; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 20,590; NEWS (e) 14,255; Comb. (m&e) 34,845; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representative: Landon Associates.

HAGERSTOWN

1 - LOCATION: Washington County (SMSA). E&P Map B-1, County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of State; 72 mi. W. of Baltimore; 70 mi. NW of Washington, D.C.; 73 mi. S of Harrisburg, Pa.; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines-Greyhound.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 34,132; Loc. Est. 33,416
CZ-ABC: (70) 67,396; (82) 69,700
RTZ-ABC: (70) 117,509; (82) 153,700
County/SMSA 80 Cen. 113,086; Loc. Est. 114,758
City & RTZ-ABC: (70) 184,905 (82) 223,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,965; Loc. Est. 14,141
CZ-ABC: (70) 22,495; (82) 26,900
RTZ-ABC: (70) 36,064; (82) 55,900
County/SMSA 80 Cen. 39,957; Loc. Est. 41,801
City & RTZ-ABC: (70) 58,559; (82) 82,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial (Major)	5	$400,277,000
Commercial (Small)	2	$32,871,000
Savings & Loan	5	$228,200,000

6 - PASSENGER AUTOS: County 59,706

7 - ELECTRIC METERS: County 48,048

8 - GAS METERS: County 8,670

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 13,200; Transportation, Communication & Utilities (excl. railroads) 2,224; Contract Construction 2,318; Wholesale Trades 2,112; Retail Trades 6,555; Finance, Insurance & Real Estate 1,170; Services & Other (incl. State & local govt.) 13,200; Federal Govt. 1,151.
Major employers included above-Mack Truck 3,200; Fairchild Republic 2,570; Carborundow Co. 900; Londontown Mfg. 905; Jamison Door Co. 243; Moller Pipe Organs 214; Brandt Cabinet 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11. Last killing frost, May 4.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping District-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.; Long Meadow Shopping Ctr., 35 units 1 1/2 mi. from ctr. of town. South Hagerstown Shopping Ctr., 12 units 1 1/2 mi. from center of town; Valley Mall 90 stores, 2 miles south of town, I-81 & I-70; Zayre Shopping Center 11 stores, 1 mile east of town.
Principal Shopping Days-Thurs., Fri. Sat.
Stores Open Evenings-Downtown-Mon., Fri.; Shopping center-Mon. thru Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Everyly's; Montgomery Ward; J. C. Penney; Routzahn's 2; Sears.
Variety Stores-McCrory's 2; Kresge's;
Discount Stores-K mart; King's; Two Guys; Zayre's.
Chain Drug Stores-Peoples 3; Chatkin 3; Drug Fair; Revco 3; Dart Drug. Rea and Derick.
Chain Supermarkets-A&P; Grand Union 3; Martin's 3; Safeway; 7-Eleven 5; High's Dairy 8; Weis 2.
Other Chain Stores-Women's Clothing: Brooks. Shoes: Thom McAn, Gallenkamps Kinney, Hanover, Giant Shoe Mart, Super Shoes. Tire/ Battery/ Accessories: Goodyear, Firestone, Joe The Motor-

ist. Furniture and/or Appliances: Routzahn's, Grand Piano & Furniture. Jewelry: Kay's, Melarts 3. Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack 2, Lumber Yard, Channel Home Ctr.

14 - NEWSPAPERS: HERALD (m-mon to fri) 18,702; (m-sat.) 16,983; MAIL (e-mon to fri) 25,019; Comb. (m&e) 43,721; (e-sat.) 24,776; Mar. 31, 1982 ABC.
Local Contact for Market Information: Les Armstrong, Display Adv. Mgr., HERALD-MAIL, 100 Summit Ave., Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative: Story & Kelly-Smith.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2, County Seat. Agricultural and poultry area; medical & wholesale center. Eastern part of State. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,429; Loc. Est. 20,000
CZ-ABC: (70) 28,577; (82) 35,500
RTZ-ABC: (70) 140,706; (82) 170,100
County 80 Cen. 64,540; Loc. Est. 67,953
City & RTZ-ABC: (70) 169,283; (82) 205,600

4 - HOUSEHOLDS:
City 80 Cen. 6,543; Loc. Est. 6,268
County 80 Cen. 22,876; Loc. Est. 24,829
CZ-ABC: (70) 8,937; (82) 12,900
RTZ-ABC: (70) 44,562; (82) 63,300
City & RTZ-ABC: (70) 53,499; (82) 76,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	10	$253,904,000
Savings & Loan	5	$158,072,000

6 - PASSENGER AUTOS: County 33,708

7 - ELECTRIC METERS: Residence District 20,003

8 - GAS METERS: Residence 4,314

9 - PRINCIPAL INDUSTRIES: (Wicomico County)-No. of wage earners (Av. weekly wage)Federal Govt. 209 ($440); State Govt. 1,967 ($199); Local Govt. 2,485 ($242); Private Sector 21,752 ($223); Contract Construction 1,292 ($217); Manufacturing 5,699 ($234); Durable 1,567 ($314); Non Durable 4,132 ($204); Transportation 1,537 ($335); Wholesale 1,367 ($299); Retail 5,208 ($165); Fin., Ins. & Real Estate 917 ($228); Services & other 5,728 ($215).
Principal Pay Days-Fri., Wed. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves, 3 Blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz.(5)	3	Ames Dept. Store, A&P
Clairmont(6)	1 1/2	Drug Fair, Safeway
Downtown Plz(40)	NA	Hess, Penney's
Salisbury Mall(75)	2	Sears, Hecht, Warehouse Food Mkt., Hutzler's
Waverly(16)	1 1/2	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, Dart Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food; Salisbury Mall Stores, Woolco, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Hecht; Sears; Hutzler's; K mart.
Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's Discount Land; K mart; Towers.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite Aid 2; Eckerd Drug; Drug Fair.
Chain Supermarkets-Safeway; Acme; A&P 2; Giant Super; Warehouse Food Mkt.
Other Chain Stores-Firestone; Goodrich; Singer; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys (auto parts); Pic N-Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn.

14 - NEWSPAPERS: TIMES (e) 26,296; (S) 29,319; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St., Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County, E&P Map C-1 (In Baltimore SMSA). County Seat. Western Maryland College, Westminster Theological Seminary, Carroll County Farm museum. Manufacturing, warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore; 50 mi. N of Washington, D.C. On MD Routes 140, 30, 26, 97 & 27.

2 - TRANSPORTATION: Railroads-Chessie System (B.O. Western MD & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers-16.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808; Loc. Est. 9,087
PMA-ABC: (70) 69,006; (82) 102,700
County 80 Cen. 96,356; Loc. Est. 102,070
SMSA 80 Cen. 2,174,032; Loc. Est. 2,271,556

4 - HOUSEHOLDS:
City 80 Cen. 3,323; Loc. Est. 3,572
PMA-ABC: (70) 19,623; (82) 34,200
County 80 Cen. 30,631; Loc. Est. 33,479
SMSA 80 Cen. 756,980; Loc. Est. 816,274

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 57,021

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outer Ware 591; Book Distribution 590; Rubber Foot Ware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Altrasonic Cleaning 318.
Principal Industry Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Avg. Year 53.6; Snow Fall 27.8 First killing frost, Oct. 18. Last killing frost, April 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Westminster Ctr., U.S. Rte 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers-Carroll Plaza, 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Hanover Mall	25	Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Leggetts, Hub, J.C. Penney.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Leggetts.
Discount Stores-K mart; Woolworth; Ames.
Chain Drug Stores-Drug Fair; Rite Aid; Sentry Drug.
Chain Supermarkets-A&P; Martins Food; Weiss Markets; Safeway.
Other Chain Stores-Goodyear; RPS; Princess Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m-mon to fri) 16,543; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave., Westminster, MD 21157; Tel. (301) 848-4400.
National Representative: Landon; USSPI.

Editor & Publisher
QUOTES
market prices of newspaper stocks.

MASSACHUSETTS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Beverly, Lynn, Peabody and Salem cities; Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middletown, Nahant, Saugus, Swampscott, Topsfield and Wenham towns in Essex County. Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Mills, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County. Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland and Scituate towns in Plymouth County.
Brockton-Brockton city; Bridgewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.
Fall River, Mass.-R.I.-Fall River city; Dighton, Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton, Portsmouth and Tiverson towns in Newport County, R.I.
Fitchburg-Leominster-Fitchburg and Leominster cities; Lunenburg and Westminster towns in Worcester County; Shirley and Townsend towns in Middlesex County.
Lawrence-Haverhill, Mass-N.H.-Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimac, Metheun, North Andover, Salisbury and West Newbury towns in Essex County, Mass. Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem and Windham towns in Rockingham County, N.H.
Lowell, Mass.-N.H.-Lowell city; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.
New Bedford-New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County, Mass. Lakeville, Marion and Mattapoisett towns in Plymouth County, Mass.
Pittsfield-Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lenox, Lee and Stockbridge towns in Berkshire County.
Providence-Warwick-Pawtucket, R.I.-Mass.-Barrington, Bristol and Warren towns in Bristol County, Mass.; Warwick, Coventry, East Greenwick and West Warwick towns in Kent County, R.I. Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burrilville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate and Smithfield towns in Providence County; Narragansett, North Kingstown and South Kingstown towns in Washington County; Attleborough, Norton, Rehoboth, and Seekonk towns in Bristol County; Plainville town in Norfolk County; Blackstone and Millville towns in Worcester County.
Springfield-Chicopee-Holyoke, Mass.-Conn-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Sothwick, West Springfield and Wilbraham towns in Hampden County. Northampton city; Belchestown, Easthampton, Granby, Hadley, Hatfield, South Hadley and Southampton towns in Hampshire County. Warren town in Worcester County. Somers town in Tolland County, Conn.
Worcester-Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Milbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

STANDARD CONSOLIDATED STATISTICAL AREA

Boston-Lawrence-Lowell, Mass.-N.H.-Includes Boston SMSA; Brockton SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H. SMSA.
Providence-Fall River, R.I.-Mass.-Includes ProvidenceWarwick-Pawtucket, R.I.-Mass. SMSA; Fall River, Mass.-R.I. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	470	337	342
5-14 Years	1,099	836	848
15-24 Years	980	1,101	1,117
25-44 Years	1,295	1,563	1,586
45-64 Years	1,212	1,173	1,190
65 and Over	633	727	737
TOTAL	5,689	5,737	5,820

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	585	776	999
General Mdse	1,850	2,361	3,344
Food	2,905	4,210	6,797
Automobiles	2,112	2,887	3,531
Gasoline Stations	794	1,290	2,315
Apparel	803	1,061	1,488
Furniture	685	729	966
Eat-Drink Places	1,226	1,828	3,017
Drugs	384	579	886
TOTAL	13,298	18,474	28,059

ATHOL

1 - LOCATION: Worcester County, E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Englander Coach.

3 - POPULATION:
Town 80 Cen. 10,634; Loc. Est. 10,284
County 80 Cen. 646,352; Loc. Est. 636,630
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Town 80 Cen. 3,894; Loc. Est. 3,999
County 80 Cen. 225,323; Loc. Est. 228,593

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	1	$37,000,000
Savings & Loan	2	$35,000,000
Commercial	2	$28,000,000

6 - PASSENGER AUTOS: County 314,748

7 - ELECTRIC METERS: Residence 4,086

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Toys; Plastics; Textile Machinery; Wood & Metal Furniture.
Principal Industrial Pay Days-Thu.

10 - CLIMATE: First killing frost, Oct. 3. Last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers-Upper Main St.; Crescent St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days-Department Stores-Thu., Fri., Sat.; Food-Thu. & Fri.
Stores Close-Wed.
Stores Open Evenings-Department-Thu; Food-Mon. thru Sat.

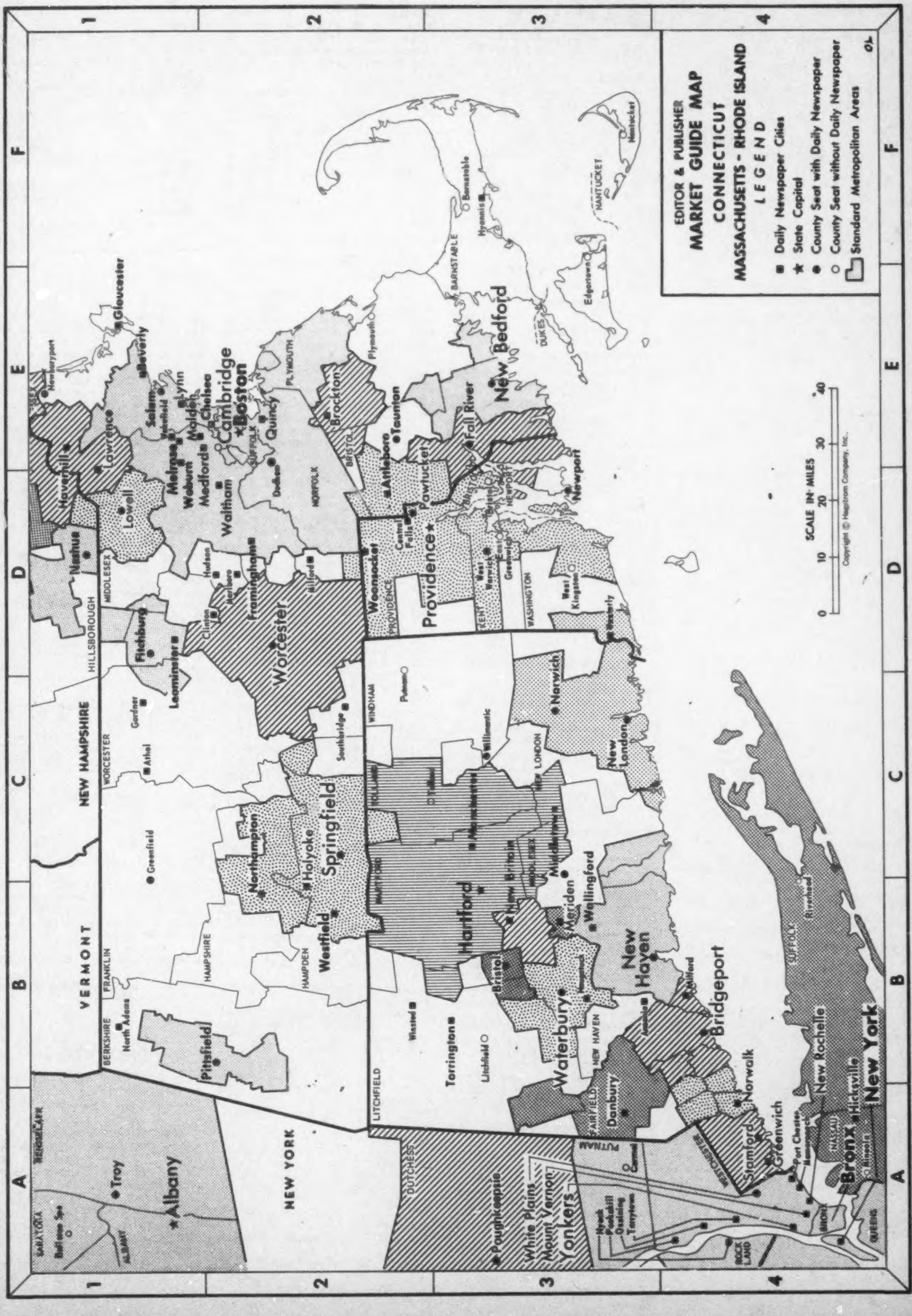
13 - RETAIL OUTLETS: Variety Stores-Skinner True Value.
Discount Stores-Mars Bargainland; M D Drugs.
Chain Supermarkets-IGA; Donelan's Supermarket; Stan's Sooper.
Other Chain Stores-Western Auto; W. E. Aubuchon; Sears Roebuck; Montgomery Ward; Agway Stores; Mars Bargainland; Brooks Drug Stores; Sherwin Williams Paint.

14 - NEWSPAPERS: NEWS (e) 5,565; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John J. Michalski, Nat. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (617) 249-3535.
National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In Providence-Warwick-Pawtucket RI-MA SMSA). E&P Map D-2, 32 mi. SW of Boston, Mass.; 12 mi. N of Providence, RI U.S. Hwy 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Gatra.
Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Hillsgrove, RI (30 mi.); Logan Intl. (40 mi.)


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
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40
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A
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VERMONT
NEW HAMPSHIRE
NEW YORK
HILLSBOROUGH
BERKSHIRE
FRANKLIN
HAMPSHIRE
HAMPDEN
WORCESTER
MIDDLESEX
ESSEX
SUFFOLK
NORFOLK
PLYMOUTH
BRISTOL
BARNSTABLE
DUKES
NANTUCKET
PROVIDENCE
KENT
WASHINGTON
NEWPORT
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
MIDDLESEX
NEW HAVEN
FAIRFIELD
DUTCHESS
PUTNAM
WESTCHESTER
ROCKLAND
NASSAU
SUFFOLK
QUEENS
RENSSELAER
SARATOGA
ALBANY
Albany
Troy
Ballston Spa
Pittsfield
North Adams
Greenfield
Athol
Gardner
Fitchburg
Leominster
Clinton
Hudson
Marlboro
Framingham
Milford
Worcester
Southbridge
Northampton
Holyoke
Springfield
Westfield
Nashua
Lowell
Lawrence
Haverhill
Newburyport
Gloucester
Beverly
Salem
Lynn
Peabody
Melrose
Malden
Chelsea
Woburn
Medford
Waltham
Cambridge
Boston
Quincy
Dedham
Brockton
Plymouth
Taunton
Attleboro
Woonsocket
Central Falls
Pawtucket
Providence
West Warwick
East Greenwich
West Kingston
Westerly
Bristol
Newport
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Putnam
Willimantic
Rockville
Manchester
Hartford
New Britain
Bristol
Middletown
Meriden
Wallingford
Torrington
Winsted
Litchfield
Waterbury
Naugatuck
Ansonia
New Haven
Milford
Bridgeport
Norwalk
Stamford
Greenwich
Danbury
Norwich
New London
Poughkeepsie
White Plains
Mount Vernon
Yonkers
Port Chester
Mamaroneck
New Rochelle
Nyack
Peekskill
Ossining
Tarrytown
Carmel
Riverhead
Hicksville
Mineola
Bronx
New York

3 - POPULATION:
Corp City 80 Cen. 34,196; Loc. Est. 33,686
CZ-ABC: (70) 32,907; (82) 32,400
RTZ-ABC: (70) 57,262; (82) 67,200
SMSA 80 Cen. 919,216; Loc. Est. 926,821
County 80 Cen. 474,641; Loc. Est. 470,987
City & RTZ-ABC: (70) 90,169; (82) 99,600

4 - HOUSEHOLDS:
City 80 Cen. 11,898; Loc. Est. 12,018
County 80 Cen. 166,938; Loc. Est. 170,696
SMSA 80 Cen. 315,394; Loc. Est. 342,068
CZ-ABC: (70) 10,142; (82) 11,700
RTZ-ABC: (70) 16,279; (82) 22,400
City & RTZ-ABC: (70) 26,421; (82) 34,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$184,732,018
Savings & Loan	2	$81,916,432
Commercial	2	$146,931,711

6 - PASSENGER AUTOS: City 29,298; County 325,000 (1980)

7 - ELECTRIC METERS: Residence 16,100

8 - GAS METERS: Residence 8,491

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fabricated Metals; Paper Prods.; Electronics & Components; Rings; Plastic Products; Wage Earners 26,814; Av. Wkly. Wage $168-$175.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Park St.; 2 on S. Main St.; 14 on Pleasant; 2 on Union St.; 2 on N. Main St.
Neighborhood Shopping Centers Attleboro Falls; South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxboro; South Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., North Attleboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St.	1	Sears, IGA
Swansea Mall(85)	17	Caldor's, Outlet, Sears
Tri-Boro Plz.(14)	3	K mart, Almac's
Fox Field Plaza	14	Foxboro Furn. Warehouse
Fernandes Plz.	3	Mars Bargainland, Fernandes Mkt.
Walpole Mall(43)	20	Bradlee's, Almy's
Taunton Mall(15)	15	Bradlees, Cherry, Rite Aid
Washington Plz.(15)	5	Star Mkt., Zayre
Lincoln Mall(65)	15	Outlet, Cherry, Woolco Anderson Little
Route 6	17	Heartland Food

Principal Shopping Days-Dept. stores-Tues., Wed.,, Thurs., Fri.; Food stores-Mon. Thurs. & Fri.
Stores Open Evenings-Wed. and Thurs.

13 - RETAIL OUTLETS: Department Stores-London's; Mars.
Discount Stores-Gob Shop; Ann & Hope; Zayre; Mars; Kidstown; K mart; Woolco; Caldor's.
Chain Drug Stores: Adam's; Brooks; Medicine Shoppe; Big L; Thayer Pharmacy.
Chain Supermarkets-Almac 5; Stop'N Shop; Fernandes 3; Super Service 2; Star Mkt; Food Mart; Valueland; IGA.
Other Chain Stores-General Mills; Benny's; Gob Shops; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN-CHRONICLE (e) 22,957; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Morrissey Adv. Mgr., SUN-CHRONICLE, 34 South Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative: Landon Associates.

BEVERLY

1 - LOCATION: Essex County (In Boston SMSA): E&P Map E-1. Residential and Industrial center. Located in the Northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2 - TRANSPORTATION: Railroads-Boston and Maine.
Intercity Bus Lines-Michaud.
Motor Freight Carriers-42.
Airlines-Irish International; Northeast; United; TWA; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 37,655; Loc. Est. 36,627
CZ-ABC: (70) 38,348; (82) 37,500
RTZ-ABC: (70) 34,018; (82) 40,000
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 633,676; Loc. Est. 618,867
City & RTZ-ABC: (70) 72,366; (82) 77,500

4 - HOUSEHOLDS:
City 80 Cen. 13,578; Loc. Est. 13,209
County 80 Cen. 228,432; Loc. Est. 229,761
SMSA 80 Cen. 990,660; Loc. Est. 990,882
CZ-ABC: (70) 11,565; (82) 13,200
RTZ-ABC: (70) 9,879; (82) 13,600
City & RTZ-ABC: (70) 21,444; (82) 26,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$127,468,969
National	1	$22,300,000
Co-op	1	$33,344,000
Bay Bank	1	$588,248,660

6 - PASSENGER AUTOS: County (All Vehicles 1977) 429,780

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 7,746

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Emp.-Shoe Machy. 1,300; Electronics 720; Metal Hydrides 250; Industrial Machinery 518; Fishing 470. Av. Wkly. wage $200.
Principal Industrial Paydays-Thu.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. Annual precipitation 42 inches.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-North Beverly Plaza, 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Marshall's Shopping Center, North Beverly and Beverly Farms.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore	5	Jordan Marsh
N. Beverly	1	Zayre
Endicott Plaza(22)	4	K mart
Danver's Plaza(15)	7	Almy's
Liberty Tree(108)	4	Ann & Hope, Lechmere
Beverly Plz.	NA	Star, Zayre
Cabot St.(6)	NA	

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-All shopping centers & plazas; Thur. for Almy's, Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: Department Stores-Almy, Bigelow & Washburn.
Discount Stores-Zayre's.
Chain Drug Stores-Eaton's; General Sales; Brook's; Mall Drug; CVS; Osco.
Chain Supermarkets-A&P 2; Star Market; Bell; Star; Purity-Supreme 2; Harvestmarket.

14 - NEWSPAPERS: TIMES (e) 10,211; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.
National Representative: USSPI.

BOSTON

1 - LOCATION: Suffolk County (In Boston SMSA). E&P Map E-2. State Capital, County Seat. Wholesale, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); So. Station (terminal on NYNH&H & B&A). Also, District-owned Metropolitan Bay Transit Authority, more than 2 million passengers annually.
Motor Freight Carriers-More than 500 lines.
Intercity Bus Lines-Almeida; Boston; Worcester; Brushill; Canton & Bluehill; Englander Coachlines; MBTA; Michaud; Rapid Trans. Inc.; Sangees Trans; Shortline; Transit Bus Lines; Greyhound; Hudson; Johnson; Middlesex & Boston; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines-Air New England; Continental; Alitalia; USAir; American; British Airways; Delta; Eastern; Flying Tiger (freight); Irish; Lufthansa; National; Republic; Northwest Orient; Pan American; Piedmont; Provicetown-Boston; Air Canada; TAP; Swissair; Trans-World; United; Air France; People's Express.
Shipping-Port of Boston handles about 26 million short tons of cargo and approx. 10,500 passengers annually.
Steamship Lines and Agents-Practically every major steamship line serving the Port of New York also serves the Port of Boston.

3 - POPULATION:
Corp. City 80 Cen. 562,994; Loc. Est. 549,477
CZ-ABC: (70) 2,116,862; (82) 1,900,900
RTZ-ABC: (70) 1,735,812; (82) 1,875,800
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 650,142; Loc. Est. 635,807
City & RTZ-ABC: (70) 3,852,674; (82) 3,776,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,457; Loc. Est. 220,810
County 80 Cen. 251,929; Loc. Est. 253,559
SMSA 80 Cen. 990,660; Loc. Est. 990,882
CZ-ABC: (70) 680,872; (82) 713,200
RTZ-ABC: (70) 500,094; (82) 634,000
City & RTZ-ABC: (70) 1,180,966; (82) 1,347,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	14	$5,280,759,000
Trust Companies	10	$2,597,372,000
Credit Union	113	N.A.
Cooperatives	115	$4,258,395,000

6 - PASSENGER AUTOS: State 3,282,448

7 - ELECTRIC METERS: Greater Boston 610,764

8 - GAS METERS: County 164,500

9 - PRINCIPAL INDUSTRIES: Industry, Number employed (1980 data)-All Mfg. 51,926; Construction 9,827; Transp., Communic. & Util. 35,704; Wholesale & Retail Trade 81,557; Financial, Insur. & Real Estate 66,153; Services 170,966.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: : Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Soft & slightly acid water. Supplied by MWD are Arlington, Boston, Belmont, Brookline, Chelsea, Everett, Lexington, Naiden, Marblehead, Medford, Melrose, Milton, Nabant, Newton, Norwood, Quincy, Revere, Saugus, Somerville, Stoneham, Swampscott, Waltham, Watertown, Winthrop, Winchester, total hardness, 15 ppm. Calcium Carbonate; PH is 8.7 ppm.

12 - RETAILING:Central Shopping District has over 9,000 retail establishments, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Centers are Downtown on Washington St. from Adams Sq. to Essex St. Department Stores: Jordan Marsh, Filene's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Kay's; Variety: Kresge, Woolworth's; Books: B. Dalton, Lauriat's, Barnes & Noble, Walden, Tello's.
On Summer St., at Washington: Long Jewelers.
On Winter St., Edw. Case Shoe; Baker Shoe; Parklane Hosiery; Miles Card Shop; Tail Apparel Shop; Stowell's Jewelry; Homer's Jewelry; Sizes Unlimited; Osco Drug.
On Temple Pl., Women's Specialities. Also Dr. Scholl's; Singer Co.; Narrow Width.
On West St., Women's; Lane-Bryant; Burt Shoes.
On Tremont St. from School St. to Boylston St.; Men's: Sumner's; Shoes: Kay's-Newport, Cinderalla, Wilbar's.
Back Bay: On Boylston St. from Tremont to Prudential Center: Brigham's Ice Cream; Wilbar Shoe; Casual Corner Sportswear; Arthur Murray Dance; Cook's Travel Serv.; Mont. Frost; Lloyd's Optical; Makanna-Linens; Kay's Newport; Florsheim Shoe; Louis Men's Elkins Shoe; Copley Camera; H. Poulson Stationery; at Prudential Center: Lord & Taylor; Ground Round; Sak's 5th Ave.; Wallachs; Bally Shoe; Brigham's; Star Market.
On Newbury St. from Arlington: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros. Women's Apparel: Stuart's Hurwitch Bros.
On Arlington St.: Paine Furniture; Shreve, Crump & Low; Gray Shop.
Neighborhood Shopping Centers-Charlestown; East Boston; Birghton; Roslindale; Roxbury; South Boston; West Roxbury; Dorchester; Hyde Park; Allston; Grove-Hall; Jamaica Plain; Mattapan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Burlington:		
Burlington Mall(64)	NA	Sears, CVS, Hermans
In Chestnut Hill:		
Mall at Chestnut Hill(62)	NA	Filenes, Bloomingdales Furn.
In Dedham:		
Dedham Mall(48)	NA	Sears, Bradlees, Woolworths
In Medford:		
Fellsway Plaza(22)	NA	Woolworths, CVS
In Hanover:		
Hanover Mall(78)	NA	Sears, Zayre, Woolworths
In Danvers:		
Liberty Tree(72)	NA	Ann & Hope Dept. Store, Lechmere, Star Mkt.
In Chelsea:		
Mystic Mall(45)	NA	Demoulas Mkt., Osco, K mart
In Natick:		
Natick Mall(38)	NA	Filene's, Sears
In Saugus:		
New England(34)	NA	Woolworth, Sears
In Revere:		
Northgate(30)	NA	Lerners, CVS
In Peabody:		
Northshore(87)	NA	Jordan Marsh, Filenes, Sears, J.J. Newberry
In Stoneham:		
Redstone(27)	NA	Star Mkt, Caldor, Woolworth
In Framingham:		
Shopper's World(87)	NA	Jordan Marsh, Bradlees
In Braintree:		
South Shore Plaza(110)	NA	Sears, Jordan Marsh, Lord & Taylor, Filenes
In Brockton:		
Westgate Mall(57)	NA	Bradlee, Jordan Marsh
In Walpole:		
Walpole Mall(43)	NA	Almy's, Bradlee

13 - RETAIL OUTLETS: Department Stores-Almy's 15; Bloomingdale's 2: Filene's 10; Jordan Marsh 9; Sears 11; Lord & Taylor 3.
Discount Stores-Ann & Hope; Bradlees 20; Caldor 11; Kings 19; Lechmere 4; Marshall's 15; Zayre 19; K mart 17.
Men's Clothing-Brooks Brothers, Louis, Matini Carl, Milton's, J. Press, Wallach's Zareh.
Women's Clothing-Ann Taylor, Bonwit Teller, Casual Corner, Cherry & Webb, Deerskin Trading, Leo Diutsh, Edward's Fur, Edward Kakas, Lane Bryant, Ludwig, Makanna, Roaman's, Roberts Furs, Anne Star, Charles Summer, The Talbots, Touraine, Jaeger, Yolanda, Loeham's, Hoffman's.
Family Clothing-Anderson-Little, Kennedy's, Simon & Sons, You & You, Guys & Dolls, Adam & Eve, The Gap, Wrangler Ranch.
Chain Drug Stores-Consumer Value Stores; Mall Drug; Drug Mutual; Archer Kent; Osco Drug; Medi Mart; Rix.
Chain Supermarkets-A&P 4; Stop & Shop 44; Purity Supreme 26; Star Mkt. 40.
Furniture-J.Homestock-Levitz 3; Mayflower Furniture; Paine Furniture; Allen Furn.; Rapids Furn.; Ruderman's; Summerfield's; Puritan; Scandinavian Design; Bradford.
Variety Stores-Kresges; Woolworth's.
Shoes-Bally; Baker's; Farber's; Charles Panza; Pappagalo; Richard's; Solby Bayes; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Knapp Shoes; Stride Rite; Thayer McNeil; Thom McAn; Edwin Case; Taymor's; George Davis.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 153,676; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Clayton Westland, Adv. Dir., THE CHRISTIAN SCIENCE MONITOR, One Norway St., Boston, MA 02115; Tel. (617) 262-2300.
National Representative: None.
GLOBE (all day-mon to fri) 502,868; (m-sat.) 444,646; (S) 751,289; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representatives: Million Mkt. Newspapers; Leonard Co.; American Publishers Reps.
HERALD AMERICAN (m-mon fri) 211,930 (m-sat) 190,980; (S) 231,106; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Lange, Adv. Dir., HERALD-AMERICAN, 300 Harrison St., Boston, MA 02106; Tel. (617) 426-3000.
National Representatives: Hearst Adv. Service; Metropolitan Publishers Reps.

BROCKTON

1 - LOCATION: Plymouth County, (SMSA). E&P Map E-2. Industrial center. SE part of the State; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: Railroads-Conrail.
Interstate Bus Lines-Mass. Bay Trans. Authority; Greyhound; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.
Airlines-At Logan Airport, Boston; All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172; Loc. Est. 90,857
CZ-ABC: (70) 181,536; (82) 198,900
RTZ-ABC: (70) 177,089; (82) 242,100
SMSA 80 Cen. 169,374; Loc. Est. 164,534

County 80 Cen. 405,437; Loc. Est. 398,926
City & RTZ-ABC: (70) 358,625; (82) 441,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,955; Loc. Est. 29,844
County 80 Cen. 132,580; Loc. Est. 134,373
SMSA 80 Cen. 55,881; Loc. Est. 64,097
CZ-ABC: (70) 53,102; (82) 67,600
RTZ-ABC: (70) 49,407; (82) 81,100
City & RTZ-ABC: (70) 102,509 (82) 148,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: County Est. 177,640 (1981)

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly Wage)Leather Prod. 3,500 ($152); Clothing 1,692 ($156); Manufacturing 15,200-Metro Area ($162).
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30. Last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Center-Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brockton East Plaza(20)	NA	Woolworths, King's, Channel Lumber
East-Way(10)	NA	Shaw's BPM
K mart Plaza(6)	NA	K mart, Value King
Park Plaza(9)	NA	T.J. Maxx, Service Merchandise
South(12)	NA	Shaw's BPM
Tedeschi's	NA	Stop & Shop
Westgate(55)	NA	Kennedy's, Bradlee's, Jordan Marsh
West(15)	NA	Sears, Shaw's BPM, Sunshine Country
Oak Plaza(6)	NA	Fernandes Super

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed. & Fri.; Food & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Almy's; Sears; Jordan Marsh.
Variety Stores-Woolworth 2.
Discount Stores-Bradlee's 2; King's 2; Zayre; K mart; Stuarts; Woolworth; Caldor.
Chain Drug Stores-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix.; Pharmacity 3.
Chain Supermarkets-Shaw's BPM 3; Star Market; Christy's 3; Fernandes 3; Sunshine Country; Purity-Supreme; Value Land.
Other Chain Stores-Atherton's Furniture; K mart; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 59,175; (m-sat) 58,349; (S) 57,512; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St., PO Box 1450, Brockton , MA 02403; Tel. (617) 586-6200.
National Representative: Landon Associates.

CAPE COD

See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County, E&P Map E-2 (In Boston SMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: Railroads-Boston & Maine; Boston & Albany.
Intercity Bus Lines-M.B.T.A. Service Bus.
Airlines-Logan International Airport.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 25,431; Loc. Est. 25,431
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 650,142; Loc. Est. 635,807

4 - HOUSEHOLDS:
City 80 Cen. 9,715; Loc. Est. 9,445
County 80 Cen. 251,929; Loc. Est. 253,807
SMSA 80 Cen. 990,660; Loc. Est. 990,882

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Products; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Processing; Wholesale Produce Mkts. Center; Rubber Pdts.; Sun Glass; Staple Guns; Wallpaper & Wall-coverings.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Broadway.
Neighborhood Shopping Centers-Prattville; Carv Sq. Mill Hill; Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mystic Mall(45)	NA	De Moulas, K mart, Osco
Parkway Plz.(21)	NA	Bradlees, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Leading Department and Variety Stores-Gorin's; Bradlees; Rix; Brooks Discount; Ply-Gem; Grossman's; Pond Jewelers; BD's.

Chain Drug Stores-Rexall 4; E&M.
Chain Supermarkets-Stop 'N Shop; I.G.A.; Blackstone.
Discount Stores-Bradlee's.
Other Chain Stores-Thom McAn (shoes); Brigham's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,850; Publishers Est. Feb. 1982.
Local Contact for Advertising and Merchandising Data: Norman Brown, Adv. Mgr., RECORD, 18 4th St., Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative: None.

CLINTON

1 - LOCATION: Worcester County. E&P Map D-2. 15 mi. N of Worcester on Route 70 and 110.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine.
Intercity Bus Lines-Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771; Loc. Est. 12,362
County 80 Cen. 646,352; Loc. Est. 636,630
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,662; Loc. Est. 4,634
County 80 Cen. 225,323; Loc. Est. 228,593

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$484,000,000
Co-op	1	$15,000,000
Savings	2	$97,000,000
Credit Union	1	$21,000,000

6 - PASSENGER AUTOS: County 314,748

7 - ELECTRIC METERS: Residence 4,964

8 - GAS METERS: Residence 2,526

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 200; Electronics 500; Cereal 200; Plastics 2,000; Wire Insulations 800.
Principal Industrial Pay Day-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-6 blocks on High St. (35 Stores), Downtown. 1 block on Main St. (15 Stores), Woodroff Plaza. 1 block on Union St. (4 stores), Chestnut Hill Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town(40)	12	Sears
Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. until 9:00 pm.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K mart.
Variety Stores-Lincoln Drug.
Chain Drug Stores-MD Drug; Brooks.

14 - NEWSPAPERS: ITEM (e) 4,155; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James C. Coulter, Pub., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston SMSA) E&P Map D-2/E-2, County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 25,298; Loc. Est. 24,904
PMA-ABC: (70) 100,251; (82) 96,600
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 606,587; Loc. Est. 607,977
Demographic Information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,276; Loc. Est. 8,341
PMA-ABC: (70) 28,900; (82) 32,600
SMSA 80 Cen. 990,660; Loc. Est. 990,882
County 80 Cen. 207,823; Loc. Est. 214,748

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial (Local)	4	$120,484,000
Savings	9	N.A.

6 - PASSENGER AUTOS: County All Vehicles 421,450 (1977)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distribution & Warehousing; Food Processing; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dedham Mall(48)	9	Sears, Bradlee's, Radio Shack, Woolworths, Child World, Toys R Us
Dedham Plaza(33)	10	Woolworth, Zayre, Touraine
Lechmere Sales	10	Lechmere Sales
Walpole Mall(43)	16	Bradlees, Almy's, Stop & Shop

Principal Shopping Days-Wed., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Lechmere; Kline's.
Variety Stores-Woolworth.
Discount Stores-Paperama; Bradlee's; Almy's; Zayre.
Chain Supermarkets-Star Mkt.; Stop & Shop; Roche Bros.; Farm Stand; Valueland.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 11,878; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., TRANSCRIPT, PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives: Landon Associates; USSPI.

FALL RIVER

1 - LOCATION: Bristol County, (In Fall River MARI SMSA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 80 Cen. 92,574; Loc. Est. 89,150
CZ-ABC: (70) 148,582; (82) 150,700
RTZ-ABC: (70) 13,599; (82) 22,400
SMSA 80 Cen. 176,831; Loc. Est. 174,325
County 80 Cen. 474,641; Loc. Est. 470,987
City & RTZ-ABC: (70) 162,181; (82) 173,100

4 - HOUSEHOLDS:
City 80 Cen. 34,895; Loc. Est. 34,791
County 80 Cen. 166,938; Loc. Est. 170,696
SMSA 80 Cen. 63,015; Loc. Est. 64,097
CZ-ABC: (70) 48,547; (82) 57,000
RTZ-ABC: (70) 4,040; (82) 7,800
City & RTZ-ABC: (70) 52,587; (82) 64,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$448,113,514
Savings & Loan	3	$225,212,786
Commercial	3	$267,848,032

6 - PASSENGER AUTOS: City 48,076; County 265,090

7 - ELECTRIC METERS: Residence 137,061

8 - GAS METERS: Residence 36,532

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($235); Garment 53,644 ($360); Gen. Mfg. ($350).
Principal Industrial Pay Days-Fri. & Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid October. Last killing frost, early Apr.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; So End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fall River(12)	NA	Edgar's, Edwards Mkt.
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	NA	Sears, Zayre
Somerset Plaza(13)	NA	Bradlees, Stop & Shop
Swansea Mall(90)	NA	Sears, Edgar's, Caldor
K mart(14)	NA	K mart, Almac's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb 3; Sears 2; Edgar's 2; Caldor.
Discount Stores-Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whlse.; K mart 3; Ann & Hope; CVS 5.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Adam 3; CVS 2.
Chain Supermarkets-Stop & Shop 3; Edwards Mkt.; Food Mart 3; Valueland; Almac's 3.
Other Chain Stores-Thom McAn; Liss Dept.; Sawyer's Men's; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 39,752; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank A. Connolly, Adv. Dir., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County, (In Fitchburg-Leominster SMSA). E&P Map D-1, County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Seat of Fitchburg State College; 45 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580; Loc. Est. 37,875
CZ-ABC: (70) 76,282; (82) 70,000
RTZ-ABC: (70) 140,829; (82) 151,000
SMSA 80 Cen. 99,957; Loc. Est. 98,091
County 80 Cen. 646,352; Loc. Est. 636,630
City & RTZ-ABC: (70) 217,111; (82) 221,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,323; Loc. Est. 14,223
County 80 Cen. 225,323; Loc. Est. 228,593
SMSA 80 Cen. 35,487; Loc. Est. 35,551
CZ-ABC: (70) 24,035; (82) 25,700

RTZ-ABC: (70) 40,153; (82) 50,900
City & RTZ-ABC: (70) 64,206; (82) 76,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$231,847,491
Savings & Loan	1	$38,285,623
Co-operative	1	$49,024,340
Commercial	2	$629,819,000
Credit Unions	3	$76,344,651

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mach. & Elec. Machy. 4,900; Paper & Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000; Average annual Earnings Production Workers N.A.
Principal Industrial Pay Days-Fri. & Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 4566; Summer 54-81; Fall 33-56; Winter 2242. First killing frost, Oct. 16. Last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:Principal Shopping District-12 blocks on Main St. and several side streets for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District: Fairmont and Daniel Sts.; Water St. District: Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
John Fitch Plz.(18)	1	King's, Iandoli's
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkts.
Searstown(30)	4	Sears, DeMoulas
No. Main St.	3	Farmers Whse., Marshall's
Twin City Plaza	1	K mart, Victory Mkt.
Wallace Plaza(6)	NA	DeMoulas, Rich's

Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings-Department Stores-Thurs. & Fri.; Food Stores-Wed., Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; R.H. White's.
Variety Stores-Woolworth.
Discount Stores-King's; Marshall's; Stuart's; K mart; Bradlees.
Chain Drug Stores-Barone's 6; Freedom Drug 2: Rite-Aid; Giguere Drug 3.
Chain Supermarkets-Iandoli's; Victory 6; DeMoulas 3.
Other Chain Stores-Firestone; Thom McAn 2; Spencer Shoes; Fanny Farmer Candies; L. Grossman Sons; CVS; Child World; S&H Green Stamps; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Bradlee's.

14 - NEWSPAPERS: SENTINEL-ENTERPRISE (e) 24,217; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joseph R. Dryden, Pub., SENTINEL-ENTERPRISE, 808 Main St., Fitchburg, MA 01420; Tel. (617) 343-6911.
National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston SMSA); E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 Mass. Tpke.

The Community
Information
Center In
Middlesex
County,
Massachusetts.

The
Middlesex News
A Harte-Hanks
NEWSPAPER

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Continental Trailways; Peter Pan Greyhound; Milford Bus; Graylines.

3 - POPULATION:
Corp. City 80 Cen. 65,113; Loc. Est. 62,892
PMA-ABC: (70) 186,047; (82) 189,800
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 1,367,034; Loc. Est. 1,307,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,943; Loc. Est. 23,663
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 990,660; Loc. Est. 990,882
PMA-ABC: (70) 52,811; (82) 62,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Products 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING:Principal Shopping Center-Route 9, 4 miles, (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(10)	NA	Cumberland Farms
Deerskin Plz.(11)	NA	Deerskin, Winery
Framingham Mall(28)	NA	Lechmere, Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh, Bradlee's
Sherwood Plz.(26)	NA	Zayre, Heartland
Mini Mall(9)	NA	Medi Shack, Papa Ginos
Natick Mall(38)	NA	Sears, Anderson Little, Star Mkt., Filene's
Temple Plz.(8)	NA	Stop & Shop, Medi-Mart
Natick Towne Mall(16)	NA	K mart
Natick(12)	NA	Rix Stores, Stop & Shop

Principal Shopping Days-Mon., Thurs. & Fri.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-K mart; Marshall's; Sears; Jordan Marsh; King's; Bradlee's; Anderson-Little; Caldor; Filene's; J.C. Penney; Lechmere; Rich's.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt.; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores-Herman's Sporting Goods; Levitz Furniture; Plywood Ranch; Diamond International; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button.

14 - NEWSPAPERS: THE MIDDLESEX NEWS (e-mon to fri) 49,732; (m-sat) 49,278; (S) 54,866; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James F. Carney, Dir. of Sales, THE MIDDLESEX NEWS, 33 New York Ave., Framingham, MA 01701; Tel. (617) 872-4321.
National Representatives: Landon; Harte-Hanks.

GARDNER

1 - LOCATION: Worcester County, E&P Map C-2. Residential Center. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: Railroads-Boston and Maine.
Motor Freight Carriers-30.
Intercity Bus Lines-New England Trailways; Englander Coach; Wilson Bus; Vermont transit; Bonanza Bus.

3 - POPULATION:
Corp. City 80 Cen. 17,900; Loc. Est. 17,096
CZ-ABC: (70) 19,748; (82) 16,800
RTZ-ABC: (70) 22,501; (82) 26,400
County 80 Cen. 646,352; Loc. Est. 636,630
City & RTZ-ABC: (70) 42,249; (82) 43,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,038; Loc. Est. 6,917
CZ-ABC: (70) 6,284; (82) 6,300
RTZ-ABC: (70) 6,577; (82) 9,000
County 80 Cen. 225,323; Loc. Est. 228,593
City & RTZ-ABC: (70) 12,861; (82) 15,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Savings & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture & Fixtures 3,018; Machy. 728; Paper & Pdts. 314 ; Misc. Mfg. 528.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1. Last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on So. Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plaza(12)	NA	Brook's, Penneys
Timpany Plaza(16)	NA	Rich's, Almy's, Stop & Shop
Pearson Triangle	NA	IGA Mkt.
Pearson Blvd.(3)	NA	Grossman, R. Smith

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Some Wed. aft. summer-downtown.
Stores Open Evenings-Downtown-Thurs. to 9; Centers daily to 9; Food daily to 9.

13 - RETAIL OUTLETS: Department Stores-Goodnow-Pearson; Rose's; Almy's; J.A. LeBlanc.
Discount Stores-Big L; Rich.
Variety Stores-Newberry.
Chain Drug Stores-Rexall 2; Brooks 2; Edards.
Chain Supermarkets-Dunelan's; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 6.
Other Chain Stores-Aubuchon; Sears; Clark; Grossman's.

14 - NEWSPAPERS: NEWS (e) 7,653; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James D. Murphy, Adv. Mgr., NEWS, 309 Central St., Gardner, MA 01440; Tel. (617) 632-8000.
National Representative: Landon Associates. Tel.

GLOUCESTER

1 - LOCATION: Essex County. E&P Map E-1. Fishing, manufacturing, and resort center. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128; 30 mi. NE of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-10.
Intercity Bus Lines-Community Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 27,768; Loc. Est. 27,099
CZ-ABC: (70) 33,577; (82) 34,100
RTZ-ABC: (70) 7,821; (82) 9,400
County 80 Cen. 633,676; Loc. Est. 618,867
City & RTZ-ABC: (70) 41,398; (82) 43,500

4 - HOUSEHOLDS:
City 80 Cen. 10,517; Loc. Est. 11,321
County 80 Cen. 228,432; Loc. Est. 229,761
CZ-ABC: (70) 11,304; (82) 13,600
RTZ-ABC: (70) 2,474; (82) 3,400
City & RTZ-ABC: (70) 13,778; (82) 17,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: County 429,780 (1977)

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Yrly. Wage)-Food Processing 1,386 ($8,275); Machinery Trades 596 ($12,204); Service 1,494 ($5,570).
Principal Industrial Pay Days: Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-East Main St. Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plaza	12	Zayre, Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plaza(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, King's

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Goldman's; Empire.
Discount Stores-King's.
Chain Drug Stores-Sterling; Connor's 2; Brook's; CVS.
Chain Supermarkets-A&P; First National; Stop & Shop; IGA.
Other Chain Stores-Goodyear.

14 - NEWSPAPERS: TIMES (e) 11,607; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Jameson, Adv. Mgr., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.
National Representative: USSPI.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1, County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Entrance to Mohawk Trail, terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Vermont Transit; Englander; Greenfield-Worcester; Boston.

3 - POPULATION:
Corp. City 80 Cen. 18,436; Loc. Est. 18,588
CZ-ABC: (70) 29,891; (82) 30,100
RTZ-ABC: (70) 35,464; (82) 42,900
County 80 Cen. 64,317; Loc. Est. 65,952
City & RTZ-ABC: (70) 65,355; (82) 73,000

4 - HOUSEHOLDS:
City 80 Cen. 7,214; Loc. Est. 7,050
County 80 Cen. 24,228; Loc. Est. 25,581
CZ-ABC: (70) 10,190; (82) 12,100
RTZ-ABC: (70) 11,237; (82) 15,900
City & RTZ-ABC: (70) 21,427; (82) 28,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$202,200,000
Savings & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 50,137

7 - ELECTRIC METERS: 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Insurance 650.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Rum Plz.(5)	1 1/4	CVS, Stop & Shop, Baskin-Robbins
Greenfield Plz.(3)	1	Rite Aid, Food Mart
Kings Plaza(8)	NA	Kings, Harvestland

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wilson's; Sears; W.L. Goodnow; J.C. Penney.
Variety Stores-McLellan.
Chain Drug Stores Rite Aid; Brooks; CVS.
Discount Stores-Railroad Salvage; Kings.
Chain Supermarkets-A&P; IGA; Stop & Shop;

Food Mart; Carroll's; Harvestland; Crockers.
Other Chain Stores-R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire.

14 - NEWSPAPERS: RECORDER (e) 14,505; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Russell Webster, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH SMSA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; Interstate 495.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Michuard; Trailways of N.E.;Appleyard Bus Line; Bos. Com.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865; Loc. Est. 46,014
CZ-ABC: (70) 46,120; (82) 43,700
Bal. in PMA-ABC: (70) 123,864; (82) 165,000
Total PMA-ABC: (70) 169,984; (82) 208,700
SMSA 80 Cen. 281,981; Loc. Est. 274,412
County 80 Cen. 633,676; Loc. Est. 618,867
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261; Loc. Est. 17,527
County 80 Cen. 228,432; Loc. Est. 229,761
SMSA 80 Cen. 98,825; Loc. Est. 101,316
CZ-ABC: (70) 15,233; (82) 16,900
Bal. in PMA-ABC: (70) 37,223; (82) 58,100
Total PMA -ABC: (70) 52,456; (82) 75,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: County 429,780 (1977 All Vehicles)

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,013

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.): Leather & Shoe 8,200; Paper Pdts. 468; Western Electric 5,000; others 4,750 ($22,250,000 yearly wages); Compugraphic 180.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haverhill Plz.(21)	NA	CVS,Thom McAn
Westgate Ctr.(14)	NA	DeMoulas Mkt.
Methuen Mall(100)	NA	Sears, Howlands, Jordan Marsh
Rockingham Mall(24)	NA	Stop & Shop

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food-Mon. thru Sat.; Dept. and all other-Fri.; some Tues. eve.

13 - RETAIL OUTLETS: Department Stores-Mitchell's; Maguire's Bradford; King's; K mart; Jordan Marsh; Sears; Cummings; Howland's; Caldor; Woolco; Bradlees.
Discount Stores-Zayre.
Chain Drug Stores -Consumer Valu; Freedom Drug.
Chain Supermarkets-Butcher Boy; Harvest Mkt. 2; De Moulas Mkt.; Cerretanis Mkt.
Other Chain Stores-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Merchandise.

14 - NEWSPAPERS: GAZETTE (e) 17,018; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mark E. Connolly, Adv. Mgr., GAZETTE, 447 W. Lowell Ave, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representative: Landon Associates.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield-Chicopee-Holyoke, MA-CT SMSA). E&P Map B-6. Industrial center; on U.S. Hwys. 5,202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N Exit 4, Mass. Tpk.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678; Loc. Est. 46,780
PMA-ABC: (70) 161,311; (82) 141,500
County 80 Cen. 443,018; Loc. Est. 430,234
SMSA 80 Cen. 530,668; Loc. Est. 515,138

4 - HOUSEHOLDS:
City 80 Cen. 16,615; Loc. Est. 17,492
County 80 Cen. 158,027; Loc. Est. 158,093
SMSA 80 Cen. 187,818; Loc. Est. 184,805
PMA-ABC: (70) 49,738; (82) 50,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	10	$786,267,935

6 - PASSENGER AUTOS: 303,155 (1977 All Vehicles)

7 - ELECTRIC METERS: Residence 41,292

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Food 705; Textile Mill Prod. 1,140; Apparel 917; Furniture 243; Paper Prod. 3,998; Printing & Publishing 3,450; Chemical 250; Rubber Prod. 2,734; Primary Metal 1,125; Fabr. Metal 975; Machy. (Ex. Elec.) 1,853; Elec. Machy. 171; Utilities 328; Misc. 3,217.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Plywood Ranch
Main Gate	4	Big-Y
Zayre(11)	4	Zayre, Shop Rite
So. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlee's
Hampden Plz.	NA	Shop Rite
Holyoke Plaza	NA	Big Y, McDonald's
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zal's
K mart Plaza	NA	K mart, Shop-Rite

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.; Some Fri.

13 - RETAIL OUTLETS: Department Stores-A. Steiger; Dorothy Dodd; J.C. Penney; Sears; G. Fox; Service Merchandise.
Discount Stores-Zayre's; K mart; Caldor; Bradlees.
Chain Supermarkets-Stop & Shop; AG 3; Food Mart 3; Big Y 3; Pats 2; Shop Rite 3; Edgar's 2; Ryback's; Bi Low.
Other Chain Stores-Thom McAn; Kempton's; Fanny Farmer; Sherwin-Williams; Rucki's; Rix; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; Dora Dale.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 28,533; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Roy, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Middlesex County, E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION: Intercity Bus Lines-Hughes.

3 - POPULATION:
Town 80 Cen. 16,408; Loc. Est. 15,863
County 80 Cen. 1,367,034; 1,307,822

4 - HOUSEHOLDS:
Town 80 Cen. 5,320; Loc. Est. 5,285
County 80 Cen. 476,201; Loc. Est. 468,870

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$94,594,000
Savings	1	$30,235,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chemicals; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Nearby Shopping Center-Hudson (1/2 mi.) Victory Mkts.; Mars Bargainland.
Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gould's; Hudson Dress Shoppe; Redwood; Boston Furniture; Poplin's Furniture.
Variety Stores-Godlin's.
Discount Stores-Arthur's; Mar's Bargainland; Brook's.
Chain Drug Stores-Rexall.
Chain Supermarkets-A&P; IGA; Food Farm; Victory Mkt.
Other Chain Stores-Aubuchon's.

14 - NEWSPAPERS: SUN (e) 2,582; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: D. David M. Anderson, Adv. Mgr., SUN, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Landon Associates.

HYANNIS

1 - LOCATION: Barnstable County, E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton. 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines-1.
Airlines-Provincetown-Boston; 3 Air Taxis.

3 - POPULATION:
Hyannis 80 Cen. 10,662; Loc. Est. 10,872
PMA-ABC: (70) 96,656; (82) 158,000
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County; Martha's Vineyard, Dukes County; Nantucket Islands, Nantucket County.
Counties 80 Cen. 161,954; Loc. Est. 164,137
  Barnstable 80 Cen. 147,925; Loc. Est. 150,410
  Dukes 80 Cen. 8,942; Loc. Est. 8,915
  Nantucket 80 Cen. 5,087; Loc. Est. 4,812
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Counties 80 Cen. 64,583; Loc. Est. 67,481
  Barnstable 80 Cen. 58,556; Loc. Est. 61,313
  Dukes 80 Cen. 3,872; Loc. Est. 4,008
  Nantucket 80 Cen. 2,155; Loc. Est. 2,160
PMA-ABC: (70) 32,936; (82) 63,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Candles; Cement Prod: Novelties; Boats; Cigars; Cranberries; Electronics; Shoes; Plastic Packaging; Tourism & Resort; Marine Research.
Principal Pay Days-Thurs., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Centers-Downtown Hyannis and outlying Shopping Centers.
Neighborhood Shopping Centers-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; So. Yarmouth; Nantucket; Edgartown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham(12)	30	Cornwell's, A&P, Angelo's
Falmouth Mall(26)	20	Bradlee, Angelo's, A&P, Stop & Shop
South Yarmouth Plaza(10)	5	Stop & Shop, Bradlee, Angelo's
Buzzards Bay	15	A&P
Dennisport	10	Bradlee, Angelo's, Stop & Shop
Harwichport	13	Buttner's, A&P, Angelo's
Chatham	20	Chatham Furn., A&P Stop & Shop
Orleans	20	Nickerson, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Star Mkt., Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thu., Fri. Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-Zayre; K mart; Bradlee 4.
Chain Drug Stores-Rexall 10; Brooks 5; Big A 2; CVS 2; Dunnington Drug 4.
Chain Supermarkets-A&P 9; Stop & Shop 6; Angelo's 7; Star Mkt.
Other Chain Stores-Buttners; Puritan Clothing; Kennedy's; Anderson-Little; Castro; Kinney Shoes; Consumer Value; Lerner's; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans; Plywood Ranch.

14 - NEWSPAPERS: CAPE COD TIMES (e) 34,918; (S) 40,002; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Vagenas, Adv. Dir., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
National Representative: Branham.

LAWRENCE

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH SMSA). E&P Map D-1, County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers- 69.
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:
Corp. City 80 Cen. 63,175; Loc. Est. 60,808
CZ-ABC: (70) 162,492; (82) 170,000
RTZ-ABC: (70) 94,635; (82) 121,000
SMSA 80 Cen. 281,981; Loc. Est. 274,412
County 80 Cen. 633,676; Loc. Est. 618,867
City & RTZ-ABC: (70) 257,127; (82) 291,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798; Loc. Est. 24,106
County 80 Cen. 228,432; Loc. Est. 229,761
SMSA 80 Cen. 98,825; Loc. Est. 101,316
CZ-ABC: (70) 51,712; (82) 62,800
RTZ-ABC: (70) 26,688; (82) 40,000
City & RTZ-ABC: (70) 78,400; (82) 102,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$607,840,912
Commercial	6	$1,415,031,435
Cooperative	4	$282,604,320

6 - PASSENGER AUTOS: City est. 35,000(1981)

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 2,835; Manufacturing 41,800; Transportation 4,700; Wholesale Trade 3,510; Retail Trade 18,136; Finance 3,900; Service 15,500; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chemicals & Allied 1,660; Plastic & Rubber 3,256; Leather 5,618; Fabricated Metal 1,161; Machinery 4,808; Electrical Mach. 11,635.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, N.H.; Rt. 114 in Lawrence, Rte. 213 Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza(4)	1	DeMoulas Mkt., Stuart's
Merrimack Plz.(3)	5	DeMoulas Mkt., Almy's
No. Andover Mall(8)	4	DeMoulas Mkt., K mart
Rockingham Mall(24)	10	Channel Home Ctrs., Cherry Webb & Touraine, Bradlees
Salem Plaza(12)	9	DeMoulas Mkt., Woolco
Shawsheen Plz.(8)	4	DeMoulas Mkt., Liss, New England Stores
Zayre	2	Zayre, Messina's, Osco
K mart(2)	10	K mart, Market Basket
Methuen Mall(100)	5	Sears, Jordan Marsh
Caldor	5	Caldor, Market Basket
Zayre	2	Zayre, Barcelos Mkt.

Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Tue. & Fri.; Food 6 nights.
NH Shopping Centers-open Sunday 1 to 6.

13 - RETAIL OUTLETS: Department Stores-Caldor; Sears; Almy's; Bradlees; Howland; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-Woolco; Stuart's; Marshall's; Zayre 2; K mart 2; T.J. Maxx.
Chain Drug Stores-Osco; Adams; Pharmacity; Nahill 2; CVS 5; MD; Med-X 2; Birch; Rite-Aid.
Chain Supermarkets-Messina's; Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2; Heartland Jr.
Other Chain Stores-McQuades; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer; Smith's; Sherwin-Williams; Allied Radio Shack 4; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Hudsons; Kay Jewelers; Kiddie Photo; Kinney Shoe; Lauriets; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; R&R Jewelers; Sackett's Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Walden Book; You & You; Zale Jewelers; Baskin Robbins; Hanover Shoe; Male Stop; Orange Bowl; Play 'n Learn; Swiss Pretzel; Rosebud Flowers; Orange Julius.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 53,529; (S) 54,936; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Chester J. Zembruski, Adv. Dir., EAGLE-TRIBUNE, Box 100, Lawrence, MA 01842; Tel. (617) 658-1000, ext. 154.
National Representative: Story & Kelly-Smith.

LOWELL

1 - LOCATION: Middlesex County (In Lowell MA-NH SMSA) E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Routes 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine; N.Y., N.H. & H; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Transp. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Transportation Authority.

3 - POPULATION:
City 80 Cen. 92,418; Loc. Est. 88,394
CZ-ABC: (70) 212,860; (82) 223,000
RTZ-ABC: (70) 127,975; (82) 151,200
SMSA 80 Cen. 233,410; Loc. Est. 225,816
County 80 Cen. 1,367,034; Loc. Est. 1,307,822
City & RTZ-ABC: (70) 340,835; (82) 374,200

4 - HOUSEHOLDS:
City 80 Cen. 32,691; Loc. Est. 33,212
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 74,270; Loc. Est. 82,152
CZ-ABC: (70) 60,447; (82) 73,000
RTZ-ABC: (70) 33,508; (82) 46,800
City & RTZ-ABC: (70) 93,955; (82) 119,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$588,900,000
Savings & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Middlesex 44,309; Lowell 23,495

8 - GAS METERS: Middlesex 73,000; Lowell 31,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machinery 4,060; Textiles 3,060; Printing & Publishing 2,510; Electrical Machinery 1,680; Ordnance 1,670; Apparel 1,400; Food 1,280; Leather 1,350; Paper & Applied Products 1,010; Durable Goods 10,410; Non-Durable Goods 11,800.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plaza (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers-Lowell Plaza, Rte. 495 Connector; Stadium Plaza, Jct. Rte. 38 & 495; Sunrise Shopping Center, Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plaza, Jct. Rtes. 3 & 110, Chelmsford; Towne Plaza, Rte. 3A, Billerica; Tewksbury Shopping Center. Rte 38 Tewksbury; Wilmington Plaza, Rte. 38, Wilmington; Pelham Plaza, Rte. 38, Pelham, N.H.
Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu.; Food-Every Night ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb; Caldor; Sears; Kings; Jordan Marsh.
Discount Stores-Zayre; Stuart's 4; Brooks; Consumer Value, Marshal's 3; Mal's; Mammoth Mart; Sparks; Thorndike Factory Outlet; Mars; Bradlees; K mart.
Variety Stores-Woolworth; Kresge; Wellwood.
Chain Drug Stores-W. M. Alexis 2; Page's 2; Plunkette 3; Brook's 2; Osco.
Chain Supermarkets-Stop & Shop 2; Alexander's 3; Clermont's 2; Demoulas Foods 7; Food Fair; Purity-Supreme 3; Star Markets 2; Lowell Warehouse.
Other Chain Stores-Elliott Stores (housewares, furnishings); Scott Jewelry; Goodrich; Goodyear; Firestone; McQuade (clothing); Confectionery: Brigham's, Candyland, Fanny Farmer; Sherwin-Williams; Singer Co.; Kent Jewelry.

14 - NEWSPAPERS: SUN (e) 58,389; (S) 55,251; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01852; Tel. (617) 458-7100.
National Representative: Story & Kelly-Smith.

LYNN

1 - LOCATION: Essex County, E&P Map E-1 (In Boston SMSA). 10 mi. N of Boston; 4 mi. from Route 1 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-9.
Intercity Bus Lines-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471; Loc. Est. 73,948
CZ-ABC: (70) 133,101; (82) 115,000
RTZ-ABC: (70) 278,001; (82) 264,700
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 633,676; Loc. Est. 618,867
City & RTZ-ABC: (70) 411,102; (82) 379,700

4 - HOUSEHOLDS:
City 80 Cen. 30,421; Loc. Est. 29,616
County 80 Cen. 228,432; Loc. Est. 229,761
SMSA 80 Cen. 990,660; Loc. Est. 990,882
CZ-ABC: (70) 43,732; (82) 43,900
RTZ-ABC: (70) 85,667; (82) 95,400
City & RTZ-ABC: (70) 129,399; (82) 139,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$134,538,800
Co-op	5	$43,360,418
Savings	2	$252,894,415

6 - PASSENGER AUTOS: County Est. 429,780 (1977)

7 - ELECTRIC METERS: Residence 40,716

8 - GAS METERS: Residence 40,381

9 - PRINCIPAL INDUSTRIES: More than 58,000 Wage Earners in Electrical Transportation Equipment; Turbines; Jet Engines, Research; Shoes and Allied Products; Electronics; Plastics; Bakery Products; Lamps; Metal Products; Incandescent Lamps; Medicine; Clothing and other industries in Lynn. Av. Wkly. Wage: $250.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-82; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Union St.; 3 on Market St.; 1 on Munroe St.; 1 Central Square; 2 on Exchange St.; 2 on Broad St.; 4 on Lynnway; 2 on Boston St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vinnin Sq.(30)	3	Star Mkt., Bradlee
Vinnin Sq. Annex	4	Stop & Shop
Lynngate Plz.(10)	3	Stop & Shop
N.E. Shpg.	4	Sears, Stop & Shop, Service Merchandise
Broadway	4	Stop & Shop
Danvers Plaza(15)	7	Almy's, Woolworths, Purity Supreme
Liberty Mall (Danvers)(108)	7	Ann & Hope, K mart, Lechmere Sales
Northshore (Peabody)(87)	7	Jordan Marsh, Filene's, Sears, Stop & Shop
Northgate(30)	5	Almy's, Zayre
Hawthorne(20)		Caldor, Heartland

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Some Thu., most Fri.
Discount Stores-Every night.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Caldor 2.
Variety Stores-Woolworth; New England Stores 3.
Discount Stores-Zayre 3; Rich's; Bradlee; Jerry's; Randy's; Factory Shoe; Siesta Shop; Tri City Sales.
Major Size Specialty Stores-Rooks; Empire; Hoffmans; Jerry's.
Chain Drug Stores-Eaton; CVS; Medimart; Osco 2.
Chain Supermarkets-Stop & Shop 5; Star Mkts. 4; A. G. Stores 12; I.G.M. 19; First National; Richdale 6; Purity Supreme 2; De Moula's; Heartland.
Other Chain Stores-Clothing: JordanMarsh, Filene, Newbury's, Zayre, Kennedy 2, Rooks 3, Loehmann's, Lerners, Anderson Little, Howard Clothes, National Shirt Shops; Paint: Town 2, Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, Musinsky's, Army and Navy Stores, Colman's, Hermans; Records: Disc Shop; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Musinsky's Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, French Shriner, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Speedy Muffler; Rugs: Kaufman, J.C. Best, A.D.A.P.; Child World; Furn.: Levitz.

14 - NEWSPAPERS: ITEM (e-mon to fri) 30,006; (e-sat) 27,486; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Eugene Hastings, Nat'l. Adv. Mgr., ITEM, Box 951, Lynn, MA 01901; Tel. (617) 593-7700.
National Representatives: Landon; USSPI.

MALDEN

1 - LOCATION: Middlesex County (In Boston SMSA). E&P Map E-2. On Malden River. 5 mi. from Boston.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-13.
Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.
Airlines-All major lines (Boston).

3 - POPULATION:
City 80 Cen. 53,386; Loc. Est. 50,645
PMA-ABC: (70) 56,127; (82) 52,900
County 80 Cen. 1,367,034; Loc. Est. 1,307,822
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,746; Loc. Est. 20,269
PMA-ABC: (70) 18,802; (82) 20,700
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 990,660; Loc. Est. 990,882

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$340,000,000
Commercial	6	$500,000,000
Other	2	$331,000,000

6 - PASSENGER AUTOS: County Est. 990,000(1981)

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage): Constr. 1,243 ($300); Mfg. NA ($280); Trans. Com. & Util. 1,187 ($190); Wholesale & Retail Trade 3,528 ($200); Finance, Ins. & R.E. 716 ($225); Services 4,500 ($210); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. Annual payroll $273,000,000; 27,000 Total employed.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave; Highland Ave.
Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Kings; Child World; Stuart's; Caldor; Hallmark.
Discount Stores-Sparks; Medic-Fair; FFDC; Big L.
Variety Stores-FFC.
Chain Drug Stores-Big L; Liggett's.
Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores-Thom McAn; Radio Shack; Hanlon's Shoes; Anderson-Little; National Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,211; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., NEWS, 227 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon; USSPI.

MARLBOROUGH

1 - LOCATION: Middlesex County, E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; I-495, 290.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-10.
Intercity Bus Lines-Hughes; Boston & Worcester.

3 - POPULATION:
Corp. City 80 Cen. 30,617; Loc. Est. 30,149
County 80 Cen. 1,367,034; Loc. Est. 1,307,822

4 - HOUSEHOLDS:
City 80 Cen. 10,925; Loc. Est. 11,275
County 80 Cen. 476,201; Loc. Est. 468,870

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	1	$40,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 9,802

8 - GAS METERS: Residence 4,533

9 - PRINCIPAL INDUSTRIES: Computers; Paper Products; Shoes; Sporting Goods; Boxes; Stamped Metal Prod.; Metal Plate Prod; Scale Models; Chemicals; Tool & Die; Research; Electronics; Plastics; Containers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Post Road(19)	13	Big Discount, Rich's
Indian Head(8)	NA	Stop & Shop, Marshall's

Principal Shopping Days-Thu., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Golden's; Jobber's Outlet; Concannon's; Adams Brook Discount.
Variety Stores-Godin's.
Discount Stores-King's; Rich's; Marshall's.
Chain Drug Stores-Rexall; Bouvier; Medi Mart; Medicine Shoppe; CVS.
Chain Supermarkets-Stop & Shop 2; IGA; Big D; Chicago Beef; Victory Markets.
Other Chain Stores-Town Paint; Everett Auto; Consumer Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 4,192; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: David M. Anderson, Adv. Dir., ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Landon Associates.

MEDFORD

1 - LOCATION: Middlesex County, (In Boston SMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-12.
Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.

3 - POPULATION:
Corp. City 80 Cen. 58,076; Loc. Est. 54,336
PMA-ABC: (70) 64,397; (82) 56,500
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 1,367,034; Loc. Est. 1,307,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,206; Loc. Est. 19,230
PMA-ABC: (70) 19,547; (82) 20,100
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 990,660; Loc. Est. 990,882

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$173,282,141
Commercial	7	$454,000,000

6 - PASSENGER AUTOS: County Est. 990,000(1981)

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: Residence 16,320

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Manufacturing; Transp. Comm. & Util.; Whol. & Ret.; Finance, Ins. & Real Est.; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers: Steven's Sq.; Harvard Sq.; West Medford Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fellsway Plz.(22)	1	Zayre, Stop & Shop
Food Masters/ Turnstyle(3)	1	Turnstyle
Meadow Glenn(50)	1	Bradlees, Marshalls
Medford(17)	1	Woolworth, Liberty
Mystic Mall(20)	1	K mart, Market Basket
Wellington Circle(4)	1	First National, Child World
Town Line Plz.	1	King's, Star

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Osco.
Discount Stores-Zayres; Osco; El-Jay; Mammoth Mart.
Variety Stores-Child World; N.E. Stores.
Chain Drug Stores-Liggett-Rexall 2; Consumer Valu; Craddock 2; Archer-Kent.
Chain Supermarkets-First National 5; Stop & Shop 2; A&P; Star; Liberty Mkt.; Johnnie's Foodmaster; Heartland.
Other Chain Stores-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 6,052; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: USSPI; Landon.

MELROSE

1 - LOCATION: Middlesex County, E&P Map E-2 (In Boston SMSA). 7 mi. from Boston. On U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-9.
Intercity Bus Lines-Mass. Bay Transportation Authority; Service Bus Lines; Saugus Transit.
Airlines-All at Boston Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,055; Loc. Est. 28,152
PMA-ABC: (70) 33,180; (82) 30,500
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 1,367,034; Loc. Est. 1,307,822

4 - HOUSEHOLDS:
City 80 Cen. 10,649; Loc. Est. 10,232
PMA-ABC: (70) 10,043; (82) 10,800
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 990,660; Loc. Est. 990,882

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$170,000,000
Savings	2	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 9,800

8 - GAS METERS: 6,900

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,988 employees; Annual Payroll $78,000,000. Mfg. Chemicals; Transistors; Radios; Food Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING:Principal Shopping Centers-Main St.; Franklin St.; Essex St.; W. Wyoming Ave.
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: Variety Stores-Weldwood.
Chain Drug Stores-CVS; Big 2; Brooks.
Chain Food Stores-Gallahoe's; Cerretani's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 1,789; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon; USSPI.

MILFORD

1 - LOCATION: Worcester County, E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines-Hopedale Airways.
Motor Carriers-3.

3 - POPULATION:
Town 80 Cen. 23,390; Loc. Est. 24,010
PMA-ABC: (70) 41,508; (82) 42,300
County 80 Cen. 646,352; Loc. Est. 636,630

4 - HOUSEHOLDS:
Town 80 Cen. 8,216; Loc. Est. 8,492
County 80 Cen. 225,323; Loc. Est. 228,593
PMA-ABC: (70) 12,149; (82) 14,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	1	$86,928,000
Commercial	3	$68,541,000
Savings & Loan	1	$70,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 3,663

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Loom Mfg. 700; Shoes 350; Glass 380; Mfg. Scientific Inst. 765; Milford Hospital 775.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Milford Plaza(12)	1	Sears, Stop & Shop
Shoppers World(53)	16	Bradlee's, Jordan Marsh
Natick Mall(38)	16	Filene's, Sears
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	

Principal Shopping Days-Wed., Thurs., Fri. & Sat.
Stores Open Evenings-Mon. thru Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Mars; K mart; Calico Corner; Kings; Fair; Zayre; Hit or Miss; Two Guys; Casual Male; Piece Goods.
Chain Drug Stores-Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams Drug.
Chain Supermarkets-Stop & Shop; Almacs; 9 to 9; Fernandes; Iandolis; Big D; Value King; Star Market; Rico's.

14 - NEWSPAPERS: NEWS (e) 14,613; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Roy F. Lovell, Pub. & Pres., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County, (In New Bedford, SMSA). E&P Map E-3. Situation on Buzzards Bay. 56 mi. S of Boston. On Interstate 195 and Mass. 140.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-New England Transportation; Southeastern Regional Transit Authority; Brander; Medeiros; Greyhound.
Freight Steamship Lines-9.
Airlines-Provincetown-Boston Airlines.

3 - POPULATION:
Corp. City 80 Cen. 98,478; Loc. Est. 95,158
CZ-ABC: (70) 140,716; (82) 142,200
RTZ-ABC: (70) 57,237; (82) 81,100
County 80 Cen. 474,641; Loc. Est. 470,987
SMSA 80 Cen. 169,425; Loc. Est. 166,877
City & RTZ-ABC: (70) 197,948; (82) 223,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388; Loc. Est. 37,268
County 80 Cen. 166,938; Loc. Est. 170,696
SMSA 80 Cen. 61,456; Loc. Est. 61,945
CZ-ABC: (70) 47,592; (82) 55,800
RTZ-ABC: (70) 17,542; (82) 29,000
City & RTZ-ABC: (70) 65,134; (82) 84,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$747,200,947
Savings & Loan	1	$43,665,974
Commercial	10	$311,241,112

6 - PASSENGER AUTOS: County 265,090

7 - ELECTRIC METERS: Res. & Comm. 63,208

8 - GAS METERS: Res. & Comm. 46,567

9 - PRINCIPAL INDUSTRIES: Total wage earners 69,600; Apparel 8,500; Rubber Chemicals & Plastics 8,200; Metals & Machy, 7,000; Food prods. 2,000; Construction 1,700; Govt. 12,500; Transp. & Pub. Util. 2,400; Financial & Real Est. 2,000; Services 8,900; Fishing 3,000; (Nationa's largest East Coast fishing port, fish landings 1979 86,800,000 lbs. valued at $67,400,000.)

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers: 24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Darthmouth Mall(72)	5	Sears, Zayre's
King's Hwy.	4	King's, Shaw's
Berdon Plaza(8)	3	King's, Almac's
Rio Plaza(2)	3	Food Mart
K mart	4	K mart, Almacs
Shaw's	3	K mart
Wareham Plz.(12)	15	J.J. Newberry's

Principal Shopping Days-Thurs., Fri.
Stores Closed-Wed. aft. during July, August.
Stores Open Evenings-Thu.; Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: Department Stores-Star Store; Cherry-Webb & Touraine 2; Sears; Peerless.
Discount Stores-Cove Discount; Mars Bargainland 2; Zayre; King's Dept. Store 2; K mart 2.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Brooks 5; Rite Aid 3.
Chain Supermarkets-A&P; Stop & Shop; Angelo's; Shaw's Supermarkets 3; Fernandes 3; Almac's 3.
Other Chain Stores-Singer Co.; Benny's; National Hard goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Plywood Ranch; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; S&H Green Stamps; Fashion Barn; Peerless Clothing; Sawyer's.

14 - NEWSPAPERS: STANDARD-TIMES (e-mon to fri) 47,493; (m-sat) 47,186; (S) 50,297. Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Coakley, Adv. Dir., STANDARD-TIMES, 555 Pleasant SE, New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative: Branham.

NEWBURYPORT

1 - LOCATION: Essex County, E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Route 1 and Shore Line Route 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Transp. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900; Loc. ESt. 15,569
CZ-ABC: (70) 25,895; (82) 26,600
RTZ-ABC: (70) 47,738; (82) 66,900
County 80 Cen. 633,676; Loc. Est. 618,867
City & RTZ-ABC: (70) 73,633; (82) 93,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,892; Loc. Est. 6,116
County 80 Cen. 228,432; Loc. Est. 229,761
CZ-ABC: (70) 8,309; (82) 10,000
RTZ-ABC: (70) 14,290; (82) 23,500
City & RTZ-ABC: (70) 22,599; (82) 33,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry & Number of Wage Earners-Apparel 323; Furniture 131; Plastics 136; Leather Prod. 1,058; Leather Mfg. 153; Elec. Mchy. 1,472; Transp. incl. Marine 622; Silversmiths 351; Govt. and RR 1,280; Self-Employed Domestic and Family 2,000; Local Agricultural 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(11)	NA	First Nat'l, Mammoth Mkt
Port Plaza(16)	NA	K Mart, Shaw's

Stores Open Evenings-Fri.
Principal Shopping Days-Fri.&Sat.

13 - RETAIL OUTLETS: Department Stores-H. W. Pray.
Discount Stores-K mart.
Chain Drug Stores-Brooks.
Chain Supermarkets-IGA; Shaw's.

14 - NEWSPAPERS: NEWS (e) 11,017; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Harris, Adv. Dir., NEWS, Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative: USSPI.

NORTH ADAMS

1 - LOCATION: Berkshire County, E&P Map B-1. In NW corner of State. Indurstrial and shopping center. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: Railroads-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063; Loc. Est. 17,605
CZ-ABC: (70) 40,892; (82) 38,700
RTZ-ABC: (70) 9,737; (82) 9,100
County 80 Cen. 145,110; Loc. Est. 142,777
City & RTZ-ABC: (70) 49,732; (82) 47,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,638; Loc. Est. 6,290
County 80 Cen. 52,400; Loc. Est. 53,022
CZ-ABC: (70) 13,064; (82) 14,500
RTZ-ABC: (70) 2,638; (82) 3,200
City & RTZ-ABC: (70) 15,702; (82) 17,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: County (All Vehicles 1977) 108,164

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Electrical; Textile; Paper; Leather; Machinery; Chemicals; Employees: 6,580. Non-Agriculture 14,850; Non-Manufacturing.
Principal Industrial Pay Days-Wed., Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-(North Adams)-3 blocks on Main St., and following adjacent streets: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shopping District: 4 blocks on Park St., 1 on Center St., 4 on Summer St.; Williamstown: 1 on Spring St., Colonial Shopping Center on State Rd. bet. North Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Adams Plaza(3)		Price Chopper, King's
Artery Arcade(4)	NA	Adams Super Markets

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Thu.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Robert's Co.; Shea's; England Bros.
Discount Stores-Zayre's; K mart.
Variety Stores-J. J. Newberry; Woolworth.
Chain Supermarkets-Adams; Price Chopper; Grand Union; P&C.
Other Chain Stores-Goodrich; Montgomery Ward; Top Value Stamps; Chek-R-Board; National Auto; Firestone; Brook's Health & Beauty Aids; Agway; Rig L; Rite Aid.

14 - NEWSPAPERS: TRANSCRIPT (e) 11,794; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Tomasini, Adv. Dir., TRANSCRIPT, American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County, E&P Map B-2 (In Springfield-Chicopee-Holyoke, MA-CT SMSA). County Seat. Center of Pioneer Valley Educational Center in NW section of state. 17 mi. N by W from Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: Railroads-NYNH&H (freight); B&M (freight).
Motor Freight Carriers-5.
Western Mass. Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways; Pioneer Valley Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 29,286; Loc. Est. 27,555
CZ-ABC: (70) 42,676; (82) 44,400
RTZ-ABC: (70) 44,388; (82) 56,700
SMSA 80 Cen. 530,668; Loc. Est. 515,138
County 80 Cen. 138,813; Loc. Est. 134,921
City & RTZ-ABC: (70) 87,064; (82) 101,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; Loc. Est. 9,756
County 80 Cen. 44,253; Loc. Est. 44,017
SMSA 80 Cen. 187,818; Loc. Est. 184,805
CZ-ABC: (70) 12,881; (82) 15,800
RTZ-ABC: (70) 10,030; (82) 15,600
City & RTZ-ABC: (70) 22,911; (81) 31,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$310,332,933
Savings	4	Incl. above

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 8,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Pkg. 138 ($369); Print. & Pub. 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,477 ($242); Bottling 177 ($215).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Centers-24 blocks on 10 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsgate(7)	1	Bradlee's, Stop & Shop
Amherst Campus Plaza	5	Stop & Shop, Zayre
Amherst Shoppers Park(15)	7	A&P
Hampshire Mall (95)	5	K mart, Denby, J.C. Penney, Steigers
Mountain Farms Mall(40)	5	Woolco, Almy's, Big Y
Hampden Plz.	2	Caldor, Food Mart
Hill & Dale(11)	1	A&P
Pot-Pourri(15)	1	

Principal Shopping Days-Sat. & Thu.
Stores Open Evenings-Department Stores-Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Steigers; Woolco; Bradlee; Zayre; Caldor.
Discount Stores-K mart.
Chain Drug Stores-CVS; Brooks; Genovese; Mall Drug; Rite Aid.
Chain Supermarkets-A&P; Big Y; Stop & Shop 2; Food Mart; Price Chopper.
Other Chain Stores-Sears; Singer Co.; Sherwin-Williams Paints; Pay Saver; Anderson-Little; Goodyear; Firestone; Grossman's; Agway; Aubuchan.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 19,797; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Slaff, Adv. Dir., GAZETTE, 115 Conz St., Northampton, MA 01060; Tel. (413) 584-5000.
National Representative: Landon Associates.

PEABODY

1 - LOCATION: Essex County, (Boston SMSA). E&P Map E-2. Located in northeastern section of Massachusetts. Bordered by Lynnfield on the west, Middleton & Danvers on the north, Salem on the east & Lynn on the south; 18 miles from Boston. Principal Hwy. U.S. 1-Hwy. 128-114.

2 - TRANSPORTATION: Railroads-B&M (Freight service only).
Intercity Bus Lines-MBTA; Michaud; Hudson & Greyhound.
Airlines-14 mi. from Logan International Airport.

3 - POPULATION:
Corp. City 80 Cen. 45,976; Loc. Est. 44,404
County 80 Cen. 633,632; Loc. Est. 618,867
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
CZ-ABC: (70) 48,080; (82) 44,600
RTZ-ABC: (70) 36,977; (82) 36,500
City & RTZ-ABC: (70) 85,057; (82) 81,100

4 - HOUSEHOLDS:
City 80 Cen. 15,804; Loc. Est. 15,119
County 80 Cen. 228,432; Loc. Est. 229,761
SMSA 80 Cen. 990,660; Loc. Est. 990,882
CZ-ABC: (70) 14,142; (82) 15,400
RTZ-ABC: (70) 10,104; (82) 11,700
City & RTZ-ABC: (70) 24,246; (82) 27,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	N.A.
Savings & Loan	3	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 16,811

8 - GAS METERS: Residence 7,798

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Shoe & Leather 1,955; Chemicals 197; Fabricated Metals 502; Paper Prods. 413; Apparel 300; Non-Electric Machines 617; Transportation Equip. 266; Misc. Industries 11,592.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. Annual precipitation-41 in.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-Downtown Peabody-Main St. 6 Blocks. Foster St. 4 Blocks; Lowell St. 2 Blocks; South Peabody, West Peabody and Main Hwy. Route 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore(87)	1	Jordan Marsh, Sears, Filene's, Almy's
Danvers Plz.(15)	4	Almys
Endicott Plz.(22)	2	K Mart
Liberty Tree Mall (108)	3	Ann and Hope, Lechmere
Russell Plaza	2	Star, King's
Lowe Mart(9)	NA	Convenient Food Mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Filene's; Jordan Marsh; Sears; Almy's.
Discount Stores-King's.
Chain Supermarkets-Purity Supreme; Star Mkt.; Stop & Shop.

14 - NEWSPAPERS: TIMES (e) 4,870; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Harris, Adv. Dir., TIMES, 54 Main St., Peabody, MA 01960; Tel. (617) 532-1005.
National Representative: USSPI.

PITTSFIELD

1 - LOCATION: Berkshire County, (In Pittsfield SMSA) E&P Map B-2, County Seat. 35 mi. E of Albany on Route 20; 75 mi. NE of Danbury, CT on Route 7; 56 mi. W of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 51,974; Loc. Est. 50,237
CZ-ABC: (70) 79,727; (82) 74,000
RTZ-ABC: (70) 27,595; (82) 31,200
SMSA 80 Cen. 90,505; Loc. Est 88,521
County 80 Cen. 145,110; Loc. Est. 142,777
City & RTZ-ABC: (70) 107,322; (82) 105,200

4 - HOUSEHOLDS:
City 80 Cen. 19,436; Loc. Est. 17,999
County 80 Cen. 52,400; Loc. Est. 53,022
SMSA 80 Cen. 33,101; Loc. Est. 32,488
CZ-ABC: (70) 24,904; (82) 27,100
RTZ-ABC: (70) 8,680; (82) 11,500
City & RTZ-ABC: (70) 33,584; (82) 38,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$266,700,000
Savings & Loan	2	$300,800,000
Commercial	3	$347,864,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 108,164

7 - ELECTRIC METERS: Residence-19,950

8 - GAS METERS: Residence-8,880

9 - PRINCIPAL INDUSTRIES: Industry, Number of Firms (Ann. Payroll), Number of Employees: Agric. & Mining 2 ($252,500) 50; Construction 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans. Comm. & Util. 50 ($6,000,000) 1,350; Whsle. Trade 60 ($3,750,000) 650; Retail Trade 562 ($12,500,000) 4,100; Fin. Ins. and Real Est. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Pdts. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Ptg., Pub. 12 ($3,200,000) 300; Electrical ($92,000,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18. Last killing frost, June 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Areas-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main & Central	NA	England's
A-Z(8)	NA	Zayre, Adams Mkt.
Allendale(23)	NA	Sears, England Bros., T.J. Maxx
Berkshire Common (20)	NA	
Bradlee's(7)	NA	Bradlee's, Stop & Shop
Pittsfield Plz.(8)	NA	Montgomery Ward
K mart Plz.(9)	NA	K mart, Price Chopper

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-England Bros.; Sears.
Variety Stores-Newberry.
Discount Stores-Zayre; Bradlee's; K mart; King's.
Chain Drug Stores-Flynn Rexall; Brook's; CVS 2; Mall Drug.
Chain Supermarkets-A&P; Adams 5; Stop & Shop; Price Chopper 4.
Other Chain Stores-Endicott-Johnson; Thom McAn; Firestone; Montgomery Ward (catalog).

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 31,853; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston SMSA) E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 128, 175 and Southest Expressway.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.
Motor Freight Carriers-76.
Intercity Bus Lines-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743; Loc. Est. 83,990
CZ-ABC: (70) 177,626; (82) 176,000
RTZ-ABC: (70) 152,310; (82) 160,800
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 606,587; Loc. Est. 607,977
City & RTZ-ABC: (70) 329,936; (82) 336,800

4 - HOUSEHOLDS:
City 80 Cen. 33,492; Loc. Est. 34,310
County 80 Cen. 207,823; Loc. Est. 214,748
SMSA 80 Cen. 990,660; Loc. Est. 990,882
CZ-ABC: (70) 53,623; (82) 62,100
RTZ-ABC: (70) 41,732; (82) 51,500
City & RTZ-ABC: (70) 95,355; (82) 113,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$374,194,000
Savings & Loan	2	$17,321,000
Commercial	5	$263,198,000
Co-op Banks	2	$210,921,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 421,450

7 - ELECTRIC METERS: Residence 32,000

8 - GAS METERS: Residence 20,200

9 - PRINCIPAL INDUSTRIES: In Quincy, Total Employment 37,198, including: Construction 2,431; Manufacturing 8,003; Communications 1,218; Utilities, Sanitary 778; Wholesale Trade 1,690; Food stores 1,113; Eat and Drink places 1,440; Retailing 1,683; Insurance, Real Estate and Finance 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Administration 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24. Last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway with parking for 6,000 cars; 104 stores now open including Allstate, The Limited, Ann Taylor, Baker Shoe, Bergson's Brigham's Anderson-Little, Charlies Saloon, Cummings, Eric & Ralph's, Finishing Touch, Fanny Farmer I & II, Fields Hosiery, Filene's, Casual Corner, Florsheim, Hickory Farms, CVS, Howard Johnson, Jordan Marsh, Stride Rite, Kennedy's, KayBee Toys, Lane Bryant, Lauriat's, Lord & Taylor, The Lodge, Radio Shack, Simon & Son, Singer, UPS & Downs, Thayer McNeil, Thom McAn, Sullivan Tire, Wallach's, Sears.
Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery. Approx 1 mile.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore (Braintree)	4	Jordan Marsh, Filene's, Sears, Lord & Taylor
Hanover Mall (Rte.53)(78)	12	Almy's, Sears, Zayre's, Angelo's, Woolworth
Hingham Plaza (Rte.53)(16)	8	Stop & Shop, Bradlees, Building 19
Dedham Plaza (Rte.1)(48)	10	Zayre's
Quintree(13) (Braintree)	3	Zayre's, Side One
President's Plz.(7)	2	Radio Shack
Queen Ann's Plz. (Norwell)(11)	9	Adams Drug, Caldor
Granite St.(22)	1	Osco, Turnstyle, Star
Cushing Plaza(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	NA	Purity Supreme, K mart
Cobb's Corner (Canton)(24)	15	Marshalls, Star, Kings
Dedham Mall (Rte.1)(48)	11	Sears, Stop & Shop, Woolworth
Weymouth(Rte 53 at Rte 18)(10)	NA	Channel Home Centers, Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Stop & Shop, Shoe Town, T. J. Maxx

Marshfield Plz.(14)	19	Angelo's, Marshall's Pharmacity

Other Shopping Centers (No. of Stores)-Fernandez (5); Grossman's (7); Seaside (7); Southern Artery (7).
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Food & Almost all othersThurs. & Fri.; some Mon.; some every night.

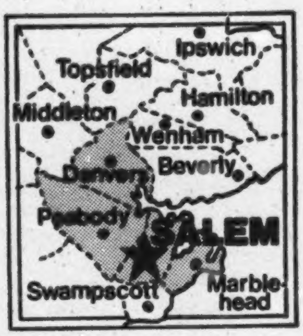
13 - RETAIL OUTLETS: Department Stores Bargain Center; Clothing: Remick's Sawyer's.
Variety Stores-Woolworth; Osco.
Discount Stores-Zayre's; Kings; Osco; Bargain Center; Paperama.
Chain Supermarkets-Angelo's 10; Stop & Shop 11; Star Mkt. 3; Purity Supreme 4; Shaw's 7; Shop & Save; Roxie's 2.
Chain Drug Stores-Osco 3; CVS 3; Sher; Rite Aide; Adams Drug 7.
Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Norfolk Paint & Wallpaper, Channel Home Centers, Color Tile, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner, T.J. Maxx, Anderson Little, Cummings; Automotive: Goodyear, Firestone, Merchants Tire, Duddy Tire, General Tire, Sullivan Tire; Shoe Stores: Edwin Case, Thom McAn, Child Teen, Hefferman's, Hanlon Shoes; Furn. & Appliances: Siesta Sleep Shop, Kincades, Tags Sleep; Jewelry: Rogers, Harts, Stone's; Fabrics: Ryder's.

14 - NEWSPAPERS: THE PATRIOT LEDGER (e-mon to fri) 88,594; (m-sat) 87,510; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., THE PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7175.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Essex County (In Boston SMSA). County Seat, E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.



Salem News (e)
29,995 ABC 3/ 31/ 82

3 - POPULATION:
Corp. City 80 Cen. 38,264; Loc. Est. 36,771
CZ-ABC: (70) 136,082; (82) 126,800
RTZ-ABC: (70) 113,176; (82) 125,800
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 633,676; Loc. Est. 618,867
City & RTZ-ABC: (70) 249,258; (82) 252,600

4 - HOUSEHOLDS:
City 80 Cen. 15,065; Loc. Est. 14,719
County 80 Cen. 228,432; Loc. Est. 229,761
SMSA 80 Cen. 990,660; Loc. Est. 990,882
CZ-ABC: (70) 42,062; (82) 46,000
RTZ-ABC: (70) 33,186; (82) 43,000
City & RTZ-ABC: (70) 75,248; (82) 89,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: County (All Vehicles 1977) 429,780

7 - ELECTRIC METERS: Residence 25,334

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 7,147; Leather & Products 6,521; Machinery 5,521; Paper, Printing, Publishing 139; Chemicals 1,038; Plastics 357.
Av. Wkly. Wage: $300.
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9. Last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore(54)	3	Jordan Marsh, Newberry, Filene's, Kennedy's, Wallachs, Hermans, Almy Creamer, Sears
Beverly Plz.(19)	3	Zayre, Woolworth, Star, Eaton Drugs, Brighams
Danvers Plaza(12)	4	Almys, Purity Supreme
Highland Plaza	2	Rich's, Mr. Grocer
Vinnin Plaza	2	Marshalls, Friendly's, Rooks, Loehmann's
Vinnin Sq.(30)	2	New England Stores, Lane Drugs
Village Plaza	3	Salon Feminique White Hen Pantry
Liberty Tree(115)	4	Brighams, Miles Shoes, Roamans, Hickory Farm, Singer, Marshalls, Star
Heritage Plaza	1	Merchants Warren, Harvest Mkt.
Marshall	NA	Brooks, White Barn
Russel Plaza(10)	5	Hamilton Health Spa
Swampscott Mall(17)	2	Bradlee's, Med Mart, Fayva, Radio Shack
Hawthorne(20)	2	Caldor, Radio Shack, Purity, Heartland
Endicott Plaza(13)	5	K mart, Demoulas
Sav-More Plaza(12)	4	Grossmans, Marshalls

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept. & Food-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Almy's; Empire Mahan's.
Discount Stores-Richs; Zayre; Jerry's; Lechemere; Bradlee's; Levitz; Marshalls 2; Ann & Hope; K mart.
Chain Drug Stores-Eaton 7; Lane 3; Rexall 4; Big L 3.
Chain Supermarkets-Mr. Grocer 4; A&P; Stop & Shop; Star Market 2; Associated Grocers 3; Primrose 2; Purity-Sav-More 3; Multi-Save; Cressy Dockham 2; Salem 2; Heartland.
Other Chain Stores-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Bell Shops; Touraine; Kay Jewelers; Goodyear; Firestone; Ted's Tire; R. H. Stearns; Sears; Brigham's; Kennedy's; Jordan Marsh; Filene's; J. J. Newberry; Zayre Brooks; Radio Shack; CVS.

14 - NEWSPAPERS: NEWS (e) 29,995; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (617) 744-0600.
National Representative: Landon Associates.

SOUTHBRIDGE

1 - LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 500,000.

2 - TRANSPORTATION: Railroads-Providence & Worcester.
Intercity Bus Lines-Bonanza; Travel Time; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 16,665; Loc. Est. 16,234
County 80 Cen. 646,352; Loc. Est. 636,630

4 - HOUSEHOLDS:
City 80 Cen. 6,225; Loc. Est. 6,224
County 80 Cen. 225,323; Loc. Est. 228,593

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Optical 3,500 ($178); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Bunny(9)	NA	Big Bunny Mkt.
Southbridge Plz.(14)	NA	Bentley, Park & Shop
Sturbridge Plz.(12)	NA	Ames

Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Variety Stores-McLellans.
Discount Stores-Ames; The Fair.
Chain Supermarkets-Iandoli; Big Bunny; Elm; Park N Shop; Allan's; Bob Beans.
Other Chain Stores-Wyman Liquors; Waite Hrdwr.; Cantwell Hrdwr; Big L. Discount; Aubuchon Hrdwr.; Book Corner; Rite-Aid Pharmacy; Carvel; Radio Shack; Friendly Ice Cream.

14 - NEWSPAPERS: NEWS (e) 6,242; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (617) 764-4325.
National Representative: None.

SPRINGFIELD

1 - LOCATION: Hampden County (In Springfield-Chicopee-Holyoke, MA-CT SMSA). E&P Map C-2, County Seat. 136 mi. N of New York; 89 mi. W. of Boston. State Hwys. 21, 57, 83, 116, 5, 20, 90, 91, 291.
Railroads-Amtrak; Conrail.
Motor Freight Carriers-173.
Intercity Bus Lines-Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vemont Transit.
Airlines-Air New England; USAir; American; Delta; Eastern; Flying Tiger; OMNI Aviation; Pilgrim-Altair; TWA; United; Texas Inter.

3 - POPULATION:
Corp. City 80 Cen. 152,319; Loc. Est. 146,191
CZ-ABC: (70) 374,987; (82) 362,600
RTZ-ABC: (70) 278,210; (82) 288,300
County 80 Cen. 443,018; Loc. Est. 430,234
SMSA-80 Cen. 530,668; Loc. Est. 515,138
City & RTZ-ABC: (70) 653,197; (82) 650,900

4 - HOUSEHOLDS:
City 80 Cen. 55,329; Loc. Est. 54,884
County 80 Cen. 158,027; Loc. Est. 158,093
SMSA 80 Cen. 187,818; Loc. Est. 184,505
CZ-ABC: (70) 117,073; (82) 132,600
RTZ-ABC: (70) 79,717; (82) 95,300
City & RTZ-ABC: (70) 196,790; (82) 227,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$991,537,127
Savings & Loan	2	$636,514,599
Co-operative	1	$52,474,606
Commercial	6	$719,917,967
Federal Farm Loan	1	$1,218,110,778
Total 15 Banks		$3,618,550,077

6 - PASSENGER AUTOS: County (All Vehicles 1977) 303,155

7 - ELECTRIC METERS: Residence 65,097

8 - GAS METERS: Residence 37,696

9 - PRINCIPAL INDUSTRIES: Industry, Number Employed-Ordnance & Accessories 2,720; Food & Kindred Prod. 2,534; Textile Mill Prod. 1,910; Apparel & other Fin. Goods 3,049; Lumber & Wood Prod. 790; Furniture & Fixtures 408; Paper & Allied Prod. 7,463; Printing, Publ. & Allied 5,746; Chemicals & Allied 4,294; Rubber Products 3,924; Leather & Leather Prod. 1,069; Stone, Clay & Glass Prod. 656; Primary Metal Industries 3,612; Fabr. Metal Products 5,761; Machinery (ex. electrical) 7,319; Electrical Machinery 3,372; Transportation Equipment 2,412; Prof., Scient. & Control. Inst. Photo., & Optical Goods, Watches & Clocks 1,232; Miscellaneous Mfg. 6,539.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING:Downtown Shopping Area-From Union St. on Main to Lyman St. Main; Dwight St. to E. Columbus Ave. including all side sts. in this area, includes Baystate West Mall.
Neighborhood Shopping Areas-(the "X" in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	Miles from Downtown	Principal Stores
Baystate West(53)	0	Steiger's, A.O. White, Herman's
Eastfield Mall(73)	6	Anderson-Little, Penney, Sears, Steiger's
Enfield Sq.(57)	8	G. Fox, Penney, Steiger's
Fairfield Mall(60)	6	Anderson-Little, Caldor, Bradlee's
Mountain Farms (40)	24	Woolco, Almy's
Springdale Mall(20)	6	Lechmere, Bradlee's
Holyoke Mall	8	Steiger's, J. C. Penney, Sears, G. Fox

Major Strip Centers

Agawam(49)	3	Zayre, Food Mart
Boston Road(3)	6	K mart, Marshall's
Century(21)	1	Bradlee's, Stop'n Shop
Exchange St. Ctr.(8)	4	Woolworth, Friendly's
Enfield Ctr.(29)	8	Woolco, Rite Aid
Longmeadow Shops	6	Steiger's
Ludlow(6)	10	King's, Big Y
Springfield Plz.(37)	3	Steiger's, K mart, Stop & Shop
Stateline Plz.(20)	8	Zayre, Levitz
Westfield Shops(16)	8	Steiger's, Penney's, Food Mart

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Steiger's; Sears; G. Fox; J.C. Penney.
Discount Stores-Bradlee's; Caldor; King's; Lechmere; Marshall's; Woolco; Zayre; K mart.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Mall Drugs; Parker; Ryan; Terminal; Triangles; Brooks; Genovese; CVS.
Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fava.
Chain Supermarkets-A&P; Edwards; Waldbaum's/Food Mart; Big Y; Food Basket; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union.
Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores-B. F. Goodrich; Firestone; Anderson Little; Peerless; Lerner; Grossman's; Levitz Furn.; Paysaver; Stuart's; A. O. White; Stowell's Singer; Walden Bookstore; Denby's; Child World; Toys-R-Us; Friendly Ice Cream; Pier 1 Imports; Davids; Brooks; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack.

14 - NEWSPAPERS: UNION (m) 70,840; NEWS (e) 73,645; Comb. (m&e) 144,485; REPUBLICAN (S) 146,723; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Nat. Adv. Mgr., UNION, NEWS & SUNDAY REPUBLICAN, 1860 Main St., Springfield, MA 01101; Tel. (413) 787-2411.
National Representative: Newhouse Newspapers.

TAUNTON

1 - LOCATION: Bristol County, E&P Map E-2, County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Brander; Union St. Railway; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 45,001; Loc. Est. 44,209
CZ-ABC: (70) 43,756; (82) 40,000
RTZ-ABC: (70) 51,651; (82) 67,600
County 80 Cen. 474,641; Loc. Est. 470,987
City & RTZ-ABC: (70) 95,407; (82) 107,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,795; Loc. Est. 16,076
County 80 Cen. 166,938; Loc. Est. 170,696
CZ-ABC: (70) 13,190; (82) 14,100
RTZ-ABC: (70) 14,572; (82) 22,200
City & RTZ-ABC: (70) 27,762; (82) 36,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$126,000,000
Cooperative	3	$105,000,000
Commercial	3	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: County 265,090

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242
(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Pdts. 685; Jewelry 450; Metals and Related Pdts. 1,380; Wholesale & Retail 3,050; Services 1,885; Construction 404; Finance, Insurance & Real Estate

471; Transportation & Utilities 220; Av. Wkly. Wage $137.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING:Downtown Shopping Centers-4 blocks on Main St.; 2 on Broadway; 2 on Weir St., 1 on Taunton Green.
Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E. Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham(6)	3	King's, Brockton Mkt.
Rte. 44 Plaza	2	Brockton Mkt.
Trucchi's Plz.(12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlee's, Stop & Shop
Cape Rd. Plaza	3	K mart, Food Mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Bradlee's; King's; K mart; Caldor.
Variety Stores-Woolworth.
Chain Supermarkets-Stop & Shop; BPM 2; Trucchi's 2; Food Mart.
Chain Drug Stores-Brook's; Rite Aid; CVS.
Other Chain Stores-Goodyear; Benny's (auto supplies); Singer Co.; Fanny Farmer; Sears (catalog); Montgomery Ward (catalog); Goodrich; Firestone; Puritan Clothing; Radio Shack; Cherry & Webb; Pobers (Empire Clothing).

14 - NEWSPAPERS: GAZETTE (e) 14,126; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kay L. Nichols, Adv. Dir., GAZETTE, 9 Cohannet St., Taunton, MA 02780; Tel. (617) 822-7121.
National Representative: Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County, (In Boston SMSA) E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895; Loc. Est. 24,681
County 80 Cen. 1,367,034; Loc. Est. 1,307,822
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060

4 - HOUSEHOLDS:
City 80 Cen. 8,650; Loc. Est. 7,894
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 990,660; Loc. Est. 990,882

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: 8,627

8 - GAS METERS: 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg.Apparel; Lumber & Wood Pdts.; Furn. & Fixt.; Print., Pub.; Chemicals; Leather; Stone; Clay & Glass; Metal & Fabricatiing; Machinery (not elect.); Electrical Goods; Rattan Furniture; Shoes; Valves; Fibre Products and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Electrical Equipment and Apparatus; Furniture Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burlington Mall(64)	8	Filene's, Jordan Marsh, Radio Shack
New England(34)	5	Sear's, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt.
Saugus	4 1/2	T.J. Maxx
Saugus Plaza(17)	4	Osco, Zayre's

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Kline's.
Chain Supermarkets-Stop & Shop; IGA Stores 2.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,605; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ms. Willette Brooks, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative: None.

REACH 78% OF THE ADULTS IN WORCESTER COUNTY

Only the Worcester Telegram & Gazette covers the other major market in the Boston ADI.

Circulation:

Daily	Sunday
145,264	112,127

Source: Three Sigma 1980. Unduplicated readership. WT&G combined daily, five issues.
National Representative: CWO&O.

WORCESTER
TELEGRAM
&GAZETTE

WALTHAM

1 - LOCATION: Middlesex County (In Boston SMSA) E&P Map D-2. 9 mi. West of Boston; 5 mi. Northwest of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Middlesex & Boston St. Ry.; Boston & Worcester; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 58,200; Loc. Est. 55,118
CZ-ABC: (70) 61,582; (82) 51,400
RTZ-ABC: (70) 208,981; (82) 195,200
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060
County 80 Cen. 1,367,034; Loc. Est. 1,307,822
City & RTZ-ABC: (70) 270,563; (82) 246,600

4 - HOUSEHOLDS:
City 80 Cen. 20,594; Loc. Est. 20,007
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 990,660; Loc. Est. 990,882
CZ-ABC: (70) 18,210; (82) 17,800
RTZ-ABC: (70) 62,323; (82) 67,900
City & RTZ-ABC: (70) 80,533; (82) 85,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$198,437,208
Savings	5	$128,434
Savings & Loan	2	$89,278,462
Co-operative	1	$4,898,618

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: Residence 19,800

8 - GAS METERS: Residence 13,860

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 15,788; Whole & Ret. 4,160; Contract Const. 524; Trans. & Comm. 449; 200 Industrial Establishments in City.
Principal Industrial Pay Days-Thurs., Fri.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-10 blocks on Moody St.; 3 on Main St.
Neighborhood Shopping Centers-Warren St.; Upper Main St.; Newton & Main Sts.; Lexington St. 2; South St.; River St.; High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburndale(8)	2	Star Mkt., Garb Drug
Chestnut Hill	6	Star Mkt., Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newton Centre	5	106 specialty shops
Newtonville	3	Star Mkt., Purity Supreme
Newton Nonantum	4	King's
Newton Highlands	5	Purity-Supreme, Fran-co, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshall's
Watertown Mall(40)	4	Bradlees, Stop & Shop, Anderson-Little
River St. Plz.	2	Star Mkt., Zayre, Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept.-Wed. & Fri.; FurnitureMon., Wed., Fri.; Food-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Grover Cronin; Bloomingdale's; Filene's.
Variety Stores-Woolworth's.
Discount Stores-Zayre; King's; Marshall's; Bradlees.
Chain Drug Stores-Osco; Archer Kent; CVS; Garb Drug.
Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Market.
Other Chain Stores-Thom McAn; Singer Sewing; Sears; Cummings (Women's Fashions); Anderson-Little Hanlon's Shoes; Hit or Miss (Women's Fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Ground Round; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 13,845; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., NEWS-TRIBUNE, 18 Pine St., PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.
National Representatives: Landon Associates; USSPI.

WESTFIELD

1 - LOCATION: Hampden County, E&P Map B-2 (In Springfield-Chicopee-Holyoke, MA-CT SMSA). 10 miles west of Springfield; on Hwys. 10, 20, 202, the Mass. Tpk. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the Mass. Tpke. Forty-seven square miles making Westfield the second largest area city in the Commonwealth with 89 percent of the land area usable.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.
Airlines-20 miles to Bradley International Field for American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia.
Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations. Airport covers 500 acres making it second largest in state.

3 - POPULATION:
Corp. City 80 Cen. 36,465; Loc. Est. 37,046
County 80 Cen. 443,018; Loc. Est. 430,234
SMSA 80 Cen. 530,668; Loc. Est. 515,138

4 - HOUSEHOLDS:
City 80 Cen. 12,404; Loc. Est. 12,873
County 80 Cen. 158,027; Loc. Est. 158,093
SMSA 80 Cen. 187,818; Loc. Est. 184,805

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: County 90,343 (1977 All Vehicles)

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furniture; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gages; Precision Parts; Envelopes and Stationery; Wholesale & Retail Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza(15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz.(6)	NA	Shop Rite, Genovese
Westfield Shops (16)	NA	Steiger's, Food Mart, J.C. Penney
K mart Plz.(6)	NA	K mart
Holyoke Mall	10	G. Fox, JC Penney, Sears, Steiger's

13 - RETAIL OUTLETS: Department Stores-Ames.
Variety Stores-K mart; Caldor; J.J. Newberry.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.
Other Chain Stores-Thom McAn; Sherwin-Williams; J.C. Penney; Singer Co.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 7,421; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Sam Hinish, Adv. Dir, NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.
National Representative: Landon Associates.

WOBURN

1 - LOCATION: Middlesex County, E&P Map E-1 (In Boston SMSA). 10 mi. NW of Boston; State Hwys. 3, 128, 38; Interstate Hwy. 93.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Intercity Bus Lines-MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626; Loc. Est. 35,016
County 80 Cen. 1,367,034; Loc. Est. 1,307,822
SMSA 80 Cen. 2,763,357; Loc. Est. 2,691,060

4 - HOUSEHOLDS:
City 80 Cen. 12,393; Loc. Est. 12,108
County 80 Cen. 476,201; Loc. Est. 468,870
SMSA 80 Cen. 990,660; Loc. Est. 990,882

5 - BANKS:	NUMBER	EST. DEP.
Savings	8	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: 25,433 (All Vehicles)

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Manufacturing; Gelatin.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27. Last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main St.; 1 on Montvale Ave.; Bradlee's Ctr.; E-Z Way Ctr.; Star Mkt.; Woburn Mall (35 units); K mart, Demoulas Mkt.
Neighborhood Shopping Centers-Central Sq.; S. End.; E. Woburn; N. Woburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz.(12)	NA	Zayre
Economy(70)	NA	Almy's, Lee Ward's
N. Woburn Plz.(6)	NA	Zayre, Purity Mkt.
Woburn Plaza(19)	NA	Star Mkt., Toy's are Us
Burlington Village Mall(28)	NA	Caldor, Demoula's, Loehman's
Burlington Mall (64)	NA	Sears, Jordan Marsh, Filene's, Lord & Taylor, Kennedy's, Herman's
Crossroads Plz. (23)	NA	Ethan Allen, Edwards, Value Mdse.
Redstone Plz.(27)	NA	Woolworth, Star Mkt., Almy's, Caldor

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Gorin's.
Discount Stores-Zayre; Bradlees; K Mart.
Variety Stores-Gorins.
Chain Drug Stores-CVS; Osco; Big L.

Chain Supermarkets-A&P; Purity; Star Mkt.; Stop & Shop; Edward's; DeMoulas.

14 - NEWSPAPERS: TIMES AND CHRONICLE (e-mon to fri) 16,203; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising: Thomas R. Kirk, Adv. Dir., TIMES and CHRONICLE, 25 Montvale Ave, Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives: American Newspaper Reps.; USSPI.

WORCESTER

1 - LOCATION: Worcester County (In Worcester SMSA), E&P Map D-2, County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale and educational center. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield, Mass. On U.S. Hwy. 20; State Hwys 9, 12, 70, 110, 122, 122A; I-90, 190, 290.

2 - TRANSPORTATION: Railroads-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-About 180 Lines.
Intercity Bus Lines-Greyhound Lines; Continental Trailways; Worcester Regional Transit Authority; Peter Pan; A-B-C; Gray Lines.
Airlines-Bar Harbor; Euro-American Airfreight; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799; Loc. Est. 154,967
CZ-ABC: (70) 269,339; (82) 255,400
RTZ-ABC: (70) 308,273; (82) 345,900
City & RTZ-ABC: (70) 577,612; (82) 601,300
SMSA 80 Cen. 372,940; Loc. Est. 365,546
County 80 Cen. 646,352; Loc. Est. 636,630
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,720; Loc. Est. 57,182
SMSA 80 Cen. 127,393; Loc. Est. 131,768
County 80 Cen. 225,323; Loc. Est. 228,593
CZ-ABC. (70) 83,280; (82) 92,100
RTZ-ABC: (70) 92,317; (82) 120,500
City & RTZ-ABC: (70) 175,597; (82) 212,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
County:		
Savings	24	$2,001,889,000
Savings & Loan	4	$1,031,920,000
Commercial	13	$1,337,129,000

6 - PASSENGER AUTOS: City 74,779; County 314,748

7 - ELECTRIC METERS: Residence 53,087

8 - GAS METERS: Residence 43,334

9 - PRINCIPAL INDUSTRIES: Industry, Number of workers; (Av. Wkly. Wage): Machy (Ex. Elec.) 10,600 ($347); Fabricated Metals 9,000 ($284); Primary Metals 2,200 ($345); Textile Prods. 3,500 ($223); Leather Prods. 2,100 ($181); Printing & Publishing 2,200 ($271).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3. Last killing frost, Apr. 26.

11 - TAP WATER: (City) Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-Central Business District (Census Tract 17) (76 blocks in 285 acres).
Neighborhood Shopping Centers-10 blocks at Main and Park Ave.; 5 at W. Boylston and Norton Co.; 2 at Lincoln and Burncoat; 6 at Pleasant and Chandler (Tatnuck Sq.); 2 at Grafton and Hamilton; 6 at Water and Millbury Sts.; 2 at Millbury and Greenwood; 2 at Burncoat and Quinapoxet.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plz (8)	7	T.J. Maxx, LaBonte's
Country Club Plaza(13)	3	Caldor, Food World
County Plz.(6)	5	The Mart, Price Rite
The Fair(11)	4	The Fair, Big Discount
Fairlawn(15)	4	Food Warehouse
Lawnfair(3)	1	Zayre, Price Rite
Lincoln Plaza(43)	3	R.H. White, Zayre
Webster Sq.(16)	3	Zayre, Iandoli's
White City(37)	3	Bradlees, Iandoli's
Grafton Hill Plz.(15)	3	Caldor, Zayre
Auburn Mall Pl.(58)	6	Sears, Caldor
Gold Star(5)	NA	Food Village
Worcester(102)	1	Filene's, Lerner, Jordan Marsh
West Boylston(9)	7	Iandoli's, The Fair

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Gen. Mdse.-Mon. thru Sat.; Food-Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; R.H. White; Jordan Marsh.
Discount Stores-Bradlees; Spag's; Zayre's 4; The Mart 2; The Fair 2; Caldor 3.
Variety Stores-McCrory.
Chain Drug Stores-Vernon 2; Lincoln 7; Beacon 2; Consumer Value 9; Rix; Monahan 5.
Chain Supermarkets-Stop & Shop; Hodes; Price Rite 3; Iandoli's 8; Big Discount 6; Whitman's 2.
Other Chain Stores-Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry & Webb 2, Nugents; Auto Accessories: Sears, Western Auto, Firestone; Shoes: Thom McAn 7, Kinney, Morse 2, Hanover, Fayva 3; Other: Fanny Farmer 3.

14 - NEWSPAPERS: TELEGRAM (m) 55,568; GAZETTE (e) 87,329; Comb. (m&e) 142,897; TELEGRAM (S) 115,327; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Mgr., Gen. Adv., TELEGRAM-GAZETTE, 20 Franklin St., Worcester, MA 01613; Tel. (617) 793-9252.
National Representative: CWO&O.

MICHIGAN SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County.
Battle Creek-Barry and Calhoun Counties.
Bay City-Bay County.
Benton Harbor-Berrien County.
Detroit-Lapeer, Livingston, Macomb, Oakland, St. Clair and Wayne Counties.
Flint-Gennessee and Shiawassee Counties.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Portage-Kalamazoo and Van Buren Counties.
Lansing-East Lansing-Clinton, Eaton, Ingham and Ionia Counties.
Muskegon-Norton Shores-Muskegon Heights-Muskegon and Oceana Counties.
Saginaw-Saginaw County.
Toledo, Ohio-Mich.-Fulton, Lucas, Ottawa and Wood Counties, Ohio; Monroe County, Mich.

STANDARD CONSOLIDATED STATISTICAL AREA

Detroit-Ann Arbor-Includes Detroit SMSA; Ann Arbor SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	805	685	687
5-14 Years	1,906	1,529	1,534
15-24 Years	1,577	1,733	1,799
25-44 Years	2,087	2,544	2,553
45-64 Years	1,757	1,795	1,801
65 and Over	750	912	915
TOTAL	8,882	9,258	9,289

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	1,144	1,683	1,988
General Mdse	2,929	4,381	5,687
Food -	4,710	6,608	9,776
Automobiles	4,409	7,433	8,330
Gasoline Stations	1,481	2,591	4,262
Apparel	1,086	1,642	2,111
Furniture	1,008	1,491	1,812
Eat-Drink Places	1,609	2,696	4,078
Drugs	751	1,050	1,473
TOTAL	20,630	31,677	43,132

ADRIAN

1 - LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 59 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U. S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecumseth.

3 - POPULATION:
Corp. City 80 Cen. 21,186; Loc. Est. 20,956
CZ-ABC: (70) 24,957; (82) 25,600
RTZ-ABC: (70) 56,652; (82) 66,200
County 80 Cen. 89,948; Loc. Est. 90,193
City & RTZ-ABC: (70) 81,609; (82) 91,800

4 - HOUSEHOLDS:
City 80 Cen. 8,676; Loc. Est. 6,942
County 80 Cen. 30,044; Loc. Est. 31,083
CZ-ABC: (70) 7,350; (82) 8,800
RTZ-ABC: (70) 16,889; (82) 20,200
City & RTZ-ABC: (70) 24,239; (82) 32,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$194,882
Savings & Loan	2	$172,280

6 - PASSENGER AUTOS: County 43,687

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($230); Auto Parts 1,690 ($240); Paper Pdts. 167 ($178); Laboratory Equipt. 300 ($210); Woodworking 300 ($215); Planting 80 ($215).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20. Last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Adrian Mall(50)	NA	Sears, Penney
Adrian Plaza(7)	NA	A&P
Delco Plaza	NA	Rink's Bargain City
Southland Plz.(14)	NA	Wickes Lumber
Spielman(7)	NA	Farmer Jack
Westgate(2)	NA	Kroger

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Klines; Sears.
Discount Stores-American; Rink's Bargain City; K mart.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Muir's; SuperRx; Arbor Drugs.
Chain Supermarkets-A&P; Kroger 2; Farmer Jack; IGA; Foodtown.
Other Chain Stores-Wickes; Crosby's; Firestone; V&S Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Docktor Pet Centers; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; Mode O'Day; American Greetings; Pick Way.

14 - NEWSPAPERS: TELEGRAM (e) 16,837; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Doug Farrell, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County, (In Battle Creek SMSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: Railroads-Amtrack.
Intercity Bus Lines-Greyhound.
Airlines-Republic at Jackson.

3 - POPULATION:
Corp. City 80 Cen. 11,059; Loc. Est. 10,632
SMSA 80 Cen. 187,338; Loc. Est. 187,637
County 80 Cen. 141,557; Loc. Est. 139,394

4 - HOUSEHOLDS:
City 80 Cen. 3,999; Loc. Est. 3,543
County 80 Cen. 51,123; Loc. Est. 51,907
SMSA 80 Cen. 66,556; Loc. Est. 68,687

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$27,362,643
Savings & Loan	1	$6,624,135

6 - PASSENGER AUTOS: County 72,783

7 - ELECTRIC METERS: 2,140

8 - GAS METERS: Residence 3,315

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Foundries 1,000; Wire Prod. 600; Elec. Prod. 620; Saws 28; Liquid Gases 35; Machine Tools 26. Ind. Wkly. Wages $188.
Principal Industrial Pay Days-Thursday.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Superior St. & 1 west on 5 cross sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stadium Plz.(7)	NA	Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Shopping Center and Food nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-G.C. Murphy; McLellan's.
Discount Stores-American Drug Discount.
Chain Supermarkets-Felpausch; A&P; Sarges IGA; Foodliner; Kroger.
Other Chain Stores-Gamble's; Western Auto: Penney; Miller Jewelers; Montgomery Ward (catalog).

14 - NEWSPAPERS: RECORDER (e-mon to fri; m-sat) 3,689; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Blair C. Bedient, Pub., RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.
National Representative: None.

ALMA
See MOUNT PLEASANT

ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: Detroit and Mackinac R.R.
Motor Freight Carrier-1.
Intercity Bus Lines-Great Lakes; Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 12,214; Loc. Est. 11,663
CZ-ABC: (70) 22,806; (82) 24,500
RTZ-ABC: (70) 27,087; (82) 32,700
County 80 Cen. 32,315; Loc. Est. 32,354
City & RTZ-ABC: (70) 49,893; (82) 57,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 30 Cen. 4,574; Loc. Est. 3,820
County 80 Cen. 11,151; Loc. Est. 11,509
CZ-ABC: (70) 6,574; (82) 8,300
RTZ-ABC: (70) 8,132; (82) 11,600
City & RTZ-ABC: (70) 14,706; (82) 19,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$205,600,000
Savings & Loan	2	$48,700,000

6 - PASSENGER AUTOS: County 16,206

7 - ELECTRIC METERS: Residence 5,400

8 - GAS METERS: Residence 5,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cement 1,000 ($280); Machines 650 ($220); Auto Trim 130 ($160); Paper 200 ($220); Hardboard 550 ($240); Foundry 125 ($210).

10 - CLIMATE: Min. & Max. Avg. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpena Shopping Center(15)	NA	Lakeshore Shoprite, Kresge, Cunningham
Giantway Plaza	2	Giantway, Midway
Ripley Square	1	A&P, Fisher Big Wheel, TG&Y, Mont. Ward.
Thunder Bay(14)	1	Kroger, Revco, Sears
Alpena Mall(3)	1	K mart, J.C. Penney

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Vaughn; Kotwicki's.
Discount Stores -Big Wheel; Giantway K mart.
Variety Stores-McLellan's; Kresge's; T.G.&Y.; Disco; Western Auto; Gambles.
Chain Drug Stores -Spen's Walgreen; Cunningham's; Revco Drug.
Chain Supermarkets-A&P; Midway 2; Hamady; Perch's IGA; Lakeshore Spartan.
Other Chain Stores-Kinney Shoes; Three Sisters; Sherwin-Williams; Singer; Montgomery Ward (catalog); Sears (catalog); Gately's; Gittleman's; Western Auto; Radio Shack; Holiday Inn; Erb Lumber; Wickes Lumber.

14 - NEWSPAPERS: NEWS (e) 12,599; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative: None.

BEST AVAILABLE COPY

ANN ARBOR

1 - LOCATION: Washtenaw County, (SMSA) E&P Map D-5, County Seat, Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.
Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316; Loc. Est. 107,085
CZ-ABC: (70) 113,847; (82) 125,700
RTZ-ABC: (70) 185,888; (82) 225,500
CountySMSA 80 Cen. 264,748; Loc. Est. 267,712
CZ & RTZ-ABC: (70) 299,735; (82) 351,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976; Loc. Est. 38,827
CountySMSA 80 Cen. 92,937; Loc. Est. 96,854
CZ-ABC: (70) 35,816; (82) 46,300
RTZ-ABC: (70) 51,943; (82) 73,900
CZ & RTZ-ABC: (70) 87,759; (82) 120,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$632,417,000
Savings & Loan	2	$694,662,872

6 - PASSENGER AUTOS: County 135,004

7 - ELECTRIC METERS: Residence 34,951

8 - GAS METERS: County 62,000

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Transportation, Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81, Fall 43-60; Winter 19-33. First killing frost, Oct 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Areas-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; East Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arborland(30)	NA	Mont. Ward, Crowley's
Westgate(14)	NA	Cunningham's, True Value Hdwe, Kresge, Kroger
Maple Village(34)	NA	K mart, A&P
Briarwood(120)	NA	Sears, Penney's, Hudsons Lord & Taylor, Hudsons
Georgetown Mall(24)	NA	Cunningham's, Kroger
Lamp Post(7)	NA	Richardson's
Plymouth Green(9)	NA	Kroger, SupeRx
Plymouth Mall(24)	NA	A&P, Cunningham's
Carpenter/ Packard(14)	NA	Farmer Jack, Best Products

Stores Open Evenings-Department Stores-Mon & Fri.; Briarwood-Mon. thru Sat.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Goodyear's; Sears Roebuck; Klines; Montgomery Ward; Jacobsons; J.C. Penney; Hudsons; Lord & Taylor; Crowley's.
Variety Stores-Kresge.
Discount Stores-K mart; Meijers.
Chain Drug Stores-Richardson's 3; Food & Drug Mart; Apex.
Chain Supermarkets-Kroger 5; Farmer Jack 2; Meijer's.
Other Chain Stores-Singer Co.; Firestone; Fotomat Corp.; Gantos; J. Riggings; Englanders; Kinney's; Winkelman's; Hughes & Hatcher; Bakers.

14 - NEWSPAPERS: NEWS (e) 46,566; (S) 52,981; Mar. 31, 1982 ABC.
Local Contact for Advertising & Merchandising Data: Gilbert Campbell, Mktg. Mgr., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.
National Representative: Newhouse Newspapers.

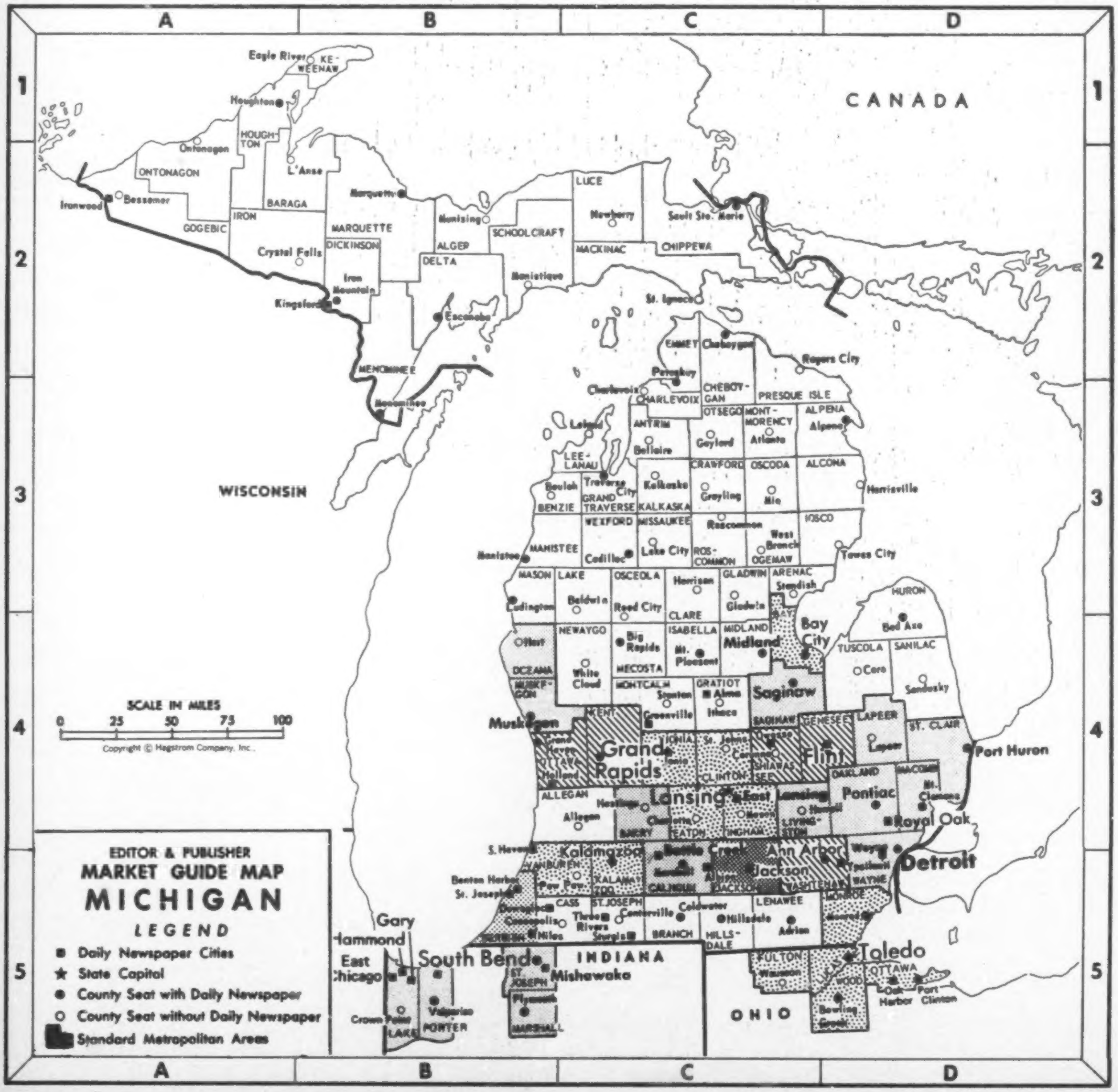
BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 3,184; Loc. Est. 3,177
CZ-ABC: (70) 2,999; (82) 3,500
RTZ-ABC: (70) 36,745; (82) 40,200
County 80 Cen. 36,459; Loc. Est. 36,438
City & RTZ-ABC: (70) 39,744; (82) 43,700

4 - HOUSEHOLDS:
City 80 Cen. 1,185; Loc. Est. 931
County 80 Cen. 12,764; Loc. Est. 13,114
CZ-ABC: (70) 955; (82) 1,300
RTZ-ABC: (70) 11,056; (82) 14,200
City & RTZ-ABC: (70) 12,011; (82) 15,500


A
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CANADA
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EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
Eagle River
KEWEENAW
Houghton
HOUGHTON
Ontonagon
ONTONAGON
L'Anse
Ironwood
Bessemer
GOGEBIC
IRON
BARAGA
Marquette
MARQUETTE
Crystal Falls
DICKINSON
Iron Mountain
Kingsford
Munising
ALGER
SCHOOLCRAFT
DELTA
Manistique
Escanaba
MENOMINEE
Menominee
LUCE
Newberry
MACKINAC
CHIPPEWA
Sault Ste. Marie
St. Ignace
EMMET
Cheboygan
Petoskey
Charlevoix
CHARLEVOIX
CHEBOYGAN
PRESQUE ISLE
Rogers City
Leland
ANTRIM
OTSEGO
MONTMORENCY
ALPENA
Alpena
Bellaire
Gaylord
Atlanta
LEELANAU
CRAWFORD
OSCODA
ALCONA
Beulah
Traverse City
GRAND TRAVERSE
Kalkaska
KALKASKA
Grayling
Mio
Harrisville
BENZIE
WEXFORD
MISSAUKEE
Roscommon
West Branch
IOSCO
Manistee
MANISTEE
Cadillac
Lake City
ROSCOMMON
OGEMAW
Tawas City
MASON
LAKE
OSCEOLA
Harrison
GLADWIN
ARENAC
Standish
Ludington
Baldwin
Reed City
CLARE
Gladwin
HURON
Bad Axe
Hart
NEWAYGO
ISABELLA
MIDLAND
Bay City
OCEANA
Big Rapids
Mt. Pleasant
Midland
TUSCOLA
SANILAC
Caro
MUSKEGON
White Cloud
MECOSTA
Sandusky
MONTCALM
Stanton
GRATIOT
Alma
Ithaca
Saginaw
Muskegon
KENT
Greenville
SAGINAW
GENESEE
LAPEER
ST. CLAIR
Grand Haven
OTTAWA
Grand Rapids
IONIA
Ionia
St. Johns
Corunna
SHIAWASSEE
Flint
Lapeer
Port Huron
Holland
CLINTON
OAKLAND
MACOMB
ALLEGAN
Allegan
Hastings
Lansing
East Lansing
Howell
LIVINGSTON
Pontiac
Mt. Clemens
Royal Oak
Charlotte
EATON
INGHAM
BARRY
S. Haven
Kalamazoo
Battle Creek
Ann Arbor
Wayne
Ypsilanti
Detroit
VAN BUREN
Paw Paw
KALAMAZOO
CALHOUN
Marshall
Jackson
JACKSON
WASHTENAW
WAYNE
Benton Harbor
St. Joseph
Cassopolis
CASS
ST. JOSEPH
Centreville
Three Rivers
Sturgis
Coldwater
BRANCH
Hillsdale
HILLSDALE
LENAWEE
Adrian
MONROE
Monroe
Niles
BERRIEN
Gary
Hammond
East Chicago
South Bend
Mishawaka
ST. JOSEPH
Crown Point
LAKE
Valparaiso
PORTER
Plymouth
MARSHALL
FULTON
Wauseon
WOOD
Bowling Green
Toledo
OTTAWA
Oak Harbor
Port Clinton

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$165,900,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 18,548

7 - ELECTRIC METERS: Residence County 18,118

8 - GAS METERS: Residence County 13,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING:Principal Shopping Center-Downtown BadAxe on Huron Ave. (open til 9 pm on Fri.).

Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 N. on M.53 (9 stores).

Principal Shopping Days-Fri. and Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; Montgomery Ward (catalog).

Discount Stores-American Discount; Mill End Store; Norman's Discount Clothing; K mart.

Variety Stores-Glass; Ben Franklin; Dibble's.

Chain Drug Stores-Perry Drugs.

Chain Supermarkets-Farmer Jack; Spartan.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 9,088; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Phyllis Bednorek, Adv. Mgr., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.

National Representative: Hearst Adv. Service.

BATTLE CREEK

1 - LOCATION: Calhoun County (SMSA), E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).

Motor Freight Carriers-31.

Intercity Bus Lines-Greyhound; North Star; Indian Trails.

Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 35,724; Loc. Est. 34,387
CZ-ABC: (70) 94,695; (82) 96,400
RTZ-ABC: (70) 160,332; (82) 177,900
County 80 Cen. 141,557; Loc. Est. 139,394
SMSA 80 Cen. 187,338; Loc. Est. 187,637
City & RTZ-ABC: (70) 255,027; (82) 274,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,124; Loc. Est. 14,137
County 80 Cen. 51,123; Loc. Est. 51,907
SMSA 80 Cen. 66,556; Loc. Est. 68,687
CZ-ABC: (70) 30,628; (82) 36,600
RTZ-ABC: (70) 47,464; (82) 61,800
City & RTZ-ABC: (70) 78,092; (82) 98,400

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$5,316,679,000
Savings & Loan	2	$800,209,000

6 - PASSENGER AUTOS: County 72,783

7 - ELECTRIC METERS: Residence 87,110

8 - GAS METERS: Residence 39,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 6,800; Mach. (non-elect.) 5,700; Metal 2,600; Paper 1,100; Av. Wkly. Wage. wage production workers $434.

Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13. Last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated. Twps., not fluoridated, very hard.

12 - RETAILING:Principal Shopping Centers-5 blocks on Michigan Ave., 3 on Capital Ave.

Neighborhood Shopping Centers-3 blocks on Capital Ave. S. W.; 2 on Michigan Ave.; 3 on E. Michigan & Porter St.; 1 on Capital N.E.; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(24)	3	Woolworth, Muir, Felpausch
Lakeview	3	
Urbandale Pl.(14)	3	Muirs, Felpausch
Orchard Pk.	3	Super Mkt.
Meijer Thrifty Acres	4	Meijer

Principal Shopping Days-Wed., Fri., Sat., Mon.

Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department StoresJ. C. Penney; Sears; Herp's.

Discount Stores-Meijer Thrifty Acres; K mart.

Variety Stores-Woolworth; Kresge; Ben Franklin.

Chain Drug Stores-Muir's 3; Walgreen; Dot Discount Perry.

Chain Supermarkets-Meijer; Cut Rate 4; Komarck's 2; Felpausch 4; Orchard Park 2.

Other Chain Stores-Shoes: Nobil's, Kinney's; Auto Supply: Firestone; Paint: Sherwin-Williams; Fanny Farmer; Fanny May Candies.

14 - NEWSPAPERS: ENQUIRER & NEWS (e-mon to fri) 31,833; (m-sat) 31,493; (S) 38,809; Mar. 28 1982 ABC.

Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER & NEWS, 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.

National Representative: Gannett.

BAY CITY

1 - LOCATION: Bay County (In Bay City SMSA), E&P Map C-4, County Seat. Industrial center. Situated on Saginaw River 3 mi. from its conjunction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On Hwy. U.S. 23; I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Machinac; Grand Trunk Canadian Nat'l.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Indian Trails.

Airlines-United; Republic; Freedom.

3 - POPULATION:
Corp. City 80 Cen. 41,593; Loc. Est. 38,906
CZ-ABC: (70) 76,048; (82) 73,000
RTZ-ABC: (70) 147,734; (82) 188,900
County/SMSA 80 Cen. 119,881; Loc. Est. 118,289
City & RTZ-ABC: (70) 223,782; (82) 261,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,545; Loc. Est. 15,016
County/SMSA 80 Cen. 41,348; Loc. Est. 42,021
CZ-ABC: (70) 23,564; (82) 26,500
RTZ-ABC: (70) 43,843; (82) 66,700
City & RTZ-ABC: (70) 67,407; (82) 93,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 60,940

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Auto Parts Mfg. 4,900 ($310); Power Shovels & Hoists 635 ($294); Elect. Trans. & Welding Machs. 725 ($275); Wood Mfg. 200 ($260); Clothing Mfg. 220 ($210); Chemical Mfg. 700 ($280).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Washington; 4 on Center; 3 on N. Water; Hampton Square Mall on Center Ave. Road; 2 miles east of Bay City.

Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; T-Way Plaza on Center; 10 on Euclid; K mart Plaza.

Principal Shopping Days-Fri., Sat., Mon., Wed.

Stores Open Evenings-Fri., Mon.; Discount Stores-6 nights, Hampton S. Mall-Evenings, Sunday.

13 - RETAIL OUTLETS: Department Stores-W.R. Knepp; Penney; Sears; Wiechmann's.

Variety Stores-S.S. Kresge.

Discount Stores-National Distributors; K mart; Unclaimed Freight Store.

Chain Drug Stores-Valley Walgreen; Clinton Discount; State Discount.

Chain Supermarkets-Kroger 3; A&P; Ray's Food Fair 5.

Other Chain Stores-Paint: Cook's, Sherwin-Williams, Elliott; Shoes: Merit, Nobil, L.G. Haig, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone.

14 - NEWSPAPERS: TIMES (e) 39,855; (m-sat) 39,002; (S) 44,442; Mar. 31, 1982 ABC.

Local Contact for Advertising and Marketing Data: C.M. Carter, Display Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel (517) 895-8551.

National Representatives: Newhouse Newspapers.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (SMSA) E&P Map B-5, County Seat. Industrial and agricultrual center. On U.S. Hwys. 12, 31, 33 and State Hwy. M-139; Interstate 94 & 196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail.

Motor Freight Carriers-17.

Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride.

Airlines-Republic.

Lake Shipping-Great Lakes vessels supply area on year around basis with coal, petroleum, cement, limestone and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329; Loc. Est. 23,671
Benton Harbor 80 Cen. 14,707; Loc. Est. 14,343
St. Joseph 80 Cen. 9,622; Loc. Est. 9,328
PMA-ABC: (70) 191,387; (82) 210,800
County/SMSA 80 Cen. 171,276; Loc. Est. 174,270
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,893; Loc. Est. 8,581
Benton Harbor 80 Cen. 4,597; Loc. Est. 4,571
St. Joseph 80 Cen. 4,296; Loc. Est. 4,010
County/SMSA 80 Cen. 60,276; Loc. Est. 63,259
PMA-ABC: (70) 59,029; (82) 76,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$562,000,000
Savings & Loan	2	$210,268,681

6 - PASSENGER AUTOS: County 85,211

7 - ELECTRIC METERS: Residence 65,948

8 - GAS METERS: Residence 31,261

9 - PRINCIPAL INDUSTRIES: Foundry; Heavy Machinery; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Gds.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfrs.; Ftg. Prod.; Hydraulic Pumps; Fruit Pkg.; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Transportation Equip. & production; Wineries; Food Processing.

Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping District-14 blocks on 8 streets.

Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairplain Plz.(59)	4	Woolworth's
Riverview	2	K mart
Benton Sq.(15)	4	MC Sports
Southtown	2	Hilltop Foods
Fairplain	4	Jewel Foods
Village Sq.(25)	7	Lakeshore Tru-Valu
Scottdale	4	Ace Hardware
Orchard Mall	1	J.C. Penney, Sears
Pipestone Center	1	K mart, Meijer's

Principal Shopping Days-Thurs., Fri., Sat.

Stores Open Evenings-Mon. & Fri.

Stores Open Sundays-In larger Shopping Centers

13 - RETAIL OUTLETS: Department Stores-Sears; Penney; Rimes.

Variety Stores-Woolworth; Murphy's.

Discount Stores-Tru-Valu; K mart; Bargain Center; The Hilltop.

Chain Drug Stores-Muir's; Gillespie's 2; Osco; Revco; Walgreen's.

Chain Supermarkets-Jewel Family Foods; Hilltop 3; Hardings; Super Valu; Meijer's.

Other Chain Stores-Little Irene; Sherwin-Williams; Nobil Shoes; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Circus World; Radio Shack; Lifestyle; Koach TV; Payless Shoes; Alberts; Baker Shoes; Beverlys; Father & Son; Footlocker; Gordon Jewlers; Homemaker Shop; Kinney Shoes; Lerner Shop; Thom McCan; Naturalizer; Recordland; Richman Bros.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 36,381; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: William H. Rauh, Nat'l. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.

National Representative: Landon Associates.

BIG RAPIDS

1 - LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-2.

Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 14,361; Loc. Est. 14,531
County 80 Cen. 36,961; Loc. Est. 38,163
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,120; Loc. Est. 2,501
County 80 Cen. 11,134; Loc. Est. 11,860

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$4,393,654
Commercial	2	$42,446,904

6 - PASSENGER AUTOS: County 13,249

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machine Shops 22; Furniture 62; Box Mfg. 62; Tool & Die 19; Industrial Machinery & Equipment 140; Shoes 1,100; Canoes & Boats 35; State College Professional & Faculty 561; State College Service Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING:Principal Shopping Center-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(14)	NA	K mart, Revco
Southland(8)	NA	Southland Pharm., Kroger

Principal Shopping Days-Mon., Fri. & Sat.

Stores Open Evenings-All Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-Gamble's; J. C. Penney; Vaughan's; Klines.

Variety Stores-Dibble's; Woolworth.

Discount Stores-Giant Way; K mart.

Chain Supermarkets-Kroger; Giant; Eberhard.

Chain Drug Stores-Revco.

Other Chain Stores-Western Auto; Sears; Montgomery Ward.

14 - NEWSPAPERS: PIONEER (e) 4,871; sworn Sept. 30, 1981.

Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831.

National Representative: None.

CADILLAC

1 - LOCATION: Wexford County, E&P Map C-7. County seat. shopping, resort, wholesale and manufacturing center; 96 mi. North of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115 and M-55.

2 - TRANSPORTATION: Railroads-Conrail; Ann Arbor (freight).

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; North Star.

3 - POPULATION:
Corp. City 80 Cen. 10,199; Loc. Est. 10,683
County 80 Cen. 25,102; Loc. Est. 27,693

4 - HOUSEHOLDS:
City 80 Cen. 3,822; Loc. Est. 3,421
County 80 Cen. 8,983; Loc. Est. 10,223

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$282,000,000
Savings & Loan	2	$7,800,000

6 - PASSENGER AUTOS: County 12,374

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable and Aluminum Castings; Furn.; Machine Prod.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prod.; Cabinets; Tools & Dies; Material Handling Devices; Rubber Prod.; Canvas Prod.; Show Cases & Metal Trim. 3,250 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cadillac Sq.(7)	NA	Hamady
K mart Plaza(4)	NA	K mart, Eberhard Foods
Olesons(3)	NA	Olesons Foods
Giantway Plz.(2)	NA	Giantway, Giant Foods

Principal Shopping Days-Department Stores-Mon., Fri. & Sat. Food-Thu., Fri. & Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Cochranes; J. C. Penney; Sears; Clark's; Giantway; Millikens; K mart.
Variety Stores-Green; Ben Franklin.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Gould; Revco.
Chain Supermarkets-Hamady; Giant; Oleson; Eberhard.
Other Chain Stores-Gambles; Western Auto; Van Drie Furniture; Traverse Bay Woolen; Wickes Lumber; Peninsula Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 8,624; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Thomas C. Huckle, Gen. Mgr., Larry Rogers, Adv. Mgr., NEWS, 130 N. Mitchell, Cadillac, MI 49601; Tel. (616) 775-9422.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23 & 27; State Hwys. 33 & 68.

2 - TRANSPORTATION: Railroads-Conrail; Detroit & Mackinaw.
Intercity Bus Lines-Greyhound; Mio Bus.
Motor Freight Carriers-3.
Airlines-Republic; Trans-Michigan Airlines.

3 - POPULATION:
Corp. City 80 Cen. 5,106; Loc. Est. 4,523
County 80 Cen. 20,649; Loc. Est. 19,723

4 - HOUSEHOLDS:
City 80 Cen. 1,803; Loc. Est. 1,086
County 80 Cen. 7,277; Loc. Est. 7,189

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	$114,000,000

6 - PASSENGER AUTOS: County 10,643

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 155 ($200); Tube Forming 86 ($200); Wire Harness 120 (N.A.); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Center-6 blocks on Main and 4 blocks on State; 40 stores.
Shopping Centers-Cheboygan Mall: K mart, Revco, Hamady, 4 other stores; Lincoln Bridge Plaza: Gambles, Sears, B&C Family Center; 3 other stores.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; some Sat. & Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; B&C Family Center (food & general merch.); Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Supermarkets-Hamady.
Other Chain Stores-Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e) 4,312; Publisher's guarantee, effective with Oct. 1. 1981 issue.
Local Contact for Advertising and Merchandising Data: Jim Cohoe, Gen. Mgr., TRIBUNE, PO Box 40, Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwys. 112 & 27.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461; Loc. Est. 9,628
County 80 Cen. 40,188; Loc. Est. 41,170

4 - HOUSEHOLDS:
City 80 Cen. 4,843; Loc. Est. 3,137
County 80 Cen. 14,014; Loc. Est. 14,773

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$204,369,000

6 - PASSENGER AUTOS: County 19,310

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furniture; Clothing; Marine Engines; Pressed Metals; Molybdenum Processing; Aluminum Extrusion; Shoes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Sears, Fisher Big Wheel); East End.

13 - RETAIL OUTLETS: Department Stores-Branch; J.C. Penney; Fisher Big Wheel; Spurgeon's; K mart.
Variety Stores-Karr's.
Discount Stores-Fisher Big Wheel; K mart.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 7,022; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Rocky H.A. Strunk, Adv. Dir., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (716) 278-2318.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (SMSA). E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96 & 75; U.S. Hwys. 10, 12, 16, 24, 25 & 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: Railroads-B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers-200.
Intercity Bus Lines-De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines-At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Delta; Eastern; Northwest Orient; Ozark; Pan Am; Republic; Trans World; USAir; United.
At City Airport-Wright; Hubb Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339; Loc. Est. 1,164,130
CZ-ABC: (70) 1,800,073; (82) 1,378,800
RTZ-ABC: (70) 3,032,737; (82) 3,367,700
County 80 Cen. 2,337,240; Loc. Est. 2,324,243
SMSA 80 Cen. 4,352,762; Loc. Est. 4,357,780
City & RTZ-ABC: (70) 4,832,810; (82) 4,746,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 433,488; Loc. Est. 443,860
County 80 Cen. 823,971; Loc. Est. 844,788
SMSA 80 Cen. 1,508,832; Loc. Est. 1,557,199
CZ-ABC: (70) 593,542; (82) 533,600
RTZ-ABC: (70) 864,434; (82) 1,130,500
City & RTZ-ABC: (70) 1,457 976; (82) 1,664,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	81	$18,452,000,000
Savings & Loan	23	$6,527,000,000

6 - PASSENGER AUTOS: County 1,173,622

7 - ELECTRIC METERS: 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Manufacturing 525,000 ($392); Durables 439,800 ($403); Lumber & Wood Products 2,100 ($235); Furniture & Fixtures 1,800 ($302); Metals 110,900 (N.A); Primary Metals 40,800 ($450); Fabricated Metals 70,100 ($363); Nonelectrical Machinery 94,400 ($447); Electrical Machinery 7,600 ($251); Transportation Equipment 205,200 ($407); Motor Vehicles & Equip. 198,600 ($409); Other Transport & Equip. 6,600 (N.A.); Other Durables 17,800 (N.A.); Nondurables 85,200 ($340); Food & Kindred Products 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Products 4,200 ($363); Printing & Publishing 16,100 ($385); Chemicals & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Nonmanufacturing 939,600 (N.A.); Construction 53,600 ($455); Trans., Commun., & Util. 84,400 (N.A.); Wholesale Trade 84,300 ($328); Retail Trade 281,500 ($162); Finance, Real Estate & Ins. 89,600 ($208); Services 345,000 (N.A.); Mining 1,200 (N.A.); Government 260,500 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-One square mile downtown, centered at Woodward & State St. Greatest volume of traffic is towards this center point. It spreads & thins out towards the edges of the expressway loop.

Neighborhood Shopping Districts in SMSA
Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Budget City Shopping Ctr., Dequindre & John R. Warren (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green "8" Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne City); Hazel Park Shopping Ctr., E. 8 Mile Rd., Detroit (Wayne Cty); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N. Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N. Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W. Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Telecraft Shopping Ctr., Schoolcraft & Telegraph, Redford (Wayne Cty.); Topps-Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne City.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E. Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.); Windmill Plaza, NEC 18 Mile Rd., Sterling Heights (Macomb Cty.).
Regional Centers-Carousel Shopping Ctr., 8 Mile & Schoenherr Warren (Macomb Cty.); Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Michigan's Miracle Mile Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Cntr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Renaissance Fashion Circle, Renaissance Ctr., Detroit (Wayne Cty.); Seven Mile & Mack Shopping Ctr., 7 Mile & Mack, Grosse Pointe Woods (Wayne Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tech Plaza, 12 Mile Rd. & Van Dyke (Warren (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Village Plaza, Michigan Ave. & Outer Drive, Dearborn (Wayne Cty.); Village Square, Between 12 & 13 Mile Rds., Southfield (Oakland Cty.); Westborn Shopping Ctr., Michigan & W. Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S. Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).
Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Pontiac Mall, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Crowley 8; Lord & Taylor 3; J.L. Hudson 10; Montgomery Ward 10; J.C. Penney 13; Sears 12.
Variety Stores-Kresge 45; Woolworth 18.
Discount Stores-Forest City 8; K mart 46; Merchandise Mart 13.
Chain Drug Stores-Revco 30; Cunningham 37; Arnold 20; Motor City Pres. 8; Shapiro 6.
Chain Supermarkets-Farmer Jack 75; Chatham 44; Kroger 48; A&P 51; Great Scott 35; Spartan 102; IGA 23; Hollywood 5.
Other Chain Stores-Women's Apparel: Saks 2, Jacobsons 4, Winkelmans 39, Alberts 23, Fays' 6, Juliet 3, Lane Bryant 10, Kay Baum 6, Lerner 7, Marianne 19, Robelle 6, B. Siegel 7, Stuarts 3, Vanity Fair 14, Alcove 10, Today 4, Alberts; Men's Apparel: Capper & Capper 2, Crawfords 3, Hughes & Hatcher 25, Jack Stevens 7, Kesslers 3, Max Greens' 3, Midwest Trouser Exchange 8, Osmuns' 4, Richmond Brothers 11, Shifman's 4, Sims 6, Todds 5, United Shirt 27, Valente 17, Van Horn 6; Appliance Stores: Fretters 11, Highland 11, Good Housekeeping 23, World Wide 5, Naum's 8; Shoes: Allens, Bakers, Cannon, Father & Son, Famous Brand, Flagg Bros., Haig, Kinney, Maling, Mary Jane, Shoe Tree, Sibleys, Thom McAn, Chester, Hack, Knapp, Kosin, Phillips, Pic-Way, Shapiro, Sherman, Payless; Furniture: Star 12, Taylor 4, Leeds 3, Tri State 9, Art Van 10, Gardner-White 3, Dobb's 3, Wickes 3, Towne & County 6, Carpet-New York Carpet World 11, Beckwith Evans 15.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 627,640; (m-sat) 568,229; (S) 758,706; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-6400.
National Representatives: Knight Ridder; Metropolitan Publishers Reps.; Towmar.
NEWS (all day-mon to fri) 629,392; (m-sat) 594,117; (S) 825,384; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Young, Adv. Dir., NEWS, 615

Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2158.
National Representatives: Million Market Newspapers; Leonard; American Publishers Reps.

DOWAGIAC

1 - LOCATION: Cass County, E&P Map B-5. Shipping center for manufacturing, agricultural & dairy area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago; 45 mi. SW of Kalamazoo, MI. On State Hwys. M-51 & M-62.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Indian Trails.

3 - POPULATION:
Corp. City 80 Cen. 6,307; Loc. Est. 6,278
County 80 Cen. 49,499; Loc. Est. 51,570
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,276; Loc. Est. 2,002
County 80 Cen. 17,236; Loc. Est. 18,548

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: County 23,306

7 - ELECTRIC METERS: Residence 2,521

8 - GAS METERS: Residence 4,384

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Fishing Tackle 125 (N.A.); Refrigeration Condit. Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prod. 151 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 15-40. First killing frost, Oct. 12. Last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated; de-ironized.

12 - RETAILING:Principal Shopping Centers-3 blocks on North and South Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.
Nearby Shopping Center-M-51 South (Hale's Hdwr., Buy Low); Wonderland; Donker's.
Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-The Fair.
Variety Stores-Woolworth; Harvey's.
Discount Stores-Wonderland.
Chain Drug Stores-Dowagiac Rexall; CVS Discount.
Chain Supermarkets-Eberhard; Village Market 4; Harding's.
Other Chain Stores-Gambles; Firestone; Hale's True Value Hdwr.; Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,300; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.
National Representative: None.

ESCANABA

1 - LOCATION: Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41 and M-35. Iron ore shipping port.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp City. 80 Cen. 14,355; Loc. Est. 13,928
CZ-ABC: (70) 19,371; (82) 18,200
RTZ-ABC: (70) 26,941; (82) 32,500
County 80 Cen. 38,947; Loc. Est. 39,332
City & RTZ-ABC: (70) 46,312; (82) 50,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,467; Loc. Est. 4,676
County 80 Cen. 13,568; Loc. Est. 14,070
CZ-ABC: (70) 5,909; (82) 6,400
RTZ-ABC: (70) 8,008; (82) 11,500
City & RTZ-ABC: (70) 13,917; (82) 17,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: County 19,053

7 - ELECTRIC METERS: Residence 8,553

8 - GAS METERS: Residence 2,946

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earnors: Wood 200; Paper 1,200; Heavy Machinery, 11,050; Rail Process 252;
Principal Pay Days-Fri., every other Tues.; 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5. Last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Ludington St.; Delta Plaza Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).
Neighborhood Shopping Centers-Stephenson Ave.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Thurs., Fri., Sat.
Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: Department Stores-F&G; Leader; Fair; Montgomery Ward; J. C. Penney.
Discount Stores-Red Owl; K mart; Jupiter; Shopko.
Variety Stores-Merricks; Woolworth.
Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.
Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurices; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 10,373; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: T. Dufour, Adv. Mgr., PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.
National Representative: Landon Associates.

FLINT

1 - LOCATION: Genesee and Shiawassee Counties (SMSA). E&P Map D-4, County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Grand Trunk.
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; North Star; Flint MTA.
Airlines-Midstate; Allegheny; Freedom.

3 - POPULATION:
Corp. City 80 Cen. 159,611; Loc. Est. 153,401
CZ-ABC: (70) 331,833; (82) 315,900
RTZ-ABC: (70) 251,366; (82) 316,800
Counties/SMSA 80 Cen. 1,121,589; Loc. Est. 524,186
Genesee 80 Cen. 450,449; Loc. Est. 451,478
Shiawassee 80 Cen. 671,140; Loc. Est. 72,708
City & RTZ-ABC: (70) 583,199; (82) 632,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 70,815; Loc. Est. 55,352
Counties/SMSA 80 Cen. 178,000; Loc. Est. 178,874
Genesee 80 Cen. 154,641; Loc. Est. 154,997
Shiawassee 80 Cen. 23,359; Loc. Est. 23,877
CZ-ABC: (70) 99,140; (82) 110.000
RTZ-ABC: (70) 68,318; (82) 101,900
City & RTZ-ABC: (70) 167,458; (82) 211,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Banks	9	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Counties 268,116; Genesee 233,362; Shiawassee 34,754

7 - ELECTRIC METERS: Genesee 168,824

8 - GAS METERS: Genesee 134,978

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metals 11,700; Transportation Equipment 53,100; Food 900; Total Manufacturing 72,400; Total Non-Manufacturing 8,700; Total Government 29,100; Average Weekly Production Pay: $492.59.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17. Last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Small Mall	5	Sears Outlet
Eastland Mall	3	Woolco, The Fair, J.C. Penney
Genesee Valley	6	Sears, J.L. Hudson, J.C. Penney
Northwest	5	The Fair, Hamady Bros.
North Flint	3	Landmark Foods
South Flint	4	The Fair, Hamady, Woolco
Grand Mall	10	

K mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lopeer, Fenton and Grand Blanc. Meijer, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.
Neighborhood Shopping Areas-Thompson's Shopping Center -Richfield & Averill Westgate Plaza-Beecher & Calkins Mayfair Plaza-Clio Rd., S. of Carpenter Yorkshire Plaza-Miller Rd., W. of I-75 Carman Plaza-Corunna Rd., E. of I-75 Diplomat Plaza-Flushing Rd., W. of Ballenger.
Principal Shopping Days-Sun., Sat. & Mon. Best Food Days (Adv.); Mon. & Tues.
Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.
Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: Department Stores-J.L. Hudson's; Sears 2; The Fair 3; J.C. Penney 2.
Variety Stores-S.S. Kresge; Woolworth; Ben Franklin 6.
Discount Stores-Super City 3; Meijer's 3; K mart 8; Woolco 3; Best Products.
Chain Drug Stores-Apex; Baker's; Cook's 6; Drug Shops 3; Corrigall 2; Herrlich 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 7; Union Prescription 5.
Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.
Other Chain Stores-Greenley's; Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; United Shirt; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; Rayco; Glenn Roy; Spiegel Catalog; Art Van; Highland Appliances; Ace Hdr.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens.

14 - NEWSPAPERS: JOURNAL (e) 108,533; (m-sat) 101,575; (S) 111,438; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Thornquist, Display Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 767-0660.
National Representative: Newhouse Newspapers.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids SMSA). E&P Map B-4, County Seat. East shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 miles from Chicago.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-3.
Intercity Bus Lines-Central Greyhound; North Star.
Airlines-Republic; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763; Loc. Est. 11,378
CZ-ABC: (70) 17,074; (82) 18,200
RTZ-ABC: (70) 15,380; (82) 20,900
SMSA 80 Cen. 601,680; Loc. Est. 621,140
County 80 Cen. 157,174; Loc. Est. 160,033
City & RTZ-ABC: (70) 32,454; (82) 39,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,765; Loc. Est. 4,553
County 80 Cen. 50,449; Loc. Est., 52,922
SMSA 80 Cen. 206,047; Loc. Est. 219,311
CZ-ABC: (70) 5,420; (82) 6,800
RTZ-ABC: (70) 4,258; (82) 6,800
City & RTZ-ABC: (70) 9,678; (82) 13,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Saving	2	$226,741,000
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 83,260

7 - ELECTRIC METERS: Residence 8,160

8 - GAS METERS: Residence 6,306

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($256); Metal Working 3,400 ($281); Leather & Plastics 610 ($226); Electronics 250 ($208).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Washington St.
Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plaza, 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days-Mon. & Fri.
Stores Open Evenings-Downtown Shopping Center Monday & Friday; K mart & Meijer every evening.

13 - RETAIL OUTLETS: Department Stores-Steketee's; Meijer Thrifty Acres; K mart.
Variety Stores-K mart; Meijer Thrifty Acres.
Chain Supermarkets-D&W Foods; Meijer Mkt.; H. Casemier 2.

14 - NEWSPAPERS: TRIBUNE (e) 9,622; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alan K. DeWitt, Nat'l. Adv. Mgr., TRIBUNE, 110 N. Third St., Grand Haven, MI 49417; Tel (616) 842-6400.
National Representative: Landon Associates.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids SMSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16 & 131; State Hwys. 11, 50, 21 & 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; North Star; Intercity Bus Lines.
Airlines-United; Republic; Freedom; USAir.

3 - POPULATION:
Corp. City 80 Cen. 181,843; Loc. Est. 180,577
CZ-ABC: (70) 370,697; (82) 389,500
RTZ-ABC: (70) 309,098; (82) 398,500
SMSA 80 Cen. 601,680; Loc. Est. 621,140
County 80 Cen. 444,506; Loc. Est. 461,107
City & RTZ-ABC: (70) 679,795; (82) 788,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 68,433; Loc. Est. 67,421
County 80 Cen. 155,598; Loc. Est. 166,389
SMSA 80 Cen. 206,047; Loc. Est. 219,311
CZ-ABC: (70) 111,787; (82) 136,800
RTZ-ABC: (70) 89,458; (82) 136,400
City & RTZ-ABC: (70) 201,245; (82) 273,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$2,443,912,398
Savings & Loan	4	$315,018,932

6 - PASSENGER AUTOS: County 246,892

7 - ELECTRIC METERS: Residence 157,795

8 - GAS METERS: Residence 111,375

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 79,200 ($182); Lumber & Wood Prod. 1,800 ($142); Furn. & Fixtures 12,400 ($176); Primary Metal Ind. 4,500 ($176); Transportation Equip. 2,100 ($170); Food Prod. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($148); Printing & Publishing 3,200 ($180); Chemicals 3,000 ($180); Fabricated Metal Prod. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown Monroe Mall and East Fulton, projecting on all cross-streets.
Neighborhood Shopping Centers-Division and Fulton extending 3 miles South to Division and 44th St.; Plainfield and Coit; Plainfield and Kenwood; Plainfield from Fuller to East Beltline; Leonard and Fuller; Leonard and Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson bet. Fulton and Wealthy; State Street; Cherry and Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy and Lake Dr.; Wealthy at Lakeside; Franklin and Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to East Beltline; Kalamazoo and 44th St. and Clyde Park: 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton and Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville and Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michi-

gan Dr. at West Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Park; North Park.

Nearby Shopping Centers

Name (No. of stores).	Miles from Downtown	Principal Stores
Breton Vlg.(55)	NA	Kroger
Eastbrook(69)	NA	Woolco
Gaslight(50)	NA	Eberhard Food
N. Kent(60)	NA	K mart, Mont. Ward
Rogers(51)	NA	Mont. Ward
Southland(17)	NA	Revco
Woodland(97)	NA	Sears, Hudson's, J.C. Penney

13 - RETAIL OUTLETS: Department Stores-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; Penney's; Sears; J. L. Hudson.
Discount Stores-K mart 5; Thrifty Acres 5.
Variety Stores-S. S. Kresge.
Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy; Consumer Value Store; Remes 5.
Chain Supermarkets-Hamady; Eberhard 15; Meijer 8; Shop Rite 6; Food City 2; D&W 9; Family Foods 3.
Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal 3, Richman 2, May's 3, Bulliss, Jurgens & Holtyluwer 4, Redwood & Ross; Shoes: Baker Shoes 2, Florsheim 2, G. R. Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros. Nobil 2; Miscellaneous: Singer Co. 3, Goodyear 2, Firestone 3, General 2, Fanny Farmer 2, S & H Green Stamps, Top Value.

14 - NEWSPAPERS: PRESS (e) 128,099; (S) 155,930; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data:W. R. Montgomery, Adv. Dir., PRESS, Press Plaza, Vandenberg Center, Grand Rapids, MI 49503; Tel. (616) 459-1400.
National Representative: Newhouse Newspapers.

GREENVILLE

1 - LOCATION: Montcalm County, E&P Map C-4. Manufacturing and farming center. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: Railroads-Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,019; Loc. Est. 7,999
CZ-ABC: (70) 7,493; (82) 9,500
RTZ-ABC: (70) 36,147; (82) 43,900
County 80 Cen. 47,555; Loc. Est. 48,712
City & RTZ-ABC: (70) 43,640; (82) 53,400

4 - HOUSEHOLDS:
City 80 Cen. 3,098; Loc. Est. 2,645
County 80 Cen. 16,543; Loc. Est. 17,464
CZ-ABC: (70) 2,544; (82) 3,800
RTZ-ABC: (70) 11,062; (82) 15,700
City & RTZ-ABC: (70) 13,606; (82) 19,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$50,000,000

6 - PASSENGER AUTOS: County 22,960

7 - ELECTRIC METERS: Residence 2,669

8 - GAS METERS: Residence 2,473

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Processing; Plastics.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost Oct. 10. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belding(15)9	6	Muir's, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Curtis

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Thrifty Acres.
Variety Stores-McLellan.
Chain Drug Stores-Meijer's; Lipperts.
Discount Stores-Miejer's.
Chain Supermarkets-Meijers; Jorgensons.
Other Chain Stores-Gamble's; Sears; Gittleman; Montgomery Ward; Cleveland's; Clothes Tree; Jack's Automotive.

14 - NEWSPAPERS: NEWS-BANNER (e) 7,275; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., NEWS, 109 N. Lafayette, Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Reps.

HILLSDALE

1 - LOCATION: Hillsdale County, E&P Map C-5, County Seat. Agricultural, industrial and educational center. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: Railroads-Hillsdale County.
Intercity Bus Lines-Dial-A-Ride.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 7,432; Loc. Est. 7,213
County 80 Cen. 42,071; Loc. Est. 42,579

4 - HOUSEHOLDS:
City 80 Cen. 3,396; Loc. Est. 2,435
County 80 Cen. 14,383; Loc. Est. 15,012

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$53,147,000
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 19,697

7 - ELECTRIC METERS: Residence 3,235

8 - GAS METERS: Residence 2,403

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mach. Shops 1,183 ($200); Flour Mills 225 ($185); Clothing Mfg. 121 (N.A.); Custom Auto 203 (N.A.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15. Last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Howell St.; Murphy's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Murphy's Plaza	1	Murphy's Mart, Kroger, Perry Drugs, Gambles

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 1 Supermkt., Murphy's Plaza.

13 - RETAIL OUTLETS: Department StoresJ. C. Penney; Sears; Murphy's Mart; Touse.
Variety Stores-G. C. Murphy; Consumer's Discount Center; American Discount Center; Ace Hardware.
Chain Drug Stores-Perry Drugs; Nash; Ross (F.I.P.).
Chain Supermarkets-Kroger; Market House.
Other Chain Stores-Miller's; Lafayette's; Cato.

14 - NEWSPAPERS: NEWS (e) 8,081; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ronald L. Shamma, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative: None.

HOLLAND

1 - LOCATION: Ottawa & Allegan Counties, E&P Map B-4 (In Grand Rapids SMSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; City Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,281; Loc. Est. 25,453
PMA-ABC: (70) 57,817; (82) 71,400
RTZ-ABC: (70) 21,682; (82) 28,000
SMSA 80 Cen. 601,680; Loc. Est. 621,140
Counties 80 Cen. 238,729; Loc. Est. 241,849
Ottawa 80 Cen. 157,174; Loc. Est. 160,033
Allegan 80 Cen. 81,555; Loc. Est. 81,816
PMA & RTZ-ABC: (70) 79,679; (82) 99,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,110; Loc. Est. 9,030
Counties 80 Cen. 77,681; Loc. Est. 81,144
Allegan 80 Cen. 27,232; Loc. Est. 28,222
Ottawa 80 Cen. 50,449; Loc. Est. 52,922
SMSA 80 Cen. 206,047; Loc. Est. 219,311
PMA-ABC: (70) 16,951; (82) 24,400
RTZ-ABC: (70) 6,130; (82) 9,300
PMA & RTZ-ABC: (70) 23,111; (82) 33,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$408,856,658
Savings & Loan	3	$197,110,890

6 - PASSENGER AUTOS: Counties: Ottawa 83,260; Allegan 39,154

7 - ELECTRIC METERS: Residence 12,165

8 - GAS METERS: Residence 9,105

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture & Wood Products 3,892; Metal & Machinery 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Average Weekly Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12. Last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING:Principal Shopping Center-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(13)	NA	K mart
Lincoln Plz.(9)	NA	Family Fare

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. & Fri. to 9.
Stores Open Sundays-Drug & groceries (summer).

13 - RETAIL OUTLETS: Department Stores-Du Mez; Penney; Sears; Steketee's.
Discount Stores-National Discount; Meijer; Thrifty Acres; K mart; Teerman's.
Variety Stores-Woolworth.
Chain Drug Stores-Hansen's Rexall; Thrifty Acres; Bunte's 2; Model-Walgreen.
Chain Supermarkets-Town & Country; Meijer; Thrifty Acres; Eberhard's; IGA Food Basket 2; Wilt's; Family Fare; YFF's.
Other Chain Stores-Goodrich; Goodyear; Montgomery Ward; Cashway Lumber.

14 - NEWSPAPERS: SENTINEL (e) 16,854; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul A. Smardo, Mktg. Dir., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago; 230 mi. from Green Bay; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdq.; location of Michigan Technological University.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,512; Loc. Est. 7,645
CZ-ABC: (70) 10,887; (82) 12,000
RTZ-ABC: (70) 41,768; (82) 44,300
County 80 Cen. 37,872; Loc. Est. 37,449
City & RTZ-ABC: (70) 52,655; (82) 56,300

4 - HOUSEHOLDS:
City 80 Cen. 1,748; Loc. Est. 1,502
County 80 Cen. 12,975; Loc. Est. 13,183
CZ-ABC: (70) 3,022; (82) 3,900
RTZ-ABC: (70) 13,629; (82) 17,000
City & RTZ-ABC: (70) 16,651; (82) 20,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: County 14,745

7 - ELECTRIC METERS: Residence 7,510

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Educational 3,800; Industrial Manufacturing 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida Mall.
Stores Open Sunday-Grocery; Pamida Mall.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Vertins; Gartners; Spurgeon's.
Variety Stores-Woolworth; Newberry; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shop.
Chain Supermarkets-Quality 5; Northland 12; IGA 4; Red Owl; Super Valu 2.
Other Chain Stores-Sears; Gambles; Coast-to-Coast; Holiday; True Valu; Ace; Erickson; Ward's (catalog).

14 - NEWSPAPERS: MINING GAZETTE (e) 12,192; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Karen Tews, Adv. Mgr., MINING GAZETTE, 206 Shelden Ave., Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County (In Lansing-East Lansing SMSA). E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M-21, M-66, U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920; Loc. Est. 5,898
SMSA 80 Cen. 468,482; Loc. Est. 477,386
County 80 Cen. 51,815; Loc. Est. 54,311
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,151; Loc. Est. 2,231
County 80 Cen. 16,230; Loc. Est. 17,590
SMSA 80 Cen. 159,301; Loc. Est. 167,252

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	1	N.A.
Savings	2	$150,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 22,945

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,728

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 900 ($200); Refrigeration 125 ($150); Canvas 250 ($150); State Institutions 1,100 ($195); Cement Products 12 ($150); Tool & Die 9 ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)	NA	K mart, Eberhard Food
Meijer Thrifty Acres(5)	NA	Meijer Inc.
Bosley Ctr.(3)	NA	Bosley Drug

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-McLellan; D&C.
Discount Stores-K mart; Meijer Thrifty Acres.
Chain Supermarkets-Meijer; Fred's; Eberhards Foods; Progressive Foods.
Chain Drug Store-Revco.
Other Chain Stores-Montgomery Ward (order); Sears Roebuck (order); Sherwin Williams; Radio Shack; Luann; Clevelands; Goodyear; Western Auto; Jean Scene.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,249; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: James E. Huckle, Publisher, SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative: Landon Associates.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

2 - TRANSPORTATION: Railroads-C&NW (freight); Ascanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airlines-North Central (6 flights daily); Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631; Loc. Est. 13,509
Kingsford 80 Cen. 5,290; Loc. Est. 5,282
Iron Mountain 80 Cen. 8,341; Loc. Est. 8,227
CZ-ABC: (70) 15,133; (82) 15,100
RTZ-ABC: (70) 31,071; (82) 34,900
County 80 Cen. 25,341; Loc. Est. 25,710
City & RTZ-ABC: (70) 46,204; (82) 50,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,358; Loc. Est. 4,961
Kingsford 80 Cen. 1,987; Loc. Est. 1,827
Iron Mountain 80 Cen. 3,371; Loc. Est. 3,134
County 80 Cen. 9,536; Loc. Est. 9,967
CZ-ABC: (70)5,085; (82) 6,000
RTZ-ABC: (70) 10,374; (82) 13,500
City & RTZ-ABC: (70) 15,459; (82) 19,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$92,937,600
Savings and Loan	1	$58,000,000

6 - PASSENGER AUTOS: County 12,989

7 - ELECTRIC METERS: Residence 6,300 (County)

8 - GAS METERS: Residence 4,900 (County), Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Avg. Wkly. Wage)-Wood Prod. 660 ($240); Machinery 540 ($250); Tools & Casting 770 ($270); Mining 350 ($375); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Products 210 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at "I"; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Colenso's.
Variety Stores-S.S. Kresge; Ben Franklin.
Chain Drug Stores-Walgreen 2; The Drug Store.
Chain Supermarkets-Red Owl; IGA Foodliner; Super Valu.
Other Chain Stores-Gamble's; Selins; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 10,119 Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Raymond E. Linders. Pub., NEWS, 215 E. Ludington, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representative: Landon Associates.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agricultural; forest industry and vacation center. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; Mich. Hwy. 28; Wis. Hwy. 77.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,741; Loc. Est. 7,167
CZ-ABC: (70) 13,481; (82) 12,000
RTZ-ABC: (70) 35,632; (82) 42,000
County 80 Cen. 19,686; Loc. Est. 18,563
City & RTZ-ABC: (70) 49,113; (82) 54,000

4 - HOUSEHOLDS:
City 80 Cen. 4,042; Loc. Est. 2,491
County 80 Cen. 7,578; Loc. Est. 7,332
CZ ABC: (70) 4,786; (82) 5,000
RTZ-ABC: (70) 11,711; (82) 16,300
City & RTZ-ABC: (70) 16,497; (82) 21,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 8,787

7 - ELECTRIC METERS: Residence 4,021

8 - GAS METERS: Residence 4,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Copper Mining 1,032 ($420); Clothing 209 ($205); Forest 1,106 ($215); Mobile Homes 23, ($213); Flooring 58 ($210); Spts. Equipment 179 ($190); Gloves 12 ($195); Safety Products 39 ($230).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter-30-40. First killing frost, Sept. 28. Last killing frost June 13.

11 - TAP WATER: Acid, Soft.

12 - RETAILING:Principal Shopping Center-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Vertin's; J. C. Penney; S&L.
Discount Stores-Pamida; Copp's; Wolverine.
Variety Stores-Jupiter Discount; McClellan; Ben Franklin; K mart.
Chain Supermarkets-Red Owl; IGA; Super Valu.
Other Chain Stores-Sears; Stern Fields; Wolverine Discount; Coast-to-Coast.

14 - NEWSPAPERS: GLOBE (e) 9,599, Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Dir., GLOBE, 118 E. McLeod Street, Ironwood, MI 49938; Tel. (906) 932-2311.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (In Jackson SMSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 Mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Grand Trunk Western (freight); Amtrak; Conrail (freight).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 39,739; Loc. Est. 39,082
CZ-ABC: (70) 84,354; (82) 85,300
County/SMSA 80 Cen. 151,495; Loc. Est. 151,324
Bal. in PMA-ABC: (70) 69,684; (82) 77,000
Total PMA-ABC: (70) 212,958; (82) 230,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005; Loc. Est. 15,977
County/SMSA 80 Cen. 50,974; Loc. Est. 55,865
CZ-ABC: (70) 26,689; (82) 31,600
Bal. in PMA-ABC: (70) 20,238; (82) 26,300
Total PMA-ABC: (70) 62,499; (82) 79,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$599,994,000
Savings & Loan	3	$280,467,533

6 - PASSENGER AUTOS: County 75,657

7 - ELECTRIC METERS: Residence 75,801

8 - GAS METERS: Residence 13,062

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Trans. Equip. 3,100; Machinery (Non-Electr.) 2,500; Fabricated Metal Prod. 2,500; Prime Metals 700; Rubber Tires 1,675; Utilities 1,675.
Principal Pay Days-Fri. & Thu., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Plaza(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Paka Plaza(36)	NA	Sears, Woolworth, Krogers, Muirs
Westwood Mall(60)	NA	J.C. Penney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thurs. & Fri.
Stores Open Evenings-Dept. Mon. & Fri.; Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-L. H. Field (Allied); Montgomery Ward; Sears Roebuck; J. C. Penney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer Thrifty Acres.
Variety Stores-Woolworth's.
Chain Drug Stores-Muir's; Weatherwax's 4; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 5; Meijer Thrifty Acres; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: K mart, Meijers, Sears, Goodyear, Firestone; Shoes: L. G. Haig, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's, Rohring's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,813; (S) 41,377; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J. C. Gerdes, Adv. Mgr., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representatives: Newhouse Newspapers Metro-Suburbia.

KALAMAZOO

1 - LOCATION: Kalamazoo County (In Kalamazoo-Portage SMSA), E&P Map C-5, County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Indian Trails; Indiana Motor.
Airlines-Republic; Air Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 79,722; Loc. Est. 77,914
CZ-ABC: (70) 151,521; (82) 154,700
RTZ-ABC: (70) 150,211; (82) 184,000
County 80 Cen. 212,378; Loc. Est. 214,590
SMSA 80 Cen. 279,192; Loc. Est. 285,259
City & RTZ-ABC: (70) 301,732; (82) 338,700

4 - HOUSEHOLDS:
City 80 Cen. 28,375; Loc. Est. 30,207
County 80 Cen. 75,405; Loc. Est. 79,813
SMSA 80 Cen. 97,526; Loc. Est. 108,614
CZ-ABC: (70) 45,006; (82) 53,900
RTZ-ABC: (70) 45,311; (82) 65,100
City & RTZ-ABC: (70) 90,317; (82) 119,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$942,298,000
Savings & Loan	3	$230,000,000

6 - PASSENGER AUTOS: County 133,779

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 21,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper & Allied Prod. 4,700; Chem. & Allied Prod. 7,200; Metal Ind. 5,500; Const. 3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9. Last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers-Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall; West Main Mall; Crossroads Mall; East Towne Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Plaza(3)	NA	Zayre
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork-Lane(9)	NA	Muir's Drugs
Eastwood Plaza(11)	NA	Muir's Drugs
Kalamazoo Ctr. Fashion Mall(30)	NA	Hallmark Cards, The Greenery
Kalamazoo Mall(55)	NA	Jacobson's, Walgreen
Maple Mall(70)	NA	Montgomery Ward, Meijer's
Southland Mall(30)	NA	Gilmore's
Westmain Mall(55)	NA	J.C. Penney, Zayre
Crossroads Mall	NA	J.C. Penney, J.L. Hudson, Sears

Principal Shopping Days-Sat. Sun. Wed. & Fri.
Stores Open Evenings-Wed.; some also on Fri.; some department stores 6 nights weekly; all Malls every evening.

13 - RETAIL OUTLETS: Department Stores-Gilmore Bros. 3; Sears; J.C. Penney 2; Jacobson's; Wards; Steketees; J.L. Hudson's.
Variety Stores-G.L. Perry.
Discount Stores-Zayre's 2; Thrifty Acres 3; Osco 2; K mart 3.
Chain Drug Stores-Walgreen; Muir 3; Perry Drugs 3; Revco.
Chain Supermarkets-A&P 3; IGA 2; Spartan 8; Harding's 38; Meijer's 2; Jewel Food 3.
Other Chain Stores-Budd; Nobil; Fanny Farmer; L.C. Haig; Firestone; Goodrich; Goodyear; Highland Appliance; Frelter Appliance.

14 - NEWSPAPERS: GAZETTE (e) 60,791; (S) 68,698; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Dodge, Gen. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49003; Tel. (616) 345-3511.
National Representative: Newhouse.

KINGSFORD

See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing SMSA), 559 sq. miles, E&P Map C-4. State capital, university center, mfg.; in central Michigan; W. from Detroit 84 mi.; NW from Jackson 37 mi. U.S. Hwys. 27, 127, I-69, I-96, I-496. State Hwys. M-43, M-99 & M-143.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-26.
Suburban Bus Lines-Greyhound; Short Way; Indian Trails; North Star.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 130,414; Loc. Est. 130,500
CZ-ABC: (70) 243,883; (82) 252,900
RTZ-ABC: (70) 181,260; (82) 231,300
SMSA 80 Cen. 468,482; Loc. Est. 477,386
County 80 Cen. 272,437; Loc. Est. 276,166
City & RTZ-ABC: (70) 425,143; (82) 484,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,058; Loc. Est. 50,122
County 80 Cen. 95,179; Loc. Est. 99,374
SMSA 80 Cen. 159,301; Loc. Est. 167,252
CZ ABC: (70) 72,179; (82) 87,200
RTZ-ABC: (70) 51,669; (82) 77,800
City & RTZ-ABC: (70) 123,849; (82) 165,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$1,302,584,000
Savings & Loan	3	$586,638,178

6 - PASSENGER AUTOS: County 288,226

7 - ELECTRIC METERS: Residence 101,908

8 - GAS METERS: Residence 63,724

9 - PRINCIPAL INDUSTRIES: Metro Area-Number of Wage Earners (Av. Wkly. Wage)-Transportation Equipment 38,100 ($505); Fabricated Metals N.A. ($348); Non Elec. Mach. 3,800 ($492).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8. Last killing frost, May 7. Rainfall 30-66 inches.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown Lansing 7 blocks; East Michigan 15; S. Cedar 20; W. Saginaw 8; North E. Grand River 6; North Larch 15; 10 on Grand River; E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Park Center	5	Kroger, Muirs
Haslett Village Sq.	6	Goff, Muirs
Country Meadows Village Ctr.	6	IGA, Muirs
Frandor(65)	1	Sears, Kroger, Eberhards, SupeRx
Brookfield	4	A&P, Muir
Edgemont Park(9)	3	Schmidt, Westland
Colonial Village(15)	2	Muir, Schmidt
Lansing Mall(105)	6	Mont. Ward, J.C. Penney, Hudson's
Meridian Mall(62)	6	J.C. Penney, Hudson's, Woolco

W. Saginaw(8)	3	Stabler's, Shop-Rite
S. Logan Ctr(30)	2	Kroger, SupeRx, Schmidts
Waverly Plz.(16)	NA	Kroger, Woolworth's

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Most nightly.

13 - RETAIL OUTLETS: Department Stores Hudson's 2; Jacobson's; J.C. Penney 2; Sears; Montgomery Ward.
Discount Stores -Meijer's Thrifty Acres 3; Woolco 2; K mart 3.
Variety Stores-Woolworth 2; D&C Stores 3.
Chain Drug Stores-Walgreen; Muirs 3; SupeRx 2. Revco 2; Thrifty Acres 3; State Discount & Cosmetic 6.
Chain Supermarkets-A&P; Kroger 5; Schmidt 5; Eberhard 4; Shop-Rite 12; Meijer's Thrifty Acres 3; Min-A-Mart 22; Quality Dairy 21; Thriftway 4.
Other Chain Stores-Ladies' Wear: Winkelman's, Brooks, The Gap, Savvy, May's, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Beverly's, Town & Country, Preis, Casual Corner, Marti Walker, Tempo, Hit or Miss, Casual Court, Vogue, Albert's, Fox Moor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris; Men's Wear: Leather Loft; Wilson's Suede, Valente's, Silvermans, National Shirt Shop, J. Riggings, Richman Bros., Redwood & Ross, Mays, Holden Reid, Webster; Shoes: The Wild Pair, Red Cross, Foot Locker, Shepard's, Regal, Thom McAn, Kinney, Barker, Shoeland, Haig, Butler, Flagg, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright, Warren's; Confections: Bressler Ice Cream, Fanny Farmer, Nat'l. Peanut, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Friendly Ice Cream; Jewelry: Claire's Botique, Corey's Jewelry Box, Time & Clock, Fox's, Bowen's, J.B. Robinson, Shaw's, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive.

14 - NEWSPAPERS: STATE JOURNAL (e) 73,290 (S) 79,994; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Sondag, Adv. Dir., STATE JOURNAL, 120 E. Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.
National Representative: Gannett.

LUDINGTON

1 - LOCATION: Mason County, E&P Map B-3, County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 35; State Hwy. M-116; 240 mi. N of Chicago; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Ferries-C&O (home port) to Kewanee.
Motor Freight Carriers-3.
Passenger & Freight Steamship Lines-1.
Intercity Bus Lines-North Star.
City Bus-Dart.

3 - POPULATION:
Corp. City 80 Cen. 8,937; Loc. Est. 8,842
CZ ABC: (70) 9,021; (82) 11,500
RTZ-ABC: (70) 25,282; (82) 31,000
County 80 Cen. 26,365; Loc. Est. 27,178
City & RTZ-ABC: (70) 34,300; (82) 42,500

4 - HOUSEHOLDS:
City 80 Cen. 3,576; Loc. Est. 2,839
County 80 Cen. 9,693; Loc. Est. 10,272
CZ-ABC: (70) 3,106; (82) 4,600
RTZ-ABC: (70) 7,962; (82) 11,400
City & RTZ-ABC: (70) 11,068; (82) 16,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$75,000,000
Savings & Loan	2	$40,927,254

6 - PASSENGER AUTOS: County 12,888

7 - ELECTRIC METERS: Residence 7,384

8 - GAS METERS: Res. 3,027; Comm. 492

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railroad & Car Ferries 250; Chemicals 250; Vibrator Machy. 350; 3 Light Ind. Plants 200 ea.
Principal Industrial Pay Days-Thurs. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center Downtown Ludington, 30-35 stores.

Nearby Shopping Centers		
Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plz.(6)	1	Giantway
Eastgate Plz(6)	1	Bonser's Eastgate
K mart(7)	1 1/2	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thurs., Fri.

Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; K mart; Giantway.
Variety Stores-Ben Franklin 2.
Discount Stores-Giant Way; K mart.
Chain Drug Stores -Rexall; Revco.
Chain Supermarkets Bonser's; Giantway; Eberhards; Del.
Other Chain Stores-Sears (catalog); Goodyear; Ward's Automotive (catalog); Payless Shoes; Little Red Shoe Store; Mole Hole; Mariellen's; Hallmark; Radio Shack; Comfort Center; Burcon Furn.; Thompson's Toggery.

14 - NEWSPAPERS: NEWS (e) 8,240; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Larsen, Gen. Mgr., NEWS, 202 N. Rath, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: None.

MANISTEE

1 - LOCATION: Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway bet. Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Airlines-Simmons.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 7,566; Loc. Est. 7,093
County 80 Cen. 23,019; Loc. Est. 22,458

4 - HOUSEHOLDS:
City 80 Cen. 3,036; Loc. Est. 2,169
County 80 Cen. 8,490; Loc. Est. 8,537

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	1	$9,803,000
Savings	1	$15,934,000
Savings & Loan	1	$600,000

6 - PASSENGER AUTOS: County 11,517

7 - ELECTRIC METERS: Residence 3,609

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chemical 300 ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14. Last killing frost, May 12.

11 - TAP WATER: Neutral hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers-K mart; Shoppers Square; Cypress Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs. and Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; K mart; Ben Franklin.
Discount Stores-Revco.
Variety Stores-Woolworth.
Chain Supermarkets-Spartan; Big E; Hamady Bros.; Oleson's Farm Market.
Other Chain Stores-Sears (catalog); Gambles; Ben Franklin.

14 - NEWSPAPERS: NEWS-ADVOCATE (e) 5,561; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Cris H. Batdorf, Pub., NEWS-ADVOCATE, 75 Maple St., Manistee, MI 49660; Tel. (616) 723-3593.
National Representative: None.

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2, County Seat. Industrial, medical, educational, residential center. on the S. shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State 28 & 94.

2 - TRANSPORTATION: Railroads-Soo Line Railroad Company; Lake Superior & Ishpeming.
Intercity Bus Lines-Greyhound; Northern Michigan Coaches; Marquette Transit Authority.
Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 23,288; Loc. Est. 22,806
CZ-ABC: (70) 21,967; (82) 24,500
RTZ-ABC: (70) 44,351; (82) 51,600
County 80 Cen. 74,101; Loc. Est. 73,947
City & RTZ-ABC: (70) 66,318; (82) 76,100

4 - HOUSEHOLDS:
City 80 Cen. 7,555; Loc. Est. 6,687
County 80 Cen. 24,514; Loc. Est. 25,217
CZ-ABC: (70) 5,678; (82) 7,400
RTZ-ABC: (70) 13,011; (82) 17,600
City & RTZ-ABC: (70) 18,689; (82) 25,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: County 34,009

7 - ELECTRIC METERS: Residence 7,800

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining; Medical; Iron Ore Processing; Wood Prod.; Lumber; Sausage Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter [illegible]-60. First killing frost, Oct. 1-15. Last killing frost, June 15.

11 - TAP WATER: : NA

12 - RETAILING:Principal Shopping Center-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers		
Name (No. of stores)	Miles from Downtown	Principal Stores
Marquette Mall(30)	2	Woolworth, Super Valu
Westwood Plaza(18)	4	Pranges, K mart

Principal Shopping Days-Tues. and Fri.
Stores Open Evenings-Shopping centers every evening to 9 and Sunday.

13 - RETAIL OUTLETS: Department Stores J.C. Penney; Getz; Prange's; American of Marquette; Northland.
Variety Stores-Woolworth; Ben Franklin; Merrick's.
Chain Drug Stores -Shopko; K mart.
Discount Stores-Shopko; K mart.
Chain Supermarkets-Red Owl 2; IGA 8; Super Valu.

14 - NEWSPAPERS: MINING JOURNAL (e) 17,643; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Gregg, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
National Representative: Landon.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek SMSA). E&P Map C-5, County Seat. 11 mi. W of Albion. Intersection of U.S. Highways I-94 & I-69.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Shortway.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 7,201; Loc. Est. 7,078
County 80 Cen. 141,557; Loc. Est. 139,394
SMSA 80 Cen. 187,338; Loc. Est. 187,637

4 - HOUSEHOLDS:
City 80 Cen. 2,707; Loc. Est. 2,744
County 80 Cen. 51,123; Loc. Est. 51,907
SMSA 80 Cen. 66,556; Loc. Est. 68,687

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: County 72,783

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners-Automatic Doors: 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Insurance 575; Castings 139; Plumbing Pdts. 185; Pre-fab Homes 64; Material Handling Eqpt. 34, Packaging.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct. Last killing frost, April.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Michigan Ave.

Nearby Shopping Centers		
Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Plaza(7)	NA	K mart
Redfield Plaza(12)	NA	Redfield Apple, Felpaush Mkt.

Principal Shopping Days-Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-Rexall.
Chain Supermarkets-Eberhard; Felpausch.
Other Chain Stores-G. C. Murphy; Gamble Store; K mart.

14 - NEWSPAPERS: CHRONICLE (e) 2,702; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., CHRONICLE, 115 S. Grand, Marshall, MI 49068; Tel. (616) 781-3943.
National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County, E&P Map B-3. On West shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Simmons (commuter).

3 - POPULATION:
Corp. City 80 Cen. 10,099; Loc. Est. 9,425
CZ-ABC: (70) 10,748; (81) 9,800
RTZ-ABC: (70) 30,946; (81) 33,700
County 80 Cen. 26,201; Loc. Est. 25,295
City & RTZ-ABC: (70) 41,694; (81) 43,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,272; Loc. Est. 3,260
County 80 Cen. 9,283; Loc. Est. 9,195
CZ-ABC: (70) 3,578; (81) 3,800
RTZ-ABC: (70) 9,982; (81) 12,100
City & RTZ-ABC: (70) 13,260; (81) 15,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: County 12,328

7 - ELECTRIC METERS: Residence 6,582

8 - GAS METERS: Residence 3,781

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Prod. 1,230 ($173); Lumber Prod. 790 (N.A.); Chemicals 565 ($167); Furn. 760 ($117); Fans, Saws, Elec. Motors 600 ($139); Gloves 325 (N.A.); Food 270 (N.A.); Marine 305 ($132); Comm. Fish & Sports Nets 60 (N.A.); Cement Prod. & Constr. 260 ($182); Non-Elec. Goods 285 (N.A.); Printing 100 ($132).
Principal Industrial Pay Days-Wed., Thurs., Fri.; 1st & 15th, 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-10th Ave.; M&M Plaza.
Neighborhood Shopping Centers-10th St.; 13 St.
Shopping Centers-M&M Plaza, K mart, (Enclosed Mall, McCrory, Super Valu). Pine Tree Mall, US 41, Marinette, includes Prange's, Prange-Way, Sears, J.C. Penney.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All on Fri.; Super Mkts and Shopping Center 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores-Lauermans; Tempo; K mart; 13th Street.
Discount Stores-Holiday.
Variety Stores-McCrory's.
Chain Drug Stores-Cross Drugs; Walgreen; Lundgren's 2; Rexall 2; Osco.
Chain Supermarkets-Northland; IGA Stores 8; Super Valu 2; Red Owl 2.

14 - NEWSPAPERS: HERALD-LEADER (e), 5,068; Sept. 30, 1981 ABC. (Latest statement available.)
Local Contact for Advertising and Merchandising Data: Tom Torinus, or Dean Broetzman, Oper. Mgr., HERALD-LEADER, 5520 13th St., Menominee, MI 49858; Tel. (906) 863-5544.
National Representative: None.

MIDLAND

1 - LOCATION: Midland County, E&P Map C-4, County Seat. E. Central part of State. 125mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O (freight only).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Mercury; Valley Coach.
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,250; Loc. Est. 37,287
CZ-ABC: (70) 37,697; (82) 43,300
RTZ-ABC: (70) 60,448; (82) 73,900
County 80 Cen. 73,578; Loc. Est. 75,192
City & RTZ-ABC: (70) 98,145; (82) 117,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,737; Loc. Est. 13,258
County 80 Cen. 24,498; Loc. Est. 25,851
CZ-ABC: (70) 10,856; (82) 14,600
RTZ-ABC: (70) 16,816; (82) 24,300
City & RTZ-ABC: (70) 27,672; (82) 38,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$263,592,000
Savings & Loans	2	$346,746,591

6 - PASSENGER AUTOS: County 40,268

7 - ELECTRIC METERS: 13,763

8 - GAS METERS: 11,094

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chemicals 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Packaging 110.
Principal Industrial Pay Days-Thurs.

10 - CLIMATE: First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashman Circle	1	Miller Furniture, Knopics Hdwe.
Circle Mall(16)	1	Moeggenbergs, SupeRx, Kroger
Eastlawn(13)	1	Wenzel's, Giant Foods
Stadium Plaza	2	Walgreen, Tradeway, Giant Foods
Giantway Plz.	2	Giant Food
Midland Plz.(16)	1	K mart, A&P, Al's Sports

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores-Hansens; W. R. Knepp; J. C. Penney; Sears; Wards; 3-D.
Discount Stores-Clinton Discount; Tradeway K mart.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-State Disc.; Valley Walgreen; SupeRx; State Vitamin & Cosmetic; Community 2; Arnold Drugs.
Chain Supermarkets-A&P; Giant Super 3; Krogers.
Other Chain Stores-Firestone; Sears; Goodyear; Singer Co.; Merit; Gittleman's; Gamble's Fabrics; Jo-Ann Fabrics.

14 - NEWSPAPERS: NEWS (e) 17,704; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Beehr, Adv. Mgr., NEWS, 124 S. Mc Donald St., Midland, MI 48640; Tel.(517) 835-7171.
National Representative: Hearst.

MONROE

1 - LOCATION: Monroe County (In Toledo OH-MI SMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state. 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwys. 24, 25 and State Hwy. 50; Detroit-Toledo Expressway I-75.

2 - TRANSPORTATION: Railroads-Conrail; Penna. Lines West; Pere Marquette; B&O; Grand Trunk; Detroit & Toledo Shore Line; C&O (freight).
Motor Freight Carriers-8.
Intercity Bus Lines- Greyhound; Short Way; Lake Erie Transportation.
Airport Facilities.

3 - POPULATION:
Corp. City 80 Cen. 23,531; Loc. Est. 23,409
CZ-ABC: (70) 29,075; (82) 30,700
RTZ-ABC: (70) 93,179; (82) 110,000
SMSA 80 Cen. 791,599; Loc. Est. 803,339
County 80 Cen. 134,659; Loc. Est. 138,964
City & RTZ-ABC: (70) 122,254; (82) 141,700

4 - HOUSEHOLDS:
City 80 Cen. 8,057; Loc. Est. 8,186
County 80 Cen. 43,110; Loc. Est. 45,875
SMSA 80 Cen. 277,564; Loc. Est. 290,246
CZ-ABC: (70) 8,858; (82) 10,900
RTZ-ABC: (70) 25,397; (82) 35,500
City & RTZ-ABC: (70) 34,255; (82) 46,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$364,000,000
Savings & Loan	2	$234,000,000

6 - PASSENGER AUTOS: County 66,025

7 - ELECTRIC METERS: (City) Residence 7,980

8 - GAS METERS: (City) Residence 15,524

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Automotive & Related 1,950; Glass & Pottery 752; Paper, Plastics & Allied Products 2,273; Primary Metal & Scrap 937; Fabricated Metal Products 359; Transportation 1,200; Machinery, Non-Electrical 768; Power Generation & Cable, 10,603.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal shopping Centers-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe(25)	3	J.C. Penney, Woolworth
N. Monroe(2)	2	K mart, Bargain City
Monroe Mall(6))	3	Great Scott
S. Monroe(7)	4	Kroger, Perry Drug, ACO Hardware

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Downtown Mon., & Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Kline's; K mart; Bargain City.
Variety Stores-S.S. Kresge; Woolworth.
Discount Stores-Kaybee-Drug and Cosmetic Dis.; Bargain City; K mart.
Chain Drug Stores-Arbor Drug; Professional Village 3; Gray Drug; Weisel's Rexall; Perry Drugs 2; FIP 3; Valu Rite.
Chain Supermarket-Kroger; Bazley's; Food Town 7; Great Scott; Gruber's 2; Spartan Stores 3.
Other Chain Stores-Carter Lumb.; Thom McAn; Firestone; L.C. Haig; Sherwin Williams; Bazley; Osterman's Jewelers; Keidan's; Hadley-Arden; ACO Hardware; Radio Shack; Baskin-Robins; New York Carpet; Kinney Shoes; Nobil Shoes; PicWay Shoes; BigFoote Shoes; Jo-Ann Fabrics; Milkin Jewelers; 33 Food Chains.

14 - NEWSPAPERS: NEWS (e) 26,788; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Stoner, Adv. Dir., NEWS, 20 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.
National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit SMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwy. 94; State Hwys. M-3, M-59, M-29, M-97.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Bus Lines-Greyhound; Tower Bus.

3 - POPULATION:
Corp. City 80 Cen. 18,806; Loc. Est. 17,818
PMA-ABC: (70) 626,576; (82) 710,800
SMSA 80 Cen. 4,352,762; Loc. Est. 4,357,780
County 80 Cen. 694,600; Loc. Est. 693,162
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 7,052; Loc. Est. 7,001
County 80 Cen. 229,820; Loc. Est. 236,540
SMSA 80 Cen. 1,508,832; 1,557,199
PMA-ABC: (70) 171,969; (82) 228,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 419,093

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs.

10 - CLIMATE: :Min. & Max. Temp.-NA

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clemens(10)	NA	Chatham, Perry Drug
Ingleside(9)	NA	Naum's, Macomb's Farmers Mkt.
Regional(32)	NA	Woolworth, Ward's
Lakeside(130)	NA	Hudson's, Sears, Penney's
Macomb(78)	NA	Sears, Crowley's
Clinton Vly.(10)	NA	Ward's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., Every night in Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Crowley's; J. C. Penney; Priehs; Sears; Ward's. Hudson's; Lord & Taylor.
Discount Stores-K mart; TG&Y; Woolco.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-Bannow; Cunningham; Fairway; Lucky; Motor City; Perry; Revco; SupeRx.
Chain Supermarkets-A&P; Broadway; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e) 54,992; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne C. Towar, Adv. Mgr., MACOMB DAILY, 67 Cass, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives: Landon Associates; USSPI.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M20; 70 mi. N of Lansing.

2 - TRANSPORTATION: Railroads-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk.
Motor Freight Carriers-3.
Intercity Bus Lines-Mercury; Michigan Trailways.
Airline-Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398; Loc. Est. 33,231
Mount Pleasant 80 Cen. 23,746; Loc. Est. 23,696
Alma 80 Cen. 9,652; Loc. Est. 9,535
Counties 80 Cen. 94,558; Loc. Est. 95,010
Isabella 80 Cen. 54,110; Loc. Est. 54,558
Gratiot 80 Cen. 40,448; Loc. Est. 40,452
PMA-ABC: (70) 67,156; (82) 82,700
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235; Loc. Est. 9,686
Mount Pleasant 80 Cen. 6,145; Loc. Est. 6,442
Alma 80 Cen. 3,090; Loc. Est. 3,224
Counties 80 Cen. 29,363; Loc. Est. 30,321
Isabella 80 Cen. 16,044; Loc. Est. 18,167
Gratiot 80 Cen. 13,319; Loc. Est. 14,278
PMA-ABC: (70) 82,700; (82) 25,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$700,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties 38,952; Isabella 19,962; Gratiot 18,990

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,645; Alma 3,728

8 - GAS METERS: Residence Mt. Pleasant 4,645; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Central Michigan University 1,879; State of Michigan Training Home 400; Oil Field Supply 930; Central Michigan Newspapers 185; Wood Harvesting Equipment 273; Oil Refining 228; Heavy Road Const. 113; Delfield Eqpt Co. 250; House Trailers; Agriculture; Ferro Mfg. 400; Total Refinery 460; Alma Plastics 260.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Mon thru Fri in shopping centers; downtown, Fri.
Stores Open Sundays-Food, drug, discount & department.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears (catalog); Montgomery Ward (catalog); Giantway; TG&Y; Spurgeons; K mart; Tempo.
Discount Stores-State Discount; Giantway; K mart.
Variety Stores-D&C.
Chain Drug Stores-Downtown Drugs; Gould's Rexall; Spencer's Walgreen; Post; Scotts; Perry Drug; Spaar; K mart.
Chain Supermarkets-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
Other Chain Stores-Evenknit Hosiery; S&H Farm Supply; Western Auto; Acme; Ace Hdw.; 7-Eleven; Pier; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Gittleman's; Cashway Lumber.

14 - NEWSPAPERS: SUN (m) 9,014; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Frank Walters, Adv. Mgr., SUN, 215 N. Main St., P.O.Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative: Landon Associates.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon-Norton Shores-Muskegon Hgts. SMSA). E&P Map B-4 County Seat. Industrial, wholesale and shipping center for W Michigan. On U.S. Hwys. 1-96, 31 and State Hwys. 120, 46; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers-8.
Steamship Lines-4 Foreign Freight.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Mid-State; Republic.

3 - POPULATION:
Corp. City 80 Cen. 40,823; Loc. Est. 39,939
CZ-ABC: (70) 103,435; (82) 99,600
RTZ-ABC: (70) 109,183; (82) 126,200
County 80 Cen. 157,589; Loc. Est. 158,137
SMSA 80 Cen. 179,591; Loc. Est. 179,767
City & RTZ-ABC: (70) 212,618; (82) 225,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,241; Loc. Est. 15,463
County 80 Cen. 54,526; Loc. Est. 56,441
SMSA 80 Cen. 61,944; Loc. Est. 63,907
CZ-ABC: (70) 32,184; (82) 36,300
RTZ-ABC: (70) 31,443; (82) 43,000
City & RTZ-ABC: (70) 63,627; (82) 79,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	4	$480,100,000
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 80,832

7 - ELECTRIC METERS: Residence Co. 54,926

8 - GAS METERS: Residence Co. 47,578

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Total Manufacturing 18,900 ($358); Non-Elect. Machy. 6,800 ($409); Primary Metals 2,900 ($369); Fabricated Metals 1,200 ($385).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown, Muskegon Mall.
Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St. Muskegon Heights; Ruddiman and Center Sts., North Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenside(10)	4	Plumb's
Beltline Plz.(12)	3	Hamady
West Vlg.(21)	3	Muskegon Shop Right
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreen's
K mart Plaza	4	K mart
Park Row(18)	4	J.C. Penney

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Hardy-Herpolsheimers (Allied); J.C. Penney; Steketee's.
Discount Stores-Meijer's; Thrifty Acres; K mart 2.

Chain Drug Stores-Revco 2; Walgreen 2; Thrifty Acres; SupeRx.
Chain Supermarkets-Plumb 7; Meijer; Hamady 2; Eberhard's 6; Family Foods; Gov's 3; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4.
Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Allied Radio Shack; Pic-Way Stores; Midas Muffler; Singer Co.; Firestone; Goodyear 2; Montgomery Ward Catalog; S&H Green Stamps; Jo-An Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Milex; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 44,560; (S) 47,922; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wm. F. Dawe, Nat'l. Adv. Supv., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative: Newhouse Newspapers.

NILES

1 - LOCATION: Berrien County (In Benton Harbor, MI SMSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 40, 60 and 140.

2 - TRANSPORTATION: Railroads-Conrail; Big Four.
Motor Freight Carriers-13.
Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,115; Loc. Est. 13,205
CountySMSA 80 Cen. 171,276; Loc. Est. 174,270

4 - HOUSEHOLDS:
City 80 Cen. 5,522; Loc. Est. 5,032
CountySMSA 80 Cen. 60,276; Loc. Est. 63,259

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$199,110,926
Savings & Loan	2	$58,826,660

6 - PASSENGER AUTOS: County 85,211

7 - ELECTRIC METERS: Residence 6,103

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners-Sewing Patterns 2,400; Wire Mfg. 1,100; Store Fronts 750; Store Fixtures 650; Air Moving Equip. 200; Paper Mfg. 175; Elec. Prod. 200; Food Proc. 230; Truck Axles & Heavy Equip. (6 mi. distant) 6,623.
Principal Pay Days-Fri., 5th and 20th.

10 - CLIMATE: Min. & Max Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33; First Killing Frost Oct. 4. Last Killing Frost May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-16 blocks on 5 streets.
Neighborhood Shopping Centers-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(28)	3	J.C. Penney, Kroger
Valu-Land(6)	NA	Valu-Land Foods

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-G. L. Perry; Perry Drug Stores.
Discount Stores-Wonderland Discount; Clinton Drug; K mart.
Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Hardings; Shelton's; DeMond's SuperValu.
Other Chain Stores-Western Tire Auto; Sherwin Williams; Blackmond Jewelry; Smith-Alsop; Falveys; Majerek's; D&D Tire.

14 - NEWSPAPERS: STAR (m) 6,212; sworn Mar 31, 1982.
Local Contact for Advertising and Merchandising Data: Polli Smith, Adv. Mgr., STAR, 217 N. 4th St., Niles, MI 49120; Tel. (616) 683-2100.
National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County (In Flint SMSA), E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: Railroads-Ann Arbor; Grand Trunk.
Motor Freight Carriers-5.
Intercity Bus-Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455; Loc. Est. 16,483
CZ-ABC: (70) 28,302; (82) 29,300
RTZ-ABC: (70) 51,182; (82) 61,500
SMSA 80 Cen. 521,589; Loc. Est. 529,388
County 80 Cen. 71,140; Loc. Est. 74,373
City & RTZ-ABC: (70) 79,484; (82) 90,800

4 - HOUSEHOLDS:
City 80 Cen. 7,681; Loc. Est. 6,299
County 80 Cen. 23,359; Loc. Est. 25,151
SMSA 80 Cen. 178,000; Loc. Est. 186,141
CZ-ABC: (70) 8,862; (82) 10,700
RTZ-ABC: (70) 14,148; (82) 20,100
City & RTZ-ABC: (70) 23,010; (82) 30,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	4	$254,238,000
Savings & Loan	2	$110,600,000

6 - PASSENGER AUTOS: County 34,694

7 - ELECTRIC METERS: 5,850; County 18,500

8 - GAS METERS: 6,000; County 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fractional H.P. Motors 1,500; Abrasives 400; Batteries 520; Stamping & Assembly 200; Shipping Containers 150; Power Brakes & Automotive 1,000; Furniture 175; Alumunim & Plastic Doors & Windows & fabricators 225; Tile Plant 150; Equipment for Mobile Homes 200; Commutators and Collector Rings 350; Heavy Equipment 160; Wire Harness 125.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6. Last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers-5 other Shopping Centers; 1400 N. M-52; 200 to 1100 W. Main St., at E. Limits of City and Corunna Ave.; Monroe Plaza; State Rd. and M-21.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department StoresW.C. Wiechman Co.; J.C. Penney.
Discount Stores-K mart; 3-D; Giantway.
Variety Stores-G.C. Murphy; Fairway Discount; Kessel.
Chain Drug Stores-Walgreen 2; Perry Drug; Spaar Drug; Volght's Rexall 4.
Chain Supermarkets-Giant 2; Eberhard Foods; Kroger; Min-A-Mart 6; Sunshine Food Stores; Brady's-Bannan's-Johnson's Foodlands.
Other Chain Stores-Walter's; Firestone; Wickes Lumber; S&W Farm Equip.; TSC Store; Gilbert's True Value Hardware; Norm Henry Fine Shoes; Valley Lumber Co.; Pine Cashway.

14 - NEWSPAPERS: ARGUS-PRESS (e) 14,276; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell, Nat'l. Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative: Landon Associates.

PETOSKEY

1 - LOCATION: Emmet County, E&P Map C-2, County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-131 & M-68.

2 - TRANSPORTATION: Railroads-Michigan Northern; Chessie System.
Motor Freight Carriers-Parker Motor Freight.
Intercity Bus Lines-North Star; Wolverine Stages; Delta.
Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097; Loc. Est. 5,814
County 80 Cen. 22,992; Loc. Est. 23,406
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,355; Loc. Est. 1,656
County 80 Cen. 8,107; Loc. Est. 8,524

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$173,400,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 12,538

7 - ELECTRIC METERS: Residence 2,200

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Cement Blocks; Chrome Plating Wire Products; Screws & Bolts; Elect. Car Switches; Plastic Trash Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Products; Wood Products; Resort (Summer & Winter) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equipment; Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlevoix	18	Olesons of Chx, Captain's Corners
Crago Plaza(7)	1	Oleson's of Petoskey
Giant Plaza	2	Giant, Giantway
K mart	1	Hamady, K mart, Revco
Pennsylvania Plz.(6)	NA	

Principal Shopping Days-Tues., Wed., Thu. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Gittleman's; Sears; Country Casuals.
Variety Stores-Woolworth; McCrory's.
Discount Stores-Holiday; Giantway; K mart.
Chain Drug Stores-Spencer; Walgreen; CVS; Revco.
Chain Supermarkets-Hamady; Oleson's; Giant.
Other Chain Stores-Singer; Horizon Book Stores; Wicke's; Puff's Appliances; Murdick's Fudge; Behan's Tweed Shop (summer only); The Clothes Tree; Gateley's House-furnishings; Sherwin Williams; IGA; Radio Shack; Fochtman Motor; Golden Shoes; Nawrot Pendleton; Marti Walker; JoAnn Fabrics; Pappagallo; Fryman's (Div. of McBryde Shoe Co.); Harold Grant; Gattle's Linens; Maus & Hoffman; Reusch Jewlry; La Shack; Austin Tobacconists; Bartings; Lilly Pulitzer; Mole Hole; Bob Baker Shoes; Games Imported; Richard Hanten for Children; Shorter's Gifts; Kaden's Clothing; Midas Muffler; Northern Auto Parts; R&L Auto-Electric; Nu Vision Optical; Harlow's Hallmark; Payless Shoes; The Pine Shop; Jeans, Etc.; Comfort Center; Symon's General Stores; Country Casuals; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,777; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Everett Dielman, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.
National Representative: None.

PONTIAC

1 - LOCATION: Oakland County (In Detroit SMSA). E&P Map D-4, County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of automotive manufacturing area of Michigan, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: Railroads-Grand Trunk Western.
Motor Freight Carriers-27.
Intercity Bus Lines-SEMTA.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 76,715; Loc. Est. 73,283
PMA-ABC: (70) 377,868; (82) 416,600
SMSA 80 Cen. 4,352,762; Loc. Est. 4,357,780
County 80 Cen. 1,011,793; Loc. Est. 1,024,096
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,928; Loc. Est. 26,040
County 80 Cen. 355,187; Loc. Est. 370,222
SMSA 80 Cen. 1,508,832; Loc. Est. 1,557,199
PMA-ABC: (70) 106,111; (82) 136,700

5 - BANKS: (Oakland County) 33 Banks (226 offices) Deposits: $8,100,000.

6 - PASSENGER AUTOS: County 607,428

7 - ELECTRIC METERS: Residence 31,244

8 - GAS METERS: Residence 26,868

9 - PRINCIPAL INDUSTRIES: Automotive Manufacture and Transportation Equipment 46,500 Emp. ($31,157 E.B.I.)
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Nov. 14. Last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING:Principal Shopping Center-Pontiac Mall-Open 10-5 Sun.; Tel-12 Mall Open 10-5 Sun.; Somerset Mall; Oakland Mall-Open 10-5 Sun.; Orchard Mall and Meadowbrook Mall (10-9) Tue., Fri., Sat.
Neighborhood Shopping Centers-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 Acres on S. Telegraph Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus Corners(16)	9	Kroger, Radio Shack, Drug Mart
Drayton Plaza(8)	5	Miles, K mart, Naum's
Glenwood Plz.(10)	1	K mart, Farmer Jack
Great Oaks	8	Jacobson's, Becker's
Harvard Plaza	7	Kroger, Perry Drug, Hallmark
Lakeside	15	J.L. Hudson, J.C. Penney, Lord & Taylor, Sears
Meadowbrook Mall(55)	8	Osmun's, Frank's Nursery
Miracle Mile(52)	2	J.C. Penney, Shopright Lion Store
North Hill Plaza(15)	10	Chatham, Cunningham's
Oakland Mall	12	J.L. Hudson, Sears
Old Orchard	8	Farmer Jack
Orchard Mall	8	Shopping Center Market
Pine Lake	5	Kroger, Cunningham's
Pontiac Mall(60)	2	J.L. Hudson, Sears, Montgomery Ward, Farmer Jack
Rochester Hills Plaza(19)	9	Chatham, Perry
Somerset Fashion Mall	8	Saks 5th Ave., Bonwit-Teller
Tel-Huron(18)	1	Osmun's, Cunningham
Tel-Twelve(57)	10	Montgomery Ward, K mart, Osmun's
Twelve Oaks	14	Lord & Taylor, Great Scott
Waterford Plz.(16)	3	A.C.O. Hardware
Waterfall Plaza	7	La Treille's, Waterfall Jewelers

Principal Shopping Days-Mon., Fri., Sat., and Sun.
Stores Open Evenings-Mon., Thurs., Fri.; Shopping Ctr., 6 nights; Sun. 10am-5pm.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Montgomery Ward; J.L. Hudson; K mart; Crowley's; The Lion Store; Jacobson; Lord & Taylor.
Variety Stores-S.S. Kresge 2; Ben Franklin.
Discount Stores-K mart 7; Tradeway; F & M Discount.
Chain Drug Stores-Cunningham's 6; Thrifty 2; Perry 9; Revco 2; Arnolds; Concord.
Chain Supermarkets-A&P 5; Great Scott 4; Chatham 2; Kroger 6; Farmer Jack 6; Foodtown 5.
Other Chain Stores-Shoes: Thom McAn; Kinney; Becker's; Baker's; Sibley's; Father & Son; R&H; A.S. Beck; Burt's Shores. Men's Wear: Hughes-Hatcher; Osmun's. Women's Wear: Albert's; United Shirt; The Barn; Marianne Shop; RB Shops; Lane Bryant; Jacobson's; Siegel Shop; The Fashion Bug; Hadley's; R & M Winkleman's; Orva Hosiery; Himelhoch's. Candies: Awrey's; Ross' Candies. Rubber Products; Goodrich; Goodyear; Firestone; F&G Tire; Aremco Tire; Dayton Tire; Uni-Royal; Jewelry: Zale's Jewelers; Sherwin Williams. Singer Co.; Speigel; J&R (auto supplies); Spiegel Catalog; So-Fro Fabrics; Minnesota Fabrics; Mary Lester Fabrics. Furniture: Art Van Furn.; Thomas Furn.; Jacobsen's; Kay Furn.; Englander Triangle; Valentine Furn.; Highland Appliance; Beckwith Carpet; Karen's Carpet.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 72,258; (m-sat) 71,944; (S) 76,642; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Woody Crouse, Nat. Adv. Mgr., OAKLAND PRESS, 48 W. Huron St., Pontiac, MI 48058; Tel. (313) 332-8181.
National Representative: CWO&O

PORT HURON

1 - LOCATION: St. Clair County (In Detroit SMSA). E&P Map D-4, County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M25 & I-94.

2 - TRANSPORTATION: Railroads-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.
Intercity Bus Line-Great Lakes Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 33,981; Loc. Est. 32,463
CZ-ABC: (70) 78,505; (82) 89,100
Bal. in PMA-ABC: (70) 76,599; (82) 95,600
SMSA 80 Cen. 4,352,762; Loc. Est. 4,357,780
County 80 Cen. 138,802; Loc. Est. 139,452
Total PMA-ABC: (70) 155,064; (82) 184,700

4 - HOUSEHOLDS:
City 80 Cen. 12,782; Loc. Est. 12,017
County 80 Cen. 47,308; Loc. Est. 48,934
SMSA 80 Cen. 1,508,832; Loc. Est. 1,557,199
CZ-ABC: (70) 24,216; (82) 32,000
Bal. in PMA-ABC: (70) 22,751; (82) 33,400
Total PMA-ABC: (70) 46,967; (82) 65,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 70,358

7 - ELECTRIC METERS: Residence 44,800

8 - GAS METERS: Residence 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elec. Prod.; Adhesives; Trailers; Steel Fabrication; RR Car Bldg.; RR Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prod.; Cement; Boats; Food Processing; Fish Poles & Reels; Plastic Prod.; Electric Power Plants; Bean Elevator & Processing; Lumbering; Sea Port for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Machinery & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Eqpt.; Cutting Tools; Farm Machy.; Automatic Screw Machines. Industrial Emp.18,500
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; Source is St. Clair River; municipal ownership.

12 - RETAILING:Principal Shopping Center-8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Vollmer Drugs, Ben Franklin
Village Green	5	Ben Franklin, Marysville Food Center, Arnold Drug
Court of Flags	4	Kroger, SupeRx, True Value Hdw., Mericka

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-J.B. Sperry; Naums (catalog); J.C. Penney; Winkelman's.
Variety Stores-Kresge; Ben Franklin 2.
Discount Stores-K mart 2; CVS; 3D.
Chain Drug Stores-Cunningham's; Arnold's; SupeRx 2; Farmer Jack's; K mart 2.
Chain Supermarkets-Smith 2; A&P 4; Kroger 4; IGA 3; Spartan 3; Great Scott; Farmer Jack.
Other Chain Stores-Marx; Fox; Sherwin Williams; Ace Hdw.; Crosby Shoes; Pic-Way Shoes; S&H Green Stamps; Wickes Lumber; Singer; TSC Store; Kinney Shoes; Dairy Queen 2; Arby's; Pizza Hut; Elias Big Boy 3; Pizza Inn; Harvest Table; McDonald's 2; Wendy's 2; Taco Bell 2.

14 - NEWSPAPERS: TIMES HERALD (e) 29,312; (S) 33,839; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Linda J. Panars, Natl. Adv. Mgr., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.
National Representative: Gannett.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit SMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Great Lakes.
Airlines-American; Delta-Chicago & Southern; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient; USAir.

3 - POPULATION:
Corp. City 80 Cen. 70,893; Loc. Est. 66,238
CZ-ABC: (70) 268,254; (82) 207,400
RTZ-ABC: (70) 130,057; (82) 164,100
County 80 Cen. 1,011,793; Loc. Est. 1.024,096
SMSA 80 Cen. 4,352,762; Loc. Est. 4,357,780
City & RTZ-ABC: (70) 398,311; (82) 371,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,944; Loc. Est. 26,424
County 80 Cen. 355,187; Loc. Est. 370,722
SMSA 80 Cen. 1,508,832; Loc. Est. 1,557,199
CZ-ABC: (70) 81,932; (82) 73,900
RTZ-ABC: (70) 38,838; (82) 57,900
City & RTZ-ABC: (70) 120,770; (82) 131,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 607,428

7 - ELECTRIC METERS: Residence 28,496

8 - GAS METERS: Residence 21,726

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Products 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63; First killing frost, Oct. 9. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-One mile on Main St., Half mile on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).
Neighborhood Shopping Centers-Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave. Hazel Park; 5 on John R. Clawson; 4 on Main and 14 Mile Road, Berkley; 4 on 12 Mile Road, Troy; Somerset Mall. 1 on Rochester Road, Southfield; J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northland(168)	4	J.L. Hudson, JC Penney
Northwood	2	JC Penney, Kroger
Clawson	3	A&P, Federal's
Madison Ctr.(16)	3	Hudson's
Universal(60)	4	Montgomery Ward, Crowly Miller
Oakland Mall(63)	5	J.L. Hudson, Sears, JC Penney
Southfield Plaza(13)	4	Sears
Tel-Twelve(57)	6	Mont. Ward., K mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Thurs., Fri., Sat. Food-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Federal; J. L. Hudson; Playworld; Shopper's Fair; Sears Bonwit Teller; Saks 5th Ave.; K mart.
Variety Stores-Kresge 8; Woolworth 3.
Discount Stores -Merchandise Mart; Meijer; Michigan Shprs.; Royal Drugs; Apex Distributors; United; Northwood Jewelers; Sav-On Drugs; Revco Drugs; 14-Mile Bargain Center; Star Hdwr.; Fretter Appliance; F.M. Vitamins.
Chain Drug Stores-Cunningham 5; Perry 4; Arnolds 3.
Chain Supermarkets-A&P 5; Kroger 8; Hollywood 3; Farmer Jack 8; Chatham Food Ctrs. 3; Meijer 2.
Other Chain Stores-Men's Clothing: Van Horns Hughes, Hatcher Suffrin, Osmuns; Women's Apparel: Winkleman's, Juliet, Grayson's, Speigel's, K mart, Youth Center, RB, R. & S. Women's; Shoes: Mary Jane, Spencer's; Men's Shoes: Shoe Box, Thom McAn, Boston, Father & Son, Beckers, Sibleys; Furniture: Art Van, Brent, Charles Furniture, Dobbs, Grinnell Bros., Good Housekeeping, Englander-Triangle, Edwards, Lincoln, Firestone, Goodyear; Bakeries: Awrey, Sander's, Alden's; Catalog: Sears, Spiegel, S&H Green Stamps.

14 - NEWSPAPERS: TRIBUNE (e) 44,928, Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Polsdorfer, Adv. Mgr., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.
National Representative: Landon Associates.

SAGINAW

1 - LOCATION: Saginaw County (SMSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S. of Saginaw Bay on Lk. Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: Railroads-C & O; Grand Trunk and Conrail Carloading 1.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Indian Trails; Saginaw Transit System (local).
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 77,508; Loc. Est. 74,301
CZ-ABC: (70) 158,977; (82) 155,400
Bal. in PMA-ABC: (70) 60,766; (82) 73,600
County/SMSA 80 Cen. 228,059; Loc. Est. 231,352
Total PMA-ABC: (70) 219,743; (82) 229,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,369; Loc. Est. 27,243
County/SMSA 80 Cen. 76,116; Loc. Est. 79,629
CZ-ABC: (70) 46,851; (82) 53,500
Bal. in PMA-ABC: (70) 16,292; (82) 23,600
Total PMA-ABC: (70) 63,143; (82) 77,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$421,777,000
Savings & Loan	3	$297,134,000

6 - PASSENGER AUTOS: County 117,666

7 - ELECTRIC METERS: Residence 26,197

8 - GAS METERS: Residence 24,308

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 23,700 ($517); Metal 5,900 ($386); Non Elec. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Retail 16,000; Construction 2,200; Wholesale 2,400; Ser. Indust. 15,200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter -7-49.

11 - TAP WATER: Alkaline, Soft; flouridated.

12 - RETAILING:Principal Shopping Center-Downtown: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.
Neighborhood Shopping Centers-West Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Apex Drugs, Kresge, Penney
Pere Marquette(12)	1	Vescio, Revco
Fashion Square Mall(90)	4	Sears, J.C. Penney, J.L. Hudson, Wiechmanns

Principal Shopping Days-Department Stores-Thurs., Fri., Sat.; Food-Thurs., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Jacobson's; K mart 3; Penney 2; Sears; Seitners 2; Wiechmann's 2; Winkelman's; Hudson's.
Variety Stores-Kresge.
Discount Stores-Century; K mart 2; CVS; Tepes; Meijer Thrifty Acres 2.
Chain Drug Stores-Apex 2; Muirs; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Princing & Brennan 2; State Vitamin 3; Perrys 2.
Chain Supermarkets-A&P 2; Kessels 2; Ray's 4; Vescio 7.
Other Chain Stores-Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Alberts 3; Gantos; Homemaker 2; Mangel's; Highland Appliance; Fretter Appliance.

14 - NEWSPAPERS: NEWS (e) 54,969; (S) 57,278; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donn E. Cramton, Mktg. Mgr., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative: Newhouse Newspapers.

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2, County Seat. N.E. tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: Railroads-Soo Line; DSS&A; Canadian Pacific.
Motor Freight Carriers-Short-Clairmont.
Intercity Bus Lines-North Star; Greyhound.
Airlines-Air Canada; Republic.

3 - POPULATION:
Corp. City 80 Cen. 14,448; Loc. Est. 14,377
PMA-ABC: (70) 20,221; (81) 19,100
RTZ-ABC: (70) 28,640; (81) 26,700
County 80 Cen. 29,029; Loc. Est. 28,442
PMA & RTZ-ABC: (70) 48,861; (81) 45,800

4 - HOUSEHOLDS:
City 80 Cen. 5,166; Loc. Est. 3,557
County 80 Cen. 9,931; Loc. Est. 9,964
PMA-ABC: (70) 6,158; (81) 6,700
RTZ-ABC: (70) 7,827; (81) 8,400
PMA & RTZ-ABC: (70) 13,985; (81) 15,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 12,553

7 - ELECTRIC METERS: Residence 5,089

8 - GAS METERS: Residence 1,537

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50 U.S. Govt. Corps. (Engrs) 450; Lake Superior State College 250, Av. $8,000 year; Kincheloe Air Force Base ($2,800,000 monthly payroll.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30th. Last killing frost, May 27th.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center; 2 miles from downtown.

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Department and food stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Barish Bros.; Sears (catalog); Montgomery Ward; K mart; Woolworth; Big Wheel.
Chain Drug Stores-Revco.
Chain Supermarkets-Red Owl; Nordens; Super Valu; Foodland.
Other Chain Stores-Traverse Bay Woolen; CJ's Wearhouse; Jo Ann Fabrics.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,288; Sept. 30, 1981 ABC. (latest statement available.)
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Gen. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative: Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County (In Kalamazoo-Portage SMSA), E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: Railroads-Chessie System (Freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled; Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943; Loc. Est. 5,887
County 80 Cen. 66,814; Loc. Est. 70,669
SMSA 80 Cen. 279,192; Loc. Est. 285,259

4 - HOUSEHOLDS:
City 80 Cen. 3,777; Loc. Est. 2,181
County 80 Cen. 23,121; Loc. Est. 25,263
SMSA 80 Cen. 97,526; Loc. Est. 103,851

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 30,802

7 - ELECTRIC METERS: Residence 2,289

8 - GAS METERS: Residence 2,762

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Machinery 300; Woodworking 570; Fruit Processing 135; Rubber 338; Electronic 218; Chemical 14; Plastics 50.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave.(8)	NA	Buy-Low
South Haven Sq.	NA	

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Mon. -Fri.

13 - RETAIL OUTLETS: Department Stores-M. Hale.
Variety Stores-G. C. Murphy.
Discount Stores-Dale's True Value Family Center; Downtown; State Discount.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; Buy-Low; Hardings.
Other Chain Stores-Firestone; Montgomery Ward (Catalog); Sears (Catalog).

14 - NEWSPAPERS: TRIBUNE (m) 2,727; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Philip Schoenwether, Adv. Dir., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative: Landon Associates.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. from Kalamazoo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468; Loc. Est. 9,220
County 80 Cen. 56,083; Loc. Est. 56,659

4 - HOUSEHOLDS:
City 80 Cen. 4,332; Loc. Est. 3,476
County 80 Cen. 19,794; Loc. Est. 20,596

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$187,230,000
Savings & Loan	2	$42,697,000

6 - PASSENGER AUTOS: County 27,864

7 - ELECTRIC METERS: Residence 3,825

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Weekly Wage)Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Machinery 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). Annual Payroll $36,570,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12. Last killing frost, May 2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Chicago Rd.; 2 on North St.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Montgomery Ward; Seger's; Danner's 3-D; K mart; Murphy Mart.
Chain Drug Stores-Walgreen; Rexall; SupeRx.
Chain Supermarkets-Kroger; Harding; Eberhard.
Other Chain Stores-Ace Hardware; Firestone; Western Auto; Radio Shack; Saveway Shoes.

14 - NEWSPAPERS: JOURNAL (e) 9,184; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Roanne Fry, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative: Gannett.

The Community
Information
Center In

Ypsilanti,
Michigan.

Ypsilanti Press
A Harte-Hanks
NEWSPAPER

THREE RIVERS

1 - LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Porta and Rock Rivers.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015; Loc. Est. 6,711
County 80 Cen. 56,083; Loc. Est. 56,659

4 - HOUSEHOLDS:
City 80 Cen. 2,659; Loc. Est. 2,489
County 80 Cen. 19,794; Loc. Est. 20,596

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 - PASSENGER AUTOS: County 27,864

7 - ELECTRIC METERS: Residence 5,421

8 - GAS METERS: Residence 3,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Converting 955; Machine Shop 910; Garment 100; Gas & Electric line installation 320; Rubber Products 200; Wire Extrusion 250; Other 305.

10 - CLIMATE: Average Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
Principal Shopping Days-Fri.
Stores Open Evenings-Thurs.
Stores Open Sundays-Drug, Grocery.

13 - RETAIL OUTLETS: Department Stores-Newberry's; Penney.
Discount Stores-CVS.
Chain Drug Stores-Hudson; Walgreen Family Pharmacy.
Chain Supermarkets-Eberhards; Hardings; Martens Market; Butlers Food.
Other Chain Stores-Firestone; Coast-to-Coast; Falveys; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: COMMERCIAL (e) 4,826; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Zane Fox, Pub., COMMERCIAL, 124 N. Main St., Three Rivers, MI 49093; Tel (616) 279-7488.
National Representative: None.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 37, 22.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-North Star; Cross-Town Transit.
Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 15,516; Loc. Est. 14,107
PMA-ABC: (70) 72,991; (82) 106,400
County 80 Cen. 54,899; Loc. Est. 56,093
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,747; Loc. Est. 4,606
County 80 Cen. 19,167; Loc. Est. 20,224
PMA-ABC: (70) 22,189; (82) 37,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$71,581,062
Savings & Loan	2	$445,472,743

6 - PASSENGER AUTOS: County 32,695

7 - ELECTRIC METERS: Residence County 15,914

8 - GAS METERS: Residence County 7,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prod. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost. Oct. 10. Last killing frost, May 20.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherryland Mall(60)	4	K mart, Hamady Bros., Prange, Sears
Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Fisher Big Wheel
Giant Plaza	3	Giantway
Meijer's(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing	5	Wanigan Restaurant, Boutique Shops
Hillside Ctr.	5	Carlson's Fish, Specialty Shops
Campus Plaza	2	Country Squire Clothing
All Seasons Plz.	5	Radio Shack
Bunny Plaza	3	Bunny Formal Wear

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears (catalog); Milliken's; Prange.
Discount Stores-Fisher Big Wheel; Giant Discount; Clinton Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreen; Rexall; Prescription Shop 2; Revco; Meijer.
Chain Supermarkets-Hamady Bros.; Oleson's 2; Prevo's 2; Tom's 2; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Woolworth; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House.

14 - NEWSPAPERS: RECORD-EAGLE (e) 22,533; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Brenda J. Tallman, Gen. Mgr., RECORD-EAGLE, 120 W. Front Street, Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative: Branham.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor SMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Amtrack.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Capital; TWA; American; United; Northwest; Delta; Republic Air; USAir; Eastern; Pan Am; British Airways; Frontier; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 24,031; Loc. Est. 22,320
CZ-ABC: (70) 52,197; (82) 53,400
RTZ-ABC: (70) 67,378; (82) 68,800
County/SMSA 80 Cen. 264,748; Loc. Est. 267,712
City & RTZ-ABC: (70) 119,575; (82) 122,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,585; Loc. Est. 8,254
County/SMSA 80 Cen. 92,937; Loc. Est. 96,854
CZ-ABC: (70) 14,292; (82) 17,200
RTZ-ABC: (70) 18,265; (82) 21,600
City & RTZ-ABC: (70) 32,557; (82) 38,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$180,243,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 135,004

7 - ELECTRIC METERS: City & Township 26,920

8 - GAS METERS: City & Township 18,518

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Manufacturing 34,500 ($497); Nondurables 3,800 ($356); Non-Manufacturing 52,200 (N.A.); Government 47,000 (N.A.)
Principal Industrial Pay Days-Fri. & Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W. Cross St; 1 on E. Cross St.; 1 on E. Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	NA	Hudson's, Lord & Taylor, JC Penney
Gault Village(15)	NA	ACO, K mart, Farmer Jack
Thrifty Acres(2)	NA	Meijer's
Sun-Rise(6)	NA	
Arborland(36)	NA	Wards, Crowley's
Lakewood(24)	NA	K mart, Chatham Mkt.
Roundree(15)	NA	Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears; Hudsons; Crowleys; Lord & Taylor.
Variety Stores-D&C Variety.
Discount Stores-K mart 3; Meijer's 2; Best Products.
Chain Drug Stores-Maple Village; Richardson's 2; Perry 4; Cunningham's.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks 2; Chatham.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,615; (m-sat) 15,131; (S) 15,278; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lou Alexander, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48197; Tel. (313) 482-2000.
National Representatives: Branham; Harte-Hanks.

MINNESOTA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Duluth-Superior, Minn.-Wisc.-St. Louis County, Minn.; Douglas County, Wisc.
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D.; Clay County, Minn.
Grand Forks, N.D.-Minn.-Grand Forks County, N.D.; Polk County, Minn.
Minneapolis-St. Paul, Minn.-Wisc.-Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wisc.
Rochester-Olmsted County.
St. Cloud-Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	332	307	312
5-14 Years	818	630	639
15-24 Years	666	793	805
25-44 Years	853	1,126	1,142
45-64 Years	730	741	752
65 and Over	407	480	487
TOTAL	3,806	4,077	4,137

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	601	1,126	1,450
General Mdse	1,240	1,853	2,623
Food	1,583	2,456	3,961
Automobiles	1,503	2,691	3,289
Gasoline Stations	710	1,194	2,141
Apparel	369	597	837
Furniture	378	578	765
Eat-Drink Places	659	1,155	1,905
Drugs	246	373	570
TOTAL	8,352	13,567	20,182

ALBERT LEA

1 - LOCATION: Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; and I-90 and I-35.

2 - TRANSPORTATION: Railroads-Chicago; Rock Island & P.; Chicago and Northwestern; Illinois Central; Chicago; Milwaukee.
Motor Freight Carriers-9.
Intercity Bus Lines-Jefferson Transp.; Midwest Coaches.

3 - POPULATION:
Corp. City 80 Cen. 19,190; Loc. Est. 19,531
CZ-ABC: (70) 21,745; (82) 20 800
RTZ-ABC: (70) 42,306; (82) 41,200
County 80 Cen. 36,329; Loc. Est. 36,634
City & RTZ-ABC: (70) 64,051; (82) 62,000

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,418; Loc. Est. 7,740
County 80 Cen. 13,224; Loc. Est. 36,634
CZ-ABC: (70) 6,926; (82) 7,800
RTZ-ABC: (70) 13,291; (82) 15,200
City & RTZ-ABC: (70) 20,217; (82) 23,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$134,482,102
Savings & Loan	2	$133,810,012

6 - PASSENGER AUTOS: County 18,437

7 - ELECTRIC METERS: Residence 7,059

8 - GAS METERS: Residence 6,389

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage): Food 2,224 ($210); Lumber Prod. 145 ($240); Constr. 182 ($350); Transp. & Util. 460 ($225); Furniture 508 ($235); Meat Packing 1680 ($350).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William.
Neighborhood Shopping Centers-1 block on Bidge St.; 2 on Johnson St.; 3 on S. Bdwy.; Skyline Mall (22 Stores) West edge of City (Mont. Ward, Ben Franklin, J. C. Penney, Piggly Wiggly).
Principal Shopping Days-Fri., Sat., Mon. & Thu. and Sundays (1 to 5 p.m.)
Stores Open Evenings-Shpg. Ctr. Mon thru Fri.; Downtown Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-Herbergers; Montgomery Ward; Wallaces; J.C. Penney; Sears Roebuck; Spurgeons.
Discount Stores-Albert Lea; Pamida.
Variety Stores-Ben Franklin.
Drug Stores-Osco; Rexall 2; Walgreen; North Park; Snyder.
Chain Supermarkets-Super-Valu 2; Red Owl; Hy-Vee; IGA.
Other Chain Stores-Gambles; Three Sisters 2; Stevenson's 2; Coast-to-Coast; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,319; (S) 10,455; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Jones, Gen. Mgr., or Pat Doyle, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representatives: Thomson; Northwest Dailies.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: Railroads-Milwaukee; Chicago and North Western.
Motor Freight Carriers-37.
Intercity Bus Lines-Jefferson.
Airlines-Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020; Loc. Est. 23,436
CZ-ABC: (70) 30,007; (82) 25,400
RTZ-ABC: (70) 18,727; (82) 19,500
County 80 Cen. 40,390; Loc. Est. 41,167
City & RTZ-ABC: (70) 48,734; (82) 44,900

4 - HOUSEHOLDS:
City 80 Cen. 9,138; Loc. Est. 9,473
County 80 Cen. 14,969; Loc. Est. 15,722
CZ-ABC: (70) 9,351; (82) 9,200
RTZ-ABC: (70) 10,608; (82) 7,000
City & RTZ-ABC: (70) 14,959; (82) 16,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 22,045

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 2,100 ($320); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); other 4,872 (N.A.).
Principal Pay Days-Thu., Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 40-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

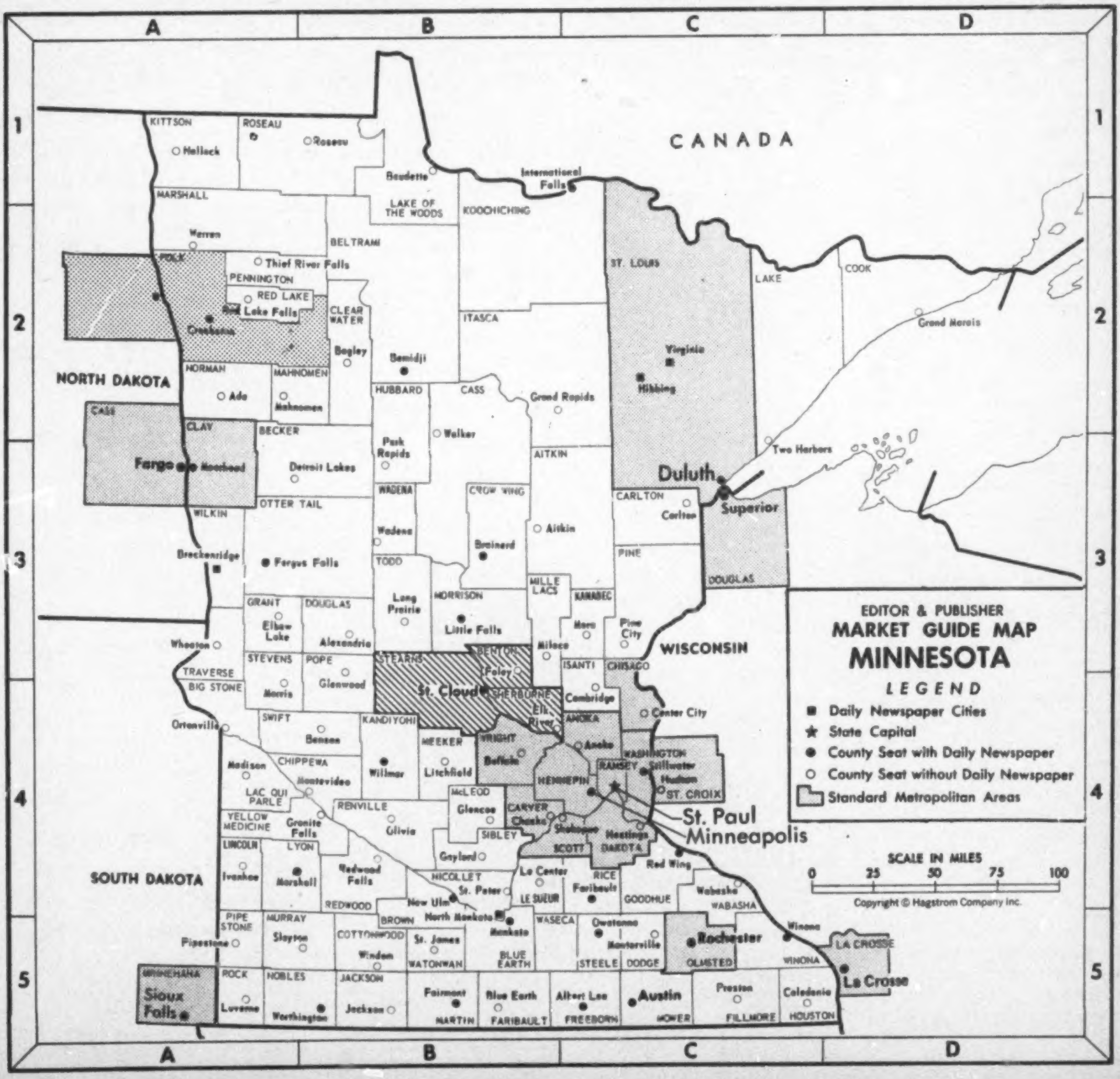
12 - RETAILING:Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart, Osco
Oak Park Mall(50)	4	Younkers, J.C. Penney, Hy Vee
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl,Coast-to Coast, Alco
Sterling(27)	2	Walgreen, Hardware Hank

Stores Open Evenings-Downtown-Mon. & Thu.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Younkers.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Jupiter; Alco.
Chain Drug Stores-Landherr Rexall; Walgreen 2; Snyder; Osco; White Drug.
Chain Supermarkets-Red Owl; Penney; Warehouse Mkt.; Hy Vee.
Other Chain Stores-Fantle's (ladies & children's); Wallace (dry goods, apparel); Stevenson's Apparel; Cook's Paint; Gildner's (men's); Goodyear; Firestone; Hardware Hank; Sherwin-


A
B
C
D
1
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4
5
CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
Hallock
ROSEAU
Roseau
Baudette
LAKE OF THE WOODS
International Falls
KOOCHICHING
MARSHALL
Warren
BELTRAMI
POLK
Thief River Falls
PENNINGTON
RED LAKE
Red Lake Falls
Crookston
CLEAR WATER
Bagley
Bemidji
ITASCA
ST. LOUIS
LAKE
COOK
Grand Marais
Virginia
Hibbing
NORMAN
MAHNOMEN
Ada
Mahnomen
HUBBARD
CASS
Grand Rapids
CLAY
BECKER
Fargo
Moorhead
Park Rapids
Walker
Detroit Lakes
AITKIN
Two Harbors
Duluth
Superior
WADENA
CROW WING
CARLTON
Carlton
WILKIN
OTTER TAIL
Wadena
Aitkin
Brainerd
Breckenridge
Fergus Falls
TODD
PINE
DOUGLAS
GRANT
DOUGLAS
Elbow Lake
Long Prairie
MORRISON
Little Falls
MILLE LACS
KANABEC
Mora
Pine City
Alexandria
Wheaton
STEVENS
POPE
STEARNS
BENTON
Foley
Milaca
ISANTI
CHISAGO
TRAVERSE
BIG STONE
Morris
Glenwood
St. Cloud
SHERBURNE
Elk River
Cambridge
Center City
Ortonville
SWIFT
KANDIYOHI
ANOKA
Benson
MEEKER
WRIGHT
Buffalo
Anoka
WASHINGTON
Stillwater
Madison
CHIPPEWA
Montevideo
Willmar
Litchfield
HENNEPIN
RAMSEY
Hudson
ST. CROIX
LAC QUI PARLE
McLEOD
Glencoe
CARVER
Chaska
St. Paul
Minneapolis
YELLOW MEDICINE
Granite Falls
RENVILLE
Olivia
SIBLEY
Shakopee
Hastings
DAKOTA
LINCOLN
LYON
Gaylord
SCOTT
Red Wing
Ivanhoe
Marshall
Redwood Falls
NICOLLET
St. Peter
Le Center
RICE
Faribault
LE SUEUR
GOODHUE
Wabasha
WABASHA
REDWOOD
New Ulm
BROWN
North Mankato
Mankato
WASECA
Owatonna
PIPE STONE
MURRAY
Slayton
COTTONWOOD
Windom
St. James
WATONWAN
BLUE EARTH
STEELE
Mantorville
DODGE
Rochester
OLMSTED
Winona
WINONA
LA CROSSE
La Crosse
Pipestone
MINNEHAHA
Sioux Falls
ROCK
Luverne
NOBLES
Worthington
JACKSON
Jackson
Fairmont
MARTIN
Blue Earth
FARIBAULT
Albert Lea
FREEBORN
Austin
MOWER
Preston
FILLMORE
Caledonia
HOUSTON
EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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Williams; United Bldg. Ctr.; St. Paul Clothing (men's, boy's); Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 9,929; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John C. Munson, Adv. Mgr., HERALD, 310 NE 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representatives: Northwest Dailies; Thomson Newspapers.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2, County Seat. Crookston, 90 mi. W; Grand Forks, ND, 113 mi. W; Brainerd, 100 mi. S; Minneapolis, 228 mi. S; International Falls, 113 mi. N; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Intercity Bus Lines-Greyhound; Triangle.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 10,949; Loc. Est. 10,775
County 80 Cen. 30,982; Loc. Est. 32,153

4 - HOUSEHOLDS:
City 80 Cen. 3,654; Loc. Est. 3,044
County 80 Cen. 10,023; Loc. Est. 10,750

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$100,028,000
Savings & Loan	2	$30,840,000

6 - PASSENGER AUTOS: County 12,538

7 - ELECTRIC METERS: Residence 3,378

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Shopping Center-Paul Bunyan Mall, 3 mi. from downtown stores: K mart, J.C. Penney, Bostwick's.
Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers Mon., Thru., Fri.

13 - RETAIL OUTLETS: Department Stores-O'Meara's; J.C. Penney; S&L; Wilsons; Pattersons; Hdw. Hank; Coast-to-Coast Hdw.; Bostwicks.
Discount Stores-Fleet Distributors; Holiday Service; Western; Gibson; K mart.
Leading Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Glass Block Rexall; City Drug; Walgreen.
Chain Supermarkets-Red Owl; Hartz 2; Super Valu; IGA 2.

14 - NEWSPAPERS: PIONEER (e-mon to fri) 7,195; (S) 7,307; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, PO Box 554, Bemidji, MN 56601; Tel. (218) 751-3740.
National Representative: Northwest Dailies.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,489; Loc. Est. 10,826
County 80 Cen. 41,722; Loc. Est. 41,281
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,568; Loc. Est. 2,830
County 80 Cen. 15,171; Loc. Est. 15,466

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$116,421,000
Savings & Loan	2	$78,200,000
Credit Unions	2	$9,966,000

6 - PASSENGER AUTOS: County 20,105

7 - ELECTRIC METERS: Residence 4,856

8 - GAS METERS: Residence 4,001

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-R.R. 450; Paper 630; State Hosp. 659; St. Joseph Hospital 380.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30. Last killing frost, May 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall(14)	NA	Wards, Penney, Sears, Scott's
Midtown(8)	NA	National Foods
Tyrol Hills(6)	NA	Ace Hdwr., Super Valu, Ben Franklin
Westgate Mall(25)	NA	Kinney, Zales

Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Thurs.; Brd. Mall, Mon. thru Fri.
Stores Open Sundays-Supermarkets, drugs, Brainerd Mall.

13 - RETAIL OUTLETS: Department Stores-Ehler's; Montgomery Ward; J.C. Penney; S&L.
Variety Stores-Scott's; Ben Franklin.
Discount Stores-Fleet Store; Super America; Erickson Holiday; Gibson.
Chain Drug Stores-Thrifty Snyder.
Chain Supermarkets-Red Owl 3; National Foods; Super Valu 3; Tom Thumb.
Other Chain Stores-Gamble's; Singer Co.; Sears (catalog); Schiff Shoes; Stevensons; Three Sisters; Hardware Hank; Ben Franklin; Lampert Lumber; Standard Lumber; Plywood Minnesota.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 13,982; (S) 14,871; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Rob't. Turcotte, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representative: Northwest Dailies.

BRECKENRIDGE, MN

See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, (In. Grand Forks, ND-MN SMSA) E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of Minn. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2 & 75; State Hwy. 9.

2 - TRANSPORTATION: Railroads-Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Triangle; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,628; Loc. Est. 8,043
County 80 Cen. 34,844; Loc. Est. 32,279
SMSA 80 Cen. 100,944; Loc. Est. 100,490

4 - HOUSEHOLDS:
City 80 Cen. 3,098; Loc. Est. 2,683
County 80 Cen. 12,154; Loc. Est. 11,549
SMSA 80 Cen. 34,262; Loc. Est. 35,049

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$35,000,000
Commercial	3	$81,595,000

6 - PASSENGER AUTOS: County 15,826

7 - ELECTRIC METERS: Residence 3,124

8 - GAS METERS: Residence 1,816

9 - PRINCIPAL INDUSTRIES: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-S & L; J.C. Penney; Town & Country.
Variety Stores-Ben Franklin.
Discount Stores-D & B Freight Sales; Fleet Supply; Pamida.
Chain Drug Stores-Osmon Walgreen; Eagle Rexall; Johnson-McKesson.
Chain Supermarkets-Geo. Peters; Fairway; Jack & Jill; Piggly Wiggly.
Other Chain Stores-Gambles; Coast-to-Coast; Wm. H. Ziegler; Montgomery Ward (catalog); Our Own Hdwr.; Fleet Farm Supply.

14 - NEWSPAPERS: TIMES (e-mon to fri) 5,370; sworn Sept. 31, 1981.
Local Contact for Advertising and Merchandising Data: William Barrus, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
National Representative: Northwest Dailies.

DULUTH

1 - LOCATION: St. Louis County, E&P Map C-3 (In Duluth-Superior MN-WI SMSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, Air Force base, rail center, serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: Railroads-DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern Railroad Company; Chicago & Northwestern Transportation Company; Amtrak; Burlington Northern.
Motor Freight Carriers-18.
Steamship Lines-54 U.S., Canadian & foreign.
Intercity Bus Lines-Duluth Transit Authority; Northland Greyhound.
Airlines-Republic; Charter & Jet Service.

3 - POPULATION:
Corp. City 80 Cen. 92,811; Loc. Est. 90,982
PMA-ABC: (70) 108,122; (82) 97,700
Bal. in PMA-ABC: (70) 310,767; (82) 342,500
County 80 Cen. 222,229; Loc. Est. 223,206
SMSA 80 Cen. 266,650; Loc. Est. 267,658
Total PMA-ABC: (70) 418,889; (82) 440,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363; Loc. Est. 31,960
County 80 Cen. 81,482; Loc. Est. 84,285
SMSA 80 Cen. 97,949; Loc. Est. 101,232
PMA-ABC: (70) 35,575; (82) 37,500
Bal. in PMA-ABC: (70) 96,425; (82) 125,000
Total PMA-ABC: (70) 132,000; (82) 162,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$226,700,000
Commercial	9	$528,900,000

6 - PASSENGER AUTOS: County 100,574

7 - ELECTRIC METERS: 35,100

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Food 1818 ($152); Textiles & Apl. 221 (N.A.); Lumber Prod. 461 ($245); Metal-Wkg. 2,450 ($290); Total Mfg. 6,140 ($220).
Principal Pay Days-2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12. Last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING:Principal Shopping Center-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza(10)	1	Woolworth, Nat'l.
East 4th	1	Daugherty Hdwr., Nat'l.
West Duluth	4	Super Valu, National
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, S&J, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hardware, Ace Hwde., Bridgemans
Woodland	5	Falk Drugs, Piggly Wiggly, Bridgeman's, OK Hardwan
Mount Royal(10)	3	Super Valu
Pike Lake	10	Paulson's Super Valu, Gambles
Piedmont(10)	3	Piggly Wiggly, Coast-to Coast
Miller Hill(50)	3	Mont. Ward, Penney, Glass Block
Village Mall	3	K mart, Super Valu

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. thru Fri.; Chain Groceries, Super Mkts.-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Glass Block; Wahls; Montgomery Ward; Sears Roebuck; J.C. Penney; Prange's.
Discount Stores-Target; Jupiter; Double Discount; K mart; Prange-Way.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders; Walgreens 3.
Chain Supermarkets-National 3; Red Owl 2; Super Valu 5; Piggly Wiggly 3; Fairlane 8; J.J. Thorp 2; Super "1" 2.
Other Chain Stores-Firestone; Foreman & Clark; Baker's; Fanny Farmer; Goodyear; Gambles; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Walden Books; Musicland; Wilson's; Kinney; Singer Co.; Maurices.

14 - NEWSPAPERS: NEWS-TRIBUNE (m-mon to fri) 47,777; HERALD (e-mon to fri) 18,281; Comb. (m&e) 66,058; (m-sat) 60,192; NEWS-TRIBUNE (S) 80,743; Mar. 31, 1982 ABC.
Effective Aug. 2, 1982, the Herald ceased publication and merged with the morning edition. The combined paper is the News-Tribune & Herald.
Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., NEWS-TRIBUNE and HERALD, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.
National Representative: Knight-Ridder.

EAST GRAND FORKS, MN

See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County, E&P Map B-5, County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of State. 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: Railroads-CM&St.P; CSt. PM&O; C&NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Midwest Coaches.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,506; Loc. Est. 11,779
County 80 Cen. 24,687; Loc. Est. 24,934
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,615; Loc. Est. 4,784
County 80 Cen. 9,321; Loc. Est. 9,696

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$122,454,000
Savings & Loan	2	$77,300,000

6 - PASSENGER AUTOS: County 13,094

7 - ELECTRIC METERS: Residence 4,484

8 - GAS METERS: Residence 4,371

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.); Seasonal Peak 600, June-July; 1,090, Aug.-Oct.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on five steets.
Shopping Center-Fair Mall (37 businesses-Penney's; Madsen's Foods; Singer; Gallenkamp; Stevenson's; Walgreen; Woolworth's, Brette).
Principal Shopping Days-Thurs., Fri., Sat.; Shopping Centers Mon. to Fri.-9 P.M.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Bob Wallace Mercantile; J.C. Penney; Prices Are Right.
Discount Stores-Alco; Pamida.
Variety Stores-Woolworth.
Chain Drug Stores-J&R Rexall; Fair Mall; Walgreen.
Chain Supermarkets-Gunther; Madsen's; Hy-Vee; Red Owl Country Store.
Other Chain Stores-Coast-to-Coast; Sears (mail order); Montgomery Ward (mail order); Gen. Trading; Our Own Hdwr.; Firestone; Goodyear; Fleet Motor Sup. (hard lines); Ace Hdwr.

14 - NEWSPAPERS: SENTINEL (m) 12,136; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ron Long, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.
National Representative: Minnesota Newspaper Assn.

FARIBAULT

1 - LOCATION: Rice County, E&P Map C-4, County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35 & 3; State 65, 21 & 60.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Bus Lines-Jefferson.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 16,241; Loc. Est. 16,527
CZ-ABC: (70) 16,595; (82) 15,300
RTZ-ABC: (70) 44,322; (82) 55,300
County 80 Cen. 46,087; Loc. Est. 48,441
City & RTZ-ABC: (70) 60,917; (82) 70,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,836; Loc. Est. 5,922
County 80 Cen. 14,276; Loc. Est. 15,444
CZ-ABC: (70) 4,765; (82) 5,200
RTZ-ABC: (70) 12,192; (82) 17,800
City & RTZ-ABC: (70) 16,957 (82) 23,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$137,500,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 21,850

7 - ELECTRIC METERS: Residence 6,110

8 - GAS METERS: Residence 5,453

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Manufacturing, commercial 340; Turkey processing 340; Retailing 550; Vegetable processing 240; Container manufacturing 200; Government (City and County) 300; Fork lift and casters manufacturing 160; Sheet metal fabrication 150; Woolen blanket manufacturing 150; Plastics fabrication 150; Hospital and nursing homes 500; Blue cheese manufacturing 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Centers-five blocks on Central Ave.; 2 on Fourth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairibo Plz.(9)	2	Ben Franklin, Red Owl
Fairbo West Mall(35)	3	Brett's, Hy-Vee

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. & Thu.; Food, Super Markets and Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Ochs; Montgomery Ward; J.C. Penney; Bretts.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Orschein's Supply; Faribo Farm & Home; Jupiter; White Mart; K mart.
Chain Supermarkets-Country Store; Super Valu; Food Bonanza; Hy-Vee.
Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Firestone; Sears; United Building Center; Lamperts; Snyder Drugs; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes.

14 - NEWSPAPERS: NEWS (e) 8,778; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Tuff, Adv. Dir., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-4383.
National Representative: Minn. Newspaper Assn.

FERGUS FALLS

1 - LOCATION: Otter Tail County, E&P Map A-3, County Seat. Center of large dairy area. In Red River Valley, 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Airlines-West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519; Loc. Est. 12,133
CZ-ABC: (70) 12,443; (82) 11,500
RTZ-ABC: (70) 60,289; (82) 68,400
County 80 Cen. 51,937; Loc. Est. 51,824
City & RTZ-ABC: (70) 72,732; (82) 79,900

4 - HOUSEHOLDS:
City 80 Cen. 4,686; Loc. Est. 3,380
County 80 Cen. 18,549; Loc. Est. 19,068
CZ-ABC: (70) 3,952; (82) 4,300
RTZ-ABC: (70) 18,758; (82) 24,900
City & RTZ-ABC: (70) 22,710; (82) 29,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$147,800,000
Savings & Loan	1	$79,200,000

6 - PASSENGER AUTOS: County 25,428

7 - ELECTRIC METERS: Residence 7,126

8 - GAS METERS: Residence 2,105

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Bakery 138 ($300); Farm Equipment 92 ($325); Utilities 460 ($400); Dairy 111 ($300); Woodworking 228 ($275).
Principal Industrial Pay Days-Mon. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter -25-50. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days-Mon., Thu., Sat., Sun.
Stores Open Evenings-Thur. Mall open Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores Bostwicks; J.C. Penney; Herberger's; K mart; Woolworth's.
Discount Stores-Pamida Discount Ctr.; K mart.
Chain Drug Stores-White Drugs; Stemsrud & Emerson Rexall; Medicine Shoppe Pharmacy.
Chain Supermarkets-National Food; Super One; Don's Jack & Jill; Country Store; Service Food; Ottertail Grocers 3; Warehouse Food Market.
Other Chain Stores-Sears (catalog); Tradehome Shoes; The Wardrobe; Coast-to-Coast Hardware; Intl. Harvester; Sherwin-Williams; Montgomery Ward (catalog); Fleet-Farm; Firestone; Goodyear; Kordel (furniture); St. Clair & Rovang (Mens Wear); Stern's (Men's Wear); Fergus; OK Hardware; B. Dalton; Team Electronics; Morrey A; General Trading; Norby's; Fandel's.

14 - NEWSPAPERS: JOURNAL (e) 13,692; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 East Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.
National Representative: Minnesota Newspaper Assn.

HIBBING

1 - LOCATION: St. Louis County, (In Duluth-Superior, MN-WI SMSA) E&P Map C-2 75 mi. N of Duluth; 185 mi. from MN. On MN Hwys. 73, 37, 53, 216 and U.S. Hwy. 169. Agriculture & Mining Center.

2 - TRANSPORTATION: Railroads-Great Northern; DM&IR; Burlington Northern.
Motor Freight Carriers-1.
Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193; Loc. Est. 21,266
SMSA 80 Cen. 266,650; Loc. Est. 267,658
County 80 Cen. 222,229; Loc. Est. 223,206

4 - HOUSEHOLDS:
City 80 Cen. 7,868; Loc. Est. 7,371
County 80 Cen. 81,482; Loc. Est. 84,285
SMSA 80 Cen. 97,949; Loc. Est. 101,232

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$128,796,000
Savings & Loan	1	$51,736,000

6 - PASSENGER AUTOS: County 100,574

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Mining 654; Constr. 2,014; Transp. 303; Mfg. 256; Whlse. Trade 217; Finance 186; Gov't. 1,076; Retail Trade 1,093; Service 1,641.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Center-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.
Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Graysher(12)	NA	Piggly Wiggly
Mesabi Mall(22)	NA	Woolworth
Irongate(26)	NA	K mart, Bostwicks, Zales

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-Felman's; J.C. Penney; Woolworth.
Variety Stores-Woolworth; Ben Franklin.
Discount Store-Gibson's; L & M Supply.
Chain Drug Stores-Shapiro's; Rosatti's Rexall 2; Red Owl; Snyder Drug 2.
Chain Supermarkets-National; Red Owl; Piggly Wiggly; Super Valu Zups.
Other Chain Stores-Singers; General Trading; Goodyear; Firestone; Goodrich; Mode O'Day; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward (catalog); Ben Franklin; Stevensons; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,542; (S) 10,692; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Landon Associates; Northwest Dailies.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County, E&P Map C-1, County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Century Motor Freight; UPS.
Intercity Bus Lines-Greyhound via Northland Transportation; Grey Goose, Ltd.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611; Loc. Est. 5,447
County 80 Cen. 17,571; Loc. Est. 17,842

4 - HOUSEHOLDS:
City 80 Cen. 2,191; Loc. Est. 2,032
County 80 Cen. 6,131; Loc. Est. 6,411

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$76,000,000
Savings & Loan	1	$15,600,000
Credit Unions	1	$8,000,000

6 - PASSENGER AUTOS: County 7,017

7 - ELECTRIC METERS: Residence 3,407

8 - GAS METERS: Residence 842

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper & Bldg. Boards 2,316 ($350).
Principal Industrial Pay Days-Pay Mfg., alternate Fri. Railroad 8th & 22nd. Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7. Last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Third St.; 3 blocks on Fourth, plus connecting streets.
Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
International Mall(40)	NA	J.C. Penney, Woolworths, Red Owl White Drug
International Square	NA	J.C. Penney, Woolworths

Principal Shopping Days-Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Stevenson's; Woolworth; K mart.
Discount Stores-Western; Erickson Holiday; Border Bargains; K mart.
Chain Drug Stores-Snyder.
Chain Supermarkets-National Tea; Super One; Super Valu; Red Owl.
Other Chain Stores-Coast-to-Coast; Ace; Sears; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,358; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David Ramnes, Adv. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representatives: Minn. Newspaper Assn., Northwest Dailies.

LITTLE FALLS

1 - LOCATION: Morrison County, E&P Map B-3, County Seat. Residential Center. 32 mi. N of St. Cloud; 30 mi. S of Brainerd. On U.S. Hwys. 10, 371; State Hwys. 27, 28.

2 - TRANSPORTATION: Railroads-Transcontinental line of BN Inc.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,250; Loc. Est. 7,292
CZ-ABC: (70) 7,467; (82) 7,800
RTZ-ABC: (70) 19,482; (82) 22,000
County 80 Cen. 29,311; Loc. Est. 30,391
City & RTZ-ABC: (70) 26,949; (82) 29,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,689; Loc. Est. 2,421
County 80 Cen. 9,505; Loc. Est. 10,148
CZ-ABC: (70) 2,240; (82) 2,700
RTZ-ABC: (70) 5,201; (82) 6,900
City & RTZ-ABC: (70) 7,441; (82) 9,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$50,142,000
Savings & Loan	1	$33,638,956

6 - PASSENGER AUTOS: County 12,753

7 - ELECTRIC METERS: Residence 4,300

8 - GAS METERS: Residence 1,510

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Boats 680; Paper Mill 270; Garments 330; Iron Fabr. 25; Power Generation 72; Dairy Prods. 25; Hospital & Nursing 420; Plastic Industry 70; Fertilizer 15.

10 - CLIMATE: Min. & Max. Temp.-Spring -4-88; Summer 33-93; Fall -10-81; Winter -37-43. First killing frost, Oct. 10. Last killing frost, May 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Victor Clothing; O'Meara's.
Discount Stores-White Mart; Pamida.
Variety Stores-Ben Franklin.
Chain Drug Stores-Mushels Walgreen; Lovdahl Rexall; Thrifty.
Chain Supermarkets-Red Owl; Super Valu; Coburn's; Jack & Jill.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 3,906; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mark Makovec, TRANSCRIPT, 50 E. Broadway, Little Falls, MN 56345; Tel. (612) 632-6627.
National Representatives: Gannett.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68 and 83.

2 - TRANSPORTATION: Railroads St. Paul & Pacific; Chicago & NW.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Midwest Coaches.
Airlines-Mesaba.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796; Loc. Est. 37,432
Mankato 80 Cen. 28,651; Loc. Est. 27,740
N. Mankato 80 Cen. 9,145; Loc. Est. 9,692
CZ-ABC: (70) 40,039; (82) 38,000
RTZ-ABC: (70) 121,830; (82) 128,200
Counties 80 Cen. 79,243; Loc. Est. 79,479
Blue Earth Co. 80 Cen. 52,314; Loc. Est. 51,731
Nicollet Co. 80 Cen. 26,929; Loc. Est. 27,748
City & RTZ-ABC: (70) 161,869; (82) 166,200

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227; Loc. Est. 13,346
Mankato 80 Cen. 9,969; Loc. Est. 9,810
N. Mankato 80 Cen. 3,258; Loc. Est. 3,536
Counties 80 Cen. 26,591; Loc. Est. 27,376
Blue Earth Co. 80 Cen. 18,011; Loc. Est. 18,271
Nicollet Co. 80 Cen. 8,580; Loc. Est. 9,105
CZ-ABC: (70) 11,388; (82) 12,800
RTZ-ABC: (70) 37,020; (82) 45,400
City & RTZ-ABC: (70) 48,408; (82) 58,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$308,000,000
Savings & Loan	3	$336,000,000
Fed. Credit Union	1	$5,500,000

6 - PASSENGER AUTOS: CountiesBlue Earth 25,391; Nicollet 11,094

7 - ELECTRIC METERS: 13,661

8 - GAS METERS: 13,254

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equipment; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Elec. Equip.; Quarrying; Pontoon Boats; Paper Prods.;

Plastics; Ptg.; Warehousing & Distribution.; Printing. Total employment in Blue Earth & Nicollet Counties 43,234.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Downtown area extensive urban renewal, over 60 stores are now enclosed in climate controlled mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Mar(12)	NA	Ben Franklin, Bridgeman's, Furniture World, Laundry, Red Owl Country Store
Eastgate(5)	NA	Lewis, Mueller's
Galleria East(5)	NA	Audio Store, Clothing, Waterbeds
K mart(5)	NA	K mart, Madsen's, Radio Shack, Warehouse Liquor
Madsen's	NA	Madsen's Valu Center
Madison East(50)	NA	Madsen's, Sears, Walgreens, Woolworths
Mankato Mall(69)	NA	Bretts, J.C. Penney, Osco, Drug, Star Drug
Old Town(25)	NA	Bakery, Jewelry, Hardware, Appliance
Open Mall(8)	NA	Audio, Clothing, Gift-Card Shop
Village East(3)	NA	Liquor, Pizza Parlor, Religious

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department StoresMon. thru Fri. Food-Super Markets every night.

13 - RETAIL OUTLETS: Department Stores-Geo. E. Brett; J.C. Penney; Sears; Woolworth.
Variety Stores-Ben Franklin; Walgreens.
Discount Stores-Madsen's Valu Center; Shopko; K mart.
Chain Drug Stores-Lewis; Osco; Walgreen's Star; Snyders.
Chain Supermarkets-Red Owl; Madsen's 3; Jack & Jill; 7-Eleven Stores 2; Mueller's.

14 - NEWSPAPERS: FREE PRESS (e) 26,853; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jean Cray, Nat'l. Adv. Mgr., FREE PRESS, 418 S. 2nd St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representatives: Branham.

MARSHALL

1 - LOCATION: Lyon County, E&P Map A-4, County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on US Hwy. 59; State Hwys. 19 & 23.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2, Murphy & Glendening.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161; Loc. Est. 11,141
County 80 Cen. 25,207; Loc. Est. 24,638

4 - HOUSEHOLDS:
City 80 Cen. 3,808; Loc. Est. 3,974
County 80 Cen. 8,679; Loc. Est. 9,196

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$103,106,296
Commercial	3	$159,546,485

6 - PASSENGER AUTOS: County 12,883

7 - ELECTRIC METERS: Residence 4,292

8 - GAS METERS: Residence 2,437

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agri-building, Eqpt. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Processing 500 ($190).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost Oct 2. Last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING:Principal Shopping Center-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Woolworth's.
Variety Discount Stores-Alco; Shopko; Ben Franklin.
Chain Drug Stores-Snyder Thrifty; Sward-Kemp.
Chain Food Stores-Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores-Montgomery Ward; Sears; True Value; Coast-to-Coast; Gambles.

14 - NEWSPAPERS: INDEPENDENT (m) 8,716; sworn Mar. 31, 1982.
Local Contactfor Advertising and Merchandising Data: James V. Eykyn, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representative: Landon Associates.

MINNEAPOLIS

1 - LOCATION: Hennepin County, (In Minneapolis St. Paul, MN-WI SMSA). E&P Map C-4, County Seat. Transportation center for Minnesota, North and South Dakota, and 16 counties in western Wisconsin; Industrial and wholesale center of the Upper Midwest area; in east central part of State. Chicago, 419 mi.; Milwaukee, 351 mi.; Omaha, 355 mi.; Winnipeg 459 mi. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys 8, 12, 52, 65, 169 and 212; On State Hwys. 7, 36, 55, 56, 5, 10, 152 and 51.

2 - TRANSPORTATION: Railroads-Amtrak; Milwaukee Road; Rock Island Lines; Burlington Northern; Soo Line; Minneapolis Northfield & Southern; Chicago & Northwestern.
Motor Freight Carriers-Over 100 truck lines.
Interstate Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-United; Northwest; Western; Ozark; Eastern, TWA; Republic; USAir; Commuter Airlines: Mid-State Air Commuter; Mesaba Aviation; Mississippi Valley Airways.
Barge Freight Lines-Served by over 72 barge carriers with 6 barge lines represented in this area. Freight hauling, April through November on Mississippi River to Minneapolis. Principal Products transported by river are coal, oil, shale, grain, steel, gasoline, salt, phosphates, molasses, ammonia, lumber, construction equip.

3 - POPULATION:
Corp. City 80 Cen. 370,951; Loc. Est. 359,416
PMA-ABC: (70) 2,454,183; (82) 2,649,900
PMA-RTZ-ABC: (70) 629,736; (82) 724,100
Total PMA-ABC: (70) 3,083,919; (82) 3,374,000
County 80 Cen. 941,411; Loc. Est. 948,968
SMSA 80 Cen. 2,114,256; Loc. Est. 2,160,886
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 161,858; Loc. Est. 163,047
County 80 Cen. 365,536; Loc. Est. 379,479
SMSA 80 Cen. 762,615; Loc. Est. 801,615
PMA-ABC: (70) 776,351; (82) 940,800
PMA-RTZ-ABC: (70) 156,825; (82) 242,900
Total PMA-ABC: (70) 933,176; (82) 1,183,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$1,325,776,045
Savings & Loans	5	$6,289,631,722
Commercial	69	$9,777,263,941

6 - PASSENGER AUTOS: County 558,245

7 - ELECTRIC METERS: Residence and Commercial (est.) 411,708

8 - GAS METERS: City & Suburbs-Residence (est.) 283,391

9 - PRINCIPAL INDUSTRIES: (9 Metro Counties): Type of industry, No. of Wage Earners, (Av Weekly Wage)-Machinery 83,400 ($335); Metals 33,500 ($388); Paper & Allied Products 24,100 ($368); Printing & Pub. 22,800 ($344); Food 17,200 ($330); Rubber & Leather Products 8,400 ($300); Transportation equipment 3,800 ($427); Chemicals 6,000 ($347).
Principal Pay Days-Thu., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING:Principal Shopping Center-8 blocks on Hennepin, Nicollet and Marquette Ave.
Neighborhood Shopping Centers-Camden-42nd Ave. N. and Washington Ave.; Chicago Ave. and E. Lake St.; Bloomington Ave. and E. Lake St.; 27th Ave. and E. Lake St.; Hennepin Ava. and Lake St.; Nicollet Ave. and Lake St.; E. Hennepin Ave. from Main St. to Central Ave.; Lowry Ave. N. and Penn Ave. N.; Central Ave.: N.E. from 18 1/2 Ave.; N.E. 29th Ave.; N.E. 50th St. and France Ave.; S. Lowry Ave. N. and Emerson Ave.; N. 54th St. and Lyndale Ave. S.; 43rd St. and Upton Ave. S.; West Broadway Ave. from Aldrich Ave. N. to Freemont Ave. N.; 76th to 78th Sts. and Lyndale Ave. S.; Chicago Ave. and 48th St.; 64th to 69th Sts. and Lyndale Ave. S.; 46th St. to Morningdale Road on France Ave. S.; Excelsior Ave. Strip from France Ave. S. to Hwy. 100; West Broadway Ave. from Washington Ave. to Lyndale Ave. N.; 6th St. to Hwy. 52 on Central Ave.: 39th to 41st Aves. on Central Ave. N.E.; 65th and Nicollet Ave.; downtown Wayzata; downtown Excelsior; downtown Hopkins; Columbia Heights; 50th & France; Excelsior.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apache Plaza (70)	8	J.C. Penney, Country Club, Van Ardell's
Apple Valley Square(18)	17	Snyder Drug, Applebaum's Food
Bonaventure	10	Fresh Fin, Ki Clayton
Brighton Vlg.(16)	9	Lunds, Town Drug
Brookdale(77)	6	Daytons, Donaldsons, J.C. Penney, Sears
Burnhaven(27)	18	Target, Super Value
Burnsville(142)	18	Daytons, J.C. Penney, Powers, Sears
Cedarvale(34)	13	Applebaums Food, Cedrics
Clover(15)	9	Hardware Hank, Recreation Inc.
Cobblestone Ct.	17	Venus Waterbeds, Burnsville Appliance & TV
Colonial Sq.(19)	13	Snyder Drug, La Cuisine
Coon Rapids(20)	13	Red Owl Food
Country Vlg (19)	9	Lund Food, Village Ctr. Drug
Crystal(35)	7	Snyder Drug
Diamond Head(44)	14	Our Own Hardware, Red Owl Food
Eden Prairie(27)	17	Powers, Sears
Galleria	8	Gabbert's Home Furnishings, Cedrics
Golden Valley(26)	5	Valley Drugs, Kuipers Hardware
Holly Center(17)	9	Snyder Drug
Hub Center	7	Korner Plaza
Knollwood Plaza(50)	6	Montgomery Ward, Powers, JC Penney
Leisure Lane(17)	7	Audio King
Maple Grove Mall	20	Erickson Super Valu, Merwin Drugs, Kuipers Hdwe.
Maplewood(108)	10	Powers, Sears
Minnehaha Mall(24)	4	Target, Super Valu Food
Miracle Mile(23)	7	Warner's Hdwe., Snyder Drug
Moundsview	10	Hardware Hank
Northtown(103)	11	Powers, Montgomery Ward, Woolworth
Ridgedale(130)	9	J.C. Penney, Daytons, Donaldsons,Sears
Robin Center(30)	6	Hardware Hank, Merwin Drug
Rosedale(151)	5	J.C. Penney, Donaldsons, Daytons, Montgomery Ward
Sioux Trial	12	True Value Hdwe., Roberts Drug
Southdale(135)	7	Daytons, Donaldsons, J.C. Penney
Southdale Sq (17)	7	Snyder Drug, Warner's Hdwe.
Southtown(61)	8	Montgomery Ward, Furniture Barn, Minn. Fabric
Spring Brook	10	Jerry's Super Valu
St. Anthony(22)	4	Warners Hdwe., Red Owl Food
Valley West(34)	11	Korner Plaza, Coast-To Coast Hdwe.,Red Owl
Village North	10	Korner Plaza, Walgreen Drug
Wayzata Bay Ctr(19)	14	The Foresome
Westbrook Mall	7	Venus Waterbeds, Aspen Leaf
Yorktown Fashion Mall(37)	8	The Stable, Krapus
7-Hi Center(32)	12	Coast-to-Coast Hdwe., Red Owl Food, Rexall Drug

Principal Shopping Days-Dept. Stores: Mon., Thu., Fri, & Sat.; Food Stores: Thu., Fri., Sat.
Stores Open Evenings-Mon. to Fri.
Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Dayton's 7; Sears 7; Penney 11; Young Quinlan; Montgomery Ward 7; Donaldson's 6; Gamble-Skogmo.
Variety Stores-Woolworth 14; Ben Franklin 10.
Discount Stores-Target 13; Holiday Village 2; Holiday Station Stores 50; K mart 21.
Chain Supermarkets-Red Owl 22; Lund's 5; Applebaum's 36; Brooks Superettes 13; Country Club 46; Holiday Village 2; Kenny's Markets 25; Knowlan's 3; PDQ 25; Schiller's 4; Super Valu 46; Tom Thumb 160; Byerly's 4 in metro, 1 in St. Cloud; Cub 3; Thriftway; Star Markets 20; Country Stores 15.
Other Chain Stores-Auto: Western Auto, Gambles, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts; Shoes: Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Ground Gripper; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Haugland For The Young, Lancers, Liemandt's, Juster's, Stevensons, County Seat; Candy: Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandanavian Design; Appliances: Schaak Electronics, Radio Shack, Singer Sewing; Building Supplies & Hardware: Plywood Minnesota, Warner Hardware, Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Pako Filmshops, Brown Photo; General Merchandise: La Belle's, G.C. Murphy; Misc.: Cook's, S&L Gen. Mdse., Howard Johnson, Minnesota Fabrics.

14 - NEWSPAPERS: TRIBUNE (m) 239,332; STAR (e) 169,184; Comb. 408,516; (m-sat) 364,087; TRIBUNE (S) 576,994; Mar. 31, 1982 ABC.
Star (e) merged with Tribune (m) into an all day publication April 5, 1982.
Local Contact for Advertising and Merchandising Data: Charles Hoag, Nat'l Adv. Mgr., STAR and TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-3907.
National Representative: CWO&O.

MOORHEAD, MN

See FARGO, ND

NEW ULM

1 - LOCATION: Brown County, E&P Map B-4, County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Air Freight-Twice daily air freight. Twin Cities to New Ulm municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 13,755; Loc. Est. 14,123
County 80 Cen. 28,645; Loc. Est. 28,948
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,938; Loc. Est. 5,174
County 80 Cen. 9,988; Loc. Est. 10,379

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$127,000,000
Savings & Loan	2	$72,500,000

6 - PASSENGER AUTOS: County 16,602

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 4,903

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Manufacturing 2,433; Foods 953; Electrical and Mechanical 1,000; Paper Products 79; Brick and Stone 75; Plastics 69; Trade 875; Service 844; Government 516; Transportation and Utilities 151; Construction 309; Finance 179; Dairy 100; all other 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard (478 ppm); fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on three streets; New Shopping Center on South Side of Town, with Hy-Vee Super Mkt.; Pamida; K mart; New Shopping Center on North Side of town, Madsen's Super Valu.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Mon. & Thurs.; Food-Daily.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Ehler's; J. C. Penney.
Variety Stores-Ben Franklin.
Discount Stores-Eichinger Fleet Supply; Pamida; K mart; Big Bear; Thrifty Drug; Runnings; Big R.
Chain Supermarkets-Red Owl; Madsen's Super Valu; Hy-vee.
Other Chain Stores-General Trading; Champion Auto; Lampert's; Maurices; Bostwicks.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 11,237 (S) 11,237; sworn Mar. 31, 1982.

Local Contact for Advertising and Merchandising Data: Larry Dorschner, Adv. Dir., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.
National Representatives: Minnesota Newspaper Assn.; Landon Associates.

NORTH MANKATO

See MANKATO

OWATONNA

1 - LOCATION: Steele County, E&P Map C-5, County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of State, 70 mi. S of Minneapolis; On U.S. Hwys. 65, 14, 218 and I-35.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Jefferson Transp.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,632; Loc. Est. 18,800
County 80 Cen. 30,328; Loc. Est. 30,450
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,746; Loc. Est. 7,054
County 80 Cen. 10,600; Loc. Est. 10,658

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$138,000,000
Savings & Loan	2	$106,000,000

6 - PASSENGER AUTOS: County 15,338

7 - ELECTRIC METERS: Residence 6,978

8 - GAS METERS: Residence 6,457

9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 15,120 (March 1982).
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6. Last killing frost, April 18.

11 - TAP WATER: Neutral; fluoridated

12 - RETAILING:Principal Shopping Center-Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area-Oakdale-18 blocks south of Downtown area on South Cedar, Cedar Mallover 40 stores; 19 blocks south of Downtown area on South Cedar. Downtown-140 stores.
Principal Shopping Days-Wed. thru Sun.
Stores Open Evenings-Mall-Mon. thru Fri. Downtown-Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; S&L; Spurgeon's; Brett's.
Variety Stores-Woolworth.
Discount Stores-Pamida.
Chain Drug Stores-Thrifty Snyder; Cedar Mall Walgreen; Owatonna Prescription Center; Pamida; Rexall Drug.
Chain Supermarkets-Red Owl; IGA; Wayne's; Fairway; Hy-Vee.
Other Chain Stores-Montgomery Ward; Auto: Sears, Firestone, Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Our Own Hardware; Maurices; Dahl House; Tradehome Shoes; OK Hdwe.; Bostwick's; Radio Shack; Team Electronics; Champion Auto; Morrey A; Hurrah; St. Clair's; Gildner's; Schultz's; Orschlen's.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to Sun) 8,093; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David Kunid, Ad. Mgr., John Wilcox, Pub., PEOPLE'S PRESS, PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
National Representatives: Branham.

RED WING

1 - LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 40 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific (Amtrak); Chicago & North Western.
Motor Freight Carriers-15.
Steamship Lines-10 barge lines on Mississippi River.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,736; Loc. Est. 14,865
CZ-ABC: (70) 12,834; (82) 13,500
RTZ-ABC: (70) 36,343; (82) 43,400
County 80 Cen. 38,749; Loc. Est. 40,441
City & RTZ-ABC: (70) 49,177; (82) 56,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,185; Loc. Est. 5,740
County 80 Cen. 13,628; Loc. Est. 14,704
CZ-ABC: (70) 4,239; (82) 5,400
RTZ-ABC: (70) 10,794; (82) 15,000
City & RTZ-ABC: (70) 15,033; (82) 20,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$90,862,450
Savings & Loan	2	$24,798,075

6 - PASSENGER AUTOS: County 20,031

7 - ELECTRIC METERS: Residence 5,550

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shoe Manufacture 989 ($231); Leather (Tannery) 400 ($265); Metal Fabrication 344 ($298). Total employment 8,300.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 13-80; Winter 22-55. First killing frost, Oct. 21. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
Neighborhood Shopping Centers-Two blocks on W. Main St.; 1 block on Plum St.; in suburban Burnside; in suburban Wisconsin.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Thu.; some Mon. and Sun.

13 - RETAIL OUTLETS: Department Stores-Ehler's; J. C. Penney; L & K Hobbs; Armory Mall. St. James Mall; Spurgeons.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Warehouse Mkt; F & D Supply.
Chain Drug Stores-Rexall; Snyder; Erickson's.
Chain Supermarkets-Super Valu; Red Owl; Erickson Super Fair.
Other Chain Stores-Sears; Montgomery Ward-(catalog); Coast-to-Coast; Dairy Queen; National Bushing & Parts; Our Own Hardware; Sherwin-Williams; Cook's (paint); Randy's; Hardware Hank; Kentucky Fried Chicken; Big Wheel Auto Stores; Color Lab, Inc.; N.A.P.A.; Carquest.

14 - NEWSPAPERS: REPUBLICAN-EAGLE (e) 9,029; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr. REPUBLICAN-EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representative: Minnesota Newspaper Assn.

ROCHESTER

1 - LOCATION: Olmsted County, (SMSA). E&P C-5. Situated 90 mi. S of Minneapolis.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.
Airlines-Northwest; Ozark; Republic.

3 - POPULATION:
Corp. City 80 Cen. 57,855; Loc. Est. 60,074
CZ-ABC: (70) 67,569; (82) 73,400
RTZ-ABC: (70) 85,671; (82) 95,300
County/SMSA 80 Cen. 91,971; Loc. Est. 95,882
City & RTZ-ABC: (70) 153,240; (82) 168,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,946; Loc. Est. 23,523
County/SMSA 80 Cen. 32,663; Loc. Est. 35,092
CZ-ABC: (70) 20,665; (82) 26,200
RTZ-ABC: (70) 25,628; (82) 33,300
City & RTZ-ABC: (70) 46,293; (82) 59,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$274,648,000
Commercial	5	$324,240,000

6 - PASSENGER AUTOS: County 50,954

7 - ELECTRIC METERS: Residence 25,291

8 - GAS METERS: Residence 19,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Mayo Clinic 5,500; IBM 5,500.
Principal Pay Days-Fri. and Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10. Last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Broadway; 4 on 1st Ave. SW.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mile(28)	1	Donaldson's, Red Owl, Snyder Drug
Silver Lake(9)	1	Super Valu, Hunt Drug
Northgate	1	Ruffalo Drug
Crossroads(28)	1	Sears, Piggly-Wiggly, Snyder Drug
Northbrook(18)	1	Snyder Drug
Apache Mall(67)	2	Dayton's, Ward's, J.C. Penney, Woolworth
K mart	1	K mart, Super Valu

Principal Shopping Days-Dept. stores-Mon., Thu., Fri., Sat. & Sun.; Food-Wed., Thu., Fri. evg., Sat. & Sun.
Stores Open Evenings-Dept.-Weekday evgs; Food-24 Hours, 7 Days; Miracle Mile, Crossroads. Apache Mall-every night & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-C.F. Massey; Montgomery Ward; Dayton; Donaldson; Stevenson's; Sears; J.C. Penney.
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Osco 2; Synder 3; Walgreen 2; Ruffalo 2.
Chain Supermarkets-Piggly Wiggly; Red Owl; Super Valu 3; IGA 2; Country Store; Hy-Vee.
Other Chain Stores-Gold Bond Stamps; County Seat.

14 - NEWSPAPERS: POST-BULLETIN (e) 38,930; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Schmitz, POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55901; Tel. (507) 285-7640.
National Representatives: Branham; Northwest Dailies.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (In St. Cloud, MN. SMSA). E&P Map B-4, County Seat. 70 mi. NW of Minneapolis on the Mississippi. Shipping Center for Stearns, Sherburne and Benton Counties. On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-St. Cloud; Greyhound.
Airlines-Nearest airfield with scheduled service at Mpls.-St. Paul served by 7 airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,566; Loc. Est. 44,066
CZ-ABC: (70) 57,481; (82) 60,100
RTZ-ABC: (70) 73,310; (82) 95,800
SMSA 80 Cen. 163,256; Loc. Est. 173,810
Counties 80 Cen. 163,256; Loc. Est. 173,810
Benton 80 Cen. 25,187; Loc. Est. 26,656
Sherburne 80 Cen. 29,908; Loc. Est. 33,656
Stearns 80 Cen. 108,161; Loc. Est. 113,498
City & RTZ-ABC: (70) 130,791; (82) 155,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,920; Loc. Est. 13,776
SMSA 80 Cen. 49,359; Loc. Est. 54,113
Counties 80 Cen. 49,369; Loc. Est. 54,113
Benton Co. 80 Cen. 8,275; Loc. Est. 9,045
Sherburne Co. 80 Cen. 8,971; Loc. Est. 10,402
Stearns Co. 80 Cen. 32,113; Loc. Est. 34,666
CZ-ABC: (70) 14,502; (82) 17,800
RTZ-ABC: (70) 18,385; (82) 28,400
City & RTZ-ABC: (70) 32,887; (82) 46,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$394,721,176
Savings & Loan	4	$179,241,773

6 - PASSENGER AUTOS: Counties: Stearns 50,510; Sherburne 13,081; Benton 10,174.

7 - ELECTRIC METERS: Residence 17,522

8 - GAS METERS: Residence 9,121

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Machinery 3,033 ($285); Scientific Instruments 1,284 ($193); Paper, Printing, Publishing 1,439 ($314); Manufacturing 13,248 ($217); Construction 2,709 ($304); Transportation, Communications, Public Utilities 3,545 ($[illegible]); Trade 12,649 (N.A.); Finance, Insurance, Real Estate 1,816 ($144); Health Services & Misc. 9,384 ($181); Total Work Force 56,100 ($192).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24. Last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:Principal Shopping Center-25 blocks on 7 Sts.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial(11)	NA	Coborn's Mkt.
Crossroads(88)	NA	J.C. Penney, Sears, Woolworth, Dayton's, Walgreen
K mart(4)	NA	K mart, Red Owl
Miller(8)	NA	St. Cloud True Value Hdwe.
Westgate(9)	NA	Byerly's, Shopko

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, J.C. Penney, Dayton's. Discount stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Fandel's; Herberger's; Sears; J.C. Penney; Dayton's; Tempo; Stevenson; Montgomery Ward (catalog); Shopko; Norby's.
Variety Stores-Woolworth; Jupiter; Tempo; K mart.
Chain Drug Stores-Osco; Walgreen; Dan Marsh 2; Snyder's.
Chain Supermarkets-Red Owl; Tom Thumb 4; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country Store.
Other Chain Stores-Buttrey's; Three Sisters; Bonnie's; Trade Home Shoes; Barker Shoes; Kinney Shoes; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast Stores; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Menard's Cashway Lbr.; Simonson Cashway Lbr.; Plywood Minn.; Rovertson Lbr.; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Golden Hanger; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; Julie Anne Fabrics; Herberger's; Hallmark Cards; Fanny Farmer Metzroth's; Berman Buckskin; Stereo 1; Nina's Boutique; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's: Fashion 88; Team Electronics; Now & Then; J.C. Imports; Shevlin's; Claires Boutique; Gordon Jewelers; Color Tile; Mills Farm Fleet; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Command Performance; Super America.

14 - NEWSPAPERS: TIMES (e) 26,627; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Geoff White, Adv. Dir., TIMES, 3000-7th St. North, St. Cloud, MN 56301; Tel. (612) 225-8799.
National Representative: Gannett.

ST. PAUL

1 - LOCATION: Ramsey County, (In Minneapolis-St. Paul, MI-WI. SMSA). E&P Map C-4, State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers-100; 37 Truck Terminals.
Intercity Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-Northwest; Eastern; Republic; Western; Ozark; United.

3 - POPULATION:
Corp. City 80 Cen. 270,230; Loc. Est. 266,699
Total PMA-ABC: (70) 1,072,522; (82) 1,230,400
County 80 Cen. 459,784; Loc. Est. 429,300
SMSA 80 Cen. 2,114,256; Loc. Est. 2,120,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223; Loc. Est. 108,887
County 80 Cen. 170,505; Loc. Est. 163,500
SMSA 80 Cen. 762,615; Loc. Est. 777,000
Total PMA-ABC: (70) 320,302; (82) 426,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	31	$3,000,000,000
Savings & Loan	8	$6,500,000,000

6 - PASSENGER AUTOS: County 251,256

7 - ELECTRIC METERS: Corp. City 98,000

8 - GAS METERS: Corp. City 79,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Machy. (Non-Electrical) 64,600 ($338); Food Products 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1. Last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway(40)	4	Lerners, Applebaums, Mont. Ward, Woolworth
Doddway(8)	NA	Applebaum's, Coast-to-Coast
Hillcrest(24)	5	Sears, Country Club
Sun Ray(35)	5	J.C. Penney, Red Owl
Highland Village	6	Powers, Red Owl
Signal Hills(60)	3	Herberger's, Red Owl
Phalen(40)	8	Red Owl, Penney, Woolworth
Har Mar(55)	5	Applebaums, Kresge, Snyder Drug
Sibley Plaza(19)	5	Applebaum's
White Bear(5)	9	Reed Drug, Red Owl
Rosedale(151)	5	Dayton's, Donaldson's, Mont. Ward, J.C. Penney
Maplewood(108)	7	Sears, Powers
Moundsview(20)	NA	Penney's, Snyders Drug
Burnsville(142)	18	J.C. Penney, Daytons, Sears, Powers
Newport	7	Kramer Appl.,
Northway(16)	NA	Applebaum's, Ben Franklin
Northwest Crossing	NA	Brown Photo, Helga Boutique, Liemandt's
Roseville Ctr.(22)	5	Country Club, House of Wong, Snyder Drugs
Lexington Plz.(30)	5	Warner Hardware, Dairy Queen
Cottage Grove(11)	11	Applebaum's, K mart
Cedarvale(34)	10	Applebaum's, Storkville, Ben Franklin
Southview Plz.	NA	Applebaum's
Town Square	NA	Donaldson's, Casual Corner, The Limited, Kinney's, The Limited, Bermin Buckskins
Highland(16)	NA	Ben Franklin, Red Owl
Parkway(12)	NA	Foodtown
Village Square	NA	Ben Franklin, Red Owl
Wabasha Plaza	NA	
White Bear Ave.	NA	Guertin Drug, 88¢ Store

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Department Stores-Mon. and Thurs.

13 - RETAIL OUTLETS: Department Stores-Donaldson's; Daytons'; Montgomery Ward; Sears; J.C. Penney; Powers.
Discount Stores-J.C. Penney; K mart; Target; LaBelle's.
Variety Stores-Woolworth 6; S.S. Kresge; Ben Franklin.
Chain Drug Stores-Snyders Rexall 14; Snyder Bros. 9; Walgreen 4.
Chain Supermarkets-Fairway 6; Applebaum's 20; Red Owl 10; Country Club Markets 20; Knowlans 7; Tom Thumb 29; Lil' General 3; 7-Eleven 24; Speedy Markets 7; Cub 4; Red Owl Country Store 2.

14 - NEWSPAPERS: PIONEER PRESS (m-mon to fri) 105,301; DISPATCH (e-mon to fri) 112,783; Comb. (m&e) 218,084; PIONEER PRESS-DISPATCH (m-sat) 177,506; PIONEER PRESS (S) 245,622; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Golden, Display Adv. Mgr., DISPATCH and PIONEER PRESS, 55 E 4th St., St. Paul, MN 55101; Tel. (612) 222-5011.
National Representative: Knight-Ridder.

STILLWATER

1 - LOCATION: Washington County, (In Minneapolis-St. Paul MN-WI. SMSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: Railroads-NP; C&NW; CM&St. P; C. St. PM&O.
Intercity Bus Lines-Zephyr; Twin City; Stillwater.
Airlines-St. Paul Int. Airport-Minneapolis.
Water-Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290; Loc. Est. 12,283
SMSA 80 Cen. 2,114,256; Loc. Est. 2,160,886
County 80 Cen. 113,571; Loc. Est. 115,993

4 - HOUSEHOLDS:
City 80 Cen. 4,065; Loc. Est. 4,138
County 80 Cen. 35,088; Loc. Est. 36,886
SMSA 80 Cen. 762,615; Loc. Est. 801,605

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 54,194

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Dairy Processing 200; Shoes 175; Outer Clothing (N.A.); Krey Graphic Systems 110; Andersen Win Dowalls 3,800.

10 - CLIMATE: Av. Temp.-Loc. Est. Summer 83; Winter 50; Yrly. Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Shopping Area: 4 Blks on Main St.; 2 Blks on Chestnut St. (70 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Croix(35)	NA	Mont. Ward, Snyder Drug, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Koliner's; Montgomery Ward (retail & catalog); Farho's.
Variety Stores-Dueber's Big V.
Chain Drug Stores-St. Croix Rexall; Reed's; Synder Bros.; K mart.
Chain Supermarkets-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Market; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,275; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representatives: Minnesota Newspaper Assn.; American Newspaper Reps.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth-Superior, MN-WI SMSA), E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53 and 169.

2 - TRANSPORTATION: Railroads-Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,056; Loc. Est. 10,733
SMSA 80 Cen. 266,650; Loc. Est. 267,658
County 80 Cen. 222,229; Loc. Est. 223,206

4 - HOUSEHOLDS:
City 80 Cen. 4,757; Loc. Est. 4,288
County 80 Cen. 81,482; Loc. Est. 84,285
SMSA 80 Cen. 97,949; Loc. Est. 101,232

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$159,726,000
Savings & Loan	1	$99,500,000

6 - PASSENGER AUTOS: County 100,574

7 - ELECTRIC METERS: 7,251

8 - GAS METERS: 884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th and 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center: 5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beltline Plaza(10)	NA	Big Dollar
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall(40)	NA	Red Owl, Woolco, Herbergers

Principal Shopping Days-Fri., Sat., and Mon., Wed.
Stores Open Evenings-Mon.; Mall 9:00 daily.

13 - RETAIL OUTLETS: Department Stores-Ketola's; J. C. Penney; Sears; Herberger's; Stevenson; Woolco.
Discount Stores-L&M Store; Pamida.
Variety Stores-Woolco; Ben Franklin.
Chain Drug Stores-Brown; Snyder; White Drug.
Chain Supermarkets-National Red Owl; Big Dollar; Super Value; Super One.
Other Chain Stores-Gamble's Hdwe.; Gallenkamp Shoes; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (e-mon to fri) 15,430; (S) 15,882; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: L. R. Asbach, Gen. Mgr., or Scott Asbach, Dir., MESABI NEWS, 704 Seventh Ave., Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives: Landon Associates; Minnesota Newspaper Assn.

WILLMAR

1 - LOCATION: Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy 12 E&W; U.S. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Misc. small mfg.; grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation, government, retailing.

2 - TRANSPORTATION: Railroads-Burlington Northern R.R. (division point).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 16,583; Loc. Est. 16,790
County 80 Cen. 36,763; Loc. Est. 38,629

4 - HOUSEHOLDS:
City 80 Cen. 5,799; Loc. Est. 5,561
County 80 Cen. 12,871; Loc. Est. 13,918

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$169,500,000
Savings & Loan	1	$58,426,000

6 - PASSENGER AUTOS: County 18,052

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,299

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Total Employment 10,785 Retail 2,238 ($175); Wholesale 506 ($185); Service 1,605 ($225); Trans., Util. 673 ($185); Gov. 3,580 ($208); Mfg. 1,169 ($225); Const 350($300); Finance 337 ($275); Other 291 ($160);
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING:Principal Shopping Center-15 blocks on 8 sts.; 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Skylark	2	Red Owl, White Drug
Kandi Mall(36)	2	K mart, Herberger

Principal Shopping Days-Mon., Thu., Fri., Sat. & Sun. Food Shopping days are Wed. thru Sat.
Stores Open Evenings-Downtown-Mon., Thurs. & Fri.; Food, every evening.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; J.C. Penney; Bostwick's; Habichts; Herbergers.
Discount Stores -Orscheles; K mart; Pamida.
Variety Stores-Ben Franklin; R & M.
Chain Drug Stores-White's; Thrifty Downtown; Snyder; Thrifty Snyder.
Chain Supermarkets-Tom & Bill's Red Owl; Super Valu; Coborn's; Juba's Super Value.
Other Chain Stores-Coast-to-Coast; Tom Thumb; JoAnn Fabrics; Maurice's; Bostwick's; Kinney Shoe.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,511; sworn Mar. 31, 1982.
(Effective May 3, 1982, the West Central Tribune converted to a morning publication.)
Local Contact for Advertising and Merchandising Data: Dara Olson & Tom O'Fallen, Adv. Dir., WEST CENTRAL TRIBUNE, 2208 West Trott Ave, Willmar, MN. 56201; Tel. (612) 235-1150
National Representative: Branham.

WINONA

1 - LOCATION: Winona County, E&P Map C-5, County Seat. Industrial, transportation, agricultural, educational and recreational center. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.
Airlines-Viking International Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 25,075; Loc. Est. 23,877
CZ-ABC: (70) 28,267; (82) 27,200
RTZ-ABC: (70) 97,240; (82) 107,900
County 80 Cen. 46,256; Loc. Est. 45,192
City & RTZ-ABC: (70) 125,507; (82) 135,100

4 - HOUSEHOLDS:
City 80 Cen. 8,786; Loc. Est. 8,518
County 80 Cen. 15,606; Loc. Est. 15,659
CZ-ABC: (70) 8,526; (82) 9,600
RTZ-ABC: (70) 29,146; (82) 37,900
City & RTZ-ABC: (70) 37,672; (82) 47,500

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 21,121

7 - ELECTRIC METERS: Residence 9,861

8 - GAS METERS: Residence 6,234

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Household Products 650 (N.A.); Antiskid Chains Mfg. 350 ($155); Railroad 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thurs.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mall	2	Wards, Tempo
Westgate(10)	3	Randall's Super Valu, Pamida, Sherwin-Williams
Goodview	6	J.C. Penney, Red Owl Country Store, Big Bear

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: Department Stores-H. Choate; Penney; Spurgeon's; Tempo; K mart.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Country Store; Randall's; IGA; Warehouse Market; Mark-It Foods.
Other Chain Stores-Coast-to-Coast Hdwr.; Ace Hdwr; Sherwin-Williams; Payless; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (m) 16,953; (S) 17,685; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jane T. Fordham, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 452-7820.
National Representatives: Branham; Northwest Dailies.

WORTHINGTON

1 - LOCATION: Nobles County, E&P Map B-5, County Seat. Agriculture center. In SW part of State 60 mi. E of Sioux Falls. On U.S. Hwys. 16, 59, 1-90. State Hwys. 60, 266.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern;
Motor Freight Carriers-5.
Intercity Bus Lines-Midwest Coaches; Greyhound.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 10,243; Loc. Est. 10,268
County 80 Cen. 21,840; Loc. Est. 21,390
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,904; Loc. Est. 4,003
County 80 Cen. 7,812; Loc. Est. 7,859

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$117,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 13,461

7 - ELECTRIC METERS: Residence 3,719

8 - GAS METERS: 3,682

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Poultry processing 575 (NA); Meat Packing 330(NA); Aerial Spray Mfg.;Plastics 133; Mobile Homes 70.

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING:**Principal Shopping Center**-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wolff's; J.C. Penney; Rickbeils; Bostwick's.
Discount Stores-Alco; K mart; Fleet.
Variety Stores-Ben Franklin Stores.
Chain Supermarkets-Hy Vee; Gordy's Super Valu; Prairie Market.

14 - NEWSPAPERS: GLOBE (e) 16 464; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bob Roos, Adv. Mgr., GLOBE, 300 11th St., Worthington, MN 56187; Tel. (507) 376-4121.
National Representative: Landon Associates.

MISSISSIPPI SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock, Harrison and Stone Counties.
Jackson-Hinds and Rankin Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pascagoula-Moss Point-Jackson County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	210	215	220
5-14 Years	491	445	454
15-24 Years	407	493	503
25-44 Years	466	630	643
45-64 Years	422	448	458
65 and Over	221	290	296
TOTAL	2,217	2,521	2,574

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	246	343	438
General Mdse	460	737	1,035
Food	955	1,552	2,484
Automobiles	962	1,522	1,845
Gasoline Stations	307	454	808
Apparel	235	385	440
Furniture	176	249	328
Eat-Drink Places	108	371	607
Drugs	124	193	292
TOTAL	3,961	6,184	9,036

BILOXI-GULFPORT

1 - LOCATION: Harrison County, (In Biloxi-Gulfport, SMSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. 90, 49.

2 - TRANSPORTATION: **Railroads**-Illinois Central; L&N.
Motor Freight Carriers-12.
Freight Steamship Lines-14.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic; Eastern; Delta; SCAT Airways; Coastal Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987; Loc. Est. 87,238
Biloxi 80 Cen. 49,311; Loc. Est. 48,603
Gulfport 80 Cen. 39,676; Loc. Est. 38,635
CZ-ABC: (70) 109,731; (82) 122,400
RTZ-ABC: (70) 74,772; (82) 111,600
SMSA 80 Cen. 191,918; Loc. Est. 197,868
County 80 Cen. 157,665; Loc. Est. 160,921
City & RTZ-ABC: (70) 184,503; (82) 234,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807; Loc. Est. 30,914
Biloxi 80 Cen. 16,096; Loc. Est. 16,378
Gulfport 80 Cen. 14,711; Loc. Est. 14,536
County 80 Cen. 52,202; Loc. Est. 54,749
SMSA 80 Cen. 63,380; Loc. Est. 67,280
CZ-ABC: (70) 30,509; (82) 40,100
RTZ-ABC: (70) 21,208; (82) 36,900
City & RTZ-ABC: (70) 51,717; (82) 77,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	9	$198,592,000
Commercial	14	$503,179,000

6 - PASSENGER AUTOS: County 125,483 (1980)

7 - ELECTRIC METERS: County 53,215

8 - GAS METERS: County 33,774

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly Wage)- Government 17,890 (NA); Wholesale & Retail Trade 13,300 ($220); Service & Misc. 11,600 (NA); Transportation/Public Utilities 4,040 (NA); Construction 3,590 (NA); Finance, Insurance, Real Estate 2,630 (NA); Food 1,220 ($188); Apparel 1,010 ($146); Chemicals & Allied 920 ($304); Primary & Fabricated 910 ($279); Lumber & Wood 770 ($219); Stone, Clay, Glass 700 ($249); Printing & Publishing 420 ($207); Other Mfg. 2,220 (NA); SMSA 61,780 Employed.

10 - CLIMATE: Min. & Max. Temp.-Mar. 49-68; June 73-90; Sept. 72-88; Dec. 44-66. Total precip (ins) Mar. (3.4); June (7.6); Sep (2.6); Dec (4.7).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING:**Principal Shopping Center**-(No. of Stores) **Gulfport**: 3 blocks on 13th Ave. (16); 5 on 14th St. (31); 2 on 27th Ave. (16); 5 on 26th Ave. (13); 11 on 25th Ave. (69); 15 on Pass Rd. (81) 2 on Hwy. 49 (52).
Long Beach: 3 on Jeff Davis (29).
North Biloxi: 4 on Central Ave. (35); 2 on Hwy. 67 (18); 1 on Lemoyne (17).
Biloxi: 15 on Howard (134); 6 on Porter (21); 7 on W. Beach (24); 10 on Caillavet (44); 8 on Division (28); 28 on Pass Rd. (133); 1 on Edgewater (125).
Ocean Springs: 13 on Bienville (72); 7 on Washington (36); 2 on Hwy. 90 (40).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	*Principal Stores
Edgewater Plz(120)	6	Sears, Gayfers, National Foods, J.C. Penney
Hardy Ct.(20)	6	A&P, TG&Y, K mart
Gulf Mart(8)	1	A&P
Northgate(10)	3	TG&Y, Delchamps Food
Springs Plaza	12	Winn Dixie, Eckerds
Vieux Marche(40)	1	J.C. Penney, Woolworth
Popps Ferry(15)	6	TG&Y, Winn Dixie
Bay Vista	6	
Gibsons Plaza	4	Cloth World
Norwood Vlg.(30)	6	A&P, Western Auto
Orange Grove(9)	6	Shainbergs, TG&Y, Winn Dixie
K mart/Ocean Springs	15	K mart, Otasco, Jitney Jungle
Singing River(74)	20	Wilsons, J.C. Penney, McRaes
Cedar Popps	5	Majic Mart

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Most Mon., Thu. & Fri.; Many 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Biloxi: Sears; Gayfers; J. C. Penney; Godchaux; McCrorys; Austins; Majic Mart; Gulfport: Sears; Hewes Bros.; J.C. Penney; Sallcums; Austins; Ellis Salloum; M. Salloum.
Discount Stores-Gibsons 3; Wilson's; Gaylords; Howard Bros; K mart 3; TG&Y 4; West Bros.
Variety Stores-Biloxi: Super 5 & 10; United Dollar; Cost-Plus; Dollar General; TG&Y 2; Morgan Lindsey; Kress; Woolworth. Gulfport: Woolworth; McCrory; Morgan & Lindsey 2; Kents; Cost-Plus; Dollar General; TG&Y 2; Scotties 2; Shainbergs; Kress.
Chain Drug Stores Eckerds 3; Economy Drugs, Walgreens 2; Super D; French; Jones Bros. 2; Katz & Besthoff; T-D Discount 2; Triplett-Day.
Chain Supermarkets-A&P 4; Delchamps 4; Jitney Jungle 2; National Foods; Winn-Dixie 5; Sunflower; Big Star 2; Piggly Wiggly; Kroger Food.
Other Chain Stores-Western Auto; Kinney's; Lerner's; Standard Foods; Rhodes Furn; Goodyear; Goodrich; Firestone; Wilkerson 555; Super Tire Mart; Blue Ribbon Tire; Sherwin-Williams; Sew & Save; Singer; Ben Franklin; Gryder Shoes; Myron Shoes; Holly Shop; Thom McAn; Gordon Jewelers; Busch Jewelers; Otasco; National Shirt Shop; Radio Shack; City Lumber; Saybrook Fabrics; Three Value Hardware; Pro Hardware; Ace Hardware; Werleins; Sweeny Jewelers; Jr. Food Marts; Li'l General Stores; Majik Mart; EZ Foods; Pak-A-Sak; 7-Eleven Stores; Spee-D Foods; 84 Lumber.

14 - NEWSPAPERS: SUN (m-mon to fri) 10,858 HERALD (e-mon to fri) 38,372; Comb. (m&e) 49,270; (m-sat) 45,409; (S) 46,222; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: G.M. Johnson, Adv. Dir., SUN-HERALD, PO Box 4567, Biloxi, MS 39531; Tel. (601) 896-2400.
National Representative: Branham.

BROOKHAVEN

1 - LOCATION: Lincoln County, E&P Map B-4, County Seat. 60 mi. S of Jackson.

2 - TRANSPORTATION: **Railroads**-Amtrak; Illinois Central Gulf.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,800; Loc. Est. 10,397
County 80 Cen. 30,174; Loc. Est. 30,022
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,778; Loc. Est. 3,664
County 80 Cen. 10,125; Loc. Est. 10,370

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$180,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 12,600 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Electronic Equipment; Wire Products; Sport Garments; Thermometers; Dairy; Oil; Tree Farming; Truck Bodies; Automobile Wiring Assemblies.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:**Principal Shopping Center**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	NA	TG&Y, Sears, Sunflower
Lincoln Plz.(10)	NA	Winn-Dixie, Otasco, Murphy's
Brookway Plz.(5)	NA	Gibson's, Ashley's
Highland Vlg.(6)	NA	Kroger, TG&Y, K & B Drugs
Village Sq.(8)	NA	Warehouse Food Center

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney; Montgomery Ward; Shainberg's; Beall's; Lofton's; TG&Y Family Center.
Discount Stores-Gibson's; Fred's; Kent's.
Variety Stores-Woolworth; TG&Y; G.C. Murphy's; Gibson; SOS; F&C Dollar Store.
Chain Drug Stores-Super-D; K&B Drugs.
Chain Supermarkets-Winn-Dixie; Piggly-Wiggly; Sunflower 4; Kroger; Warehouse Food Center.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,734; sworn Mar 31, 1982.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Mgr., LEADER, PO Box 551, Brookhaven, MS [illegible]; Tel. (601) 833-6961.
National Representative: Mid-South Miss. Dailies.

CLARKSDALE

1 - LOCATION: Coahoma County, E&P Map B-2, County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State 1, 6.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Helena; Delta.

3 - POPULATION:
Corp. City 80 Cen. 21,137; Loc. Est. 20,825
CZ-ABC: (70) 21,673; (82) 19,400
RTZ-ABC: (70) 59,450; (82) 49,600
County 80 Cen. 36,918; Loc. Est. 35,803
City & RTZ-ABC: (70) 81,123; (82) 69,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,169; Loc. Est. 6,901
County 80 Cen. 11,692; Loc. Est. 11,700
CZ-ABC: (70) 6,559; (82) 6,900
RTZ-ABC: (70) 15,349; (82) 14,900
City & RTZ-ABC: (70) 21,908; (82) 21,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$422,976,000

6 - PASSENGER AUTOS: County 17,000 (1980)

7 - ELECTRIC METERS: Residence: City 6,233; County 3,300

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal & Metal Prod. 567; Food & Fiber 596; Textiles 100; Rubber Prod. 230; Chemical Prod. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Ave. Temp., 63 degrees; Av. Annual Rainfall, 49 inches.

11 - TAP WATER: Artesian, very soft.

12 - RETAILING:**Principal Shopping Centers**-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.
Neighborhood Shopping Centers-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
DeSoto(7)	1	Pride Market
Westgate(17)	2	Food Giant
Clarksdale(5)	3	Krogers
Plaza	1	Safeway
Anderson(5)	2	Big K

Principal Shopping Days-Tues., Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney; Sears; Alan's; Powers; Willie's; Landry's.
Variety Stores-Woolworth; Morgan & Lindsey; Sterling.
Discount Stores-Gibson's; Big K; Magic Mart; Fred's Dollar; Tru Value.
Chain Drug Stores-Williams Rexall; Henderson

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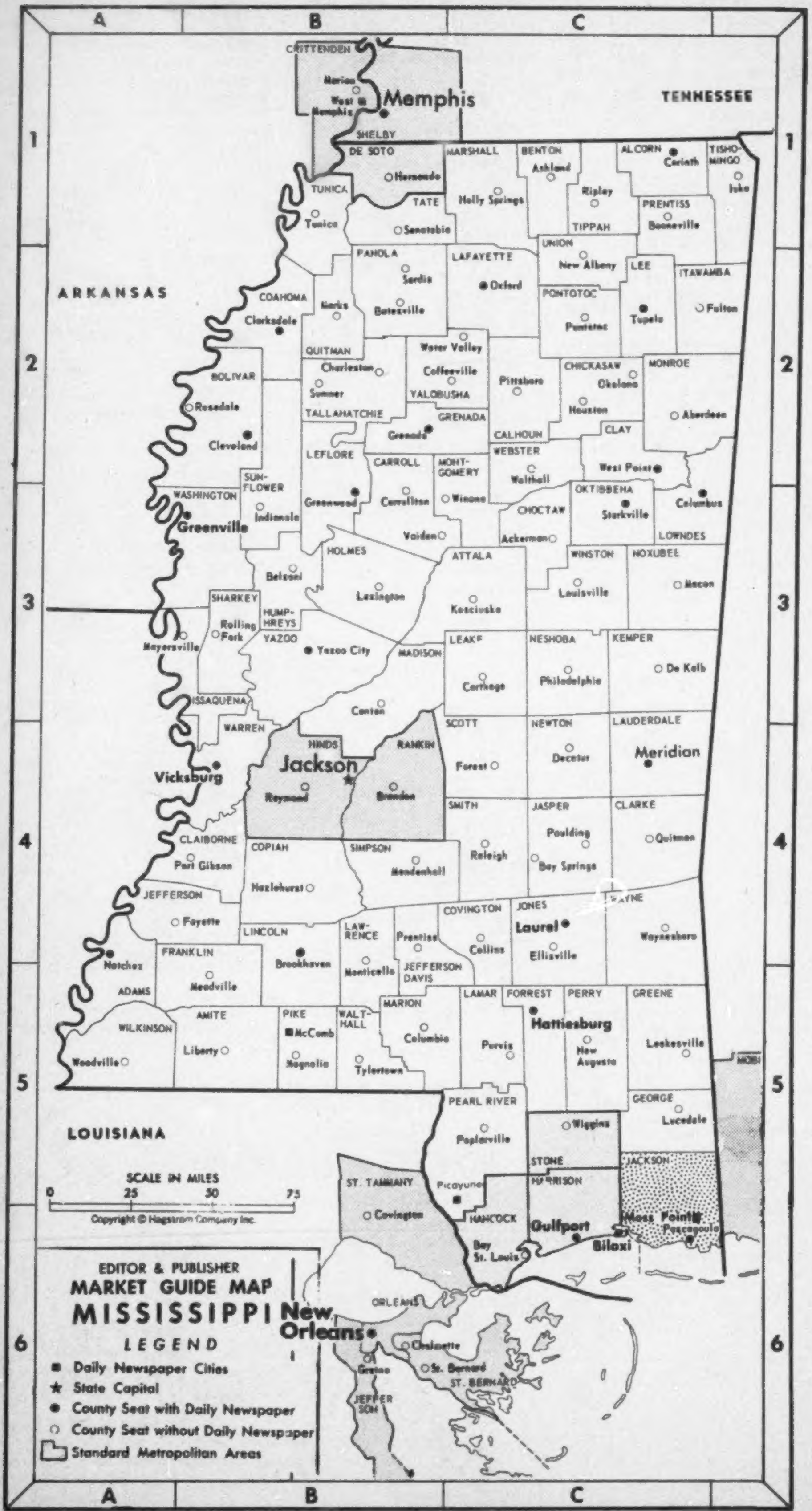
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MARKET GUIDE MAP
MISSISSIPPI
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas

Rexall; Modi Save; Westgate; Economy Drugs.
Chain Supermarkets-Kroger 2; Safeway; Liberty Cash; Piggly Wiggly; Food Giant; Sunflower Pride; Westgate; Junior Food Mart 3.
Other Chain Stores-Goodyear; Western Auto 2; White's; Otasco; Firestone; Goodrich; Weller (Jewelry); Orman's (Jewelry); Style Shoppe; D&N Auto Parts; Ozburn-Abston (Auto Supp.); Int. Harvester Farm Equip.; Ford Farm Store.

14 - NEWSPAPERS: PRESS REGISTER (e-mon to fri) 7,425; (weekend) 7,557; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joseph F. Ellis. Pub., PRESS REGISTER, 123 Second St., Clarksdale, MS 38614; Tel. (601) 627-2201.
National Representative: Mid-South Miss. Dailies.

CLEVELAND

1 - LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,524; Loc. Est. 14,659
County 80 Cen. 45,965; Loc. Est. 44,594
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,491; Loc. Est. 4,573
County 80 Cen. 13,571; Loc. Est. 13,551

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$118,597,600
Savings & Loan	1	$15,831,720

6 - PASSENGER AUTOS: City Est. 18,887 (1980)

7 - ELECTRIC METERS: Residence 4,885

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Downtown, 5 blks on Sharpe Ave.; Shopping Centers (3 stores); Western Plaza (9 stores); Cleveland Shopping City (7 stores); Eastgate (6 stores).

13 - RETAIL OUTLETS: Discount Stores-West/Gibson; Magic Mart; Fred's Dollar Store.; K mart.
Chain Supermarkets-Kroger; Sunflower; Liberty; Jitney-Jungle.
Other Chain Stores-Goodyear; Firestone; Otasco; P.N. Hirsch; Anthony's; White's Auto; Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 6,131; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pub., Gen. Mgr., BOLIVAR-COMMERCIAL, PO Box 820, Cleveland, MS 38732; Tel (601) Tel. 843-4241.
National Representative: Mid-South Miss. Dailies.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, Tenn.; 125 mi. W of Birmingham, Ala.

2 - TRANSPORTATION: Railroads-Southern; Frisco; Columbus & Greenville; Illinois Central Gulf.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 27,383; Loc. Est. 27,177
County 80 Cen. 57,304; Loc. Est. 58,022

4 - HOUSEHOLDS:
City 80 Cen. 9,294; Loc. Est. 9,460
County 80 Cen. 18,664; Loc. Est. 19,423

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$234,411,205
Commercial	4	$344,327,324

6 - PASSENGER AUTOS: County 22,424

7 - ELECTRIC METERS: Residence 21,899

8 - GAS METERS: Residence 7,444

9 - PRINCIPAL INDUSTRIES: Chemical; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Electric Motors; Plastics; Wood Products; Bathroom Seats; Glossy Paper.

10 - CLIMATE: Annual Avg. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(18)	4	Woolco, A&P, Winn-Dixie
Fairlane	3	Fairlane, Freds
Leigh Mall(44)	1	Sears, Winn-Dixie, J.C. Penney, K mart
Northgate	2	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	2	Shoe City, Show-Off, Album All
Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall(24)	2	McRaes

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Egger's; J.C. Penney; Shainberg's; Woolco; Ruth's; Sears; McRae's.
Discount Stores-Gibson's; Fred's; Kent's; Woolmart; K mart; TG&Y.
Variety Stores-McLellan; Sterling.
Chain Drug Stores-Alford Walgreen's 2; William's Rexall 2; Reece's Rexall; SuperRx; Gibson's Phcy; Harco; K&B Drug.
Chain Supermarkets-Sunflower 2; Winn-Dixie 2; Big 3; Mr Quik 8; A&P; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.
Other Chain Stores-Butler's (shoes); Ford Shoes; Radio Shack; Endicott-Johnson Shoes; Sherwin-Williams; Goodrich, Three Sisters; OK Rubber; Driefus (Jewelry); Goodyear; Otasco; Busch's Jewelry; Autoshack.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 16,007; (S) 17,411; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Geo. R. Dodea, Adv. Dir., COMMERCIAL DISPATCH, PO Box 511, Columbus, MS 39701; Tel. (601) 328-2424.
National Representative: Mid-South Miss. Dailies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from Tenn. State Line; 30 mi. from Alabama State Line. On State Hwys. 2, 45 and 72.

2 - TRANSPORTATION: Railroads-Southern; Illinois Central Gulf, Corinth-Counce.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 13,839; Loc. Est. 14,497
PMA-ABC: (70) 37,119; (82) 46,700
County 80 Cen. 33,036; Loc. Est. 34,730 ·
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,502; Loc. Est. 5,954
County 80 Cen. 11,940; Loc. Est. 12,200
PMA-ABC: (70) 11,969; (82) 17,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$120,000,000
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County, Est. 22,848 (1980)

7 - ELECTRIC METERS: County Res. 13,843

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 2,184 ($140); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($160); Steel 325 ($160); Printing 1,550 ($170).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Area-32 blocks on 18 Sts.; 3 shopping Ctrs.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shainberghs; Belk-Hudson; Kents; Mitchell's; J.C. Penney; Reid's; Fred's; Wal-Mart.
Discount Stores-Gibson's; Magic Mart.
Variety Stores-Wal-Mart.
Chain Drug Stores-Rexall-Walgreen; Super D.
Chain Supermarkets-M&H 4; Piggly Wiggly 2; Pic-Pac; Rogers; Kroger; Gardner's 2; Sunflower.
Other Chain Stores-Firestone; Western Auto 2; Goodyear; Conley's; Otasco; Auto Shack.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 7,681; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John W. Fitzwater, Pub., JoAnne Behrendt, Adv. Mgr., CORINTHIAN, PO Box 109, Corinth, MS 38834; Tel. (601) 286-3366.
National Representative: Mid-South Miss. Dailies.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. south of Memphis; 8 mi. west of Arkansas; 40 mi. northwest of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: Railroads-Illinois Central; Columbus & Greenville (freight only).
Motor Freight Carriers-9.
Airlines-Southern, Republic, Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 40,613; Loc. Est. 41,364
County 80 Cen. 72,344; Loc. Est. 73,688

4 - HOUSEHOLDS:
City '80 Cen. 13,240; Loc. Est. 13,724
County 80 Cen. 22,948; Loc. Est. 24,096

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$196,000,000
Savings & Loan	2	$99,400,000

6 - PASSENGER AUTOS: County Est. 39,618 (1980)

7 - ELECTRIC METERS: Residence 12,837

8 - GAS METERS: Residence 15,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 1,200; Lumber & Wood Prod. 1,065; Paper & Prod. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prod. 450; Chem. & Allied Prod. 255; Automobile Parts 390; Grain Processing & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312, Pacific IWT-Rice Mills 209; Uncle Ben's Foods 225.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 57-97; Fall 42-95; Winter 18-87. First killing frost, Oct. 30. Last killing frost, Mar. 23.

11 - TAP WATER: Alkaline, very soft; not flouridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Goyer(4)	NA	Sunflower, Sterling
Greenville(28)	NA	J.C. Penney, Sears, McRae's
K mart(2)	NA	K mart, Jitney Jungle
Mainstream Mall(20)	NA	A&P, TG&Y, Otasco, Eckerd, Wal-Mart
Village(13)	NA	Sunflower Mkt., Otasco, Morgan & Lindsey

Principal Shopping Days-Mon., Wed., Thu., Fri.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores-Wicke's; Stein Mart; Fred's Dollar Store; K mart; Kent's; TG&Y; Lowe's; Wal-Mart; Magic Mart.
Variety Stores-Sterling; TG&Y; Morgan & Lindsey.
Chain Drug Stores-Super D Drugs; Eckerd.
Chain Supermarkets-Kroger; Jitney-Jungle; Sunflower; A&P.
Other Chain Stores-Butler's; Mangels; Busch; Singer Co.; Goodyear; Firestone; Western Auto; Otasco; Pay-Less.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 15,702; (S) 16,237; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bill Williams, Bus. Mgr., DELTA DEMOCRAT-TIMES, Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.
National Representative: Mid-South Miss. Dailies.

GREENWOOD

1 - LOCATION: LeFlore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis; 50 mi. E of Greenville.

2 - TRANSPORTATION: Railroads-Illinois Central; Columbus & Greenville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Sunbelt.

3 - POPULATION:
Corp. City 80 Cen. 20,115; Loc. Est. 19,659
CZ-ABC: (70) 27,651; (82) 26,900
RTZ-ABC: (70) 55,192; (82) 55,900
County 80 Cen. 41,525; Loc. Est. 41,659
City & RTZ-ABC: (70) 82,843; (82) 82,800

4 - HOUSEHOLDS:
City 80 Cen. 7,371; Loc. Est. 7,425
County 80 Cen. 13,003; Loc. Est. 13,459
CZ-ABC: (70) 8,416; (82) 9,600
RTZ-ABC: (70) 15,180; (82) 18,000
City & RTZ-ABC: (70) 23,596; (82) 27,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$3,130,720,000
Savings & Loan	2	$43,456,311

6 - PASSENGER AUTOS: County 28,000 (1980)

7 - ELECTRIC METERS: Residence 14,100

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Farm Equipment 300 (N.A.); Heavy Machinery 300 ($160); Mfg. Jeans 250 (N.A.); Bridge Matl. 80 (N.A.); Elec. & Electronic Eqpt. 300 (N.A.); Picture Frames 160 (N.A.); Metal Lockers 180 (N.A.); Cotton Seed Prod. 150 (N.A.); Piano 900 ($160); Seatbelts 300 (N.A.); Automotive Dist Ctr. 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; flouridated.

12 - RETAILING:Principal Shopping Centers-12 blocks on Howard Main and Carrollton Ave.; Park Ave., Carrolton Ave. Ext.; Claiborne St.; Johnson St. & West Park Ave.; Eastgate Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(3)	NA	Big K, Big Star (Malone & Hyde) Groc.
Greenwood(3)	NA	Eckerd, Jitney, Eastgate Pharmacy, J.C. Penney
Highland(24)	NA	Otasco, Gibson, Big Star, Sears

Shopping Centers-The Village; Highland Park; Howard Bros. Center; Eastgate.

13 - RETAIL OUTLETS: Department Stores-Antoon's; J.C. Penney; Fashion; Abide's; Evelyn's; Bayou Belle; Hay Barn; DeLoach's.
Discount Stores-Gibson's; Wal-Mart; Howard Bros.
Chain Supermarkets-Jitney Jungle; Liberty Cash; Piggly Wiggly 3; Sunflower; Curtis Star Mkt.; Jitney Jr. 7; Big Star (Malone & Hyde) Groc. 2.
Other Chain Stores-Fred's Dollar Store; United Dollar Store; Firestone; Goodyear; Western Auto; Okalahoma Tire; Main Dollar Store; Chaney's Rexall Drugs 3; Lowe's.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 8,830; (S) 9,153; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ray Durbin, Adv. Dir., COMMONWEALTH, 329 Hwy. 82 West, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Mid-South Miss. Dailies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. northeast of Greenwood. On U.S. Hwy 51; State Hwy. 8, Interstate 55.

2 - TRANSPORTATION: Railroads-IC, Y&MV.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 12,641; Loc. Est. 13,123
County 80 Cen. 21,043; Loc. Est. 21,008

4 - HOUSEHOLDS:
City 80 Cen. 4,460; Loc. Est. 4,656
County 80 Cen. 7,111; Loc. 7,321

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$110,362,477
Savings & Loan	2	$23,530,378

6 - PASSENGER AUTOS: County 10,859 (1980)

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equipment; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Paints.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green(9)	NA	Shainberg's, Sears, Okla. Tire, Liberty Mkt.
Whitaker(7)	NA	Sunflower Foods
Whitehaven(6)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Magic Mart, Piggly Wiggly

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dattel's; Shainberg's; Cato Stores; Walls.
Variety Stores-Sam's Super Saver; Dollar General.
Discount Stores-Gibson's; Magic Mart; TG&Y; Family Center.
Chain Drug Stores-Walgreen; Rexall 5; Gibson's Pharmacy; Chaney.
Chain Supermarkets-Liberty; Piggly Wiggly; Spain's; Pic Pac; Sunflower; Warehouse Food Center.
Other Chain Stores-Okla. Tire; Firestone.

14 - NEWSPAPERS: SENTINEL-STAR (e-mon to fri) 4,924; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Joseph B. Lee III, Pub., SENTINEL-STAR, PO Box 907, Grenada, MS 38901; Tel. (601) 226-4321.
National Representative: Mid-South Miss. Dailies.

GULFPORT

See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5, County Seat. Meridian 85 mi. NE; New Orleans 122 mi. SW; Jackson 90 mi. NW; Natchez 144 mi. W; Mobile 96 mi. SE.

2 - TRANSPORTATION: Railroads-Ill. Central Gulf.
Intercity Bus Lines-Greyhound; Continental; Trailways; Gulf Transport.
Motor Freight Carriers-10.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 40,829; Loc. Est. 40,848
CZ-ABC: (70) 51,398; (82) 61,700
RTZ-ABC: (70) 72,490; (82) 90,900
County 80 Cen. 66,018; Loc. Est. 67,155
City & RTZ-ABC: (70) 123,888; (82) 152,600

4 - HOUSEHOLDS:
City 80 Cen. 14,517; Loc. Est. 15,136
County 80 Cen. 22,978; Loc. Est. 24,043
CZ-ABC: (70) 15,610; (82) 22,000
RTZ-ABC: (70) 21,256; (82) 31,200
City & RTZ-ABC: (70) 36,866; (82) 53,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS: County 42,000 (1980)

7 - ELECTRIC METERS: Bus. & Res. 28,386

8 - GAS METERS: Residence 16,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 285 ($154); Construction 1,394 ($144); Food Processing 815 (NA); Lumber & Wood Pdts. 274 (NA); Printing & Publishing 126 (NA); Stone & Clay Pdts. 368 (NA); Fabricated Metals 207 (NA); Manufacturing 2,444 (NA); Transp. Utilities 1,196 ($136); Whol. & Retail Trade 4,205 (NA); Finance, Insurance & Real Estate 701 ($138).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Shopping Centers-Broadway Mart on Broadway Dr. & Adeline St.; McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave; University Mall Hardy St.; Broadacres Hwy. 49 & 98; Cloverleaf Hwy. 49 & 11; K mart U.S. Hwy. 49 & 11.
Principal Shopping Days-Mon., Thu., Fri. & Sat.
Stores Open Evenings-Mall-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Fine Bros.-Matison; J.C. Penney; McRaes; Shainberg's; Waldoff's.
Variety Stores-Woolworth; Bargain World; Ben Franklin; Fred's Dollar General.
Discount Stores-Gibson's; McCrory's; Howard's; Woolco; Rose's; K mart; TG&Y.
Chain Supermarkets-Winn-Dixie 3; A&P; Sunflower 3; Delchamps 2; Jitney Jungle 2; McCaffrey's; Midget Marts 2; Greentree 9; Minit Mart 5; Big Star.

Chain Drug Stores Eckerd; K&B.
Other Chain Stores-Firestone; Goodrich; Western Auto; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Wilson's; Hallmark Cards; Morrisons; Radio Shack; Candle Cabin; Gordon's.

14 - NEWSPAPERS: AMERICAN (e) 25,655; (S) 27,860; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Caudill, Adv. Dir., AMERICAN, PO Drawer 1111, Hattiesburg, MS 39401; Tel. (601) 582-4321.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Hinds County, (SMSA). E&P Map B-4, State Capital. In geographic center of State, Governmental retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Delta; American; Royale; Sun-Belt.

3 - POPULATION:
Corp. City 80 Cen. 202,895; Loc. Est. 205,535
CZ-ABC: (70) 206,916; (82) 269,200
RTZ-ABC: (70) 327,306; (82) 373,100
County 80 Cen. 250,998; Loc. Est. 254,264
SMSA 80 Cen. 320,425; Loc. Est. 329,656
City & RTZ-ABC: (70) 534,222; (82) 642,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490; Loc. Est. 74,089
County 80 Cen. 85,902; Loc. Est. 89,700
SMSA 80 Cen. 107,643; Loc. Est. 114,101
CZ-ABC: (70) 61,733; (82) 93,800
RTZ-ABC: (70) 91,388; (82) 120,500
City & RTZ-ABC: (70) 153,121; (82) 214,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$3,794,836,000
Savings & Loan	6	$957,536,204

6 - PASSENGER AUTOS: County 169,452

7 - ELECTRIC METERS: Residence 99,206

8 - GAS METERS: Residence 69,065

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Products; Block & Tile; Feeds; Machinery; Cotton Oil & Pdts.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Pdts.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Processing; Auto Batteries; Electrical Transformers & Switch Gears; Automotive Electrical Harnesses; Food Products, etc. Total: 350 Plants; 19,000 Employees: $271,184,000 Payroll.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Districts-19 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delta Mart(9)	NA	Southwest Drug, Jitney Jungle
Metrocenter(126)	NA	Sears, McRae's, D.H. Holmes, Gayfers
Northwood(18)	NA	Broadmoor Drug
Meadowbrook Mart(12)	NA	McRae's, Super D. Drug, Food Center
Woodlands Hills(14)	NA	Jitney Jungle
Colonial Mart(16)	NA	Sunflower Food, Rexall
Jackson Mall(81)	NA	J.C. Penney, Woolco, Gayfers, Sunflower Foods
Jackson Square(23)	NA	Zayre's, Eckerd, Shainbergs
Maywood(25)	NA	Sunflower Food, Casual Corner, Beemon Drugs
Mid City(7)	NA	Jitney Jungle
Mart 51(21)	NA	Hooper Sound, Shainberg's
Battlefield Center(5)	NA	White Swan Cleaners
Cook's Ctr.(13)	NA	Super D Drugs
Ellis Ave. Plz.(16)	NA	Radio Shack
Westland Plz.(35)	NA	Kroger, McRae's, Shainberg's, Jitney Jungle
Highland Vlg.(60)	NA	Super D Drugs
Apple Ridge(21)	NA	Big Star Mkt.
Candlestick Park(9)	NA	Big Star Mkt.
Greenbriar(8)	NA	Southwest Drug
Triangle Mart(6)	NA	Nolan Drugs, Glidden Paint
Southport Mall(15)	NA	Sunflower Fd.
Bel Air(12)	NA	Radio Shack
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Jitney Jungle, TG&Y
English Vlg.(7)	NA	Parkins Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Sherwin Williams, Jitney Jungle
Miller's Mart	NA	Star Mkt., United Dollar
Plain Mart(9)	NA	Star Mkt., United Dollar
Poindexter Plz.(6)	NA	Jitney Jungle
Quarter Speicality(9)	NA	Demards Country Squire
Whitefield Mall(9)	NA	House Beautiful Interiors
Ellis Isle(19)	NA	Woolco, Food Center
DeVille Plz.(15)	NA	Wilson's Distributors, Eckerd Drug
McDowell Sq.(13)	NA	Winn-Dixie, TG&Y, Eckerd
Jacksonian Plz.(6)	NA	Howard Bros., Kroger's
Rankin Sq.(10)	NA	Winn-Dixie, TG&Y, Eckerd
Canton Mart(20)	NA	Briarwood Yard & Garden
Hico Sq.(7)	NA	Eckerd, Winn-Dixie
Southgate(13)	NA	Kroger, Roses Dept., Treasury Drugs
Queens Mall W.(2)	NA	Roses, Sunflower
Northside Sq.(6)	NA	Winn-Dixie, Treasury Drugs

Principal Shopping Days-Department Stores Fri., Sat. & Mon. Food-Mon. & Thurs.
Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Woolco 2; Sears 2; Montgomery Ward (Catalog); J. C. Penney; McRae's 4; Shainberg 6; Zayres; Gayfers 2; Lerners 3; Raymond-McClinton; K mart 2; White Stores 2; Howards 3.
Variety Stores-McCrory's; Ben Franklin; TG&Y 4.
Chain Supermarkets-Jitney Jungle 12; New Deal 4; Star Super 4; A&P 4; Kroger 6; Sunflower 10; Winn-Dixie 4; Food Center 4.
Chain Drug Stores-Southwest 5; Parkin's 2; Super "D" 11: Eckerd 6; Howard Bros. 4; Treasury Drug 4: K&B Drug 3; Revco: Mr Discount Drug 3.
Other Chain Stores-Western Auto; National Shirt; Thom McAn; Busch Jewelry; Singer Co.; Goodyear 4; Goodrich 2; Zale's 2; Baker Shoes 2; Firestone 3; S&H Green Stamps; Radio Shack 11; Casual Corner 2; Stevens 3; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 4; The Limited 2; Lewis Wilsons 2; World Bazaar; Butler Shoes 2; Hanover Shoes.

14 - NEWSPAPERS: CLARION-LEDGER (m-mon to fri) 66,354; DAILY NEWS (e-mon to fri) 40,248; Comb. (m&e) 106,602; CLARION-LEDGER/DAILY NEWS (m-sat) 103,847; (S) 116,724; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mack Smythe, Adv. Dir., CLARION-LEDGER/DAILY NEWS, PO Box 40, Jackson, MS 39205; Tel. (601) 961-7160.
National Representative: Landon Associates.

LAUREL

1 - LOCATION: Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys 11, 15, 28, 84, and Interstate 59.

2 - TRANSPORTATION: Railroads-Gulf, Mobile & Ohio; Illinois Central; Southern Ry.
Motor Freight Carriers-6.
Airlines-Southern; Air Freight-Purolator; Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,897; Loc. Est. 21,582
CZ-ABC: (70) 24,145; (82) 23,800
RTZ-ABC: (70) 74,317; (82) 87,900
County 80 Cen. 61,912; Loc. Est. 64,216
City & RTZ-ABC: (70) 98,462; (82) 111,700

4 - HOUSEHOLDS:
City 80 Cen. 8,178; Loc. Est. 8,254
County 80 Cen. 21,549; Loc. Est. 23,041
CZ-ABC: (70) 7,769; (82) 9,000
RTZ-ABC: 21,416; (82) 29,700
City & RTZ-ABC: (70) 29,185; (82) 38,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$270,000,000
Savings & Loan	4	$61,682,760

6 - PASSENGER AUTOS: County Est. 25,403 (1980)

7 - ELECTRIC METERS: Residence 10,429

8 - GAS METERS: Residence 10,424

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage-N.A.)-Masonite 2,100; Petroleum 1,000; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardiner(21)	NA	Sears, A&P, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parkside Plz.(18)	NA	Rose's, Winn-Dixie
Westland Mart(10)	NA	Piggly Wiggly, TG&Y
Northwood Vlg.(4)	NA	Piggly-Wiggly, TG&Y
Sawmill Square Mall(54)	NA	McRaes, Penney's

Principal Shopping Days-Wed., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears Roebuck; Fine Bros.-Matison; Efird's; Williams; Gibson's; Rose's; McRaes.
Variety Stores-Murphy's; Bill's Dollar Store; TG&Y; Super 5 & 10; Otasco; Fred's Dollar Store.
Discount Stores-Gibson's; Rose's; TG&Y.
Chain Drug Stores-Wallace Rexall; Eckerd's; K&B; SupeRx Drug.
Chain Supermarkets-A&P; Jitney Jungle 2; Giant; Sunflower; IGA; Winn-Dixie; Piggly Wiggly 2; Mac's 2.

14 - NEWSPAPERS: LEADER-CALL (e) 9,762; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joy Eck, Retail Adv. Mgr., LEADER-CALL, PO Drawer 728, Laurel, MS 39440; Tel. (601) 428-0551.
National Representatives: Mid-South Mississippi Dailies; Thomson Newspapers.

McCOMB

1 - LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 78 mi. S of Jackson; 100 mi. N of New Orleans. On State Hwy. 24, 44, and 570; U.S. 51 and U.S. 98; Interstate 55.

2 - TRANSPORTATION: Railroads-ICG Railroad.
Intercity Bus Lines-Greyhound; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 12,331; Loc. Est. 12,491
CZ-ABC: (70) 18,764; (82) 22,000
RTZ-ABC: (70) 55,559; (82) 62,000
County 80 Cen. 36,173; Loc. Est. 37,555
City & RTZ-ABC: (70) 74,323; (82) 84,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,691; Loc. Est. 4,800
County 80 Cen. 12,348; Loc. Est. 13,158
CZ-ABC: (70) 6,012; (82) 8,200
RTZ-ABC: (70) 16,073; (82) 21,000
City & RTZ-ABC: (70) 22,085; (82) 29,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1,087,933,656
Savings & Loan	2	$24,540,832

6 - PASSENGER AUTOS: County (All Vehicles) 23,166 (1979).

7 - ELECTRIC METERS: Residence 8,120

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Products; Women's and Children's Lingerie; Other Textile Products; Aluminum Windows & Doors; Crude Oil and Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Operation; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; Liquid Feeding Equipment for Cattle.

11 - TAP WATER: Very soft; not flouridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delaware Ctr.(8)	1	Kroger, Magic Mart
Pike Ctr.(20)	1	A&P, TG&Y, Sears, Otasco
Southwest(16)	1	Rose's, Winn-Dixie, K & B

Principal Shopping Days-Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Penney's; Denman-Alford; Wall's Mercantile; Fred's Dollar Store; F&C Dollar Store; Vests; Tailor's Bench; Nunnery's (men's wear); Felicity; Felders Fashions; Felders II (women's wear).
Discount Stores-Howard's; Freds; (Bldg. Mat.): West Cash & Carry; Ashley's; Roses.
Variety Stores-McCrory's; TG&Y; Kent's; Magicmart.
Chain Supermarkets-A&P; Jitney Jungle; Sun Flower; Discount Foods 4; Winn-Dixie; IGA; Vaccarella's Shop Rite 6; Kroger.
Other Chain Stores-Firestone; Goodyear; West Cash & Carry; Western Auto; Shainberg.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 11,986; (S) 12,085; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Philip Dell 'Isola, Adv. Dir, ENTERPRISE-JOURNAL, 129 N. Broadway, McComb, MS 39648; Tel. (601) 684-2421.
National Representative: Mid-South Miss. Dailies.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads-Southern; Illinois Central Gulf; Meridian & Bigbee.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Gulf Transport; Capital; Continental Trailways.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,577; Loc. Est. 47,311
CZ-ABC: (70) 47,323; (82) 50,200
RTZ-ABC: (70) 205,101; (82) 228,500
County 80 Cen. 77,285; Loc. Est. 80,636
City & RTZ-ABC: (70) 252,424; (82) 278,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,379; Loc. Est. 17,952
County 80 Cen. 26,903; Loc. Est. 28,910
CZ-ABC: (70) 15,488; (82) 19,200
RTZ-ABC: (70) 59,051; (82) 77,700
City & RTZ-ABC: (70) 74,539 (82) 96,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Banks&Loan Assns.	9	$486,643,989

6 - PASSENGER AUTOS: County (All Vehicles) 49,434 (1981)

7 - ELECTRIC METERS: Residence 25,714

8 - GAS METERS: Residence 16,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food Pdts. 849; Textiles 837; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chemicals & Machy.) 1,450; Constr. 1,380; Transp. & Pub. Util. 1,810; Whole & Ret. 5,370; Finance, Insur. and Real Est. 1,010; Services 2,950; Govt. 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor Mart(19)	4	TG&Y, Winn-Dixie
Cloverleaf(16)	2	Howard Bros.
College Park(25)	3	TG&Y, Otasco, Winn-Dixie
North Hills(12)	3	Food Center
Village Fair(55)	2	Penney, McRae's, Winn-Dixie
Westland Plz.(4)	2	A&P

Principal Shopping Days-Dept. Stores-Mon., Thurs., Fri. & Sat. Food-Thurs., Fri. & Sat.
Stores Open Evenings-Dept. Thurs.; Shopping Centers, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears Roebuck; Marks-Rothenberg; McRae's; TG&Y.
Variety Stores-Woolworth; TG&Y; Fred's.
Discount Stores-Howard Bros 2; Lowes; West Cash & Carry; Fred's; Kent's; Gaylords; TG&Y; Gibson's; Wilson's.
Chain Drug Stores-Rexall; Howard's; Tutor 3; Eckhard's 2; Revco; K&B; Mr. Discount Drugs 3.
Chain Supermarkets-Winn-Dixie 4; Kroger; A&P 2; Jitney Jr. 22; Meridian IGA 2; Food Center 2.
Other Chain Stores-Singer Co.; Thom McAn; Watson's; Michael's; Butler's (Women's); Mangel (Women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Western Auto; Firestone; Billups; Auto-Lec; Busch (jewelry); Anders Furniture; Lott Furn.; Warnock Furn.; Mary Carter; Sherwin-Williams; S&H Green Stamps; Sears; Wilson's; Eleanor Shop; Otasco.

14 - NEWSPAPERS: STAR (e) 23,730; (S) 25,798; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave., Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Mid-South Miss. Dailies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 84, 65 and State Hwys. 20 and 24.

2 - TRANSPORTATION: Railroads-Ill. Central; Mo. Pac.; Miss. Central; Natchez; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Royale Airlines.

3 - POPULATION:
Corp. City 80 Cen. 22,015; Loc. Est. 22,884
CZ-ABC: (70) 25,242; (82) 29,900
RTZ-ABC: (70) 70,997; (82) 67,000
County 80 Cen. 38,035; Loc. Est. 38,669
City & RTZ-ABC: (70) 96,239; (82) 96,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,818; Loc. Est. 8,364
County 80 Cen. 12,806; Loc. Est. 13,429
CZ-ABC: (70) 7,859; (82) 10,900
RTZ-ABC: (70) 19,583; (82) 21,400
City & RTZ-ABC: (70) 27,442; (82) 32,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$485,900,900
Savings & Loan	2	$26,839,456

6 - PASSENGER AUTOS: County Est. 25,519 (1980)

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Tires; Pulp & Paper Prod.; Lumber; Pecan Shelling; Asbestos Prod.; Steel Prod.; Chemicals; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15. Last killing frost, Mar. 15

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	Woolco, A&P, West Dept.
Nosser City(9)	NA	Jitney Jungle
Trace Town(21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St.Catherine Plz.(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar, IGA, West Bros., Red & White
Howard Bros.(2)	NA	Howard Bros. Dept., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	J.C. Penney, Cole's, Connie's Shoes, Kinney Shoes, McRae's Dept., Swiss Colony, Treasury Drug, Zale's, Bealls

Principal Shopping Days-Wed., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-H.F. Byrne; Sears; West Bros.; J.C. Penney; Ullman's; Bealls; McCrae's.
Variety Stores-S.H. Kress; Sterling; McCrory's; United Dollar Stores; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.
Discount Stores-Howard Bros.; Discount City; Woolco.
Chain Drug Stores-Gilbert Rexall 2; Natchez Super 2; K&B Drugs; Treasury Drugs; Eckerd.
Chain Supermarkets-A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Natchez Super Stores 2; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA.
Other Chain Stores-Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop Goodyear; Butler's Shoe; International KB, Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m) 13,840; (S) 14,775; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Davis, Gen. Mgr., DEMOCRAT, 503 N. Canal, Natchez, MS 39120; Tel. (601) 442-901.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2, County Seat. Agricultural, Lumber Area; 62 miles southeast of Memphis, Tenn. on State Hwys. 6 & 7; 22 mi. east of Interstate 55 and U.S. 35.

2 - TRANSPORTATION: Railroads-Natchez Trace Railway.
Motor Freight Carriers-Rebel Motor Freight 45; Freeman Truck Lines 18.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 9,882; Loc. Est. 8,711
County 80 Cen. 31,030; Loc. Est. 31,786

4 - HOUSEHOLDS:
City 80 Cen. 3,932; Loc. Est. 3,358
County 80 Cen. 9,623; Loc. Est. 10,138

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$110,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 14,807 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chamber's Corp.; Kellwood; Champion Building Products; Emerson Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Gate Plaza	NA	Shainbergs, Big Star, Otasco, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Liberty I, West Dept.
Oakwood Plaza	NA	Wal-Mart, Liberty II
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, TG&Y, Treasury Drugs

13 - RETAIL OUTLETS: Department Stores-J.E. Neilson Co.; West's; Shainburg's.
Discount Stores-Johnson's Discount Furn; Nationwide Salvage.
Other Chain Stores-Treasury Drugs; Chaney's Pharmacy; Goodyear; Ben Franklin; Otasco; West's; Sears; Big K; Freds; TG&Y; Wal-Mart.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 4,000; Publishers statement Feb. 1982.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: Amer. Newspaper Reps.

PASCAGOULA

1 - LOCATION: Jackson County, (In Pascagoula-Moss Point, MS SMSA). E&P Map C-6 County Seat. Shipbuilding, paper-marking, oil refinery, commercial fishing, Chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans; 40 mi. SW of Mobile; On U.S. Hwy. 90; State 63; 1-10.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Mississippi Export.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound; Gulf Transport.
Airlines-Southern Airways.
Water-10 Barge Lines. Cargo Liners thru Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318; Loc. Est. 27,972
PMA-ABC: (70) 97,660; (82) 138,400
CountySMSA 80 Cen. 118,015; Loc. Est. 118,197

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,033; Loc. Est. 9,876
CountySMSA 80 Cen. 37,589; Loc. Est. 38,843
PMA-ABC: (70) 27,109; (82) 45,000

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	6	$133,638,479
Commercial	5	$142,597,862

6 - PASSENGER AUTOS: County 49,632

7 - ELECTRIC METERS: County 43,109

8 - GAS METERS: County 18,999

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Ship Building 12,000 ($320); Paper & Allied 2,150 ($305); Food & Kindred 790 ($220); Chem. & Allied 650 ($275); Apparel 1,280 ($150); Stone, Clay & Glass 325 ($185); Seafood 540 ($220); Oil Refinery 600 ($315); Pet Food 120 ($195).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost Dec. 30. Last killing frost Feb. 7.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Areas3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deep South(11)	NA	My Place, Firestone, Rhodes Furn.
Bel Air(12)	NA	Myron Shoes, Kents, Delchamps
Searstown(18)	NA	Sears, Eckerd
K mart Plz.(3)	NA	K mart, K&B Drugs, Jitney Jungle
Woolco Vlg.(14)	NA	Woolco, Delchamps
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
Singing River(74)	NA	J.C. Penney, McRaes, Brumfields, Bealls, Wilsons

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Some on Thu. and Fri.; few on Sat.; Super Mkts. Thu., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Brumfield's; Sears; J. C. Penney; West Bros.; Woods; Shainberg's; Dickson's; Whites; K mart; McRaes; Bealls.
Discount Stores-Bargain Annex.
Variety Stores-McLellan; Woolworth's; K mart; T.G.&Y.; Woolco; Magic Mart.
Chain Drug Stores-Southwest; Eckerd; Central; K&B.
Chain Supermarkets-Jitney-Jungle; Winn-Dixie; Greer's; Delchamps 2.
Other Chain Stores-Auto Accessories: Western Auto 2; Firestone; Goodrich; Goodyear 2; Uniroyal; Otasco; Jewelry: Johnson Bros.; Lorch's; Zale's; Rerdous; Hausmanns; Furniture: McGregor's; Rhodes; Gulf; Alberts; Gryder's; Myron's; Southern; Neils; Baker; Kinney Paints Sherwin-Williams; Mary Carter; Harris; Burk Hall; Napko; Var-Tung Devoe Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS REGISTER (e-mon to fri) 22,654; (S) 23,406; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr., or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS REGISTER, PO Box 849, Pascagoula, MS 39567; Tel.(601) 762-1111.
National Representatives: Newhouse Newspapers; Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County, E&P Map C-5. Manufacturing, agricultural, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Motor Freight Carriers-Roadway; Highway Express; Red Ball; Ryder.
Intercity Bus Lines-Greyhound.
Airlines-See New Orleans International Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361; Loc. Est. 10,003
County 80 Cen. 33,795; Loc. Est. 34,417

4 - HOUSEHOLDS:
City 80 Cen. 3,479; Loc. Est. 3,326
County 80 Cen. 11,004; Loc. Est. 11,559

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	3	$420,221,000
Commercial	2	$46,231,000

6 - PASSENGER AUTOS: County 28,095 (1980)

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical 201 ($135); Electrical 588 ($140); Containers 298 ($145); Wood Processing 300 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mississippi Mall	1	Winn Dixie, Murphy's Mart, Eckerd Drugs
Pine Tree Plaza(9)	1	Delchamps, TG&Y Family Center, K&B Drugs
Northgate(6)	1	Red and White, Gibsons, Sears Catalog
Picayune(8)		Piggly Wiggly
Fred's,		West Bros.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Jaspers; Mitchell's; Salloumns; West Bros.
Discount Stores-Gibson's; Fred's; Dollar General.
Variety Stores-Murphy's Mart; TG&Y; Family Center.
Chain Drug Stores-K&B; Eckerd Drugs.
Chain Supermarkets-Winn Dixie; Delchamps; Red and White; Piggly Wiggly; Sunflower.
Other Chain Stores-Shoetown; Goodyear; Sears Catalog; Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tue to fri) 5,445; (S) 5,973; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Representative: Mid-South Miss. Dailies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of Mississippi.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-7.
Airlines-Republic.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,169; Loc. Est. 16,261
County 80 Cen. 36,018; Loc. Est. 38,114
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,520; Loc. Est. 6,065
County 80 Cen. 10,980; Loc. Est. 11,965

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$145,000,000
Savings & Loan	2	$22,500,000

6 - PASSENGER AUTOS: County 18,338 (1979)

7 - ELECTRIC METERS: Residence 6,031

8 - GAS METERS: Residence 4,960

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agri. Research (State Experiment Station, & Extension Service, USDA Research Labs, Boll Weevil Poultry, Wood Pdts. & Forest Seed) 1,050 ($150); Apparel 275 (N.A.); Felt Mfg. 75 (N.A.); Furn. Mfg. 350 (N.A.); Commercial metal blades (N.A.); Metal Building Mfg. 350 (N.A.); State Univ. 12,500 Students and 1,700 Faculty & other employees; Copper Fabricating ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost Nov. 4. Last killing frost Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING:Principal Shopping Center-5 blocks on Main and Lafayette Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
82 Plaza(9)	NA	Gibsons, Sunflower
Southdale(11)	NA	Sears, Giant Mkt.
State(13)	NA	West Bros., A&P
Village Mall(20)	NA	Wal-Mart, Market Basket
La Galarie(10)	NA	APB Photo, Gerri's Apparel
Starkville(7)	NA	Danver's Restaurant, Harco Drugs

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Penney; Mullins; West Brothers; Ashley's.
Variety Stores-Bargain World; Kent's.
Discount Stores-Fred's Dollar Store; Gibson's; Wal-Mart; Semco; Richey's; The Withit; The Habit; Foxx's Closet.
Specialty Shops-Cory's; Suzanne Shop; Mothers-n-Others; Lazy S Western; Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe.
Chain Drug Stores-Walgreen 2; Revco; Value Rite; Harco.
Chain Supermarkets-Kroger; Giant; Big Star; A&P; Sunflower Foods; Market Basket; Food Center Warehouse.
Other Chain Stores-Western Auto; Bob Caldwell

Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (m) 6,277; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Thomas Ball, News Dir., NEWS, 316 University Dr., PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1643.
National Representative: Mid-South Miss. Dailies.

TUPELO

1 - LOCATION: Lee County, E&P C-2, County Seat. Manufacturing, shopping and wholesale center for NE Miss. and NW Alabama. Agriculture and dairy center in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: Railroads-I C and G; Frisco (St. L&F).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Continental; Tri-States.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 23,905; Loc. Est. 24,114
CZ-ABC: (70) 23,258; (82) 30,500
RTZ-ABC: (70) 219,354; (82) 265,200
County 80 Cen. 57,061; Loc. Est. 58,297
City & RTZ-ABC: (70) 242,612; (82) 295,700

4 - HOUSEHOLDS:
City 80 Cen. 8,925; Loc. Est. 9,176
County 80 Cen. 19,970; Loc. Est. 21,046
CZ-ABC: (70) 7,486; (82) 11,500
RTZ-ABC: (70) 66,890; (82) 94,300
City & RTZ-ABC: (70) 74,376; (82) 105,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$742,275,000
Savings & Loan	3	$92,340,000

6 - PASSENGER AUTOS: County Est. 43,600

7 - ELECTRIC METERS: Residence 9,250

8 - GAS METERS: Residence 8,917

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Machinery 1,783 ($192); Electrical Products 550 ($185); Food 1,806 ($176); Apparel 3,377 (N.A.); Furniture 2,101 ($176); Fabricated Metals 656 ($170).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers 3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main(9)	1	Howards Classic
Downtown Mall(32)	1	Penney, Woolco, Super D, Winn-Dixie
Hancock	2	Hancock Fabrics
All American Plz	2	National Menswear
Tupelo Mall(35)	1	Walgreen's, Sears, Furniture Center, McRae's, Krogers
Traceway	2	Wal-Mart, Blount's
Food Center	2	Wal-Mart, Super D, Blount's Big Star

Principal Shopping Days-Mon., Thr., Fri., Sat.
Stores Open Evenings-Department 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: Department Stores-Reed's; Black's; Sears; Penney's; McRae's; Kent's.
Variety Stores-Woolco.
Discount Stores-Woolco; Howard's; Fred's Dollar Store; Wal-Mart.
Chain Drug Stores-Roy's; Thomas-Kincannon-Elkin; Medical Center; T&S; SupeRx Drugs; Walgreen; Super D Drugs 2.
Chain Supermarkets-Kroger; Todd's Big Star; Winn-Dixie; Jitney Jr. 3; Food Center Whse. 2; Mighty Mart 4; Humphrey; Palmers Big Star; Bridge's Big Star; Blount's Big Star 2.
Other Chain Stores-Quality Stamps; Blue Bell Fabrics; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; Plywood Paneling; National Men's Wear; Furniture Center; Dreifus Jewelry; Ford's Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Singer; Raymons.

14 - NEWSPAPERS: JOURNAL (m) 33,699; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, Box 909, Tupelo, MS 38801; Tel. (601) 842-2622.
National Representative: Mid-South Miss. Dailies.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4, County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, Tenn.; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,434; Loc. Est. 24,758
CZ-ABC: (70) 25,478; (82) 32,700
RTZ-ABC: (70) 82,349; (82) 84,600
County 80 Cen. 51,627; Loc. Est. 52,054
City & RTZ-ABC: (70) 107,827; (82) 117,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,292; Loc. Est. 9,030
County 80 Cen. 17,355; Loc. Est. 17,973
CZ-ABC: (70) 8,297; (82) 12,500
RTZ-ABC: (70) 22,390; (82) 26,700
City & RTZ-ABC: (70) 30,687; (82) 39,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$56,891,000
Commercial	4	$317,487,206

6 - PASSENGER AUTOS: County Est. 39,000

7 - ELECTRIC METERS: Residence 18,501

8 - GAS METERS: Residence 9,133

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Trailers 200; Chemical 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hardware 28; Shipbuilding 1,345; Paper Mill 350; Oil Mill 60; Federal Govt. 3,209; State Govt. 917.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, 8.7 hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Village(52)	NA	Sears, TG&Y, Walgreen
Dixie Plz.(14)	NA	Winn Dixie, TG&Y

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening till 9; Sears till 7 on Tue.-Thurs.

13 - RETAIL OUTLETS: Department Stores-Valley Dry Goods; Abraham Bros.; Sears; J. C. Penney; Charles; McRae's; Shainberg.
Variety Stores-Murphy's; TG&Y 2; Howard Bros. 2.
Chain Drug Stores-Walgreen; Howard Bros. 2; K&B; Treasury Drug.
Chain Supermarkets-A&P 2; Jitney Jungle 4; Super G; Sunflower 2; Help Yourself; Kroger 2; Winn-Dixie.
Other Chain Stores-Sears; Singer Co.; Firestone; Goodrich; Thom McAn; Western Auto; Murphy's; White Stores; Gibson's; Shainberg's; Zales Jewelers; Regents; Fred's Dollar Store; B. F. Goodrich; Gordon's; Radio Shack; Lerner Shop; Endicott-Johnson; Hallmark; Dollar General.

14 - NEWSPAPERS: POST (e) 15,234; (S) 15,909; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, Jr., Publisher, POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.
National Representative: Branham.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2, County Seat. Agricultural Center; 90 mi. north of Meridian; 120 mi. west of Birmingham; 150 mi. southeast of Memphis, On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Columbus & Greenville.
Intercity Bus Lines-Tri-State Trailways.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 8,811; Loc. Est. 8,875
County 80 Cen. 21,082; Loc. Est. 21,801

4 - HOUSEHOLDS:
City 80 Cen. 3,141; Loc. Est. 3,687
County 80 Cen.6,776; Loc. Est. 7,306

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 12,371 (1980)

7 - ELECTRIC METERS: Residence 3,219

8 - GAS METERS: 3,381

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1216; Textiles 455; Meat Packing 1629; Rubber Prod. 253; Metal Prod. 100; Concrete Prod. 52; Agric. Prod. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-Point Plaza (Sunflower, Plaza Drugs); West Main Shopping Center (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days-Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears Roebuck; Smith & Byars; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
Variety Stores-Gibson; General Store.
Discount Stores-Gibson's; Fred's; Wal-Mart; Kent's; Payless Shoes.
Chain Drug Store-Plaza; Rose; Gibson's Pharmacy; Harco.
Chain Supermarkets-Big Star; Kroger; Sunflower.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

14 - NEWSPAPERS: DAILY TIMES LEADER (e) 3,767; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Carol Harris, Office Mgr., DAILY TIMES LEADER, PO Box 1176, West Point, MS 39773; Tel. (601) 494-1422.
National Representative: Mid-South Miss. Dailies.

YAZOO CITY

1 - LOCATION: Yazoo County, E&P Map B-3, County Seat. Agricultural (cotton, soy beans, cattle, hogs) and manufacturing (feed, fertilizer, lumber) center; oil field and refinery; fisheries; cotton market. On Yazoo River, 45 mi. NW of Jackson; on U.S. Hwy. 49.

2 - TRANSPORTATION: Railroads-Ill. Gulf Central.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Southern; Texas International; Frontier at Jackson/Vicksburg Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,426; Loc. Est. 13,014
County 80 Cen. 27,349; Loc. Est. 27,702
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,174; Loc. Est. 4,342
County 80 Cen. 8,818; Loc. Est. 9,164

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 16,499 (1980)

7 - ELECTRIC METERS: Residence 4,619

8 - GAS METERS: Residence 4,563

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical Fertilizer 800 ($135); Farm Machy. 150 (N.A.); MultiWall Packages 135 (N.A.); Pajamas & Jeans 85 (N.A.); Livestock Feed 80 (N.A.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 52-102; Fall 20-95; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 15th St. (19 stores).
Neighborhood Shopping Centers-Hospital Area (3 stores); Hiway 49 E (9 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(6)	NA	K mart, Sunflower
Yazooville(6)	NA	K&B Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers-every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Black & White; Ellis.
Discount Stores-K mart; Gibson Discount.
Variety Stores-United Dollar; Fred's; Valu Mart.
Chain Drug Stores-Essex; Gibson Pharmacy; K&B.
Chain Supermarkets-Jitney Jungle 2; Sunflower; Leon's 2.
Other Chain Stores-Goodrich; Goodyear; Otasco.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-wed to sat; S) 3,000; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W. Paul Stewart, Ed., PEOPLE'S PRESS, 237 S. Main St., Yazoo City, MS 39194; Tel. (601) 746-2289.
National Representative: None.

MISSOURI SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
Kansas City, Mo.-Kans.-Cass, Clay, Jackson, Platte, and Ray Counties, Mo.; Johnson and Wyandotte Counties, Kans.
St. Joseph-Andrew and Buchanan Counties.
St. Louis, Mo.-Ill.-St. Louis City; Franklin, Jefferson, St. Charles, and St. Louis Counties, Mo.; Clinton, Madison, Monroe and St. Clair Counties, Ill.
Springfield-Christian and Green Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	371	354	360
5-14 Years	920	738	751
15-24 Years	785	907	923
25-44 Years	1,061	1,293	1,316
45-64 Years	982	977	995
65 and Over	559	648	660
TOTAL	4,678	4,917	5,005

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	567	903	1,089
General Mdse	1,542	2,227	2,955
Food	2,124	3,295	4,983
Automobiles	2,169	3,545	4,061
Gasoline Stations	887	1,497	2,517
Apparel	473	691	908
Furniture	465	658	817
Eat-Drink Places	773	1,321	2,043
Drugs	343	445	639
TOTAL	10,272	15,920	22,158

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City MO-KS SMSA), E&P Map A-3. 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-Blue Springs Truck Line; all major carriers in Kansas City area.
Intercity Bus Lines-Metro Bus Lines.
Airlines-4 mi. from public airport with 3,808 ft. runway; all major airlines at Kansas City International Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,571; Loc. Est. N.A.
County 80 Cen. 608,569; Loc. Est. 611,941
SMSA 80 Cen. 1,327,020; Loc. Est. 1,327,060

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,300; Loc. Est. 9,300
County 80 Cen. 242,053; Loc. Est. 242,456
SMSA 80 Cen. 493,453; Loc. Est. 507,905

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$82,357,979
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 692,732

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of

BEST AVAILABLE COPY

Wage Earners-Sab Harmon 430; Rupert Mfg. 200; Fike Metal 140; Alton Pkg. Co. 100; Fabricraft 80; Mesco Industries 40; Pink Hill Quarries 31.

10 - CLIMATE: Average Temp.-July 88 (31 C); Jan. 31.7 (-17 C).

11 - TAP WATER: Municipal system.

12 - RETAILING:Principal Shopping Centers-Hwy. 7; Hwy. 40; Main St.; White Oak Plaza.
Neighborhood Shopping Center-Country Club Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Independence	8	Macy's, Sears, Stix, Baer & Fuller
Blue Ridge Mall(87)	12	J.C. Penney, Wards, Jones
Country Club(16)	NA	Revco
White Oak Plz.(36)	NA	A&P, Sears, Matco

13 - RETAIL OUTLETS: Discount Stores-Matco; Wal-Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Safeway; Price Chopper; United Super; Country Boy; Sav-Mart.

14 - NEWSPAPERS: BLUE SPRINGS EXAMINER (e-mon to sat) 4,603; Mar. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: R.C. Floyd, Adv. Mgr., BLUE SPRINGS EXAMINER, PO Box 1057; Blue Springs, MO 64015; Tel. (816) 229-9161.
National Representatives: Missouri Press Service; USSPI.

BOONVILLE

1 - LOCATION: Cooper County, County Seat. On I-70 and State Hwys. 40, 5, 87 & 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70 & Hwy. 5.

2 - TRANSPORTATION: Railroads-Missouri Pacific; M-K-T. Howard Cooper County Interstate Marine Terminal Regional Port Authority.
Motor Freight Carriers-6.
Intercity Bus Lines-Southwestern Greyhound.
Airport-Jesse P. Viertel Memorial Airport, 1 mile.

3 - POPULATION:
Corp. City 80 Cen. 6,959; Loc. Est. 7,134
County 80 Cen. 14,643; Loc. Est. 15,318
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,606; Loc. Est. 2,757
County 80 Cen. 5,382; Loc. Est. 5,790

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$60,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 8,486

7 - ELECTRIC METERS: Residence 2,583

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroads 250 ($230); Small Elect. Appliances 320 ($225); Bakery 165 ($300); Fiberboard 65 ($225); Mobile Homes 68 ($225); Clothing Mfg. ($190); Base Board Heaters ($225).
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 5 side street blocks.
Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Franklin	3	IGA
North Boonville	1	

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; J.C. Penney; Sears; Montgomery Ward (catalog); Wee Discount.
Discount Stores-P.N. Hirsch; Orschein's; Wee Discount; Matco.
Variety Stores-Wee Discount.
Chain Supermarkets-IGA; Boonville United Super; Harold's Thriftway; Save-A-Lot.
Other Chain Stores-Western Auto; Coast-to-Coast; Rupp Automotive; Gerling's Parts Stop.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,792; sworn Mar. 31, 1982.
Local contact for Advertising and Merchandising Data: Marty Sprigg, Adv. Mgr., NEWS, 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.
National Representative: Missouri Press Service.

BROOKFIELD

1 - LOCATION: Linn County, E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp City 80 Cen. 5,555; Loc. Est. 5,614
County 80 Cen. 15,495; Loc. Est. 15,719

4 - HOUSEHOLDS:
City: 80 Cen. 2,423; Loc. Est. 2,473
County 80 Cen. 6,312; Loc. Est. 6,616

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$45,000,000

6 - PASSENGER AUTOS: County 10,238

7 - ELECTRIC METERS: Residence 2,602

8 - GAS METERS: Residence 1,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shoes Mfg. 425; RR 278 ($200); Uniforms 100 (N.A.); Auto wiring assemblies 300 (N.A.).

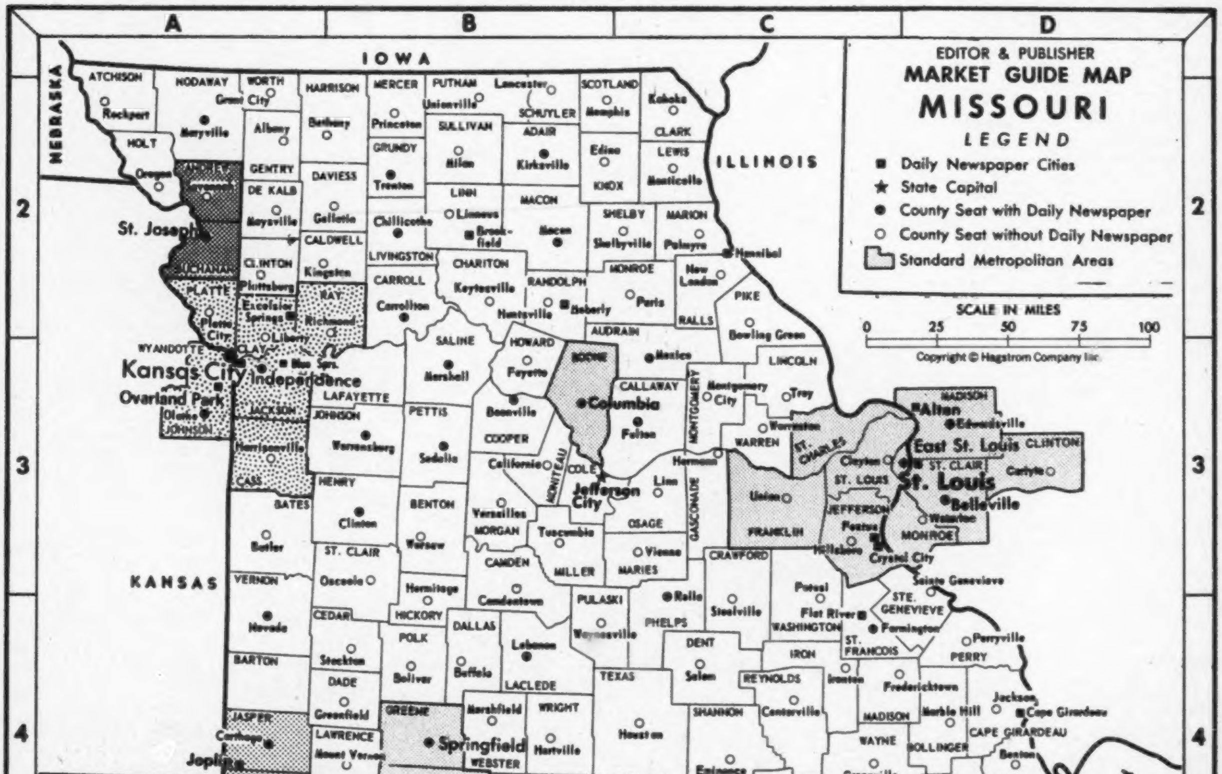
10 - CLIMATE: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Drug, discount, dept.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; J.C. Penney, Sears, Montgomery Ward, Ben Franklin.
Discount Stores-Gibson; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Mart's.
Chain Supermarkets-A&L Supermart; Cash Saver; Discount Foods; Ezry's IGA Foodliner.
Other Chain Stores-Coast-to-Coast; Firestone; True Value.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 5,376; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: L. W. Summerall, Adv. Mgr., NEWSBULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-7237.
National Representative: None.


EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSOURI
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
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TENNESSEE
St. Joseph
Kansas City
Independence
Overland Park
Olathe
Columbia
Jefferson City
St. Louis
East St. Louis
Alton
Edwardsville
Belleville
Springfield
Joplin
Hannibal
Sedalia
Cape Girardeau
Rolla
Poplar Bluff
Kirksville
Moberly
Fayetteville

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound; Great Southern.
Airlines-Ozark; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 34,361; Loc. Est. 33,874
CZ-ABC: (70) 31,282; (82) 36,000
RTZ-ABC: (70) 125,441; (82) 147,900
County 80 Cen. 58,837; Loc. Est. 59,105
City & RTZ-ABC: (70) 156,723; (82) 183,900

4 - HOUSEHOLDS:
City 80 Cen. 12,505; Loc. Est. 12,578
County 80 Cen. 20,968; Loc. Est. 21,707
CZ-ABC: (70) 9,681; (82) 13,100
RTZ-ABC: (70) 40,577; (82) 56,100
City & RTZ-ABC: (70) 50,258; (82) 69,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$228,937,032
Savings & Loan	4	$382,823,146

6 - PASSENGER AUTOS: County 36,172

7 - ELECTRIC METERS: Residence 16,080

8 - GAS METERS: Residence 11,403

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Garment 650; Transportation 334; Shoes 606; Cement Mfg. 162; Meat Packing 100; Elect. Appl. 375; Hospitals 1787; Soft Drink Bottlers 50; Utilities 225; Plastics 158; Construction 322; Food Whse. 187; Paper 1121; Elect. Signs 87; Printing 175; Steel 172; Furniture 144; Telephone 220; Whsl. Hardware 186; University 9,000 students 800 employees; Av. Wkly Wage $200.
Principal Pay Days-Fri., Sat. 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Area-510,000 sq. ft. enclosed mall at I-55 and Route K; 3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg, 9 in shopping center on William at Hwy 61, 5 on Hwy 61 North. Mall: West Park Mall a May Shopping Centers development, Famous Barr (May Dept. Stores) and J.C. Penney, plus 80 specialty shops, 510,000 sq. ft. enclosed mall.

Shopping Center-30 stores in Town Plaza.
Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Mall stores 9:30 mon. thru sat., Downtown until 8 on thurs., Town Plaza until 9 mon. thru sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr; J.C. Penney; Sears; Montgomery Ward; Buckner Ragsdale; Roths.
Variety Stores-Woolworths; Sterlings.
Discount Stores-K mart; Wal-Mart; Lowell's.
Chain Supermarkets-Schnucks/Walgreen; Kroger SavOn; National Del-Farms; IGA; Ward's Food Mart; Storey's Food Giant; Aldi's.
Other Chain Stores-P.N. Hirsch; Airstep Footworks; Gallenkamp Shoes; Maurice's; Libson Shops; Lerners; Red Cross Shoe Store; Goodyear; Otasco; Firestone; Kemper & Dodd; Radio Shack; So Fro Fabrics; Cloth World; Camelot Music; Zales Jewelry; Hess & Culbertson Jewelry; Disc Jockey; Dimensions; Worth's; Orscheln's; Smith Alsop; Sherwin Williams Paint; 7-Eleven Stores.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 16,056; (S) 16,330; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Wilson, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
National Representatives: Southwest Dailies.

CARROLLTON

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. Agricultural center. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24 and 65 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Norfolk & Western; AT&SF.
Intercity Bus Lines-Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 4,700; Loc. Est. 4,872
County 80 Cen. 12,131; Loc. Est. 12,551

4 - HOUSEHOLDS:
City 80 Cen. 1,986; Loc. Est. 2,018
County 80 Cen. 4,769; Loc. Est. 5,088

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$28,856,000

6 - PASSENGER AUTOS: County 7,599

7 - ELECTRIC METERS: Residence 2,019

8 - GAS METERS: Residence 2,135

9 - PRINCIPAL INDUSTRIES: Frozen Dinners; Oil Refining.

10 - CLIMATE: NA

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Penney's; Mode O'Day; Minnis (Ladies'); Lavena's 4.
Variety Stores-Williams; P.N. Hirsch.
Discount Stores-Matco.
Chain Drug Stores-Fellers; Rexall; Roseberry; Main Walgreen.
Chain Supermarkets-IGA Foodliner; Allen's United; Quality Mkt.; Walt's Warehouse Grocery; Harolds Market.
Other Chain Stores-A&B Hdwr.; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,499; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy 65 So., Carrollton, MO 64633; Tel. (816) 542-0881.
National Representative: Missouri Press Service.

CARTHAGE

1 - LOCATION: Jasper County, (In Joplin, SMSA) E&P Map A-4, County Seat. Agriculture and dairy area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Pacific.
Motor Freight Carriers-Brown Refrigerated Express; Bray Lines; Motor Transport; Ryder Truck Lines; Jones Truck; Campbell 66; Roadway; U.P.S.
Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - POPULATION:
Corp. City 80 Cen. 11,104; Loc. Est. 10,686
County 80 Cen. 86,958; Loc. Est. 85,410
SMSA 80 Cen. 127,513; Loc. Est. 126,395

4 - HOUSEHOLDS:
City 80 Cen. 4,379; Loc. Est. 4,345
County 80 Cen. 33,560; Loc. Est. 34,000
SMSA 80 Cen. 48,436; Loc. Est. 49,518

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$215,126,000
Commercial	3	$116,575,000

6 - PASSENGER AUTOS: County 70,421

7 - ELECTRIC METERS: Residence 4,498

8 - GAS METERS: Residence 5,049

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 1,225; Marble & Limestone 468; Bed & Cushion Spring 720; Clothing 440; Adjacent Area Explosives and Fertilizers 379.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-19 blocks on 5 streets.
Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Grand at Macon; Fairlawn Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garrison & Centennial	3	Safeway
Wal-Mart City	2	Wal-Mart, Jean Barn
Village(6)	2	P.N. Hirsh

Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Thurs. & Fri.
Stores Open Sundays-10

13 - RETAIL OUTLETS: Department Stores Belk-Simpson.
Variety Stores-Ben Franklin; P.N. Hirsch.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Consumers; Ramey's.
Other Chain Stores-Oklahoma Supply; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: PRESS (e) 5,214; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Betty Forrest, Nat'l. Adv. Mgr., PRESS, 527 S. Main St., Carthage, MO 64836; Tel. (417) 358-2191.
National Representative: Missouri Press Service; Thomson Newspapers.

CHILLICOTHE

1 - LOCATION: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: Railroads-Burlington, Northern Inc.; Chicago, Milwaukee, St. Paul & Pacific; Norfolk & Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,089; Loc. Est. 8,693
County 80 Cen. 15,739; Loc. Est. 15,338

4 - HOUSEHOLDS:
City 80 Cen. 3,678; Loc. Est. 3,538
County 80 Cen. 6,021; Loc. Est. 6,028

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$128,511,000
Savings & Loan	1	$24,300,000

6 - PASSENGER AUTOS: County 9,664

7 - ELECTRIC METERS: Residence 3,635

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gloves 450 (NA); Brick & Tile 75 (NA); Creamery 145 (NA); Air-Cleaners 230 ($220); Truck Line 98 ($210); Tool & Dye 25 ($160); Mobile Homes 123 (NA).
Principal Industrial Pay Days-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers-6 blocks on South Washington. 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(11)	NA	Matco Disc., A&P
Southtown(9)	NA	Leon's United Super, Gibson's, Westlake's

Principal Shopping Days-Thu., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; P.N. Hirsch.
Variety Stores-Matco; Place's Dime Store, Walmart.
Discount Stores-L&O Sales; Orscheln Farm & Home Supply; Gibson's; Westlake Ace Hardware; Wal-Mart.
Chain Supermarkets-United Super; HyVee.
Other Chain Stores-Gamble-Skogmo; Western Auto; Sears.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e) 6,700; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Chris Cox, Nat. Adv. Mgr, CONSTITUTION-TRIBUNE, 818 Washington St., Chillicothe, MO 64601; Tel. (816) 646-2411.
National Representatives: Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County, E&P Map B-3, County Seat. Shipping center for 3-county agricultural, mining, industrial and dairying area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: Railroads-Frisco MissouriKansas-Texas.
Motor Freight Carriers-5.
Intercity Bus Lines-Crown; Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 8,366; Loc. Est. 8,430
County 80 Cen. 19,672; Loc. Est. 19,591
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,431; Loc. Est. 3,353
County 80 Cen. 7,763; Loc. Est. 7,936

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$71,146,000
Savings & Loan	4	$30,000,000

6 - PASSENGER AUTOS: County 13,212

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 182 ; Fireworks 39; Punch Press Mfg. 148 ; Coal Mining 35; Cheese 300; Power Plant 80; Caskets 14; Can Openers, Blenders, Washing Machines 420.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING:Principal Shopping Center-Town Square on 20 Sts.
Neighborhood Shopping Centers-2nd S. & Hwy. 13; 7th & Ohio St.; Jct. Hwys. 13 & 7.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Penney; Montgomery Ward; Nagel's; Feaster's; McCunes; Mode O'Day; Hodine's; Crews Fashions; Hirsch; Sam's.
Variety Stores-Ben Franklin; Mattingly's.
Discount Stores-Sam's; Wal-Mart.
Chain Drug Stores-Cripps Walgreen; Kreisler Walgreen; Diamond Rexall.
Chain Supermarkets-Thriftway; Plaza; IGA; Safeway; Gerbes A.G.
Other Chain Stores-Russell Bros. (clothing); Singer Co.; Davison's Sherwin-Williams Paint; Diehl; Western Auto; P.N. Hirsch (dry goods); Coastto-Coast; Coleman's Davis Paint; Up & Down Sales.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 4,131; sworn Sept. 30, 1980 (latest statement available).
Local Contact for Advertising and Merchandising Data: Wendy Landes, Adv. Mgr., DEMOCRAT, 212 S. Washington St., Clinton, MO 64735; Tel. (816) 885-2281.
National Representative-Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (SMSA), E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Missouri Transit.
Motor Freight Carriers-10.
Airlines-Ozark; Air Midwest (Columbia Regional Airport).

3 - POPULATION:
Corp. City 80 Cen. 62,061; Loc. Est. 61,019
CZ-ABC: (70) 58,804; (82) 63,400
RTZ-ABC: (70) 22,107; (82) 41,900
CountySMSA 80 Cen. 100,376; Loc. Est. 102,477
City & RTZ-ABC: (70) 80,911; (82) 105,300
Demographic Information available from The Columbia Missourian. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,452; Loc. Est. 21,629
CountySMSA 80 Cen. 35,296; Loc. Est. 37,079
CZ-ABC: (70) 17,037; (82) 21,400
RTZ-ABC: (70) 7,072; (82) 15,400
City & RTZ-ABC: (70) 24,109; (82) 36,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$350,345,000

6 - PASSENGER AUTOS: County 62,516

7 - ELECTRIC METERS: Res. & Bus. 22,254

8 - GAS METERS: Res. & Bus. 21,504

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp.; Education (2 colleges, state university); 3-M Co.; American Press; Toastmaster; American Air Filter; Riback Industries; Square D; Watlow Electric; Discwasher, Inc.

10 - CLIMATE: Min. Temp.-Jan. 20.6; Max. Temp.-July 87.4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall 40; Broadway 14; Columbia Plaza 7; Eastgate Plaza 7; Forum 14; K mart 7; Parkade Plaza 16; North County Shopping Center 6; North Providence 5; Temple Stephens 7; Clossroads West 10; Whitegate 6.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.-Thu.; food & shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-Parks; J.C. Penney; Goldes; Sears; Roth's; Montgomery Ward.
Discount Stores-K mart; Skagg's; Woolco; Wal-Mart 3.
Chain Drug Stores-D&H 2; Green Cross; Skagg's; SupeRx 2.
Chain Supermarkets-Safeway; Nowells United Supermarkets; IGA 3; Kroger; Gerbes 2; Schnuck's; Price Chopper; Wyatts; Grocery Supply Co.; 7-Eleven 2.
Other Chain Stores-Firestone; Western Auto; Midwest Auto; Goodyear; S&H Green Stamps; Zales Jewelers; Singer Co.; Sherwin-Williams; Cook Paint.

14 - NEWSPAPERS: MISSOURIAN (m-tues to sat) 5,726; (S) 5,733; Dec. 31, 1981 CAC.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
National Representative: Missouri Press Service.
TRIBUNE (e-mon to fri) 17,278; (m-sat) 16,857; (S) 19,308; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Luke A. Chase, Dir. of Sales, TRIBUNE, 4th & Walnut Sts., Columbia, MO 65205; Tel. (314) 449-3811.
National Representatives: Southwest Dailies.

CRYSTAL CITY

See FESTUS

DEXTER

1 - LOCATION: Stoddard County, E&P Map D-4. Manufacturing and agricultural area; 40 mi. S of Cape Girardeau; On U.S. Hwy. 60; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,043; Loc. Est. 7,150
County 80 Cen. 29,009; Loc. Est. 29,185

4 - HOUSEHOLDS:
City 80 Cen. 2,885; Loc. Est. 2,916
County 80 Cen. 10,694; Loc. Est. 11,124

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 17,497

7 - ELECTRIC METERS: Residence 3,950

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoe 100 (NA).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1. Last killing frost, Mar 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-5 blocks west of main business district (17 stores). Also Town & Country Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears Roebuck; Dollar General; Fred's; P. N. Hirsch; Orscheln Farm Supply; Western Auto; Ben Franklin; Stovall's; Tru-Value Hardware; Rexall.
Discount Stores-Wal-Mart Discount City; Dollar General.
Chain Supermarkets-Rebel Mkt.; Malone and Hyde 2; Big Star; IGA; Town & Country.
Other Chain Stores-Goodyear; Cato's.

14 - NEWSPAPERS: STATESMAN (e-mon to fri) 4,273; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Barney Miller, Nat'l. Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representative: Landon Associates.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO-KS SMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Milwaukee CRI&P.
Motor Freight Carriers- 4.

3 - POPULATION:
Corp. City 80 Cen. 10,424; Loc. Est. 10,146
SMSA 80 Cen. 1,327,020; Loc. Est. 1,327,060
County 80 Cen. 136,448; Loc. Est. 132,741

4 - HOUSEHOLDS:
City 80 Cen. 3,798; Loc. Est. 4,055
County 80 Cen. 49,743; Loc. Est. 49,836
SMSA 80 Cen. 493,453; Loc. Est. 507,905

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 124,544

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frust, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill(19)	NA	Thriftway
"Y"(21)	NA	Montgomery Ward
Jesse James N.	NA	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Flanders; Montgomery Ward; J. C. Penney; Sears.
Variety Stores-WalMart; P.N. Hirsch.
Chain Drug Stores-Greim Rexall; Revco.
Chain Supermarkets-A&P; IGA; Thriftway; Safeway.
Other Chain Stores-Coast-to-Coast; Sentry Hardware; HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 2,900; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Nancy Elmore, Mgr., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-6155.
National Representative: Missouri Press Service.

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, MO-IL SMSA). 35 mi. S of St. Louis, On State Hwys. 61 and 67; I-55.

2 - TRANSPORTATION: Railroads-Frisco; Missouri & Illinois.
Airport-2,500 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147; Loc. Est. 10,646
Festus 80 Cen. 7,574; Loc. Est. 7,291
Crystal City 80 Cen. 3,573; Loc. Est. 3,355
SMSA 80 Cen. 2,355,276; Loc. Est. 2,314,272
County 80 Cen. 146,814; Loc. Est. 152,002
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132; Loc. Est. 3,936
Festus 80 Cen. 2,756; Loc. Est. 2,629
Crystal City 80 Cen. 1,376; Loc. Est. 1,307
County 80 Cen. 47,385; Loc. Est. 50,591
SMSA 80 Cen. 837,797; Loc. Est. 847,113

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$15,000,000

6 - PASSENGER AUTOS: County 87,719

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Glassware; Garments; Nuclear; Fuel; Chemicals; Lead Smelter; Can Mfg.; Auto Mfg. (Chrysler).

10 - CLIMATE: Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dess Plz.(7)	NA	IGA
Desoto Plz.(15)	NA	P.N. Hirsch
Arnold Plaza(10)	NA	IGA
Twin City Mall(25)	NA	Grants, Hirsch
Jefferson Sq.(9)	NA	Wal-Mart, Kroger's

13 - RETAIL OUTLETS: Department Stores-Festus & Crystal; Golde's; P. N. Hirsch; Woolworth.
Discount Stores-Venture; K mart; Wal-Mart.
Chain Drug Store-Gasen's.
Chain Supermarkets-Kroger; Bi-Rite; IGA; National Foods; Schnacks.
Other Stores-E&D Style Shop; Gift Chest Jewelers; Gerald's (men's); Dustins; Radio Shack; Lampert Auto Supplies; Hoganmiller TV; Overberg Decorating Centers; Sears; Montgomery Ward; Smith Jewelers; Tri-City Elect. & Hdwe.; Western Auto; R.S.V.P.

14 - NEWSPAPERS: DEMOCRAT-ROCKET (m-mon to fri) 9,531; sworn Mar. 31 1982.
Local Contact for Advertising and Merchandising Data: E. A. Mace, Pub., DEMOCRAT-ROCKET, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representative: American Newspaper Representatives.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-Missouri Illinois.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,443; Loc. Est. 4,513
CZ-ABC: (70) 10,712; (82) 10,600
RTZ-ABC: (70) 22,401; (82) 29,000
County 80 Cen. 42,600; Loc. Est. 45,159
City & RTZ-ABC: (70) 33,113; (82) 39,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,733; Loc. Est. 1,786
CZ-ABC: (70) 3,767; (82) 4,300
RTZ-ABC: (70) 7,085; (82) 10,900
County 80 Cen. 15,189; Loc. Est. 16,606
City & RTZ-ABC: (70) 10,852; (82) 15,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$150,000,000
Commercial	6	$145,000,000

6 - PASSENGER AUTOS: County 27,321

7 - ELECTRIC METERS: County 18,388

8 - GAS METERS: County 9,396

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Furniture; Pre-Fab Homes; Electronics Manufacturer; Glass Manufacturing; State Hospital; Regional Postal Center; State Employment Office; Regional Social Security Office; Candy Factory; Mushroom Cannery.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Plaza (10 stores); Mineral Area Shopping Center (8 stores).
Principal Shopping Days-Wed., Thu., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Discount Stores-TG&Y; Wal-Mart; Penney's.
Chain Drug Stores-Ragan Rexall; Medicare; Medicate; Wal-Mart.
Chain Supermarkets-Big Star 3; IGA 3; Kroger; DeGee's; Tom-Boy; Aldi's; Karsch's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,382; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John L. Shields, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010.
National Representative: Newspaper Advertising Service Co.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3, County Seat. Agricultural. educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and 170 (7 mi. N).

2 - TRANSPORTATION: Railroads-Gulf, Mobile & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046; Loc. Est. 10,860
County 80 Cen. 32,252; Loc. Est. 34,359

4 - HOUSEHOLDS:
City 80 Cen. 3,468; Loc. Est. 3,410
County 80 Cen. 10,658; Loc. Est. 11,750

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 18,370

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Brick 600; Farm Machinery 120; Printing 100; State Ment. Hosp. 1,250; 2 Colleges; Nuclear Power Plant 3,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briggs Walmart(3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Some grocery & drug.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Wards; Blattner's; Keeling's.
Variety Stores-Mattingly Bros.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Kroger; Jake's IGA; Gerbes; Schulte's; IGA.
Other Chain Stores-Western Auto; Westlakes; Orschein.

14 - NEWSPAPERS: KINGDOM SUN-GAZETTE (m-tues to sat; S) 5,764; sworn Dec. 1, 1981.
Local Contact for Advertising and Merchandising Data: Mary Van Orden, Adv. Mgr., KINGDOM SUN-GAZETTE, 307 Court, Fulton, MO 65251; Tel. (314) 642-7272.
National Representatives: Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers- 2.
Intercity Bus Lines-Continental; Greyhound; Mid-American Coaches.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 18,811; Loc. Est. 18,209
CZ-ABC: (70) 18,609; (82) 17,900
RTZ-ABC: (70) 76,881; (82) 80,600
Counties 80 Cen. 37,549; Loc. Est. 37,414
Marion 80 Cen. 28,638; Loc. Est. 27,819
Ralls 80 Cen. 8,911; Loc. Est. 9,595
City & RTZ-ABC: (70) 95,490; (82) 98,500

4 - HOUSEHOLDS:
City 80 Cen. 7,164; Loc. Est. 7,100
CZ-ABC: (70) 6,848; (82) 7,800
RTZ-ABC: (70) 26,597; (82) 32,500
Counties 80 Cen. 13,879; Loc. Est. 14,169
Marion 80 Cen. 10,696; Loc. Est. 10,676
Ralls 80 Cen. 3,183; Loc. Est. 3,493
City & RTZ-ABC: (70) 33,445; (R2) 40,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$74,500,000
Savings & Loan	7	$25,100,000

6 - PASSENGER AUTOS: Counties: Marion 18,863; Ralls 3,940

7 - ELECTRIC METERS: Residence 7,186

8 - GAS METERS: Residence 7,197

9 - PRINCIPAL INDUSTRIES: Industry, No. of firms-Food, Dairy & Bev. 14; Bldg. Matls. 7; Ptrs., Commercial 6; Machy. & Tools 3; Shoes 2; Furnaces & Metal Stamping 1; Cement; Agricultural Chemicals; Heating Element Mfg.; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores

including J. C. Penney, Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; J. C. Penney.
Variety Stores-Jupiter; TG&Y.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger's; Nat'l. Food; IGA; Hy-Klas 5.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Chanen Auto.

14 - NEWSPAPERS: COURIER-POST (e) 12,002; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James McLellan, Editor & Publisher, COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 211-2800.
National Representatives: Southwest Dailies; Missouri Press Service.

INDEPENDENCE

1 - LOCATION: Jackson County, (In Kansas City, MO-KS SMSA) E&P Map A-3. County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; GM&O; Kansas City Southern.
Intercity Bus Lines-K. C.; Greyhound.
Motor Freight Carriers-154.
Airlines-TWA; Braniff; Continental; Central; Ozark; Delta; C&S; United.

3 - POPULATION:
Corp. City 80 Cen. 111,806; Loc. Est. 108,446
SMSA 80 Cen. 1,327,020; Loc. Est. 1,327,060
County 80 Cen. 629,180; Loc. Est. 611,941

4 - HOUSEHOLDS:
City 80 Cen. 42,429; Loc. Est. 41,020
County 80 Cen. 242,053; Loc. Est. 242,256
SMSA 80 Cen. 161,103; Loc. Est. 507,905

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	7	$186,000,000
Savings & Loan	8	$1,100,000,000

6 - PASSENGER AUTOS: County 473,288

7 - ELECTRIC METERS: Residence 40,012

8 - GAS METERS: Residence 38,880

9 - PRINCIPAL INDUSTRIES: City Zone-Oil Refining; Steel Prod.; Furniture; Bedding; Chemicals; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Machy.; Ice Cream; Pop; Asphalt; Jet Fuel; Jet Plant Refueler Trailers; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dies; Plastic Mold Jigs; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum Awninings; Agricultural Lime; Liquid Nitrogen; Rock Phosphate; Potash; Religious Books; Dolls; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; TV Picture Tubes; Dairy Equip.; Salad Oil; Electronic Equip.; Fiber Glass Awnings; Christmas Decorations; Cement; Plastics; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter-15-45. First killing frost, Oct. 25. Last killing frost, Apr. 21

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-(Distance from Shopping District): Englewood, 1 Mi.; Fairmont, 4 Mi.; Maywood, 2 Mi.; Blue Ridge, 4 Mi.; Independence Center, 4 Mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Plaza	NA	Thriftway, TG&Y
Cable Place	NA	
Chrisman Plz.(11)	NA	TG&Y
Far View(10)	NA	
Gaslight Sq.	NA	
Hi Way 24(11)	NA	Thriftyway, TG&Y, P.N. Hirsch
Hub Regional(10)	NA	Woolco
Independence(120)	NA	Sears, Macy's, Stix
Noland Plaza(9)	NA	Handy Dan
Plaza 71(10)	NA	
Sterling View	NA	Safeway
23rd & Alton	NA	TG&Y
39th & Noland(11)	NA	Venture

Principal Shopping Days-Mon., Tue., Fri., Sat.
Stores Open Evenings-Tues., Fri.; Shopping Centers, some 2 nights; some 6.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Knoepker's; J. C. Penney; Montgomery Ward: Sears: Stix-Baer & Fuller; Macys; Jones Store.
Discount Stores-Wild Woody's; K mart; Woolco; Venture.
Variety Stores-Woolworth 2; TG&Y 5; Ben Franklin 2.
Chain Drug Stores-K mart; Denten's 2; Save-More 3; J. W. Watt 2; Skaggs 2.
Chain Supermarkets-Safeway 2; Milgram; U.S. Supers 5; Thriftway 2; Ball's; Price Chopper.
Other Chain Stores-Firestone; Goodyear; Western Auto; Helzberg's Jewelry; Goldman Jewelry; Davis Paint; Cook Paint; Gateway Sporting Goods; Great Western Paint; Thriftway; Goodrich; Uniroyal.

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 21,004; Mar. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives: Missouri Press Service; USSPI.

JEFFERSON CITY

1 - LOCATION: Cole County, E&P Map B-3. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army). 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: Railroads-Missouri Pacific; MO-KS-TX; Amtrak.
Water-River Barge Line; Federal Barge; Adrain Dock.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit; Continental Trailways.
Airlines-Trans-Mo.

3 - POPULATION:
Corp. City 80 Cen. 33,619; Loc. Est. 33,098
CZ-ABC: (70) 37,231; (82) 47,300
RTZ-ABC: (70) 94,348; (82) 116,300
County 80 Cen. 56,663; Loc. Est. 58,043
City & RTZ-ABC: (70) 131,579; (82) 163,600

4 - HOUSEHOLDS:
City 80 Cen. 12,639; Loc. Est. 12,861
County 80 Cen. 19,781; Loc. Est. 20,867
CZ-ABC: (70) 11,466; (82) 17,000
RTZ-ABC: (70) 29,932; (82) 43,200
City & RTZ-ABC: (70) 41,398; (82) 60,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$63,228,032
Commercial	4	$324,599,000

6 - PASSENGER AUTOS: County 39,827

7 - ELECTRIC METERS: Residence 18,964

8 - GAS METERS: Residence 13,667

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage-N.A.)-Shoes 600; Printing & Bookbinding 700; State Govt. 6,000; Cosmetics 1,000; Warehousing 100; Electrical Assembly 1,201.
Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10-60. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers-Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Mall(63)	5	Golde's, Sears, J.C. Penney
Jefferson Plaza	2	Krogers
Southwest Plaza(4)	3	IGA, Mont. Ward
Mart Center(12)	3	Wal-Mart
K mart Center	3	K mart, Kroger

Stores Open Evenings-Mon., Thur., Sat.
Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Herman's; P. N. Hirsch; Golde's; Sears.
Variety Stores-Kress; Mattingly; TG&Y.
Discount Stores-Dixson's; House of Bargains; Wal-Mart; K mart.
Chain Drug Stores-Super D; Wal-Mart; Hall; Walgreen.
Chain Supermarkets-Kroger; IGA 3; Safeway; Gerbes 2; Aldi; Benner; HyVee.

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 4,793; POST-TRIBUNE (e-mon to fri) 17,414; Comb. (m&e) 22,207; NEWS AND TRIBUNE (S) 22,680; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ron Maxwell, V.P., CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65101; Tel. (314) 636-3131.
National Representative: Southwest Dailies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (SMSA), E&P Map A-4. Industrial, agricultural, recreational, distribution and chemical center.

2 - TRANSPORTATION: Railroads-Frisco; KCS; Mo. Pac.; Santa Fe.
Motor Freight Carriers-21.
Bus Lines-Greyhound; Continental; Missouri Kansas & Oklahoma; Tri-State; Jefferson Lines.
Airlines-Ozark; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 38,893; Loc. Est. 37,271
CZ-ABC: (70) 58,911; (82) 64,400
RTZ-ABC: (70) 172,161; (82) 204,700
Counties/SMSA 80 Cen.: 127,513; Loc. Est. 126,395
  Jasper 80 Cen. 86,958; Loc. Est. 85,410
  Newton 80 Cen. 40,555; Loc. Est. 40,985
City & RTZ-ABC: (70) 231,072; (82) 269,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,045; Loc. Est. 15,938
Counties/SMSA 80 Cen. 12,527; Loc. Est. 49,518
  Jasper 80 Cen. 33,560; Loc. Est. 34,000
  Newton 80 Cen. 14,876; Loc. Est. 15,518
CZ-ABC: (70) 21,386; (82) 27,400
RTZ-ABC: (70) 59,933; (82) 83,500
City & RTZ-ABC: (70) 81,319; (82) 110,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$197,532,000
Commercial	5	$215,575,682

6 - PASSENGER AUTOS: Counties-Jasper 70,421; Newton 20,389

7 - ELECTRIC METERS: Residence 22,974

8 - GAS METERS: Residence 17,871

9 - PRINCIPAL INDUSTRIES: Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chemicals; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equipment; Feed Mills; Earth Crushers; Store Fixtures; Furniture; Roofing; Creosoted Products; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furniture; Bearings; Offset Printing Presses.
Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland Plaza(18)	1	Kresge, Sears
Elms(7)	2	Consumers Mkt.
Maiden Lane(13)	5	Quik Stop, Miss Ann's
North Park(79)	3	Penney's, Newman, Mont. Ward
Wal-Mart Ctr. W.	3	Wal-Mart
Mart Plaza	1	Diamond House, Flutter-in Fashion
Village Ctr(6)	2	Jennies Fashion
Oakland Plaza	4	Arthurs Appl., Big Dudes
Midway Shopping Center	4	Midway Lumber, Shady Lady

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Newman's; Ramsays; Sears; Ben Franklin 2; J. C. Penney; Walgreen; Montgomery Ward.
Discount Stores-Grand Pa's; May's City; Wal-Mart 3.
Chain Drug Stores-May's 3.
Variety Stores-Kresge; Ben Franklin.
Chain Supermarkets-Safeway 2; IGA Foods; Consumers 3; Dillon's.

14 - NEWSPAPERS: GLOBE (m) 39,839; (S) 42,909; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Doris Bishop, Nat'l. Adv. Dir., GLOBE, 117 East 4th St, Joplin, MO 64801; Tel. (417) 623-3480.
National Representative: Branham.

KANSAS CITY

1 - LOCATION: Jackson County E&P Map A-3 (In Kansas City, KS-MO SMSA-Cass, Clay, Jackson, Platte and Ray Counties in Missouri; Johnson and Wyandotte Counties in Kansas). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION: Railroads-11 Trunklines Serving Kansas City; Burlington Northern; Chicago & Northwestern; Illinois Central Gulf; Kansas City Southern; Milwaukee Road; Missouri-Kansas-Texas; Missouri Pacific; Norfolk & Western; Sante Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers-193.
Freight Steamship Lines-3.
Interstate Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Trans World; Ozark; Continental; United; Delta; Frontier; Midway; Republic; Texas Int'l; American; Northwest Orient; Southwest; USAir.

3 - POPULATION:
Corp. City 80 Cen. 448,159; Loc. Est. 425,221
CZ-ABC: (70) 1,110,970; (82) 1,132,500
RTZ-ABC: (70) 563,629; (82) 644,800
Counties/SMSA 80 Cen. 1,327,020; Loc. Est. 1,327,060
  Cass 80 Cen. 51,029; Loc. Est. 51,625
  Clay 80 Cen. 136,488; Loc. Est. 132,471
  Jackson 80 Cen. 629,180; Loc. Est. 611,941
  Platte 80 Cen. 46,341; Loc. Est. 46,137
  Ray 80 Cen. 21,378; Loc. Est. 21,510
  Johnson 80 Cen. 270,269; Loc. Est. 288,184
  Wyandotte 80 Cen. 172,335; Loc. Est. 174,922
City & RTZ-ABC: (70) 1,674,599; (82) 1,777,300

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 175,227; Loc. Est. 173,442
Counties/SMSA 80 Cen. 493,453; Loc. Est. 507,905
  Cass 80 Cen. 17,423; Loc. Est. 18,214
  Clay 80 Cen. 49,743; Loc. Est. 49,836
  Jackson 80 Cen 242,053; Loc. Est. 242,456
  Platte 80 Cen. 16,403; Loc. Est. 16,865
  Ray 80 Cen 7,512; Loc. Est. 7,739
  Johnson 80 Cen. 96,927; Loc. Est. 106,480
  Wyandotte 80 Cen. 63,392; Loc. Est. 66,315
CZ-ABC: (70) 364,969; (82) 433,200
RTZ-ABC: (70) 178,857; (82) 240,200
City & RTZ-ABC: (70) 543,828; (82) 673,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	115	$7,340,000,000
Savings & Loan	27	$2,810,000,000

6 - PASSENGER AUTOS: Counties 965,446 (MO & KS)

7 - ELECTRIC METERS: SMSA 500,000

8 - GAS METERS: SMSA 400,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Manufacturing 138,100 ($305); Durable Goods 75,000 ($323); Lumber & Furniture 2,900 ($234); Stone, Clay & Glass Prods. 5,400 ($374); Primary Metal Ind. 5,900 ($436); Fabricated Metal Prods. 10,200 ($281); Machinery exc. Electrical 10,900 ($361); Electrical Equip. & Supplies 20,900 ($317); Transp. Equip. 14,900 ($322); Motor Vehicles & Equip. 14,400 ($323); Other Durable Goods 3,900 ($189); Non-Durable Goods 53,100 ($277); Food & Kindred Prods. 10,500 ($317); Apparel & Textile Prods. 4,200 ($151); Paper & Allied Prods. 4,900 ($252); Printing & Publishing 17,200 ($302); Chemicals & Allied Prods. 8,600 ($326); Petroleum & Coal Prods. 2,200 ($378); Other Non-Durable Goods 5,200 ($201).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers-Neighborhood 131; Regional 11; Community 38.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Halls; J.C. Penney; Jones; Macy's; Montgomery Ward; Saks Fifth Avenue; Sears; Stix; Baer & Fuller.
Discount Stores-Half Price Store; K mart; Riverside Red X; Sam's; Service Merchandise; Venture; Wild Woody's; Woolco; Dolgin's.
Variety Stores-Woolworth; Ben Franklin; TG&Y.
Chain Drug Stores-Revco 21; Skagg's 18; Treasury Drug 11; Bruce Smith 4.
Chain Supermarkets-Aldi 6; Buy Rite 3; Food Barn 6; Food-For-Less 3; Hen House 2; Just Rite 3; Milgram 34; Muehlbach's 2; Payless 4; Price

Chopper 9; Safeway 39; Savemart 14; Thriftway 38; United Super 34.

14 - NEWSPAPERS: TIMES (m) 287,441; STAR (e-mon to fri) 240,529; Comb. (m&e) 527,970; STAR (S) 391,626; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Margaret LeCates, STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4125.
National Representative: CWO&O.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. northwest of Memphis; 225 mi. southwest of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-Film Trans; Inman; U.P.S.; Jones.
Intercity Bus Lines-Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145; Loc. Est. 9,585
County 80 Cen. 36,324; Loc. Est. 34,947

4 - HOUSEHOLDS:
City 80 Cen. 4,024; Loc. Est. 3,769
County 80 Cen. 13,588; Loc. Est. 13,483

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	$161,450,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 22,185

7 - ELECTRIC METERS: Residence 6,113

8 - GAS METERS: Residence 4,575

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners (av. wkly. wage): Emerson Elect. 1,100 ($160); Elv.-Walker 340 (N.A.); Uni-Royal 150 (N.A.); Uarco Printing 200 ($175).

10 - CLIMATE: Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:Principal Shopping Districts-8 blocks on Court Square; 3 blocks south; 2 blocks west.; 9 blocks east; 2 blocks North.
Shopping Areas-8 blocks Hwy. 25 north; 11 east on Hwy. 412; 10 west on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: Department Stores-James Kahn; J.C. Penney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward (catalog); Something Special; Fabric Shop; Little Caboose.
Discount Stores-Riggs Supply; Wal-Mart; Lambertson's; Magic Mart; Fred's; K mart.
Chain Supermarkets-Gowan's Foods; Safeway; Parr's; Kroger.
Other Chain Stores-Firestone; E.C.; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; McCrory.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 6,765; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N Main St, Kennett, MO 63857; Tel. (314) 888-4505.
National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State 6, 11.

2 - TRANSPORTATION: Railroads-Norfolk-Western; AT&SF; Burlington.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit.
Airlines-Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167; Loc. Est. 17,350
County 80 Cen. 24,870; Loc. Est. 25,147

4 - HOUSEHOLDS:
City 80 Cen. 6,264; Loc. Est. 6,394
County 80 Cen. 8,947; Loc. Est. 9,362

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$131,000,000
Savings & Loan	2	$106,000,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: County 13,138

7 - ELECTRIC METERS: Residence 6,796

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Wage): Engine Filters 185 ($7.85); Plastics 550 ($5.05); Electric Appliances 175 ($4.45); Concrete 100 ($5.00); Business Forms 350 ($5.31); Shoes 625 ($4.53); Farm Machy. 135 ($6.11); Hospitals 1,000 ($7.10); Colleges 1,700 ($6.85).
Principal Industrial Pay Days-Fri., last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Shopping Centers-Lincoln Square Shops (6 stores-P.N. Hirsch, Sears); Hwy. 63 South; Northtown.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Sears; Matco; P. N. Hirsch.
Discount Stores-Pamida; Wal-Mart; K mart; Westlake Hardware.
Chain Drug Stores-Mont; Rexall Associate.
Chain Supermarkets-IGA Foodliner 2; Hy-Vee; Cash Saver; Easter's; Foodbarn.
Other Chain stores-Western Auto; Farm & City Supply; Midwest Auto; Mode O'Day.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 9,457; (S) 9,997; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, Box 809, Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County, E&P Map B-4, County Seat. Dairy, agricultural and resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On Interstate 44; State 5, 32 & 64.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; American; M.K.O. Coach; Mo. Transit; Crown Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,507; Loc. Est. 9,284
County 80 Cen. 24,323; Loc. Est. 24,314

4 - HOUSEHOLDS:
City 80 Cen. 3,965; Loc. Est. 3,941
County 80 Cen. 9,023; Loc. Est. 9,288

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$145,300,000

6 - PASSENGER AUTOS: County 17,033

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prod. 240 (NA); Furn. 65 ($150); Milk Plant 115 (NA).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	Otasco
South Hwy. 5	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings- Shopping Centers-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Scott's Clothing; Eddie's Clothing; Western Auto; Downtown Lebanon; Haydon's; Jim 'N I.
Variety Stores-Anthony's; Bills Farm & Home; Otasco; O'Neils.
Discount Stores-Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores-Family; Connor; Reese; Medicare.
Chain Supermarkets-IGA Foodliner; Consumer's; M.F.A. Exchange; Ramey's; Applings.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,627; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Beth Rummells, Adv. Mgr., RECORD, 290 S. Madison, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representative: Missouri Press Service.

MACON

1 - LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36 and 63.

Kansas City: great for Gucci, stupendous for Saks Fifth Avenue

Many fine stores are operating in Kansas City. So are 242 of Fortune 500 firms.

Kansas City's mid-continental location is important, and then there are the Kansas Citians themselves: Their Effective Buying Income of $23,741 is almost $3,000 above the national average. More than a third maintain yearly incomes in excess of $25,000.

Reaching 551,000 daily and 711,000 Sunday readers, The Kansas City Times and Star cover the nation's 30th largest metro area like no other media can. Every day 75% of K.C. adults with household incomes of $35,000 and above read The Times/Star. On Sunday that figure rises to 83%.

Locate in Kansas City and do your media shopping with us.

The Kansas City Times
THE KANSAS CITY STAR.

1729 Grand Avenue
Kansas City, Missouri 64108
816 234-4125

Represented nationally by Creamer, Woodward, O'Mara & Ormsbee, Inc.

SOURCES: S&MM 1982 "Survey of Buying Power" and Belden Associates 1981 "Kansas City CMS"

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington.

Motor Freight Carriers-3.

Intercity Bus Lines-Missouri Transit; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,680; Loc. Est. 5,584
County 80 Cen. 16,313; Loc. Est. 15,990
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,348; Loc. Est. 2,282
County 80 Cen. 6,386; Loc. Est. 6,459

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$82,588,463
Commercial	5	$100,892,000

6 - PASSENGER AUTOS: County 10,192

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Canning 450 ($250); Electrical Appliances 650 ($225); Screw Machine Products 21 ($250); Mining 200 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Shopping Center-Macon Plaza.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; P.N. Hirsch; Matco.
Variety Stores-Matco; Ben Franklin; Coast-to-Coast.
Chain Drug Stores-Miller's (Rexall).
Chain Supermarkets-Prenger's IGA; Consumers Mkt; Rons Super Value.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Orscheln's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-mon to fri) 4,798; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mike Brown, Adv. Dir., CHRONICLE-HERALD, 217 W Burke St, Macon, MO 63552; Tel. (816) 385-3121.
National Representatives: Landon Associates; Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County, E&P Map B-3, County Seat. 80 mi. E of Kansas City; 190 mi. W of St.
Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: Railroads-I.G.G.; Mo. Pac.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 12,781; Loc. Est. 12,410
County 80 Cen. 24,919; Loc. Est. 23,860
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,729; Loc. Est. 4,604
County 80 Cen. 9,363; Loc. Est. 9,218

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$93,334,628

6 - PASSENGER AUTOS: County 15,282

7 - ELECTRIC METERS: 6,607

8 - GAS METERS: 5,195

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prod.; Precast Concrete Building Panels; Welding Works; Hog Processing.

10 - CLIMATE: N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:Shopping Centers: Plaza; Milgram Super Mkt., Sam's Dept. Store, Gibson Discount Center; Marshall Plaza; TG&Y, P. N. Hirsch, Safeway, Payless Shoes, Red Cross Phcy, Coast to Coast, Montgomery Ward, J.C. Penney.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs., Fri.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; P. N. Hirsch; TG&Y.
Discount Stores-Gibson's; Sam's Bargain Town.
Chain Supermarkets-A&P; IGA Foodliner 2; Safeway; Milgram's.
Other Chain Stores-Sears; Mont. Ward; Firestone; Goodyear; Gamble's.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 5,343; sworn Mar. 31, 1982.
Local Contact for Adverting and Merchandising Data: John L. Tucker, Gen. Mgr., DEMOCRAT-NEWS, PO Box 100, Marshall, MO 65340; Tel. (816) 886-2233.
National Representative: Missouri Press Service.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2. NW Portion of state, 40 mi. N of St. Joseph; 90 mi. N. of Kansas City and 120 mi. S of Omaha; County Seat; Industry, agriculture, and education center on U.S. Hwy. 71, State Highway 136.

2 - TRANSPORTATION: Railroads-St. Louis-Omaha division of the Wabash; CB&Q.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,558; Loc. Est. 9,784
County 80 Cen. 21,996; Loc. Est. 22,636

4 - HOUSEHOLDS:
City 80 Cen. 3,253; Loc. Est. 3,356
County 80 Cen. 7,687; Loc. Est. 8,189

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$155,847,524
Savings & Loan	2	$160,329,645

6 - PASSENGER AUTOS: County 12,560

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods, Steel Tubing; Alkaline Batteries; Rubber Products; Steel Products; NW Missouri State University (4,000 students, faculty of 270, operating staff 390); Meat Packing; Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maryville Mall(5)	NA	Penneys, K mart, Payless Shoes
Mary Mart(4)	NA	Watkin's Hdwe., Eddy's Mkt., Thriftway
Village(4)	NA	HyVee Mkt., Easter's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Village Shopping Center every evening til 9; Mary Mart Center every evening til 7; Downtown Thursday til 9; K mart every evening til 9.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; P.N. Hirsch; Sears (catalog); Pamida; K mart.
Variety Stores-Place's.
Chain Supermarkets-J & R Warehouse; Eddy's Thriftway 2; HyVee; Easter's Super Valu.
Other Chain Stores-Firestone Tires; Brown's Shoes; Coast-to-Coast; Livingston Clothing; 7-Eleven; Tober's; Goodrich Dairy; Fullerton Lumber; Rupp Automotive; L&L Auto Parts.

14 - NEWSPAPERS: DAILY FORUM (e-mon to fri; m-sat) 5,127; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Rob James, Adv. Mgr., DAILY FORUM, 111 E. Jenkins, Maryville, MO 64468; Tel. (816) 582-3165.
National Representative: Southwest Dailies.

MEXICO

1 - LOCATION: Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: Railroads-Norfolk & Western; ICG; Burlington.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,276; Loc. Est. 12,680
CZ-ABC: (70) 11,807; (82) 11,900
RTZ-ABC: (70) 35,915; (82) 40,700
County 80 Cen. 26,458; Loc. Est. 27,343
City & RTZ-ABC: (70) 47,722; (82) 52,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,773; Loc. Est. 5,038
County 80 Cen. 9,779; Loc. Est. 10,389
CZ-ABC: (70) 4,191; (82) 5,000
RTZ-ABC: (70) 12,057; (82) 15,900
City & RTZ-ABC: (70) 16,248; (82) 20,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$71,333,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 15,298

7 - ELECTRIC METERS: Residence 4,671

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,300 ($226); Food 170 ($230); Shoes 480 ($135); Bags 40 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (Average)Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Trail(9)	NA	Kroger, Wal-Mart
West Plaza(15)	NA	TG&Y, P.N. Hirsch, Klines, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; P. N. Hirsch; Goodyear; Kline's; Ashley's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart.
Chain Drug Stores-Logan Rexall; Walgreen; Medicare; Glaser.
Chain Supermarkets-Plaza IGA Foodliner; Hoffman's; Kroger's; Hickman's IGA East & West; Aldi's.
Other Chain Stores-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 12,233; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives: Southwest Dailies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: Railroads-Norfolk & Western Ry.; main line, division point; direct service to Kansas City, St. Louis, Omaha, Des Moines; freight line to East via Hannibal.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental; Missouri Transit.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 13,418; Loc. Est. 13,524
CZ-ABC: (70) 12,988; (82) 13,500
RTZ-ABC: (70) 45,248; (82) 50,200
County 80 Cen. 25,460; Loc. Est. 26,277
City & RTZ-ABC: (70) 58,236; (82) 63,700
Demographic Information available from Newspaper See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,365; Loc. Est. 5,496
County 80 Cen. 9,240; Loc. Est. 9,859
CZ-ABC: (70) 4,835; (82) 5,900
RTZ-ABC: (70) 15,416; (82) 20,100
City & RTZ-ABC: (70) 20,251; (82) 26,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	$115,000,000
Savings & Loan	3	$125,000,000

6 - PASSENGER AUTOS: County 12,321

7 - ELECTRIC METERS: Res. City 5,360; County 6,052

8 - GAS METERS: Res. City 4,890; County 7,893

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electrical Appliances 332; Brake Lever 278; Railroad 500; Food Processors 60; Missouri Training Center for Men 100; Chemicals 225; Pre-Fabricated Homes 115; Automobile Finishes 271; Printing Co's 100; Trucking 165; Athletic Equip. 65; First Aid Equip. 80. Total Labor Force 10,260.
Principal Pay Days-R.R. 1&15; Others, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney's; Patterson's; P. N. Hirsch; Sears.
Discount Stores-TG&Y; Family Store; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop.
Chain Supermarkets-Safeway; United Super; IGA 2; Thriftway; Greenhill.
Other Chain Stores-Firestone; Goodyear; Singer Co.; M.F.A. (farm); Davis Paint; Mode O'Day; Pittsburgh Paint & Glass; Pay-Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Thrifty Finance; Aldis; Meller's Photo; Sonic; Serloin Stockade; Coast-to-Coast.

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,776; (S) 10,121; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N. Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Missouri Press Service; Southwest Dailies.

MONETT

1 - LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,148; Loc. Est. 5,986
Counties 80 Cen. 53,381; Loc. Est. 54,366
  Barry 80 Cen. 24,408; Loc. Est. 24,816
  Lawrence 80 Cen. 28,973; Loc. Est. 29,550

4 - HOUSEHOLDS:
City 80 Cen. 2,460; Loc. Est. 2,190
Counties 80 Cen. 20,046; Loc. Est. 21,113
  Barry 80 Cen. 9,305; Loc. Est. 9,784
  Lawrence 80 Cen. 10,741; Loc. Est. 11,329

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$64,711,932
Savings & Loan	1	$16,417,536

6 - PASSENGER AUTOS: Barry County 16,984; Lawrence County 16,212.

7 - ELECTRIC METERS: Residence 2,834

8 - GAS METERS: Residence 2,656

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Poultry Processors 510 ($150); Aluminum Fabricators 271 ($190); Tool & Machine Parts 120 ($170); Clothing 220 ($150); Shoes 750 ($160).
Principal Pay Days-Fri., Sat., Mon., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Bway.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 4 on U.S. 60 Bypass.
Principal Shopping Days-Department Stores-Tue., Fri., Sat. Food-Thurs., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets; one drug.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Brownsberger's; Carolyn's; Mode O'Day; Cortey's; Fashion Corner.
Variety Store-Modern Variety.
Discount Stores-Wal-Mart; Discount Mart.
Chain Drug Stores-Bruner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whlsale Grocers) 2; MFA Consumers; Consumers Market.
Other Chain Stores-Okla. Tire.

14 - NEWSPAPERS: TIMES (e) 4,252; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: C. R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County,(In Joplin SMSA). E&P Map A-4, County Seat. Trading & Shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: Railroads-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493; Loc. Est. 9,593
County 80 Cen. 40,555; Loc. Est. 40,985
SMSA 80 Cen. 127,513; Loc. Est. 126,395

4 - HOUSEHOLDS:
City 80 Cen. 3,827; Loc. Est. 3,928
County 80 Cen. 14,876; Loc. Est. 15,518
SMSA 80 Cen. 48,436; Loc. Est. 49,518

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$89,116,000
Savings & Loan	2	$76,114,000

6 - PASSENGER AUTOS: County 20,389

7 - ELECTRIC METERS: Residence 4,228

8 - GAS METERS: Residence 3,579

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 494 ($220); Textile 750 ($220); Electronics 500 ($281); Furniture 500 ($310).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-2 blocks on four streets.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Walmart Discount.

13 - RETAIL OUTLETS: Department Stores-McC[illegible]; J.C. Penney; Williams.
Discount Stores-Wal-Mart.
Variety Stores-McCrory's.
Chain Drug Stores-Walmart Pharmacy.
Chain Supermarkets-Consumer's; Safeway; McClintock's IGA; Econo Foods.
Other Chain Stores-Goodrich; Coast to Coast; Montgomery Ward; Sears; Goodyear; Mode O'Day.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,496; (S) 6,496; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ralph Walker, Adv. Mgr., NEWS, PO Box 460, Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County, E&P Map A-4, County Seat. Agricultural and wholesale center. Light manufacturing. Women's junior college. West Central part of state. 99 mi. S of Kansas City; 287 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 71 and 54.

2 - TRANSPORTATION: Railroads-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044; Loc. Est. 8,428
County 80 Cen. 19,806; Loc. Est. 13,023
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,514; Loc. Est. 3,295
County 80 Cen. 7,497; Loc. Est. 7,395

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$74,249,000
Savings & Loan	1	$1,952,240,890

6 - PASSENGER AUTOS: County 9,960

7 - ELECTRIC METERS: Residence 5,001

8 - GAS METERS: Residence 3,501

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-State Hospital 800 (N.A.); Garment Mfg. 270 ($145); Decorative Products 280 ($170); Heavy Duty Air Filters 120 (N.A.).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Square.
Neighborhood Shopping Centers-Osage and Austin, East Austin.
Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Sears.
Variety Stores-Mattingly's; Ben Franklin.
Discount Stores-Wal-Mart.
Chain Supermarkets-Paul & Jerry's; Town & County IGA; Village Market; Thriftway; Quik-Trip; Farm Fresh; Love's Country Store.
Other Chain Stores-Western Auto; Country Kitchen; Gambles; Tapjac Home Center.

14 - NEWSPAPERS: MAIL (e-mon to fri) 5,503; HERALD (S) 5,433; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Victor Randolph, Adv. Dir., MAIL & HERALD, 131 S Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representative: Missouri Press Service.

POPLAR BLUFF

1 - LOCATION: Butler County. E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Amtrak.
Intercity Bus Lines-Continental.
Airlines-SEMO.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 17,139; Loc. Est. 17,281
CZ-ABC: (70) 16,653; (82) 17,100
RTZ-ABC: (70) 95,058; (82) 113,000
County 80 Cen. 37,693; Loc. Est. 38,865
City & RTZ-ABC: (70) 111,711; (82) 130,100

4 - HOUSEHOLDS:
City 80 Cen. 6,936; Loc. Est. 7,062
County 80 Cen. 14,181; Loc. Est. 15,109
CZ-ABC: (70) 6,156; (82) 7,400
RTZ-ABC: (70) 32,410; (82) 45,300
City & RTZ-ABC: (70) 38,566; (82) 52,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$134,330,649
Commercial	3	$146,831,000

6 - PASSENGER AUTOS: County 14,437

7 - ELECTRIC METERS: Residence 7,832

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners (Av. Wkly. Wage)- Shoes 453 ($160); Paper Box 108 ($160); Upholstered Furniture 175 ($160); Christmas Ornaments & Tree Stands 200 ($160); Machine Parts 113 ($240); Pallet Co. 36 ($160).
Principal Pay Day- Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansion Mall(25)	NA	Wal-Mart, Collom's Pic-Pac
Valley Plz.(31)	NA	Penney, Safeway, Newberry, Mont. Ward
Poplar Bluff Square(10)	NA	Sniders, IGA
Westwood Vlg.(12)	NA	Morgan Jewelry

Stores Open Evenings-Downtown Fri.; Shopping Centers Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Roth's; J.C. Penney; Montgomery Ward; Newberry; Sears (catalog).
Variety Stores-Newberry.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Gowan's; Sniders IGA 2; Barnes Grocer Co. 2; Pic-Pac 2; Kroger.
Other Chain Stores- Firestone; Goodyear; Singer Co.; Steven's Jewelers; Sherwin-Williams; Oklahoma Tire and Supply; Libson Shops.

14 - NEWSPAPERS: AMERICAN REPUBLIC (e) 15,537; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 208 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Ray County, E&P Map B-2 (In Kansas City, MO-KS SMSA). County Seat.

2 - TRANSPORTATION: Railroads-Grand Trunk Western.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,499; Loc. Est. 5,422
SMSA 80 Cen. 1,327,020; Loc. Est. 1,327,060
County 80 Cen. 21,378; Loc. Est. 21,510
Demographic Information available from Mid America Regional Council, Kansas City, MO.

4 - HOUSEHOLDS:
City 80 Cen. 2,246; Loc. Est. 2,259
County 80 Cen. 7,512; Loc. Est. 7,739
SMSA 80 Cen. 161,103; Loc. Est. 507,905

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$59,962,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 9,733

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersPlastics 140; Candy 70; Storm Doors 38; Sheltered Workshop 26.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-8 blocks on Main, Thornton & College St. (26 stores). Shopping Ctr. 1 mile away (6 stores).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Wal-Mart.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,112; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Howard Hill, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.
National Representative: Missouri Press Service.

ROLLA

1 - LOCATION: Phelps County, E&P Map C-3, County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: Railroads-Burlington-Northern (Main St. Louis to Southwest).
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound; Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,303; Loc. Est. 12,553
County 80 Cen. 33,633; Loc. Est. 32,743

4 - HOUSEHOLDS:
City 80 Cen. 4,483; Loc. Est. 4,187
County 80 Cen. 11,509; Loc. Est. 11,505

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$67,800,000
Commercial	3	$108,900,000

6 - PASSENGER AUTOS: County 21,186

7 - ELECTRIC METERS: Residence 4,377

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Food 250; Building Materials 85; Govt. (ex. P.O.) 4,182; Vehicle Fans 172; Dog & Cat Food 84; Bakery Prod. 142; Pyroplace Wood Furnaces 9; Plastic Pipes 55.

10 - CLIMATE: Avg. Temp.-Jan. 33.1; July 78.3. Avg. rainfall 41"; snowfall 15.9"

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(4)	NA	Darr's, Hillcrest Mkt., Dollar General
Forum(19)	NA	J.C. Penney, TG&Y, National

Principal Shopping Days-Sat.
Stores Open Evenings-Downtown-Fri.; Forum-Mon.-Sat.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Montgomery Ward (catalog); J. C. Penney.
Discount Stores-Wal-Mart; K mart; TG&Y.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Big Star; IGA; National.

14 - NEWSPAPERS: NEWS (e-mon to fri;S) 8,171; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bev Hewkin, Natl. Adv. Mgr., NEWS, 101 West 7th St, Rolla, MO 65401; Tel. (314) 364-2468.
National Representative: Missouri Press Service.

ST. JOSEPH

1 - LOCATION: Buchanan County, (In St. Joseph SMSA). E&P Map A-2, County Seat. Agricultural, Industrial, Livestock and Wholesale Center.

2 - TRANSPORTATION: Railroads- Atchison, Topeka & Santa Fe; Burlington Northern; Chicago & North Western; Missouri Pacific; Union Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines- Trailways Bus System; Greyhound; Trenton St. Joseph Coaches.

3 - POPULATION:
Corp. City 80 Cen. 76,691; Loc. Est. 74,154
CZ-ABC: (70) 80,741; (82) 84,900
RTZ-ABC: (70) 147,279; (82) 151,100
SMSA 80 Cen. 101,868; Loc. Est. 98,228
County 80 Cen. 87,888; Loc. Est. 84,205
City & RTZ-ABC: (70) 228,020; (82) 236,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,088; Loc. Est. 28,909
County 80 Cen. 32,917; Loc. Est. 32,483
SMSA 80 Cen. 37,849; Loc. Est. 37,621
CZ-ABC: (70) 27,759; (82) 34,300
RTZ-ABC: (70) 50,573; (82) 60,600
City & RTZ-ABC: (70) 78,332; (82) 94,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	9	$438,700,000
Savings & Loan	6	$197,076,000

6 - PASSENGER AUTOS: County 59,673

7 - ELECTRIC METERS: Residence 34,786

8 - GAS METERS: Residence 29,724

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners-Manufacturing, Durable Goods:

KANSAS
ST. JOSEPH
KANSAS CITY
ST. LOUIS
MISSOURI

THE ONLY SINGLE MEDIUM
Giving Effective Coverage of Northwest Missouri and Northeast Kansas
The Largest Outside Daily Newspaper Reaches Only 5%
ST. JOSEPH NEWS-PRESS
St. Joseph Gazette
St. Joseph, Missouri
Represented by Branham Newspaper Sales

Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equipment, Boats, Electric Signs 3,800; Nondurable Goods: Meat Pkg. 600; Dairy, Bakery Grains, Candy, Brewing 1,800; Apparel and other products 1,000; Chemicals and allied products 800; Publishing, Stationers, Paper Products 1,900; Nonmanufacturing: Construction 2,000; Transportation and Utilities including Railroads 2,100; Wholesale Trade 2,400; Retail Trade 6,500; Avg. weekly wage Mfg. $295.
Principal Industrial Pay Days- Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.- Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost October 14. Last killing frost March 30.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers- 26th and Frederick Ave. 7; Valley, 6,100 King Hill Ave. 25; Lake and Illinois 14; Maplewood Manor 12; Midland Shopping 4; Frederick Plaza 5, St. Joseph Ave. Mall 4; Woodlawn 10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belt Center(15)	4	TG&Y
Belt & Mitchell(9)	4	Green Hills
East Hills(44)	3	J.C. Penney, Mont. Ward, Skagg's
East Ridge Vlg.(11)	3	
Hillcrest Plz.(7)	3	Pick & Save, Half Price Store
King Hill Plz.(10)	6	Kovac's, TG&Y
K mart Plz.(2)	4	K mart, Save-Mart
Mart Plz.(13)	4	Paris Plus
Northgate(11)	3	Woolco

Principal Shopping Days-Sat., Mon., Thurs.
Stores Open Evenings-Fri. to 8:30 downtown. Food Mon. thru Sat. to 9, Sun. to 6.

13 - RETAIL OUTLETS: Department Stores-Townsend & Wall; United; Hirsch; Sears; Montgomery Ward; J.C. Penney.
Discount Stores-K mart; Woolco; Half Price Store.
Variety Stores- Kresge's; Woolworth; Mattingly Bros.; TG&Y.
Chain Drug Stores-Skaggs 2; Hermans 3; Meimed 3; Rexall.
Chain Supermarkets-A&P 2; Safeway; Thrift-Tee 5; Affiliated Supers 6; Green Hills 6; Drive-In 4; Thomas Mkts. 2; Save-Mart; 7-Eleven 3, Convenient Food Mart 4; Food Barn; Food 4 Less.
Other Chain Stores- Firestone; Goodyear; Goodrich; Russell Stover Candy; Douglas Optical; Duling Optical; King Optical; Zale's Jewelry; Cook Paint; PPG Industries; Sherwin-Williams; Father & Son Shoes; Butler Shoes; Kinney Shoes; Naturalizer Shoes; Pay-Less Shoes; Steve's Shoes; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Spiegel (Catalog); Sutherland Lumber.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 46,051; NEWS-PRESS (e-mon fri) 17,593; Comb. (m&e) 63,644; (m-sat) 48,777; (S) 50,070; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond St, St Joseph, MO 64502; Tel. (816) 279-5671.
National Representative: Branham.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL SMSA). E&P Map D-3. Distribution center. In East-Central part of State near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: Railroads-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Mo. Pac.; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; five shortline & railroads for switching only. 16 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers-350.
Freight Barge Lines-13.
Intercity Bus Lines-5.
Airlines-American, British Caledonian Airways, Delta, Eastern, Frontier, Midway, Northwest, Ozark, Republic, Texas International, TWA, USAir.

3 - POPULATION:
Corp. City 80 Cen. 453,085; Loc. Est. 425,712
PMA-ABC: (70) 2,012,721; (82) 2,002,900
County 80 Cen. 974,815; Loc. Est. 949,129
SMSA 80 Cen. 2,355,276; Loc. Est. 2,314,272

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 178,048; Loc. Est. 172,248
County 80 Cen. 344,870; Loc. Est. 345,951
SMSA 80 Cen. 837,797; Loc. Est. 847,113
PMA-ABC: (70) 631,790; (82) 723,600

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	32	$6,512,000,000
Commercial	188	$11,672,000,000

6 - PASSENGER AUTOS: County 768,105

7 - ELECTRIC METERS: Residence City & County 499,000

8 - GAS METERS: Residence City & County 494,203

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners Total Mfg. 256,400; Food and Kindred Prod. 18,200; Misc. Textiles 500; Apparel 10,300; Lumber and Wood Products 2,500; Furniture and Fixtures 3,700; Paper & Allied Prod. 6,300; Printing & Publishing 14,900; Chemicals 16,400; Petroleum 3,100; Rubber & Plastic Products 3,900; Leather 5,200; Stone, Clay and Glass 8,200; Primary Metals 21,700; Fabricated Metal Products 26,100; Machinery (ex. elect.) 20,400; Electrical Equip. 14,500; Transportation 55,400; Instruments & Related Products 2,700; Misc. Manuf. 22,400; Retail and Wholesale Trade 189,700; Selected Services 68,000.
Principal Pay Days-Bldg. Fri.; Railroads 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 68-86; Fall 49-67; Winter 26-42.

11 - TAP WATER: City of Louis and St. Louis County-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois- Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Areas-Alton Square, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys,Des Peres Square, Eastgate Plaza, Florissant Meadows, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, Westroads.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thurs.; Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr 13; Alton Square, Clayton, Crestwood, Downtown, Mid Rivers Mall, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square, South County, Southtown, Warehouse, West County. Stix, Baer & Fuller 9: Chesterfield Mall, Crestwood Plaza, Downtown, Jamestown Mall, Northwest Plaza, River Roads, St. Clair Square, South County, Warehouse. Sears Roebuck 10, Chesterfield Mall, Crestwood Plaza, Jamestown Mall, Northwest Plaza, South Grand, Alton Square, St. Clair Square, Warehouse, Arnold Catalog Store, Edwardsville Catalog Store. J.C. Penney 11: Alton Square, Cherokee, Grandview Plaza, Hampton Village, Mark Twain, Northwest Plaza, River Roads, South County, St. Clair Square, Town & Country Mall, West County Center.
Variety Stores-Woolworth 17; Kresge 4; Ben Franklin 17.
Discount Stores- Grandpa's 5; K mart 22; Target 10; Venture 12.
Chain Drug Stores-Gasen 20; Glaser 21; Kare 10; C.F. Knight 4; Medicare 29; Walgreen 33; Schnuck-Foodtown Medi-Mart 6; Leader 3.
Chain Supermarkets-AG 169; Aldi Discount Foods 12; Dierberg's 6; Flotken's; General Grocer 96; Kroger 57; IGA 45; National 40; Schnuck's 53; Tom Boy/Tru Buy 53.
Other Chain Stores-Aronsons 3; Boyds 8 (—2 subway shops); Central Hdwe 11; Firestone 15; Florsheim 7; BF Goodrich; Golde's; Goodyear 18; Hill-Behan 16; Lane Bryant 6; Libson 13; Richman Brothers 3; Western Auto 8; Wolff's 5; Brooks Brothers; Harveys; Jeans West 8; The Limited 8; Montaldo's; Neiman-Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack 8; Helen Wolff 2; Casual Corner 8; Marshall's 3; Fashion Gal 21; Carafiels 2; Craig; Crossroads; Fair Mercantile; Franklin Union 5; Lammert's 2; Levitz; Pat Riley 8; Rothman 3; Tipton Electric 10; Wickes; Wood Works 4; Gucci; Radio Shack 33; Coats 'n Things 5; Albert's 4; Pier One 4.

14 - NEWSPAPERS: GLOBE-DEMOCRAT (m-mon to fri) 261,329; (wknd) 248,668; Mar. 31, 1982 ABC. POST-DISPATCH (e-mon to fri) 238,099; (e-sat) 155,036; (S) 443,422; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Sales Mgr., POST-DISPATCH/GLOBE-DEMOCRAT, 900 N Tucker Blvd, St. Louis, MO 63101; Tel. (314) 622-7000.
National Representatives: GLOBE-DEMOCRAT, Newhouse; POST-DISPATCH, Newhouse, Leonard. COUNTIAN (m-tues to sat) 1,700: sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Sue Voorhees, Adv. Mgr., COUNTIAN, 8003 Forsyth Blvd., St. Louis, MO 63105; Tel. (314) 727-6111.
National Representative: Missouri Press Service.

SEDALIA

1 - LOCATION: Pettis County, E&P Map B-3, County Seat. Industrial and agricultural center. On U.S. Hwys. 50, 65; 65 mi. West of Jefferson City; 93 mi. East South East of Kansas City.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,927; Loc. Est. 19,944
CZ-ABC: (70) 22,847; (82) 21,700
RTZ-ABC: (70) 66,291; (82) 79,600
County 80 Cen. 36,378; Loc. Est. 36,143
City & RTZ-ABC: (70) 89,138; (82) 101,300

4 - HOUSEHOLDS:
City 80 Cen. 8,589; Loc. Est. 8,453
County 80 Cen. 13,839; Loc. Est. 14,213
CZ-ABC: (70) 8,260; (82) 9,200
RTZ-ABC: (70) 21,803; (82) 31,000
City & RTZ-ABC: (70) 30,063; (82) 40,200

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$253,731,473
Commercial	5	$216,987,486

6 - PASSENGER AUTOS: County 22,939

7 - ELECTRIC METERS: Residence 10,757

8 - GAS METERS: Residence 9,661

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 167 ($305); Glass 268 ($249); Textile 399 ($183); Shoes 428 ($210); Utilities 266 ($269); Road Construct. 299 ($269); Metal Processing 324 ($200); Elec. Motor Housewares 416 ($162); Dairy Proc. 129 ($205); Photo Proc. 163 ($205); Truck Bodies 300 ($238); Disinfectants 110 ($220); Steel Rope-Cable 160 ($274); Alum. Cable 311 ($243); Chemicals 42 ($216); Auto Wheels 278 ($232); Air Compres. 96 ($232); Metal Tool Boxes 310 ($237); Prtg.-Publ. 118 ($239); Civ. Emp. WAFB 351 ($228); City, County, State & Fed. Emp. 248 ($246).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; flouridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on West 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills(20)	2	J.C. Penney, Roth's Consumers, Walmart
State Fair(28)	2	Bings, K mart, Gambles, Sherwin-Williams
Consumer's	4	Consumer's, TG&Y

Principal Shopping Days-Fri., Sat., Mon.
Stores Open-Mon. & Fri. Evg.; Food Sun.

13 - RETAIL OUTLETS: Department Stores-C. W. Flower; J. C. Penney; Montgomery Ward; Roth's; K mart; TG&Y Family Center.
Discount Stores-Sedalia Factory Outlet (Shoes); Jupiter; Walmart; Kings Court Clothing.
Variety Stores-TG&Y 2.
Chain Drug Stores-Skagg's, Bings Retail 2.
Chain Supermarkets-Consumer's 2; Bing's 3; AF Super; Safeway; Aldis.
Other Chain Stores-Sears; Singer Co.; Connor-Wagoner; Firestone; Goodyear; Marie Norman; House of Fabrics; Payless Shoes; Westlake Hardware; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Carnation Country Store; Herman Lumber; Needlewoman Fabrics.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,442; (S) 15,477; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., DEMOCRAT, 7th & Massachusetts, Sedalia, MO 65301; Tel. (816) 826-1000.
National Representative: Southwest Dailies.

SIKESTON

1 - LOCATION: Scott County, E&P Map D-4. Trade center, grain & cotton market. Midway bet. St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55 & 57.

2 - TRANSPORTATION: Railroads-Frisco; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:
Corp. City 80 Cen. 17,431; Loc. Est. 17,424
CZ-ABC: (70) 14,699; (82) 18,100
RTZ-ABC: (70) 71,231; (82) 75,000
County 80 Cen. 39,647; Loc. Est. 39,666
City & RTZ-ABC: (70) 85,930; (82) 93,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,344; Loc. Est. 6,453
CZ-ABC: (70) 4,840; (82) 6,600
RTZ-ABC: (70) 22,719; (82) 28,600
County 80 Cen. 13,967; Loc. Est. 14,386
City & RTZ-ABC: (70) 27,559; (82) 35,200

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 24,650

7 - ELECTRIC METERS: Residence 6,420

8 - GAS METERS: Residence 6,307

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 200 (N.A.); Lock 292 (N.A.); Milk Cartons 125 ($150); Wooden Pallets 116; Wooden Organ Cabinets 200; Concrete Block 520; Bakery Prod. 130; National Lock 290 ($160); Leather Jackets; Plastic Wire & Cable 118.
Principal Industrial Pay Days-Fri., 1 & 15.

10 - CLIMATE: Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING:Principal Shopping Centers-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers-U.S. Hwy. 61 South (S. Kings Highway); U.S. Hwy. 62-East (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plz.(45)	NA	TG&Y, Piggly Wiggly, J.C. Penney, Eubank Finney
Mid-Towner Village(18)	NA	Wal-Mart, Sears, P.N. Hirsch, Goodyear
Kingway Shops(15)	NA	Kroger
North Main Port(12)	NA	

Principal Shopping Days-Fri., Sat., Mon., Thu.

13 - RETAIL OUTLETS: Department Stores-Buckner Ragsdale; LaPetite; J. C. Penney; Accent Shop; P.N. Hirsch; Eubank Finney; Fathoffs; Marys Botique; Golde's.
Discount Stores-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber Inc.; Moore's Firestone.
Chain Drug Stores-Super D 2.
Chain Supermarkets-IGA; Kroger; Piggly Wiggly; Stan's; L&M Big Star.
Other Chain Stores-Goodyear; Malone & Hyde; Sears; Montgomery Ward; Mode O'Day; Baskin-Robbins; Radio Shack; TG&Y; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 10,848; (S) 11,023; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Homer Stallings, Adv. Dir., STANDARD, 205 S New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.
National Representative: Landon Associates.

SPRINGFIELD

1 - LOCATION: Greene County (SMSA). E&P Map B-4, County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center. On Interstate Hwy. 44. U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, Tenn.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Missouri Pacific.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways; Jefferson Transit; Greyhound; Sunnyland Stages; M.K.O.; Missouri Transit; Ark-Mo Coach Lines.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 133,116; Loc. Est. 132,030
CZ-ABC: (70) 120,096; (82) 149,400
RTZ-ABC: (70) 273,482; (82) 361,900

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Suburban Clout: Upscale.

How does this strike you? 68% net unduplicated readership. St. Louis adults, income $35,000+. Daily and paid.

Get it with the Post and Globe in suburban St. Louis County: the single market that accounts for 50% of all retail sales in Metro St. Louis.

And get it at the lowest cost-per-thousand available. Another knockout combination by the Post and Globe!

ST. LOUIS POST-DISPATCH
an independent newspaper

St. Louis Globe-Democrat
an independent newspaper

Represented nationally by Newhouse Newspapers
Sources: Scarborough, 1980, USSPI National Rate Card 3/1/82
CPM basis: 1,000-line ad, 5,000 line rate, based on total paid circulation vs. total free distribution costs.

SMSA 80 Cen. 207,704; Loc. Est. 211,489
County 80 Cen. 185,302; Loc. Est. 187,582
City & RTZ-ABC: (70) 393,578; (82) 511,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,702; Loc. Est. 53,000
County 80 Cen. 69,199; Loc. Est. 72,111
SMSA 80 Cen. 77,178; Loc. Est. 80,932
CZ-ABC: (70) 41,010; (82) 59,800
RTZ-ABC: (70) 94,190; (82) 146,300
City & RTZ-ABC: (70) 135,200; (82) 206,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	7	$686,677,000
Commercial	9	$808,305,000

6 - PASSENGER AUTOS: County 122,540

7 - ELECTRIC METERS: Residence 56,638

8 - GAS METERS: Residence 50,214

9 - PRINCIPAL INDUSTRIES: Clothing; Furniture; Paper Cups & Containers; Tablets & Pub.; Dairy Products; Auto Trailers & Truck Beds; Railroad Equipment; Agricultural Products; Food Processing; U.S. Govt. Offices; Chemical Products; Meat Packing; Fabricated Metals; Rubber V. Belts; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Products; Publishing; Lumber; Plastics; Optical Pdts.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plaza Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Mall(140)	NA	Dillards, Penney's, Mont. Wards, Heer's, Sears, Famous Barr
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, House of Sound
Country Club(40)	NA	Consumers, Ben Franklin
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Levy-Wolf, Heer's
Fremont Ctr.(24)	NA	Athletic Attic, Rag Merchants
Glen Isle(19)	NA	Ed. V. Williams, Missouri Mill
Hil Cres(7)	NA	Consumers
K mart(10)	NA	K mart, Consumers
North Town Mall(50)	NA	Wal-Mart, Consumers, Osco Drug
Old Town(19)	NA	Ethan Allen Carriage House
Parkcrest(28)	NA	Consumers
Plaza(125)	NA	Freeman's, Billies
Plaza Tower's Ctr.(33)	NA	Miss Mizzou
Southern Hills(23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Dale's Farm Market
Town & Country(9)	NA	Dillons
Village(13)	NA	Sears
Wedgewood(9)	NA	Machino's Hardware, Consumers
Commercial St.(100)	NA	

Principal Shopping Days-Mon., Thu., Fri., and Sat.
Stores Open Evenings-Mon., and Fri., Battlefield Mall open 6 nights.
Stores Open Sundays-Food, Drug & Discount Houses.

13 - RETAIL OUTLETS: Department Stores-Busy Bee 2; C. R. Anthony; Dillard's; Heers, Inc. 2 (Allied Unit); J. C. Penney; Levy-Wolf; Newman's; Montgomery Ward; Sears Roebuck; Golde's; Famous Barr.
Catalog-Sears; Montgomery Wards; Service Merchandise; Penney's.
Variety Stores-Woolworth; Ben Franklin; Jupiter.
Discount Stores-Skaggs 2; Barnes General Store; Venture; Farmers Market; K mart 3; Wal-Mart 4; Service Merchandise.
Chain Drug Stores-Skaggs 3; Osco 2; Medicare Pharmacy 3; Gordon Rexall; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.
Chain Supermarkets-Rameys 5; So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.
Other Chain Stores-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Stinger's 6, O'Reilly Auto 8, Otasco 4, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 4, Pay-Less 2, Kinney's 2, A.S. Beck, Quali-Craft, Thom McAn, Jarman, Hush Puppies 2, Buster Brown, Edison; Women's Apparel: Farris 3, Sherman Shops, Paris Shops, Libson's Claridge, Stuarts; Jewelry & Optical: Hess & Culbertson, Zale Jewelry 3, Douglas Optical 2, Pearl Optical 2, King Optical, The Spec Shop; Furniture: Edward Keith, Mulhollan's, Sedgewick's, Gilbert, Wheeler's, Ethan Allen Carriage House, King Comfort, La-Z-Boy, Factory Furniture World; Others: Cook Paint & Varnish, Russell Stover, Fuggit, Git & Go 20, 7-Eleven 4.

14 - NEWSPAPERS: NEWS (m-mon to fri) 35,477; LEADER & PRESS (e-mon to fri) 34,328; Comb. (m&e) 69,805; NEWS & LEADER (m-sat) 66,954; (S) 83,614; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Blasi, Ret. Adv. Mgr., NEWS and LEADER & PRESS, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.
National Representative: Gannett.

TRENTON

1 - LOCATION: Grundy County, E&P Map B-2, County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in north central part of State. On U.S. Hwy 65 and State 6.

2 - TRANSPORTATION: Railroads-Chicago and Northwestern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,611; Loc. Est. 6,836
County 80 Cen. 11,959; Loc. est. 11,710

4 - HOUSEHOLDS:
City 80 Cen. 2,957; Loc. Est. 3,020
County 80 Cen. 4,866; Loc. Est. 4,928

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: County 7,519

7 - ELECTRIC METERS: County 6,723

8 - GAS METERS: 3,691

9 - PRINCIPAL INDUSTRIES: Dairies; R.R.; Bakery; Cement & Sand Prod.; Tractor Parts & Service; Vaults & Bldg. Matls; Farm Prp Pdts.; Foods; Chemicals; Meat Processing (600 emp.); Radiator Mfg. (250 emp).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Center-Eastgate (15 stores-Hirsch Dept., Hy-Vee Foods, IGA Foodliner, Gamble's, Matco Family Ctr., Ben Franklin, J.C. Penney).
Principal Shopping Days-Wed., Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Hirsch's; Gambles; Ben Franklin; Sears (catalog); Montgomery Ward (catalog).
Discount Stores-Matco.
Chain Drug Stores-Ben Franklin.
Chain Supermarkets-Hy-Vee; IGA Foodliner.

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,769; sworn Mar 31, 1982.
Local Contact for Advertising and Merchandising Data: Wm. O. Lenhart, Pres., REPUBLICAN-TIMES, 122 E Eighth St, Trenton, MO 64683; Tel. (816) 359-2212.
National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County, E&P Map B-3, County Seat. Agricultural. Central Missouri State University and Missile Center. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E of Kansas City; 90 mi. W of Jefferson City.

2 - TRANSPORTATION: Railroads-Missouri Pacific (pass. & freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Non-scheduled flights only.

3 - POPULATION:
Corp. City 80 Cen. 13,807; Loc. Est. 13,569
County 80 Cen. 39,059; Loc. Est. 39,165

4 - HOUSEHOLDS:
City 80 Cen. 4,100; Loc. Est. 4,134
County 80 Cen. 12,539; Loc. Est. 12,948

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$33,452,066
Commercial	2	$76,234,000

6 - PASSENGER AUTOS: County 22,164

7 - ELECTRIC METERS: Residence 6,128

8 - GAS METERS: Residence 5,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Uniforms 482; Harmon Industries.
Principal Industrial Pay Days-Sat. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; fluoridation 0.55.

12 - RETAILING:Principal Shopping Center-13 blocks on Holden St., Pine St., Culton St., Washington, Railroad St.
Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

South Mall	NA	Bi-Lo
Northpark(16)	2	TG&Y
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Sat., Thu., Wed., Mon.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Foster's; Connor-Wagoner; Russell Bros.; Vernaz; Suzanne's; TG&Y; Wal-Mart.
Variety Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Cripps.
Chain Supermarkets-Bi-Lo 2; Safeway; IGA; Quick Trip; U-Totem.
Other Chain Stores-Sears; Ward's; Payless Shoes.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,091, sworn Dec. 31, 1982.
Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market, Warrensburg, MO 64093; Tel. (816) 747-8123.
National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County, E&P Map B-4. County agricultural center; in center of State. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

2 - TRANSPORTATION: Railroads-St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879; Loc. Est. 2,858
County 80 Cen. 42,011; Loc. Est. 40,894

4 - HOUSEHOLDS:
City 80 Cen. 1,087; Loc. Est. 1,141
County 80 Cen. 10,525; Loc. Est. 10,413

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commerical	2	$18,000,000

6 - PASSENGER AUTOS: County 22,539

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Located next to Ft. Leonard Wood Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost Oct. 15. Last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: FORT GATEWAY GUIDE (e-mon to fri) 5,251; GUIDE DEMOCRAT (S) 5,251; (started Sunday Edition Mar. 1, 1982); sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Larry W. Freels, Gen. Mgr., FORT GATEWAY GUIDE & GUIDE DEMOCRAT, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County, E&P Map C-[illegible], County Seat. Shipping and wholesale center; agriculture, dairy, and oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: Bus Lines-Continental Trailways.
Motor Freight Carriers-3.
Airlines-2 charter planes.

3 - POPULATION:
Corp. City 80 Cen. 7,741; Loc. Est. 7,986
County 80 Cen. 28,807; Loc. Est. 30,310
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,232; Loc. Est. 3,397
County 80 Cen. 10,759; Loc. Est. 11,714

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$139,956,000
Savings & Loan	2	$278,447,834

6 - PASSENGER AUTOS: County 18,356

7 - ELECTRIC METERS: Residence 3,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Shoes 565 ($150); Sawmill 436 ($136); Woodworking 153 ($138); Truck Bodies 345 ($195); Electrical 595 ($162); Sales and Service 1,250 ($147); Beef cattle and feeder pigs, annual sales $26,739,900.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-106; Fall 30-75; Winter 0-70. First killing frost, Oct. 23. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; chlorinated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Court Sq.; 1 on S. Main; 4 on West Main; 3 East Main; 3 Wash. Ave.; 2 W. Broadway; 4 Hwy. 63 N.
Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days-Sat., Mon.
Stores Open Evenings-Parkway Shopping Center, Southern Hills Shopping Center; McCrory on the Square.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony's; Aid's; P.N. Hirsch; Marx; Richards Bros. Dry Goods; Padgett Hardware; J. W. Mushrush and Co.
Discount Stores-McCrory; West-Gibson; Wal-Mart.
Chain Drug Stores-Wilke Walgreen; Red Apple Rexall.
Chain Supermarkets-Nu-Way; Richards Bros. 6; Ramey's Foodland; Consumers; Stanley's Thriftway Foodliner.
Other Chain Stores-Firestone; Goodyear; Midwest Auto Supply; Otasco; Sears; Montgomery Ward; P.N. Hirsch.

14 - NEWSPAPERS: QUILL (e-mon to fri) 8,903; sworn March 31, 1982.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative: Missouri Press Service.

MONTANA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	57	64	66
5-14 Years	151	123	126
15-24 Years	122	149	153
25-44 Years	155	221	227
45-64 Years	141	145	149
65 and Over	68	85	87
TOTAL	694	787	808

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdw	137	260	349
General Mdse	140	245	362
Food	357	599	1,009
Automobiles	340	604	770
Gasoline Stations	150	272	510
Apparel	80	137	200
Furniture	65	122	169
Eat-Drink Places	153	275	473
Drugs	56	99	159
TOTAL	1,613	2,848	4,421

ANACONDA

See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (SMSA), E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining. Transportation agricultural, livestock shipping & wholesaling center. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-81.
Intercity Bus Lines-Trailways; Greyhound; Rimrock Stages; Missouri Valley Trails.
Airlines-Northwest; Western; Frontier; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 66,798; Loc. Est. 66,242
CZ-ABC: (70) 74,848; (82) 94,800
RTZ-ABC: (70) 143,782; (82) 174,100
County/SMSA 80 Cen. 108,035; Loc. Est. 110,392
City & RTZ-ABC: (70) 218,630; (82) 268,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,265; Loc. Est. 26,791
County/SMSA 80 Cen. 39,891; Loc. Est. 42,034
CZ-ABC: (70) 23,838; (82) 35,300
RTZ-ABC: (70) 45,813; (82) 64,900
City & RTZ-ABC: (70) 69,651; (82) 100,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	$698,222,000
Savings & Loan	2	$233,703,245

6 - PASSENGER AUTOS: County 63,598

7 - ELECTRIC METERS: Residence 32,090

8 - GAS METERS: Residence 29,810

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Const. 2,500 ($372); Mfg. 4,500 ($409); Trans., Comm., Pub. Utilities 4,800 ($349); Trade 16,500 ($203); Finance, Real Estate, Ins. 2,600 ($195); Services 11,500 ($191); Gov. 7,500 (N.A.).
Principal Pay Days-1st & 15th; RR 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25. Last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

12 - RETAILING:Principal Shopping Centers-2 blocks on N. 27 St.; 1 on S. 27 St.; 5 on N. Bway.; 4 on N. 29 St.; 2 on S. 29 St.; 3 on N. 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W. at Cook Ave.; 10th St. W. on Broadwater Ave.; 24th St. W. & Cental; 13th & 16th St. W. & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Evergreen(5)	2	Odegaard's
Vet's Park	1	Bob's IGA
Broadwater(35)	1	Kuchera Furniture
Westgate(10)	2	Kon's Sooper
Four Seasons	3	Heights, IGA, Western Drug
Big "B"	2	Buttrey's, Jewel Cos.
West Park(3)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's, Woolworth
K mart	4	K mart
LaBelle's	4	LaBelle's
Rimrock Mall(66)	4	Hennessy's, Wards, J.C. Penney
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Hart Albin; Cole's; J.C. Penney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's; The Denver.
Chain Drug Stores-Skagg's 3; Odegaard.
Variety Stores-Woolworth; Kresge.
Discount Stores-Gibson's 2; K mart; LaBelle's; Target.
Chain Supermarkets-Albertson's 2; Buttrey's 5; Safeway 4; K mart; Kon's Soopers 4; Western Warehouse. 12 independent supermarkets.
Other Chain Stores-Gambles; Singer Co.; Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwr.; Big Bear; Diana Shops; Three Sisters; Schiff's; Mode O'Day; K-G Men's; S&H Green Stamps; Discount Fabrics; House of Fabrics; Zales Jewelry; Baker Shoes; Sweetbriar; Dahle's; Stevenson's; Peck & Pecks.

14 - NEWSPAPERS: GAZETTE (m) 60,903; (S) 63,287; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: A.C. Focht, Nat. Adv. Mgr., GAZETTE, 401 N. Broadway, Billings, MT 59103; Tel. (406) 657-1351.
National Representative: Branham.

BOZEMAN

1 - LOCATION: Gallatin County, E&P Map C-3, County Seat. Southcentral part of state. Shopping, Wholesale; small mfg.; University; small grain and hay farming; livestock; tourist and ski center; lumbering; 85 miles E of Butte; 146 miles W of Billings on Interstate 90; Highways 10 and 191.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P.
Airlines-Northwest Orient; Frontier.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Intermountain Stage.

3 - POPULATION:
Corp. City 80 Cen. 21,645; Loc. Est. 22,651
CZ-ABC: (70) 21,675; (82) 27,000
RTZ-ABC: (70) 12,809; (82) 30,500
County 80 Cen. 42,865; Loc. Est. 46,098
City & RTZ-ABC: (70) 34,484; (82) 57,500

4 - HOUSEHOLDS:
City 80 Cen. 7,512; Loc. Est. 7,477
County 80 Cen. 14,923; Loc. Est. 16,589
CZ-ABC: (70) 6,378; (82) 9,300
RTZ-ABC: (70) 4,053; (82) 11,700
City & RTZ-ABC: (70) 10,431; (82) 21,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$172,481,000
Savings & Loan	3	$87,000,000

6 - PASSENGER AUTOS: County 22,730

7 - ELECTRIC METERS: Residence 8,166

8 - GAS METERS: Residence 6,344

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronic.. ($185); Heavy Construction 400 ($255); Cement 110 ($235); University 700 ($165).
Principal Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11 - TAP WATER: Alkaline, 2 sources hard; 1 source soft.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main St. and 2 N and S of Main; 11 on N. 7th; West Main from 10th to 20th Sts; Main Mall and University Shopping Center W. edge of town.
Neighborhood Shopping Center-College St. at 8th & 9th.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: Department Stores-ChambersFisher; J.C. Penney; McDonalds; The Bon.
Discount Stores-Gibson's; K mart; Woolco; Ernst.
Chain Drug Stores-Western Drug; Skaggs; Osco; Pay'n Save.
Chain Supermarkets-Safeway; Buttrey's; IGA; Albertsons.

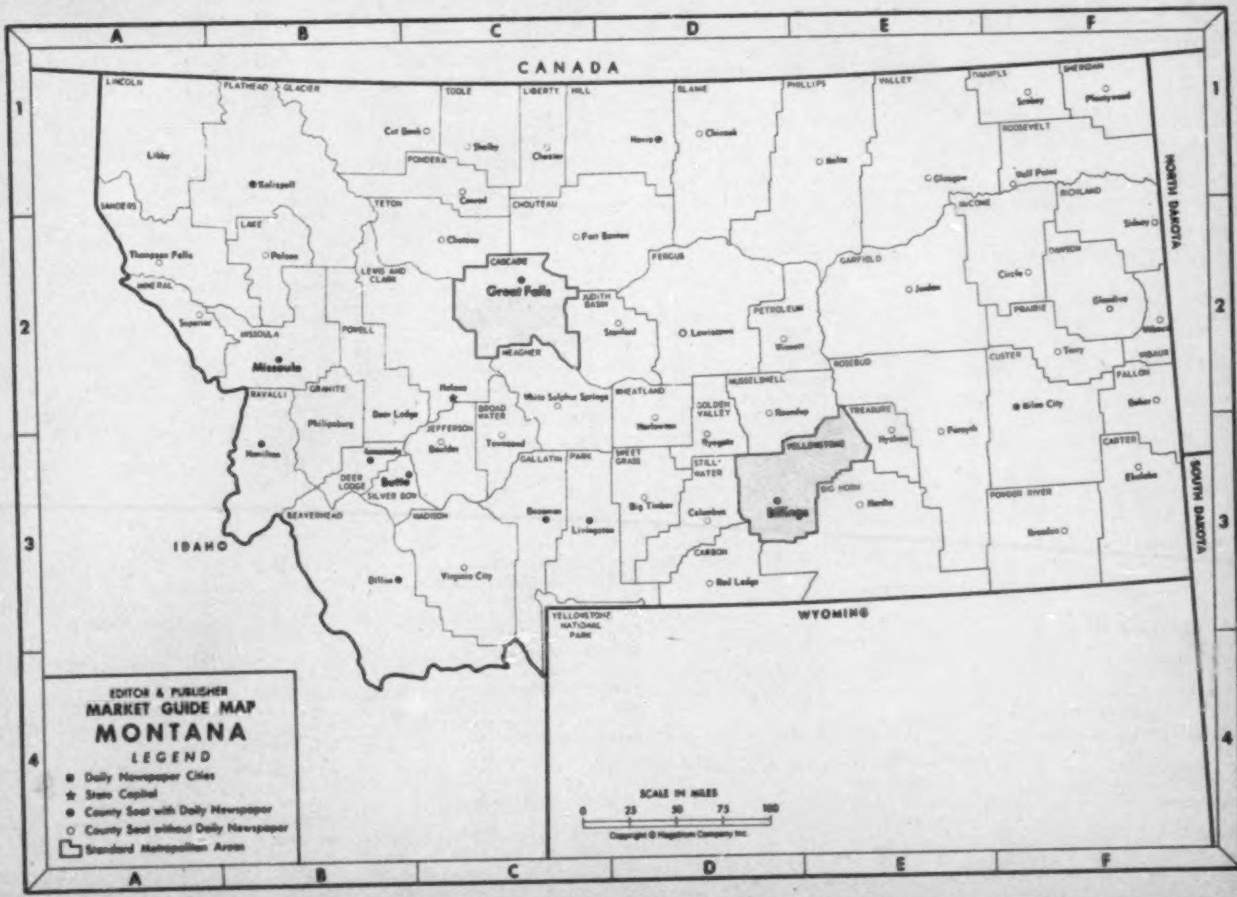
14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 10,388 (S) 11,506; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Allen W. Jones, Adv. Mgr., CHRONICLE, 32 S Rouse, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative: None.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County, E&P Map B-3, County Seat. Mining and agricultural retail, wholesale, transportation and miscellaneous manufacturing center. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City; 1,141 mi. W of Minneapolis; 329 mi. E of Spokane; U.S. Hwys. 10S, 91, I-15, I-90.

2 - TRANSPORTATION: Railroads-CMSt.-P&Pac.; Burlington-Northern; UP and BA&P (freight).
Motor Freight-18 lines available.
Bus Lines-Intermountain Transportation; Greyhound.
Airlines-Northwest; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723; Loc. Est. 48,183
Butte 80 Cen. 37,205; Loc. Est. 36,532



Anaconda 80 Cen. 12,518; Loc. Est. 11,651
CZ-ABC: (70) 57,633; (82) 49,300
RTZ-ABC: (70) 62,347; (82) 79,100
Counties 80 Cen. 50,610; Loc. Est. 49,054
Silver Bow 80 Cen. 38,092; Loc. est. 37,403
Deer Lodge 80 Cen. 12,518; Loc. Est. 11,651
City & RTZ-ABC: (70) 119,980; (82) 128,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,677; Loc. Est. 18,626
Butte 80 Cen. 14,256; Loc. Est. 14,407
Anaconda 80 Cen. 4,421; Loc. est. 4,219
CZ-ABC: (70) 18,723; (82) 19,500
RTZ-ABC: (70) 19,076; (82) 27,700
Counties 80 Cen. 19,026; Loc. Est. 18,977
Silver Bow 80 Cen. 14,605; Loc. Est. 14,758
Deer Lodge 80 Cen. 4,421; Loc. Est. 4,219
City & RTZ-ABC: (70) 37,799; (82) 47,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$292,528,000
Savings & Loan	1	$163,731,200

6 - PASSENGER AUTOS: Counties: Silver Bow 19,212; Deer Lodge 3,731

7 - ELECTRIC METERS: Residence 18,585 Butte 14,299; Anaconda 4,286

8 - GAS METERS: Residence 15,656 Butte 12,223; Anaconda 3,433

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining Metal 1,050 ($368); Misc. Mfg. 6,500 ($297); Whole Ret. 3,377 ($170); Trans. Comm. Pub. Utilities 1,480 ($348); Finance, ins., Real Estate 625 ($168); Service 3,029 ($155).
Principal Pay Days-Fri., Sat., 10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16. Last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping center). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrison Ave.	1	Safeway
Butte Plaza (27)	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	East Gate IGA
J.C. Penney	5	J.C. Penney

Stores Open Evenings-Shopping center & food: Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney (Butte and Anaconda); Lutey's; Woolworth.

Variety Stores-Woolworth; Ben Franklin; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).
Chain Drug Stores-Skaggs Drug Center; Thrifty Rexall Drug; Osco (Anaconda).
Chain Supermarkets-Safeway 2; Buttrey's 2; Lens; Terminal; East Gate IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Conex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 19,294; (S) 19,811; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Watson, Adv. Dir., MONTANA STANDARD, 25 W Granite, Butte, MT 59701; Tel. (406) 782-8301.
National Representative: Branham.

GREAT FALLS

1 - LOCATION: Cascade County (SMSA), E&P Map C-2, County seat. Industrial city with agricultural and livestock production. In the center of the state. On U.S. Highway 87, 89, 91 and I-15.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Intermountain; Glacier.
Airlines-Northwest Orient; Western; Frontier; Big Sky.
Charter Air Service-Rocky Mountain Air; Northern Aviation; Minuteman Aviation; Hensley Flying Service; Blaine Helicopters; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,725; Loc. Est. 55,673
CZ-ABC: (70) 72,916; (82) 70,100
RTZ-ABC: (70) 124,638; (82) 123,700
County/SMSA 80 Cen. 80,696; Loc. Est. 80,187
City & RTZ-ABC: (70) 197,554; (82) 193,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,879; Loc. Est. 22,165
County/SMSA 80 Cen. 29,385; Loc.Est. 30,054
CZ-ABC: (70) 22,596; (82) 25,300
RTZ-ABC: (70) 37,929; (82) 44,500
City & RTZ-ABC: (70) 60,525; (82) 65,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$427,797,000
Savings & Loan	4	$150,504,776

6 - PASSENGER AUTOS: County 43,354

7 - ELECTRIC METERS: Residence 23,591

8 - GAS METERS: Residence 20,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Craftsmen 5,500 ($350); Public Utility Tel., Lt. & Pr. 456 ($345); Flour & Feed 190 ($275); Oil Refg. 100 ($325); Railroad 600 ($330); Air Force 6,122 ($275).
Principal Industrial Pay Days-Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-11 blocks on Central Ave.; 8 on 1st Ave. North; 5 on 1st Ave. South; 54 blocks on 10th Ave. South.
Neighborhood Shopping Centers-6th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. So. bet. 35th & 36th Sts.; 10th & 11th Ave. So. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. So. bet. 26th & 27th Sts.; 10th Ave. So. bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th St.(12)	2	Ryan, IGA
Riverview	2	Ryan, IGA
10th Ave.(4)	4	Ryan, IGA
Safeway	2	Safeway
West Side	1	Noble's Foodland
Miracle Mile(20)	3	Buttreys
Holiday Vlg.(103)	2	Albertson's, Mont. Ward, Buttreys
Westgate(10)	2	K mart
K mart	2	

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Allied Stores); Sears; Montgomery Ward; J. C. Penney; C. R. Anthony; Herbergers; K mart.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88] Center.
Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear.
Chain Drug Stores-Skagg's; Western 3; Osco 2; Pay'n Save Drugs.
Chain Supermarkets-Safeway 2; Ryan Merc. IGA 3; Buttrey Foods 4; Albertson's; Circle K 8; 7-Eleven 5.
Other Chain Stores-Coast to Coast; Conrad's; Singer Co.; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Three Sisters; Claire's Boutique; Our Own Hardware; Hickory Farms; Zale's Jewelry 2; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 37,039; (S) 42,965; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Cordingley, Nat'l. Adv. Mgr., TRIBUNE, Box 2468, Great Falls, MT 59403; Tel. (406) 761-6666.
National Representative: CWO&O.

HAMILTON

1 - LOCATION: Ravalli County, E&P Map B-3, County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Missouri Valley Trails.

3 - POPULATION:
Corp. City 80 Cen. 2,661; Loc. Est. 2,507
County 80 Cen. 22,493; Loc. Est. 22,905

4 - HOUSEHOLDS:
City 80 Cen. 1,254; Loc. Est. 1,174
County 80 Cen. 8,008; Loc. Est. 8,422

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$69,273,902

6 - PASSENGER AUTOS: County 11,769

7 - ELECTRIC METERS: Residence 2,591

8 - GAS METERS: Residence 2,201

9 - PRINCIPAL INDUSTRIES: Lumbering Mills; Dairy Prod. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard, deep well water.

12 - RETAILING: Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Grocery, sporting goods, variety and wine.

13 - RETAIL OUTLETS: Variety Stores-Sprouse-Reitz; Ben Franklin; Bonanza 88.
Chain Drug Stores-Downing's Rexall; Walgreen.
Chain Supermarkets-Safeway; Economy; IGA; Excell Low Cost Center.
Other Chain Stores-J.C. Penney; Anthony's; Gamble's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward (catalog); Western Auto; UBC.

14 - NEWSPAPERS: REPUBLIC (m-mon to fri) 3,946; sworn Sept 30, 1981.
Local Contact for Advertising and Merchandising Data: Greg McConnell, Adv. Mgr., REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.
National Representative: None.

HAVRE

1 - LOCATION: Hill County, E&P Map D-1, County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Intermountain; Burlington Northern.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 10,891; Loc. Est. 10,699
County 80 Cen. 17,985; Loc. Est. 17,677

4 - HOUSEHOLDS:
City 80 Cen. 4,069; Loc. Est. 3,912
County 80 Cen. 6,305; Loc. Est. 6,353

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

6 - PASSENGER AUTOS: County 9,254

7 - ELECTRIC METERS: Residence 4,958

8 - GAS METERS: Residence 4,303

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Railroad 900 ($10,000,000 Annual Payroll).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on 4 sts.; The Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gamble's; J. C. Penney; Woolworth's; Coast-to-Coast; Herbergers; K mart.
Variety Stores-1-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores-Western 3; Osco Drug.
Chain Supermarkets-Safeway; Buttrey; Super Save; Western Warehouse.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 4,778; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W.L. (Les) Hill, Pub., DAILY NEWS, PO Box 431, Havre, MT 59501; Tel. (406) 265-6797.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County, E&P Map C-2. State Capital, County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte: 94 mi. SW of Great Falls. A telephone communications center.

2 - TRANSPORTATION: Railroads-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines-Intermountain Bus Lines.
Airlines-Frontier; Northwest; Western Airline; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938; Loc. Est. 24,330
PMA-ABC: (70) 24,381; (82) 33,500
RTZ-ABC: (70) 7,493; (82) 10,200
County 80 Cen. 43,039; Loc. Est. 45,830
PMA & RTZ-ABC: (70) 31,874; (82) 43,700

4 - HOUSEHOLDS:
City 80 Cen. 9,475; Loc. Est. 9,318
County 80 Cen. 16,066; Loc. Est. 17,711
PMA-ABC: (70) 8,126; (82) 13,000
RTZ-ABC: (70) 2,128; (82) 3,400
PMA & RTZ-ABC: (70) 10,254; (82) 16,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 23,084

7 - ELECTRIC METERS: Residence 15,402

8 - GAS METERS: Residence 10,642

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Government.
Principal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2. Last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown, 8 blocks on North and South Main St.; Capital Hill Center, 11th and Roberts; Lundy Center, Euclid and North Benton; Northgate Plaza, N. Montana and Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th and Prospect; Montana and Cedar.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital Hill(22)	NA	Hennessy's Dept Store, Super Save Drugs
Lundy's(8)	NA	Bergum Drug, Super Save, Ben Franklin
Northgate(6)	NA	Gibson's, Super Save, Power-Townsend Co.
Downtown(50)	NA	J.C. Penney, New York Store

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Hennessy's; K mart.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Super Save; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Super Save; Albertson's; Heritage IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast to Coast; K-G Men's Stores; Conrad's. Inc.; Gallenkamp Shoes; Montgomery Ward (catalog); Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 13,261; (S) 14,177; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Schultz, Adv. Dir., INDEPENDENT RECORD, PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative: Branham.

KALISPELL

1 - LOCATION: Flathead County, E&P Map B-1, County Seat. Trading center; on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls. 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Transp.; Brown Bus; Lincoln Stage Line.
Airlines-Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 10,648; Loc. Est. 10,277
County 80 Cen. 51,966; Loc. Est. 53,296
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,396; Loc. Est. 3,981
County 80 Cen. 18,790; Loc. Est. 19,919

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$104,721,306
Commercial	4	$208,684,515

6 - PASSENGER AUTOS: County 32,000

7 - ELECTRIC METERS: Residence 15,350

8 - GAS METERS: Residence 10,757

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prod. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13. Last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 2 on 1st Ave. E.; 2 on 1st Ave. W.; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 West; K mart, Hwy. 2 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitefish	15	Markus, Safeway
Somers	6	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Bigfork
B&B(6)	NA	Fred Meyer
Gateway West Mall	3	Super Fair, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Some supermarkets and discount stores & Gateway West Mall.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Sears; B&B Stores; Hillsteads Drug Fair.
Discount Stores-Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreen 2.
Chain Supermarkets-B&B; Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 10,892; (S) 11,946; Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE, PO Box 8, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County, E&P Map C-3, County Seat. Business entrance Yellowstone Nat'l. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwys. 10 and 89.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,994; Loc. Est. 7,439
County 80 Cen. 12,660; Loc. Est. 13,832
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,843; Loc. Est. 2,798
County 80 Cen. 4,924; Loc. Est. 5,506

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	1	$57,000,000

6 - PASSENGER AUTOS: County 7,943

7 - ELECTRIC METERS: Residence 4,364

8 - GAS METERS: Residence 3,423

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 1,100 ($450); Mfg. 210 ($350); Services, Misc. 425 ($350); Lumbering 500 ($400).
Principal Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17. Last killing frost, May 10.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Main & 1 on 2nd & connecting sts.
Nearby Shopping Centers-Livingston (Safeway); John's IGA; Livingston Plaza.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery, Supermarkets, Western Drug.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Anthony's; Robbins Inc.
Variety Stores-Ben Franklin.
Chain Supermarkets-Safeway; IGA; Wes Sooper; John's IGA.
Chain Drug Stores-Western Drug.
Other Chain Stores-Gamble's; Western Auto; Bernina; Sears; Montgomery Ward; Coast-to-Coast; Firestone; Goodyear; 7-Eleven; Superamerica; OK Hardware; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,650; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 220 S. Main, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County, E&P Map F-2, County Seat. Shipping and wholesale center. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: Railroads Burlington Northern.
Motor Freight Carriers-5.
Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 9,602; Loc. Est. 9,245
County 80 Cen. 13,109; Loc. Est. 12,653
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,779; Loc. Est. 3,734
County 80 Cen. 4,901; Loc. Est. 4,906

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$110,000,000

6 - PASSENGER AUTOS: County 7,872

7 - ELECTRIC METERS: Residence 4,636

8 - GAS METERS: Residence 3,670

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); Railroad 300 ($175); Medical 150 ($235); Printing 54 ($205).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-40. First killing frost, Oct. 1. Last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING:Principal Shopping Center-36 blocks on eight streets; Miles City Downtown; Plaza Shopping Center-10 stores.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; J. McDonald; Shores; Anthony's; K mart; Christianson's; Anderson's.
Variety Stores-Anderson's.
Chain Drug Stores-Walgreen; Rexall; Osco.
Chain Supermarkets-Buttrey's; Safeway; Reynolds.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears; Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR (e-mon to fri) 4,403; (weekend) 4,469; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: O.V. Williams, Pub., STAR, 13 N. 6th St., Miles City, MT 59301; Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County, E&P Map B-2, County Seat. Manufacturing, distributing and education center 210 mi. E of Spokane; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest; Frontier; Western Airlines; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 33,388; Loc. Est. 33,525
CZ-ABC: (70) 45,859; (82) 58,600
RTZ-ABC: (70) 92,430; (82) 134,500
County 80 Cen. 76,016; Loc. Est. 78,698
City & RTZ-ABC: (70) 138,289; (82) 193,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,604; Loc. Est. 13,838
County 80 Cen. 28,019; Loc. Est. 29,892
CZ-ABC: (70) 14,445; (82) 21,500
RTZ-ABC: (70) 28,900; (82) 49,400
City & RTZ-ABC: (70) 43,345; (82) 70,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 38,870

7 - ELECTRIC METERS: Residence 22,396

8 - GAS METERS: Residence 17,469

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Lumber 2,900 ($340); U.S. Forest Service 790 ($300); B.N.R.R. 300 ($250); University 3,200 ($140); Hospitals 1,000 ($180).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on N. Higgins; 5 on S. Higgins; 3 on Front St.; West Main and Broadway.
Neighborhood Shopping Areas-Broadway W.; 3 blocks on Front St. E.; & Main St. E.; 6 blocks on Broadway E., Highway 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(94)	4 1/2	Sears, Hennesseys, Hart-Albin, J.C. Penney
Tremper's(11)	3	Buttrey, Osco
Holiday Vlg.(20)	3	Albertson's, Skagg, Sprouse-Reitz
East Gate(2)	1 1/2	East Gate Drug Buttreys
Fairway	3	
South Center	3	
Town & Ctry.(4)	3 1/2	Super Save

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; J. C. Penney; Sears; Hennessey's; Hart-Albin.
Variety Stores-Bonanza.
Discount Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Missoula Rexall; Smith Walgreen; Skaggs; Osco.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Super Save 3; Rosauers.
Other Chain Stores-Firestone; Coast-to-Coast; K-G Men's; Safeway Dry Goods; Singer Co.; Montgomery Ward (Automotive); House of Fabrics; Team Electronic; Radio Shack.

14 - NEWSPAPERS: MISSOULIAN (m) 30,678; (S) 32,958; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pat Nagy Swarz, Adv. Dir., MISSOULIAN, 502 N. Higgins Ave., Missoula, MT 59807; Tel. (406) 721-5200.
National Representative: Branham.

NEBRASKA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Lincoln-Lancaster County.
Omaha, Neb.-Iowa-Douglas and Sarpy Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb.-Woodbury County, Iowa; Dakota County, Neb.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	120	123	125
5-14 Years	301	239	243
15-24 Years	258	296	301
25-44 Years	327	413	421
45-64 Years	296	293	298
65 and Over	183	206	210
TOTAL	1,485	1,570	1,598

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	209	357	456
General Mdse	449	686	963
Food	614	972	1,556
Automobiles	630	1,094	1,327
Gasoline Stations	322	530	943
Apparel	158	235	328
Furniture	175	261	344
Eat-Drink Places	278	474	776
Drugs	108	139	211
TOTAL	3,194	5,145	7,579

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2, County Seat. Wholesale Center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Star Bus.
Motor Freight Carriers-3.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 9,920; Loc. Est. 11,089
CZ-ABC: (70) 6,862; (82) 10,800
RTZ-ABC: (70) 29,348; (82) 30,200
County 80 Cen. 13,696; Loc. Est. 15,225
City & RTZ-ABC: (70) 36,210; (82) 41,000

4 - HOUSEHOLDS:
City 80 Cen. 3,718; Loc. Est. 4,187
County 80 Cen. 5,038; Loc. Est. 5,749
CZ-ABC: (70) 2,380; (82) 4,400
RTZ-ABC: (70) 9,360; (82) 11,300
City & RTZ-ABC: (70) 11,740; (82) 15,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$117,808,462
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,146

7 - ELECTRIC METERS: Residence 5,241

8 - GAS METERS: 4,474

9 - PRINCIPAL INDUSTRIES: R.R. 2,210 Emp. ($1,685) Mfg. 200 Emp. ($192).
Principal Pay Days-Wed.; RR 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third (new).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Third	1	U-Save Super, Jack & Jill
East Third	NA	Wegner Motor, Safeway
West Third	1	Alco

Principal Shopping Days-Sat. & Thu.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; L. B. Murphy; Gamble's; Rhoads; Coast-to-Coast; Sears; Wheeler's; Famous Clothing House; K mart.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Wheeler's; Pamida; Alco.
Chain Drug Stores-Walgreen.
Chain Supermarkets-Safeway; Jack & Jill; U-Save Super.
Other Chain Stores-F&M Bootery; Gambles (hdwr.); Coast to Coast (auto, home supplies); Western Auto; Wheelers.

14 - NEWSPAPERS: TIMES-HERALD (e) 4,861; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative: Branham.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3, County Seat. Agricultural center. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys 77 and 136, State Hwy. 4.

2 - TRANSPORTATION: Railroads-Burlington; U.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-9.

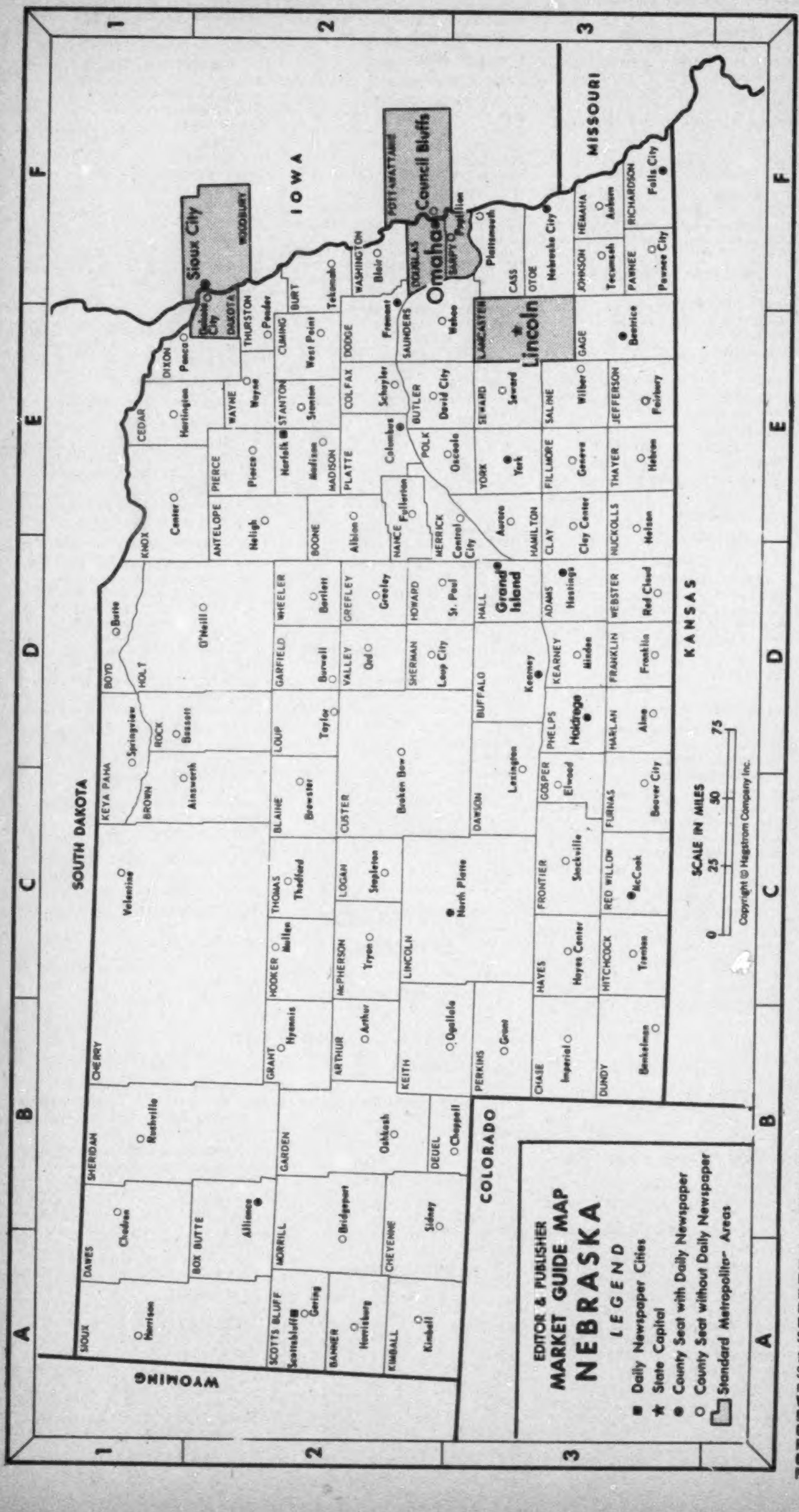
3 - POPULATION:
Corp. City 80 Cen. 12,891; Loc. Est. 13,252
CZ-ABC: (70) 12,389; (82) 11,600
RTZ-ABC: (70) 41,504; (82) 38,700
County 80 Cen. 24,456; Loc. Est. 24,590
City & RTZ-ABC: (70) 53,893; (82) 50,300

4 - HOUSEHOLDS:
City 80 Cen.: 5,255; Loc. Est. 5,569
CZ-ABC: (70) 4,487; (82) 4,487
RTZ-ABC: (70) 13,889; (82) 15,300
County 80 Cen. 9,245; Loc. Est. 9,639
City & RTZ-ABC: (70) 18,376; (82) 20,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$95,011,000
Savings & Loan	3	$1,786,900,000

6 - PASSENGER AUTOS: County 12,349

7 - ELECTRIC METERS: 6,500


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
Sioux City
Council Bluffs
Omaha
Lincoln
Grand Island
Hastings
Kearney
Holdrege
North Platte
McCook
Columbus
Norfolk
Fremont
Beatrice
York
Nebraska City
Alliance
Scottsbluff
Valentine
O'Neill
Falls City
A
B
C
D
E
F
1
2
3

8 - GAS METERS: 5,407

9 - PRINCIPAL INDUSTRIES: Industry, Number of occupation (Av. Wkly Wage)-Assembler, Prod. ($211); Chemical Oper. ($340); Electrician ($328); Laborer, Mat'l Hdlg. ($190); Lathe Operator ($256); Maint. Mechanic Plt. ($236); Milling Machine Oper. ($190); Punch Press Oper. ($249); Secretary ($182); Sewing Machine Oper. ($160); Tool & Die Maker ($290); Welder ($220).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:Nearby Shopping Centers-Indian Creek (K mart, Alco, Jack & Jill)
Principal Shopping Days-Thu. and Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; McDonald; K mart; Pamida; J and R; Alco (Duckwall).
Discount Stores-Pamida.
Variety Stores-Coast-to-Coast; True-Value-Klipperstein; Ace.
Chain Drug Stores-Rexall.
Chain Supermarkets-Boogaart's; IGA; Jack & Jill; Super Market; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Firestone; Ward's; Richman Gordman; Ok Tire Co.

14 - NEWSPAPERS: SUN (e) 11,122; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Burt Foreman, Adv. Mgr., SUN, 7th & Ella, Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative: Branham.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2, County Seat. Agricultural area; small manufacturing and retail center; 89 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 575 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Arrow Stage Lines.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 17,328; Loc. Est. 18,495
CZ-ABC: (70) 15,471; (82) 17,700
RTZ-ABC: (70) 43,433; (82) 43,600
County 80 Cen. 28,852; Loc. Est. 30,584
City & RTZ-ABC; (70) 58,904; (82) 61,300

4 - HOUSEHOLDS:
City 80 Cen. 6,389; Loc. Est. 6,885
County 80 Cen. 10,084; Loc. Est. 11,018
CZ-ABC: (70) 4,916; (82) 6,600
RTZ-ABC: (70) 14,061; (82) 16,500
City & RTZ-ABC: (70) 18,977; (82) 23,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$157,200,625
Savings & Loan	2	$152,650,590

6 - PASSENGER AUTOS: County 16,486

7 - ELECTRIC METERS: Residence 6,009

8 - GAS METERS: Residence 5,496

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($190); Electronics 1,560 ($180); Med. & Surg. Inst. 1,050 ($185); Auto Parts Mfg. 270 ($175); Agricultural Building 1,160 ($185); Agricultural Equipment 2,300 ($195).
Principal Industrial Pay Day-Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-62; Summer 64-84; Fall 38-65; Winter 16-35. First killing frost Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on 3 Sts.
Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks). Pamida Dept. Store, Econoline Supermarket.
Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Thu.; Shpg. Ctr. Nightly.

13 - RETAIL OUTLETS: Department Stores-Geo. Schweser's Sons; J.C. Penney; Pamida; Alco; K mart.
Variety Stores-Woolworth.
Discount Stores-Pamida; Alco; K mart.
Chain Drug Stores-Miessler's Walgreen; Fleischer Rexall; Tooley Drugs.
Other Chain Stores-Sears; Coast-to-Coast; Pamida; Ace Hardware; Firestone; Williams Bros.

14 - NEWSPAPERS: TELEGRAM (e) 11,583; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dick Toof, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2701.
National Representative: Branham.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shopping and medical center. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State 4.

2 - TRANSPORTATION: Railroads-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374; Loc. Est. 5,567
County 80 Cen. 11,315; Loc. Est. 11,517

4 - HOUSEHOLDS:
City 80 Cen. 2,237; Loc. Est. 2,327
County 80 Cen. 4,479; Loc. Est. 4,726

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$73,000,000
Savings & Loan	All branches	$117,687,872

6 - PASSENGER AUTOS: County 5,895

7 - ELECTRIC METERS: Residence 2,340

8 - GAS METERS: Residence 2,334

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-R.R. 150; Meat Pkg. 75; Aztec Woodcraft 90; Agriculture related 171; Misc. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 20. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not flouridated.

12 - RETAILING:Principal Shopping Center-18 blocks on Stone, Chase and Harlan.
Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Chaney's; Penney; Lar Don.
Chain Supermarkets-Safeway; Jack & Jill.
Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Goodyear; Armstrong Electronic; Brown's Shoe Store; Ashley's; Mode O'Day; Sears; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,249; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative: Branham.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State 8.

2 - TRANSPORTATION: Railroads-U.P.; Chicago Northwestern; Burlington Northern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow-Black Hills; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 23,979; Loc. Est. 24,678
CZ-ABC: (70) 24,977; (82) 26,000
RTZ-ABC: (70) 42,931; (82) 44,400
County 80 Cen. 35,847; Loc. Est. 36,759
City & RTZ-ABC: (70) 67,908; (82) 70,400

4 - HOUSEHOLDS:
City 80 Cen. 9,129; Loc. Est. 9,474
County 80 Cen. 13,292; Loc. Est. 14,090
CZ-ABC: (70) 8,180; (82) 9,900
RTZ-ABC: (70) 13,995; (82) 17,000
City & RTZ-ABC: (70) 22,175; (82) 26,[illegible]

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$153,325,000
Savings & Loan	4	$164,010,908

6 - PASSENGER AUTOS: County 18,465

7 - ELECTRIC METERS: Residence 10,325

8 - GAS METERS: Residence 8,379

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Canning; Seed Processing; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Store Fixture; Mobile Homes; Mobile Home Chassis; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Anhydrous Ammonia; Fertilizer; Metal Stamping; Metal Fabricating; Egg Packaging and Processing; Food Processing; Ornamental Iron; Pallet Mfg.; Golf Cart Mfg.; Midland College; Go Kart Mfg.; Mini-Bike Mfg.; Tent & Awning; Refrigerated Warehouse; Garment Mfg.; Pump & Quarry Equipt.; Machine Shop; Wagon Boxes; Livestock Feed Additives; Seat Manufacturing. Total employment 15,650.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54; Winter 29-26.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:Principal Shopping Center-12 Blocks Downtown.
Nearby Shopping Centers-Fremont Mall (24 StoresZales, J.C. Penney, Walgreen, Radio Shack, Gallenkamp Shoes).
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Downtown Thu.; Mall every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; George Schweser's Sons; Philips.
Variety Stores-Woolworth's; TG&Y.
Discount Stores-Rank's; Alco; K mart.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Safeway 2; Hinky Dinky; Warehouse Mkt.; Super Valu; Randall's.
Other Chain Stores-Firestone; Gail's; Goodyear; Harding Glass; Goodrich Dairy; Zale's; Ace Hardware; Gallenkamp Shoes; Kunian Beauty; Pearle Optical; Tober's; House of Fabrics; Sears; Montgomery Ward; Sherwin Williams; Singer; Alco; Redman's Shoes; Buck's Shoes; Radio Shack; Plum Creek Clothing; 7-Eleven; Bonanza; Wendy's; McDonalds; Burger King; Little King.

14 - NEWSPAPERS: TRIBUNE (e) 13,122; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rick Plahn, Adv. Dir., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Gannett.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. market and shipping center; railroad terminus; on I-80; U.S. Hwys. 30, 34 & 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: Railroads-Union Pac.; CB&QRR.
Motor Freight Carriers-22.
Airlines-Frontier.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 80 Cen. 33,180; Loc. Est. 34,621
CZ-ABC: (70) 32,358; (82) 33,300
RTZ-ABC: (70) 72,621; (82) 75,700
County 80 Cen. 47,690; Loc. Est. 50,338
City & RTZ-ABC: (70) 104,979; (82) 109,000

4 - HOUSEHOLDS:
City 80 Cen. 12,819; Loc. Est. 13,771
County 80 Cen. 17,463; Loc. Est. 19,036
CZ-ABC: (70) 10,883; (82) 13,400
RTZ-ABC: (70) 23,827; (82) 28,800
City & RTZ-ABC: (70) 34,710; (82) 42,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$269,255,525
Savings & Loan	4	$167,097,248

6 - PASSENGER AUTOS: County 23,622

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 3,662, including farm equipment, construction, mobile homes, farm and steel buildings, food processing; Government 2,577; Retail 3,942; Wholesale 930; Transportation and Utilities 783; Finance & Real Estate 572; Services 2,127; all others 1,615.
Principal Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1. Last killing frost, April 29.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Cntr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on No. Hwy. 281; 750,000 ft.; 8 blocks on South Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conestoga(60)	NA	Brandeis Dept. Store, Miller & Paine, J.C. Penney, Sears
Grand Island(20)	NA	Woolco, Richman Gordman

Principal Shopping Days-Wed., Sat. & Sun.
Stores Open Evenings-Sears, Penney's-Wed. & Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers; Malls; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Skagway; Brandeis; Penney's; Sears; Woolco; Richman Gordman; Miller & Paine; Schwesers; K mart.
Discount Stores-Skagway; Allen's; Richman Gordman; National Shoes; Woolco; K mart.
Chain Drug Stores-Bens' Drug; Allens; Walgreens.
Chain Supermarkets Jack & Jill 3; Hinky-Dinky; Wilman's (G.W.); Warehouse Market.
Other Chain Stores-Firestone; Goodyear; Swan's (furn.); Mode O'Day; Schwesers; Brodkey Jewelers; Singer Co.; Kinney Shoes; Redman Shoes; Brown Shoes; Gen. Nutrition; So Fro Fabrics; Jo Ann Fabrics; Zales; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Wheeler's; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; Team Electronics.

14 - NEWSPAPERS: INDEPENDENT (e) 25,576; (S) 26,061; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Weil, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham.

HASTINGS

1 - LOCATION: Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 20 miles south of I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Union Pacific; Missouri Pacific (freight).
Intercity Bus Lines-Continental Trailways; Republic Valley; Hi-Line.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 23,045; Loc. Est. 23,770
CZ-ABC: (70) 23,580; (82) 22,700
RTZ-ABC: (70) 57,630; (82) 56,300
County 80 Cen. 30,656; Loc. Est. 31,839
City & RTZ-ABC: (70) 81,210; (82) 79,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,295; Loc. Est. 9,642
County 80 Cen. 11,740; Loc. Est. 12,610
CZ-ABC: (70) 8,314; (82) 9,400
RTZ-ABC: (7C) 19,830; (82) 22,200
City & RTZ-ABC: (70) 28,144; (82) 31,600

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	6	$641,275,620
Commercial	3	$236,921,571

6 - PASSENGER AUTOS: County 16,089

7 - ELECTRIC METERS: Residence 11,101

8 - GAS METERS: Residence 9,615

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Milk Products 34 ($237); Farm Products 145 ($247); Irrigation Equipment 200 ($277); Various Products 500 ($261); Fertilizer 76 ($189); Cartons and IBM Cards 76 ($203); Newspaper Printing, Photography 118 ($241); Cooling and Heating Equipment 173 ($214); Irrigation pipes, engines and equipment 308 ($275); Swine production 90 ($271); Electricity 90 ($192); Natural Gas 149 ($275); Baked Goods 200 ($312); Women's Wear 100 ($192); Farm Equipment 498 ($233); Plastic Pipe 46 ($267); Mobile Homes 114 ($253); Hospital 576 ($253).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Downtown Shopping Center-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and East Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281.
Shopping Centers: K mart on W. Marion Rd., Allen's Shopping Center, Downtown, Gibson's on South Burlington. 1/2 Price Store & Econofoods, Western Mall on S. Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Mall(38)	NA	Mont. Ward, Walgreen, Woolworth, Hinky Dinky, Herbergers

Principal Shopping Days-Thurs., Fri., Sat., and Sun. for Mall.
Stores Open Evenings-All Stores-Thurs.

13 - RETAIL OUTLETS: Department Stores-Schweser's; Montgomery Ward; J. C. Penney; Allen's.
Variety Stores-Woolworth.
Discount Stores: General Supply; Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores-Walgreen; Bert's Rexall 2.
Chain Supermarkets-Jack & Jill 3; Safeway; Hinky Dinky; Allen's; Econofoods.
Other Chain Stores-Firestone; Sears (catalog); Gallenkamp Shoes; Mode O'Day; S&H Green Stamps; Tober's; Maurice's; Barkers; Endicott-Johnson; Brodkeys; Herbergers; Gibson's.

14 - NEWSPAPERS: TRIBUNE (e) 17,796; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Hunter, Gen. Mgr., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham.

HOLDREGE

1 - LOCATION: Phelps County, E&P Map C-3 South central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383, State 23, 17 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Burlington; Amtrak.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-Ideal; Consolidated.

3 - POPULATION:
Corp. City 80 Cen. 5,624; Loc. Est. 5.621
CZ-ABC: (70) 5,635; (82) 5,600
RTZ-ABC: (70) 23,084; (82) 22,700
County 80 Cen. 9,769; Loc. Est. 9,816
City & RTZ-ABC: (70) 28,719; (82) [illegible]

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,267; Loc. Est. 2,[illegible]
CZ-ABC: (70) 1,963; (82) 2,300
RTZ-ABC: (70) 8,073; (82) 9,400
County 80 Cen. 3,699; Loc. Est. 3,802
City & RTZ-ABC: (70) 10,036; (82) 11,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$113,655,000
Saving & Loan	[illegible]	N.A.

6 - PASSENGER AUTOS: County 5,794

7 - ELECTRIC METERS: Residence 2,443

8 - GAS METERS: Residence 2,285

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)Food 9 ($190); Monument Mfg. 18 (NA); Weaving 190 ($170); Medical Supplies 650 ($220).
Principal Industrial Pay Days-Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-McDonald; J.C. Penney.
Variety Stores-D&S.
Discount Stores-Pamida; Medicine Chest.
Chain Supermarkets-Jack & Jill; Hinky Dinky.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,968; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham.

KEARNEY

1 - LOCATION: Buffalo County, E&P Map D-3. County Seat. 200 mi. W of Omaha. On U.S. Hwy. 30; Interstate 80; State Hwy. 10, 40, 44.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington.
Motor Freight Carriers-11.
Intercity Bus Lines-Interstate; Greyhound; Continental.
Airlines-Pioneer Airlines.

3 - POPULATION:
Corp. City 80 Cen. 21,158; Loc. Est. 22,266
CZ-ABC: (70) 19,181; (82) 21,300
RTZ-ABC: (70) 44,561; (82) 48,200
County 80 Cen. 34,797; Loc. Est. 36,717
City & RTZ-ABC: (70) 63,742; (82) 69,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,485; Loc. Est. 8,008
County 80 Cen. 12,284; Loc. Est. 13,362
CZ-ABC: (70) 5,836; (82) 7,600
RTZ-ABC: (70) 14,842; (82) 18,800
City & RTZ-ABC: (70) 20,678; (82) 26,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$838,782,130
Savings & Loan	4	$81,342,110

6 - PASSENGER AUTOS: County 15,615

7 - ELECTRIC METERS: Residence 9,776

8 - GAS METERS: Residence 7,435

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Metal & Irig. Pumps 84 ($245); Oil Filters 520 ($215); Plug Valves 300 ($240); Rubber Closures 102 ($210); Truck Generators 17 ($230); Auto Valves 282 ($265).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 47-101; Fall 7-90; Winter 10-72. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard: fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Central St.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 West on Hwy. 30.
Neighborhood Shopping Centers-6 blks. E. 25 St.
Shopping Centers-Unimart; Boogaarts; Eastowne Center; IGA Food Center; Hinky-Dinky; Alco Discount Center; K mart West.
Principal Shopping Days-Thurs., Fri., Sat. & Sun.
Stores Open Evenings-Food.

13 - RETAIL OUTLETS: Department Stores-Sears; J. C. Penney; Gambles; McDonalds; Hellmans; Baumgartner; Kaufmann-Wernert.
Variety Stores-Baumgartner; Kaufmann-Wernert.
Discount Stores-Wheelers; TSC; Bob's Super-Store; Alco; K mart.
Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Econodrug.
Chain Supermarkets-Safeway; Boogaart; Econo-Foods; IGA;Bob's Super Store; Hinky-Dinky.
Other Chain Stores-Gambles; Firestone; Goodyear; TSC; Wheelers; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; McDonalds; Western Auto; Coast-to-Coast; Radio Shack; 7-Eleven; McDonalds.

14 - NEWSPAPERS: HUB (e) 11,559; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd St., Kearney, NE 68847; Tel. (308) 237-2152.
National Representative: Branham.

LINCOLN

1 - LOCATION: Lancaster County (SMSA). E&P Map E-3, State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: Railroads-Amtrak; BurlingtonNorthern; Union Pacific; MissouriPacific; OmahaLincoln-Beatrice (freight).
Motor Freight Carriers-Interstate 27; Regional 17.
Intercity Bus Lines-Lincoln City; Continental Trailways; Greyhound; Interstate Transit.
Airlines-United; Frontier; Air Midwest; Midway.

3 - POPULATION:
Corp. City 80 Cen. 171,932; Loc. Est. 180,817
CZ-ABC: (70) 153,755; (82) 179,800
RTZ-ABC: (70) 187,583; (82) 190,000
CountySMSA 80 Cen. 192,884; Loc. Est. 202,851
City & RTZ-ABC: (70) 341,338; (82) 369,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,934; Loc. Est. 70,439
CountySMSA 80 Cen. 71,769; Loc. Est. 77,815
CZ-ABC: (70) 49,746; (82) 68,100
RTZ-ABC: (70) 62,285; (82) 73,700
City & RTZ-ABC: (70) 112,031; (82) 141,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	13	$1,025,100,000
Savings	11	$4,333,000,000

6 - PASSENGER AUTOS: County 97,049

7 - ELECTRIC METERS: Residence 79,630

8 - GAS METERS: Residence 62,554

9 - PRINCIPAL INDUSTRIES: Total Employment 103,750; Agricultural 1,650; Mfg. 12,629; Durable Goods 5,777; Nondurable Goods 2,333; Construction 2,429; Railroad Transportation 2,333; Communication, Utility 3,168; Wholesale 4,954; Retail 17,492; Finance, Insurance & Real Estate 6,908; Services 17,382; Fed. Govt. 2,565; State Govt. 16,413; Local Govt. 10,056.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-61; Summer 66-89; Fall 42-66; Winter 13-33. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(66)	4	Mont. Ward, Miller & Paine, Sears
Piedmont(17)	3	IGA
Rathbone(12)	3	Leon's, Food Mart
Indian Vlg.(14)	3	I.G.A.
Treasure City 1	4	Treasure City
Treasure City 2	4	Treasure City
Briarhurst	5	Hoppe Lumber
Meadowlane(25)	5	Jack & Jill
48th & Vine	3	Richmond-Gordman
Westgate	1	Warehouse Mkt.
Belmont(7)	3	Jack & Jill
Clock Tower	2	IGA
Van Dorn(14)	3	Hinky Dinky, Woolco
East Park Plz.(57)	4	Osco Drug, IGA
Edgewood	6	Osco Drug, IGA

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thurs.; Food-Some Thurs., some each weeknight.

13 - RETAIL OUTLETS: Department Stores-Brandeis Co.; Miller & Painer; Sears; Montgomery Ward; J. C. Penney; Target 2.
Discount & Variety Stores-K mart; Pamida; Richman-Gordman; Treasure City; Woolco; Osco; Ardans.
Chain Drug Stores-Walgreen 3; Wagey 4; Rexall 5; Four Star 2; Gilmour-Danielson 3; Fenton; Drug Mart; Winter 2; K-Ray Drug 2.
Chain Supermarkets-Hy-Vee; Albertson's; I.G.A. 13; Hinky Dinky 5; Jack & Jill 7.
Other Chain Stores-Barker Shoes; Baker Shoes; Buck's Booterie; Kinney Shoe; Famous Footwear; Richman Brothers; Nebraska Clothing; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Ardan's; The Limited; Radio Shack; Team Electronics; Pier I; Audio Professionals; Earl May Garden.

14 - NEWSPAPERS: STAR (m) 32,823; JOURNAL (e) 44,839; Comb. (m&e) 77,662; JOURNAL & STAR (S) 74,347; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Shriner, Gen. Sales Mgr., JOURNAL and STAR, 926 P St., Lincoln, NE 68508; Tel. (402) 473-7446.
National Representative: Sawyer-Ferguson-Walker.

McCOOK

1 - LOCATION: Red Willow County, E&P Map C-3, County Seat. Agricultural cntr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 8,404; Loc. Est. 8,730
CZ-ABC: (70) 8,285; (82) 8,300
RTZ-ABC: (70) 42,825; (82) 41,100
County 80 Cen. 12,615; Loc. Est. 13,171
City & RTZ-ABC: (70) 51,110; (82) 49,400

4 - HOUSEHOLDS:
City 80 Cen. 3,309; Loc. Est. 3,502
County 80 Cen. 4,795; Loc. Est. 5,197
CZ-ABC: (70) 2,883; (82) 3,400
RTZ-ABC: (70) 14,859; (82) 16,500
City & RTZ-ABC: (70) 17,742; (82) 19,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: County 7,053

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Transp. 400; 350 Oil Producers; TRW 304; Rubber Hose Co 300 Grain Products Co. 50; Burns Lab. 75.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, Apr. 13. Mean annual temp., 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Norris Ave.; 14 on B St.; 4 on C St.
Stores Open Evenings: Thurs.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Penney; DeGroff's; Carmichaels; Vogue; Clapp's; Sweetbriar; Mode O'Day; Gibson; Alco; Yellow Front.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alcoa.
Chain Supermarkets-Hinky-Dinky; Safeway; Wiemers; Country Corner.
Other Chain Stores-Auto Supplies: L. J. Car Parts; Sidles; Stickney's; Firestone; Gambles; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 10,538 Mar 31. 1982 ABC.
Local Contact for Advertising and Merchandising Data: Allen D. Strunk, Pub., GAZETTE, West First & E St., McCook, NE 69001; Tel. (308) 345-4500.
National Representative: Branham.

NEBRASKA CITY

1 - LOCATION: Otoe County, E&P Map F-3, County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads-Missouri Pacific RR; CB&Q RR;
Bus Lines-Greyhound.
River Barge Line-Sioux City-New Orleans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,127; Loc. Est. 7,303
County 80 Cen. 15,183; Loc. Est. 15,626

4 - HOUSEHOLDS:
City 80 Cen. 2,784; Loc. Est. 2,930
County 80 Cen. 5,801; Loc. Est. 6,165

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$45,000,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 7,573

7 ELECTRIC METERS: Residence 2,796

8 - GAS METERS: Residence 2,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foods 750 ($180); Gas Meters 315 ($200); Garment Mfg. 250 ($140).

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Central Ave.; 10 off Central Ave.
Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Dammast's.
Variety Stores-Woolworth.
Discount Stores-Pamida; Duck Wall Alco.
Chain Supermarkets-Super-Value; Hinky Dinky; IGA.
Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 3,806; (S) 3,851; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John Lowman, Gen. Mgr., NEWS-PRESS, 123 S. 8th, Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative: Branham.

NORFOLK

1 - LOCATION: Madison County, E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City, 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State 35 and 24.

2 - TRANSPORTATION: Railroads-C&NW; UP.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; P.Y.N. Bus Line; Arrow; Black Hills Stage Line.
Airlines-Triple "A."

3 - POPULATION:
Corp. City 80 Cen. 19,449; Loc Est. 20,050
CZ-ABC: (70) 16,607; (82) 19,600
RTZ-ABC: (70) 89,683; (82) 90,600
County 80 Cen. 31,382; Loc. Est. 32,187
City & RTZ-ABC: (70) 106,290; (82) 110,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,471; Loc. Est. 7,945
County 80 Cen. 11,586; Loc. Est. 12,226
CZ-ABC: (70) 5,579; (82) 7,700
RTZ-ABC: (70) 28,514; (82) 33,500
City & RTZ-ABC: (70) 34,093; (82) 41,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$188,521,557
Savings & Loan	3	$145,610,234

6 - PASSENGER AUTOS: County 14,682

7 - ELECTRIC METERS: Residence 7,776

8 - GAS METERS: Residence & Comm'l 7,297

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 631 ; Dairy and Poultry Processing 148; Steel 280; Steel Fabrication 475; Medical 500; Beef Processing 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-87; Fall 25-75; Winter 8-35. Average annual precipitation, 23.98 in. Average length of growing season, 155 days.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Centers-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 blocks each on South 3rd, 4th & 5th Sts. N. and S. of Norfolk Ave. Principal stores: Alco; Hesteds, Stinsons, Ashleys, Style Shop, Behmer's Music, Tom's Music, Bomgaars, Lynn & Al's, Chicago Lumber, Ballantyne Furniture. Most stores open Thursday until 9 and Sundays 1-6 p.m.
Sunset Plaza-1 mi S on Hwy. 81, 1/4 mile W on 275 bypass. Principal stores: J.C. Penney, Herbergers, Hinky Dinky, Brodkeys, Schweser's, Earl May Garden Center, Furniture by Bestt, Marilynns, Goodyear, Sunset Drug, Tober's Style Shop, Singers, Gallenkamp Shoes, Team Electronics and many others, over 40 units. Open weekdays 9:30 a.m. to 9 p.m. Most stores open Sunday 12-5 p.m.
Westside Plaza-2 mi. W of downtown Norfolk. Principal stores: Gibson's Discount Center, Lynn & Al's Food, Budget Furniture Mart, Goodwill Retail, Gordman Shoes, Gibson's Auto. Gibson's open weekdays until 9 p.m. Sundays, 1-6 p.m.
Westgate Plaza-corner of 13th St. and Norfolk Ave. Principal Stores: Norfolk IGA, Westgate Rexall Drug, Radio Shack, and numerous offices. Drug Store open until 8 p.m., grocery 24 hrs.-7 days.
South Highway 81-Principal stores: Lou's Thriftyway, Payless Shoes, Fashion Company, Bestt Decorators, Holiday Station Store, Merchants Gas 'n' Shop.
Country Club Plaza-Riverside Blvd. and Benjamin Ave. Principal stores: Godfather's Pizza, The Diet Scale, The Karpet Shop, Willy's General Store, Taco del Sol, Pic 'n' Save, Northeast Nebraska Furn. No set hours for business.
Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Stinson's; J.C. Penney; Herbergers, Wards Catalog, Sears (catalog); Schweser's.
Variety Stores-Hested; McCrory.
Discount Stores: Gibson's; Ashleys; K mart; Alco; Warehouse Market.
Chain Supermarkets-Hinky Dinky; IGA; Safeway; HyVee.
Other Chain Stores-Gambles; Firestone; Sherwin-Williams; Gallen Kamp Shoes; Singer's; Mode O'Day; Goodyear; Brodkey Jewelery; Team Electronics; Chicago Lbr.; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Music City; Tober's; Payless Family Shoes; Holiday Station Store; Warehouse Market, True Value Hardware.

14 - NEWSPAPERS: NEWS (e) 22,570; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative: Branham.

NORTH PLATTE

1 - LOCATION: Lincoln County, E&P Map C-3, County Seat. Railroad center. Central part of state; 232 mi. from state capitel: 289 mi. from Omaha. At intersection of Interstate 80 and US 83.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Western Stage Lines.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 24,509; Loc. Est. 26,005
CZ-ABC: (70) 22,222; (82) 28,100
Bal. in PMA-ABC: (70) 59,449; (82) 64,800
County 80 Cen. 36,445; Loc. Est. 38,578
Total PMA-ABC: (70) 81,671; (82) 92,900

4 - HOUSEHOLDS:
City 80 Cen. 9,178; Loc. Est. 9,624
County: 80 Cen. 13,245; Loc. Est. 14,401
CZ-ABC: (70) 7,347; (82) 10,900
Bal. in PMA-ABC: (70) 19,985; (82) 25,300
Total PMA-ABC: (70) 27,232; (82) 36,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$145,474,116
Savings & Loan	6	$90,562,000

6 - PASSENGER AUTOS: County 18,560

7 - ELECTRIC METERS: 13,103

8 - GAS METERS: Residence 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); RR 2,300 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days-RR; 1st and 15th. Food and Textile: Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring-2199; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Dewey St., 12 on Jeffers; 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers-S. Jeffers and West A; East 4th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gibson's	1	Gibson, True-Value, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-To Coast, Ben Franklin
The Mall(40)	NA	J. C. Penney, Skagg's, Hinky Dinky
Parkade Plaza	NA	Alco, Sixth Street Mkt.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.; Mall-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Schweser's; Sears.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Gibson's; Skagg's; Alco; K mart.
Chain Drug Stores-Allen's; Skagg's; Gibson's.
Chain Supermarkets-Safeway; Hinky Dinky; 6th St. Mkt. 5.
Other Chain Stores-Sherwin-Williams; Sweetbriar Shops; Mode-O'Day; Firestone; Coast-to-Coast; Gibson's Discount Store; Allen's Self-Service; Skagg's; Gallenkamp Shoes; Maurice's; Claire's Boutique; Evanson's Card Shop; Swiss Colony; So-Fro Fabrics; True-Value; K mart; Alco; Radio Shack; Mode-O-Day; Team Electronics; KWAL Paint; 84 Lumber; Pay'n Pak; Easy Rest; Waterbed World.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 16,379; (S) 17,020; Mar 31 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Blackman, Adv. Dir., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative: Branham.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA SMSA). E&P Map F-2, County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center; livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On Interstate Hwys. 80 & 29; U.S. 6, 30, 73, 75, 275; State 36, 38, 50, 64, 85, 96, 131, 133 & 370.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Illinois Central; Missouri Pacific; Norfolk & Western; Union Pacific (HQ).
Motor Freight Carriers-90.
Rail Passenger Service-Amtrak.
River Barge Lines-4.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Northwest Orient; Eastern; TWA; Republic; Texas International; Frontier; Continental; Midway.

3 - POPULATION:
Corp. City 80 Cen. 313,939; Loc. Est. 312,800
County 80 Cen. 397,884; Loc. Est. 398,300
SMSA 80 Cen. 570,399; Loc. Est. 574,400
CZ-ABC: (70) 493,615; (82) 516,100
RTZ-ABC: (70) 279,986; (82) 296,300
City & RTZ-ABC: (70) 773,601; (82) 812,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,261; Loc. Est. 118,965
County 80 Cen. 146,405; Loc. Est. 150,580
SMSA 80 Cen. 203,489; Loc. Est. 210,000
CZ-ABC: (70) 151,675; (82) 184,700
RTZ-ABC: (70) 89,947; (82) 111,200
City & RTZ-ABC: (70) 241,622; (82) 295,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	26	$2,426,384,000
Savings & Loan	6	$2,202,474,981

6 - PASSENGER AUTOS: County 230,274

7 - ELECTRIC METERS: Residence 115,509

8 - GAS METERS: Residence 98,435

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machy. & Equipment 10,581 ($350); Meat Processing 3,593 ($334); Other Food 5,041 ($370), Metals 2,959 ($387); Printing & Publ. 3,990 ($296); All Other Chemicals 1,397 ($346); Other Mfg. 6,511 ($328).
Principal Pay Days-Industrial, Fri.; others 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20. Last killing frost, April 14.

11 - TAP WATER: Moderately alkaline; moderately soft; fluoridated.

12 - RETAILING:Principal Shopping Area-Westroads, 102nd & Dodge, 161 stores; Crossroads 72nd & Dodge, 36 stores; Southroads. 1001 Fort Crook Road N., Bellevue, 36 stores; Midlands Mall, downtown Council Bluffs, 51 stores; downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baker Sq.(23)	11	Brandeis, Baker's, Walgreen
Bel-Air Plz.(45)	10	Richman Gordman, Food City
Bellevue Plz.(13)	7	K mart, No Frills, Walgreen
Bluff Plz.(5)	5	JC Penney, Hinky Dinky
Bluffs Northway(3)	4	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq.(22)	12	Richman Gordman, Baker's, Walgreen
The Center(20)	3	Younker-Kilpatrick's
Center Plz.(12)	7	Ardan, Walgreen
Country Club Mall(3)	6	Skaggs
Crossroads(36)	5	Brandeis, Sears,
Frederick Sq.(18)	7	Woolco, Baker's
50th & Ames(3)	5	Bakers, Half-Price, Walgreen
K mart North(4)	6	K mart
K mart South(6)	5	K mart
Maple Plz.(8)	8	Target, Hinky Dinky, Walgreen
Midlands Mall(51)	3	Sears, Brandeis, Philips, Walgreen
Montclair(28)	11	Half-Price, Service Merchandise, Hinky Dinky
Orchard Plz.(31)	11	Target
Plaza No.(16)	9	Woolco, Baker's
Regency Ct.(28)	8	Hovland-Swanson Cochrane
Saddle Creek(5)	3	Target, Hinky Dinky, Walgreen
Sherwood Pl.(6)	8	K mart Warehouse Mkt.
Southroads(36)	6	Brandeis, Sears
Village Shpg. Ctr.(9)	8	Skaggs, Hy-Vee, Half-Price
36th & Q(2)	5	Richman Gordman, Hinky Dinky
Westgate Plz.(16)	7	Brandeis
Westroads(161)	8	Mont. Ward, JC Penney, Younker-Kilpatrick's, Brandeis, Walgreen
Westwood Mall(8)	10	K mart, Skaggs, Hy-Vee

Principal Shopping Days-Sat. Thu., Sun., Fri., Wed.
Stores Open Evenings Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Brandeis 6; Montgomery Ward 2; J C Penney 3; Philips 4; Richman Gordman 5; Sears 3; Younker-Kilpatrick's 2.
Discount Stores-K mart 8; Walgreen 13; Skaggs 7; Woolco 2; Target 3; Ardan; Half-Price 5; Service Merchandise.
Variety Stores-Ben Franklin 2; Hested's; Mangelsen's; TG&Y 2; Woolworth 4.
Chain Drug Stores-Walgreen 13; Skaggs 7; Keystone 3; Kohll's 4; Central Park 6; Beaton 4; Bogard's 3; Clark 2; Drug Town 2; Piel 2; Seig 2.
Chain Supermarkets-Albertson's 3; Baker's 10; Hinky-Dinky 14; Food City 2; Shaver's 9; Hy-Vee 9; Super Valu 3; Spartan 14; Bag 'N' Save 2; No Frills 3; Grocery Supply; Warehouse Mkt.; Jack & Jill; Food Barn; Kwik Shop 33; Convenient 15; 7-Eleven 20; Town & Country 6; Casey's 4.
Other Chain Stores-Abigail Uniform; Adolph's Auto Parts; Baker Shoes; Ben Simon's; Bostonian Shoes; J. Bragg's; Buck's Shoes; Carriage House; Catherine's Stout Shoppe; Chess King; Color Tile; Crandell's; Daisy; B. Dalton Books; Diamond-Vogel Paint; Earl May; Eighty-Four Lumber; Famous Footwear; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flower City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Glidden Paint; Goldstein-Chapmans; B. F. Goodrich; Goodyear; Handy Dan; Haney Shoes; Henry Field; Hickory Farms; Hovland-Swanson-Cochrane; Iowa Paint; Jaccard's; Jeans West; Jerry Leonard; Johnson Cashway; Junction Jr. Shoe World; Kinney; Lerner Shops; Landons; Magee's; Maternity Modes; Minnesota Fabrics; Mr. Automotive; Mode O'Day; Motherhood Maternity; Natelson's; Natl. Pay-Less Shoes; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Plywood Minnesota; Radio Shack; Sallye's, Seiferts; Sheplers; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Susie's Casuals; Sutherland Lumber; Tober's; Toy City; Tully's; Uniroyal; Virgies; Walden Books; Wickes Lumber; World Radio; Youngtown; Zales; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 120,169; (e-mon to fri) 104,211; Comb. (m&e) 224,380; (m-sat) 210,717; (S) 276,431; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Nat'l. Adv. Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000, Ext. 405.
National Representative: CWO&O.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluft County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, shipping and medical center for irrigated North Platte Valley and surrounding ranch areas. Wholesale center.

2 - TRANSPORTATION: Railroads-Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers-10.
Intercity Bus Lines-Star.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 14,156; Loc. Est. 14,476
PMA-ABC: (70) 22,767; (82) 24,100
Bal. in PMA-ABC: (70) 79,851;(82) 84,800
County 80 Cen. 38,344; Loc. Est. 40,024
Total PMA-ABC: (70) 102,618; (82) 108,900

4 - HOUSEHOLDS:
City 80 Cen. 5,516; Loc. Est. 5,643
County 80 Cen. 13,813; Loc. Est. 14,903
PMA-ABC: (70) 7,377; (82) 9,200
Bal. in PMA-ABC: (70) 25,427; (82) 31,800
Total PMA-ABC: (70) 32,804; (82) 41,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$829,143,000
Commercial	5	$190,365,000

6 - PASSENGER AUTOS: County 20,773

7 - ELECTRIC METERS: Residence 15,048

8 - GAS METERS: Residence 13,842

9 - PRINCIPAL INDUSTRIES: Sugar; Trailer; Furniture; Farm Chemical; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Weekly Wage-$225.
Principal Industrial Pay Days-5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14. Last killing frost, May 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Broadway; 4 on First Ave.; 3 on Avenue A; 5 on Gering; East 20th Place.
Neighborhood Shopping Centers-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on East 20th Place.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Murphy; Penney; Tempo; K mart; Alco.
Discount Stores-Discount Furniture; Yellow Front; Wheeler's; Gibson's; K mart; Alco.
Variety Stores-Woolworth; Baumgartner.
Chain Drug Stores-Super Drug.; Rexall; Mart's Merit; McCosh.
Chain Supermarkets-Safeway; Jack & Jill 2; CO-OP; Town & Country; Alexanders; Henry's Mkt.
Other Chain Stores-Firestone; Western Auto; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes.

14 - NEWSPAPERS: STAR-HERALD (m ex. mon) 17,436; (S) 18,196; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David McClain, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0632.
National Representative: Branham.

YORK

1 - LOCATION: York County, E&P Map E-3, County Seat. Some light manufacturing; 100 mi. from Omaha; 50 mi. from Lincoln, Neb.; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, Interstate 80.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,723; Loc. Est. 8,260
County 80 Cen. 14,798; Loc. Est. 15,624

4 - HOUSEHOLDS:
City 80 Cen. 2,939; Loc. Est. 3,196
County 80 Cen. 5,428; Loc. Est. 5,867

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$115,000,000
Savings & Loan	3	$45,000,000

6 - PASSENGER AUTOS: County 9,636

7 - ELECTRIC METERS: Residence 3,987

8 - GAS METERS: Residence 2,924

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Hog Slaughtering 62 ($260); Irrigation Pipe 75 ($230); Elevator Machy. 38 ($235); Mobile Homes 135 ($210); Beef Slaughtering 108 ($250); Electronics Assembly 135 ($145); Metal Tool Fabrication 43 ($250); Aviation Products 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-15 blocks on Lincoln, Grant and Platte Aves.
Principal Shopping Days-Thurs. and Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department StoresJ. C. Penney; Gamble's.
Variety Stores-Ben Franklin; Hested's.
Chain Drug Stores-Beins Rexall; Pamida.
Discount Stores-Wheeler's; Pamida; Alco.
Chain Supermarkets Grand Central Super Valu; EconoFoods; Price Chopper.
Other Chain Stores-Sears; Coast-to-Coast; Montgomery Ward; Tober's; S&H Green Stamps; Goodyear; L & W Service Center (Firestone).

14 - NEWSPAPERS: NEWS-TIMES (e) 6,319; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Don Gillen, Pub., NEWSTIMES, PO Box 279, York, NE 68467; Tel. (402) 362-4428.
National Representative: Branham.

NEVADA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County.
Reno-Washoe County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	44	56	65
5-14 Years	100	117	135
15-24 Years	79	147	170
25-44 Years	134	250	288
45-64 Years	101	163	188
65 and Over	31	66	76
TOTAL	489	799	922

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	103	199	312
General Mdse	180	362	624
Food	326	593	1,163
Automobiles	306	637	[illegible]
Gasoline Stations	148	296	643
Apparel	92	139	237
Furniture	67	127	204
Eat-Drink Places	144	290	581
Drugs	56	149	277
TOTAL	1,572	3,069	5,570

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County), E&P Map A-3, County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,675 ft. elevation.

2 - TRANSPORTATION: Railroads-S. Pacific (freight); Amtrak (from Reno).
Bus Lines-LTR Stage Lines; Gray Lines.
Airlines-(Reno) American; Air California; Braniff; Delta; Eastern; Hughes Air West; PSA; TWA; United AL; Western.

3 - POPULATION:
Corp. City 80 Cen. 32,022; Loc. Est. 36,673
PMA-ABC: (70) 15,468; (82) 36,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,074; Loc. Est. 14,236
PMA-ABC: (70) 4,837; (82) 13,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 21,072

7 - ELECTRIC METERS: Residence 14,055

8 - GAS METERS: City & County 12,483

9 - PRINCIPAL INDUSTRIES: Gov't.; Tourist Related Business; Light Mfg.; Wholesale-Retail Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Avg. Low 19.1; July Avg. High 89.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Carson St.; 6 blocks S., 27 stores; 8 blocks N., 3 major stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carson St.(30)	NA	Sears, Wards, Safeway, Sprouse-Reitz
Silver City(27)	2	K mart, Skagg's Drugs, Albertson's
Carson Mall(33)	1 3/4	J.C. Penney, Safeway
Frontier Plz.(45)	3	Raley's Drug Center
Mayfair Ctr.(5)	4	Mayfair Super Mkt., Thrifty Drug
Warehouse Ctr. (30)	3 1/2	Warehouse Supor Mkt., Nat'l Stores, Coast-to Coast Hdwe., Ben Franklin
Carson Sq.(20)	4	Long's Drug, Lukcy's
Sixflags(3)	6	
Winnie West(6)	3	Winchells Donuts, 7-Eleven

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Outdoorsman Sporting Goods; Coronas.
Variety Stores-Sprouse-Reitz 2; Ben Franklin; Coast-To-Coast.
Discount Stores-K mart.
Chain Drug Stores-Raley's; Thrifty; Skaggs; Long's.
Chain Supermarkets-Safeway; Mayfair; Warehouse Markets; Albertson's; Lucky's.
Other Chain Stores-Carson Furniture; Grand Auto; Triple S Tires; 7-Eleven 4; Hobo Joes; True Value Hardware; Ace Hardware.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 8,988; (S) 9,884; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dale Wetenkamp, Adv. Dir., NEVADA APPEAL, 200 Bath St., Carson City, NV 89701; Tel. (702) 882-2111.
National Representative: Western Dailies.

ELKO

1 - LOCATION: Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 Bet. Salt Lake City and Reno.

2 - TRANSPORTATION: Railroads-Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 8,758; Loc. Est. 9,196
County 80 Cen. 17,269; Loc. Est. 18,419

4 - HOUSEHOLDS:
City 80 Cen. 3,353; Loc. Est. 3,248
County 80 Cen. 6,350; Loc. Est. 6,939

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 9,139

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Construction; Ranching; Electronics Manufacturing; Mining.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30. Last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elko Shopping Plaza(21)	NA	J. C. Penney, Sprouse Reitz, Penny Wise, Albertson's

Principal Shopping Days-Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; Penney; Anacabe's; Western Auto; Bob's Togs.
Variety Stores-Sprouse-Reitz; Penny Wise; Skaggs.
Chain Drug Stores-Elko Walgreen; Penny Wise; Skagg's.
Chain Supermarkets-Safeway; Mayfair; Albertsons.

14 - NEWSPAPERS: FREE PRESS (e) 3,919; sworn Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, PO Box 1330, Elko, NV 89801; Tel. (702) 738-3118.
National Representative: Branham.

ELY

1 - LOCATION: White Pine County, E&P Map C-3, Ely, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City, Utah. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: Railroads-Nevada Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Wycoff; U.P.S.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 4,882; Loc. Est. 4,887
County 80 Cen. 8,167; Loc. Est. 7,748

4 - HOUSEHOLDS:
City 80 Cen. 1,841; Loc. Est. 1,804
County 80 Cen. 3,003; Loc. Est. 2,918

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 4,364

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Transp. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct. Last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING:Principal Shopping Center-8 blocks in center of town.
Principal Shopping Days-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Nanette's; Goodman Tidball; Louis Cononelos; Wilson Bates.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Economy; Steptoe; East Ely Phmcy.; Cowley's Phmcy.
Chain Supermarkets-Safeway; IGA; Standard 2.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,687; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Mgr., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.
National Representative: Western Dailies.

LAS VEGAS

1 - LOCATION: Clark County (SMSA), E&P Map C-5, County Seat. Industrial, mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line.
Airlines-Air California; American; Continental; Delta; Eastern; Frontier; Northwest Orient; Ozark; Pacific Southwest; Pan American; Republic; Southwest; Texas Int'l.; Trans World; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 164,674; Loc. Est. 178,031
PMA-ABC: (70) Cen. 273,288; (82) 501,100
County/SMSA 80 Cen. 461,816; Loc. Est. 521,457
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,114; Loc. Est. 68,100
County/SMSA 80 Cen. 173,563; Loc. Est. 202,075
PMA-ABC: (70) 87,728; (82) 188,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$3,198,920,000
Savings & Loan	7	$1,875,740,000

6 - PASSENGER AUTOS: County 282,516

7 - ELECTRIC METERS: Residence 178,216

8 - GAS METERS: Residence 82,738

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Hotels, Gaming & Recreation 70,600; Mining 600; Construc. 14,800; Transport., Utils. 13,900; Wholesale/Retail Trade 48,600; Fin., Ins., R.E. 10,500; Services 37,000; Gov't, (excluding military) 26,400; Nellis AFB 9,200 military & 1,100 Civ.; Nev. Test Site 4,259. Source: Nevada Economic Security Dept., 1981 Annual Av.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-78; Summer 66-118; Fall 44-80; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-Las Vegas is divided east/west by The Strip with Boulevard Mall in the east and Meadows Mall in the west. Third major mall is the "Fashion Show On the Strip", which, besides anchors, has 130 boutiques and specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bonanza Sq.(24)	2	SuperRx, Builders Village
Boulevard(76)	6	Diamond's, J.C. Penney, Broadway, Sears
Charleston Plz.(40)	1	Woolco, Skaggs
College Pk.(33)	2	Zody's
Commercial Ctr.(27)	4	Vegas Village, Von Tobels
Decatur Center	4	Wonderworld, Thrifty Drug
Fashion Show Family Ctr. (130)	4	Lucky Food Bullocks, Diamond, Saks, Neiman-Marcus, Goldwater's, Black, Starr & Frost
Maryland Sq.	6	Smith's Food King, Wonderworld
Meadows Mall (149)	2	Diamonds, Broadway, Sears, Penney
Parkway Plaza	4	Smith's Food King, Western Auto
Plaza Desert Inn (20)	9	Lucky Food
Rancho Center	2	K mart, Thrifty Drug
Sunrise City	4	Montgomery Ward, Thrifty Drug
Tropicana Pl.(34)		Safeway
Tropicana	8	Mayfair Market
Twin Lakes Pl.	2	Skaggs, Thrifty
Westland(70)	4	Woolco

Neighborhood Shopping Centers: Alta-Decatur, Alta at Decatur; 8 blocks on Fremont; Boiero Plaza, Desert Inn at Eastern; Camelot S/C, S; Maryland Pkwy; Carriage Trade Center, 900 E. Sahara; Charleston Bazaar, E. Charleston at Maryland Pkwy; College Park, 25th E. Lake Mead; Commercial Center, 800 E. Sahara; Almond Trade Center, E. Sahara; Central Valley, Flamingo at Boulder Hwy.; Charleston Plaza Mall, E. Charleston at Bruce; Franklin Center, Nellis at Boulder Hwy.; Decatur Center, Downtown (9 blocks on Fremont); Fashion Show; Spring Mtn. and Las Vegas Blvd. S.; Fashion Square; LV Blvd. S. at Desert Inn Rd; Lucky Center, W. Sahara at Industrial Rd.; Mission Shopping Center, NE Corner of Flamingo Rd. & Maryland Pkwy.; Maryland Square, Twain at Maryland Pkwy; Plaza Desert Inn, Desert Inn at Sandhill; Rancho Plaza, Rancho at Charleston; Sahara Center, LV Blvd. S. at Sahara; Sahara-Decatur Plaza, 4610 W. Sahara; Somerset, 200 Convention Center Dr.; Sunrise City, Karen Ave. & Maryland Pkwy.; Tiffany Square, Maryland Pkwy. at Flamingo; Tropicana Plaza, 3430 E. Tropicana; Vegas Village, Vegas Valley Dr. on Fremont; Vegas Village North, 1200 N. Main and LV Blvd. N.; Vegas Village West, Decatur at West Oakey; Village East Plaza, 5025 Eastern; Village Square, 957 E. Sahara, Westgate W. Charleston at Hinson; Westland Mall, 4400 W. Charleston; Wonderworld, Sahara at Vegas View Blvd.; Wonderworld East, E. Ownes at 25th St.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food, every evening; 30% open 24 hours.

13 - RETAIL OUTLETS: Department Stores-Broadway; Bullock's; Diamonds; Goldwater's; JC Penney; Montgomery Ward; Mervyn's; Neiman-Marcus; Saks Fifth Avenue; Sears.
Discount Stores-Ardan; Gemco; Grand Central; K mart; Wonder World; Woolco; Zody's.
Variety Stores-Woolworth; Sprouse-Reitz; Calavan's 88Store; Comet; National Dollar Store; Skaggs.
Chain Drug Stores-Thrifty Drug; Walgreen; White Cross; SuperRx; Skagg's; Sav-On.
Chain Supermarkets-Albertsons 8; Alpha Beta 4; Lucky 11; MayFair 2; Safeway 14; Smiths Food King 14; Thriftimart 4; Vons 6.
Other Chain StoresB. Dalton; Bernina; Big O Tires; Bonds Jewelers; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Fashion Conspiracy; Florsheim; Foxmoor Casuals Fredericks; Gallenkamp; Hallmark; Harris & Frank; Hickory Farms; Household Finance; House of Fabrics; Jay Bernard; J. Herbert Hall; I. Magnin; Judy's; Karls Shoes; Kinneys; Leeds-Qualicraft; Lerners; Merle Norman; McMahan Furniture; Millers Outpost; Mode O Day; Naturalizer; Peck & Peck; Pittsburgh Paints; Red Cross Shoes; Sees Candy; Show off; Silverwoods, Singer; Size 5-7-9; Standard Brands; Stride Rite; Timex; Western Auto; Zales; Breuner's Furniture; Color Tile; Carpet Barn; Fischer's; Ethan Allan; Home Lumber; Ole's; Pic N Save; Radio Shack; RB Furniture; Tandy Leather; Sun Stereo; Wallpaper To Go; Wilkes Lumber.

14 - NEWSPAPERS: REVIEW-JOURNAL (all day-mon to fri) 92,993; (m-sat) 85,457; (S) 104,120; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jeff C. Haag, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, NV 89101; Tel. (702) 383-0366.
National Representative: Western Dailies.
SUN (m-mon to fri) 61,670; (m-sat) 59,058; (S) 68,928; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Les Ritchie, Adv. Dir., SUN, 121 S Highland, Las Vegas, NV 89106; Tel. (702) 385-3111.
National Representative: Landon Associates.

NORTH LAS VEGAS

1 - LOCATION: Clark County, E&P Map C-5 (In Las Vegas SMSA). Tourist area; SE part of state, adjacent to Las Vegas. U.S. Hwy. 95; State Hwy. 9, 1, 93; I-15.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Las Vegas-Tonopah-Reno Stage Lines; Sun Valley; Intermountain; Iowa Coaches; Orange Belt; Pacific Trailways; Peoria-Rockford; Pioneer Transit; Star.
Airlines-Delta; Frontier; Hughes Airwest; National; TWA; United; Western; Scenic; Continental; Texas International; P.S.A; California Air (Las Vegas).

3 - POPULATION:
Corp. City 80 Cen. 42,739; Loc. Est. 45,209
County/SMSA 80 Cen. 461,816; Loc. Est. 521,457
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,086; Loc. Est. 14,017
County/SMSA 80 Cen. 173,563; Loc. Est. 202,075

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 282,516

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 66-118; Fall 44-82; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston Heights	NA	Sears, Safeway
Civic Ctr. Plz.(22)	NA	Sears, Zody's, Smiths Food King
College Park(33)	NA	Skaggs Drugs, TG&Y, Thriftmart
Commercial Ctr.(22)	NA	Vegas Village
Decatur(17)	NA	Smith's Food King, Thrifty Drugs
Golden West(11)	NA	Food Fair
Parkway Plz.(5)	NA	Food Fair
The Meadows(154)	NA	Sears, J.C. Penney, Diamonds, Broadway

13 - RETAIL OUTLETS: Discount Stores-K mart. **Chain Supermarkets**-Smiths Food King; Thriftimart.

14 - NEWSPAPERS: VALLEY TIMES (m-mon to fri) 8,748; (S) 8,748; sworn July 1, 1982.
Local Contact for Advertising and Merchandising Data: Tom Nelms, Adv. Dir., VALLEY TIMES, 1007 Cheyenne Ave., PO Box 3936, N. Las Vegas, NV 89030; Tel. (702) 649-8700.
National Representative: None.

RENO

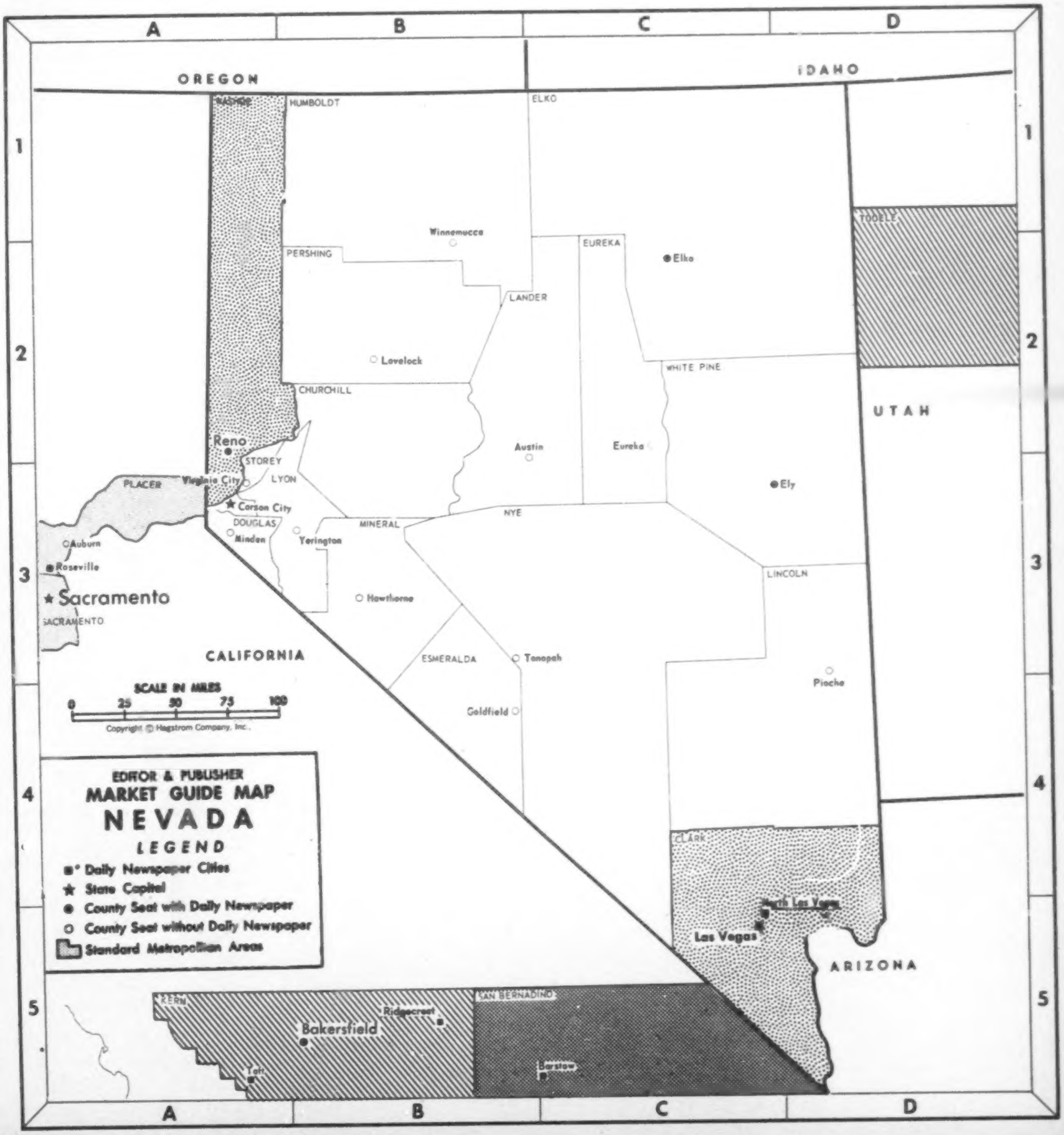
1 - LOCATION: Washoe County, E&P Map A-2 (In Reno SMSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; Air California; American; Braniff; Delta; Hughes Airwest; PSA; TWA; Western.

3 - POPULATION:
Corp. City 80 Cen. 100,756; Loc. Est. 109,957
PMA-ABC: (70) 143,418; (82) 266,800
County/SMSA 80 Cen. 193,623; Loc. Est. 216,581
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,705; Loc. Est. 47,847
County/SMSA 80 Cen. 77,204; Loc. Est. 88,960
PMA-ABC: (70) 48,988; (82) 109,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823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Lovelock
WHITE PINE
CHURCHILL
Austin
Eureka
Reno
STOREY
Virginia City
LYON
PLACER
Carson City
DOUGLAS
Minden
Yerington
MINERAL
NYE
Ely
Auburn
Roseville
Sacramento
SACRAMENTO
Hawthorne
LINCOLN
ESMERALDA
Tonopah
Goldfield
Pioche
TOOELE
CLARK
North Las Vegas
Las Vegas
KERN
Bakersfield
Ridgecrest
Taft
SAN BERNARDINO
Barstow
SCALE IN MILES
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas

6 - PASSENGER AUTOS: County 124,604

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Const. 8,900 ($457); Mfg. 8,600 ($257); Transp. Comm. & Util. 7,700 ($324); Total Trade 22,700 ($214); Fin. Ins. & Real Est. 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't. 15,000 ($307); Education 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29. Last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown; 10 blocks on Virginia St. and Sierra St. and connecting streets. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers-Value Center, S. Virginia St.; Keystone Square, Keystone Ave.; Lakeside Plaza, Plumb Ln.; Plaza, 4th St.; Pyramid Park, Kietzke Lane; Ideal Moana Ln.; Old Town Mall-S. Virginia; Meadowood Mall-S. Virginia Village, California Ave.; Clarkson's Plaza, Gentry Way; Town & Country, Vassar Way; Del Monte, S. Virginia St.; Moana East, Moana Ln.; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Village, Denslow Dr.; Bonanza Square, N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plaza, Prater Way; Ross Plaza, Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakeside Plz.(21)	NA	Albertson's, Thrifty
Park Lane(64)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(51)	NA	Mayfair, Skaggs, Mayfair
Old Town Reno(50)	NA	Breuner's, Eagle
McCarran Plz.(19)	NA	Mervyn's, Warehouse, Skaggs, Safeway, Lawrence's
Meadowood (110)	NA	Macy's, J.C. Penney, Joseph Magnin

Principal Shopping Days-Department Stores-Thu., Fri. & Sat.; Food-Every night.
Stores Open Evenings-Food-Every night.
Stores Open Sundays-Food and 35% retail.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; J.C. Penney; Gray Reids; Weinstock; Mervyn's; Macy's; Lawrence's; Roos-Atkins; Liberty House; Grodins.
Variety Stores-Woolworth 2; Sprouse Reitz 3.
Discount Stores-K mart 2; Skaggs; Grand Central.
Chain Drug Stores-Skaggs 2; Thrifty; Pay Less; Raley's 5; Rexall 4.
Chain Supermarkets-Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; Gemco; 7-Eleven 17.
Other Chain Stores-Western Auto; The Fashion; Karl's; Leeds; Rogers; Edises; Gensler-Lee; Lerner; J. Magnin; Gallenkamp; Mode O'Day; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahen's; Smither's Clothiers; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Harris & Frank; Breuner's; See's Candy; Anita Shops; Radio Shack; House of Fabrics; House of Nine; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Pic-A-Dilly; Baskin-Robbins; Alber's; Ardan; B.F. Goodrich; Sav-Time; Little Professor; Nobby; Hallmark; Ethan Allen; RB Furniture.

14 - NEWSPAPERS: NEVADA STATE JOURNAL (m) 34,068; (S) 54,355; GAZETTE (e) 21,762; Comb. (m&e) 55,830; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Skinner, Adv. Dir., JOURNAL and GAZETTE, 401 W. Second St., Reno, NV 89520; Tel. (702) 786-8989.
National Representative: Gannett.

NEW HAMPSHIRE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown, Hooksett and Pembroke towns in Merrimack County; Derry and Londonderry towns in Rockingham County.

Nashua-Nashua city; Amherst, Hudson, Merrimack and Milford towns in Hillsborough County.

Lawrence-Haverhill, Mass.-N.H.-Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimack, Methuen, North Andover, Salisbury and West Newbury towns in Essex County, Mass.; Atkinson, Hamstead, Kingston, Newton, Plaistow, Salem and Windham towns in Rockingham County, N.H.

Lowell, Mass.-N.H.-Lowell city, Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

Portsmouth-Dover-Rochester, N.H.-Maine-Portsmouth city; Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton and Rye towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, South Berwick and York towns in York County, Maine.

STANDARD CONSOLIDATED STATISTICAL AREA

Boston-Lawrence-Lowell, Mass.-N.H.-Includes Boston, Mass. SMSA; Brockton, Mass. SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	65	63	66
5-14 Years	149	145	152
15-24 Years	126	171	180
25-44 Years	171	264	278
45-64 Years	149	175	184
65 and Over	78	103	108
TOTAL	738	921	968

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	140	240	344
General Mdse	244	353	556
Food	497	826	1,482
Automobiles	385	649	882
Gasoline Stations	137	237	473
Apparel	86	135	211
Furniture	73	122	180
Eat-Drink Places	124	253	464
Drugs	41	78	133
TOTAL	2,038	3,387	5,667

CLAREMONT

1 - LOCATION: Sullivan County E&P Map B-5. Shopping Center for 35 mi. radius in NH and VT. Center for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12 and 103; Near I-91 & I-89.

2 - TRANSPORTATION: Railroads-Boston & Maine; Claremont & Concord.
Motor Freight Carriers-13.
Intercity Bus Lines-Vt. Transit; Greyhound.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,557; Loc. Est. 14,976
CZ-ABC: (70) 14,221; (82) 14,000
RTZ-ABC: (70) 48,326; (82) 56,900
CZ & RTZ-ABC: (70) 62,547; (82) 70,900
County 80 Cen. 36,063; Loc. Est. 38,318
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,967; Loc. Est. 5,112
County 80 Cen. 15,486; Loc. Est. 14,622
CZ-ABC: (70) 4,796; (82) 5,500
RTZ-ABC: (70) 15,406; (82) 21,200
CZ & RTZ-ABC: (70) 20,202; (81) 26,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$74,280,402
Commercial	3	$63,807,641

6 - PASSENGER AUTOS: County 24,712

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in Vt. 3,000 ($225); N.H. 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in Vt. 1,000 ($175); N.H. 2,300 ($180).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept. Last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING:Principal Shopping Center-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Plaza	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	Curriers, IGA
Miracle Mile(30)	25	Giant, Siegel's
Springfield Plaza(22)	16	Britt's, Young's, Sears, Rexall, Super Duper, Grand Union
Washington Street Plaza	NA	K mart, Fayva, Grand Union
Kings(3)	NA	P&C Market, Kings

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri. Super Markets every evening til 11:00 P.M.

13 - RETAIL OUTLETS: Department Stores-Sears; King's; Furman's; Marson's; J.C. Penney; Britts; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys; General Sales; Cus, MD.
Chain Supermarkets-Jiffy Marts, IGA; P&C; Grand Union 2; Dixon's.
Other Chain Stores-Puritan; W. E. Aubuchon; Hardware; Western Auto; Sherwin-Williams; Goodyear; Montgomery Ward; K mart; J.C. Penney; Radio Shack; Dunkin Donuts.

14 - NEWSPAPERS: EAGLE-TIMES (e-mon to fri) 9,825; (S) 10,100; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David A. Schansberg, Adv. Dir., EAGLE-TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 miles from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 9, 3A, 36, 13, 103, 106.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10
Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.
Airlines-Precision Airlines.

3 - POPULATION:
Corp City 80 Cen. 30,400; Loc. Est. 30,549
CZ-ABC: (70) 30,022; (82) 29,200
RTZ-ABC: (70) 62,127; (82) 89,800
County 80 Cen. 98,302; Loc. Est. 103,239
City & RTZ-ABC. (70) 92,149; (82) 119,000

4 - HOUSEHOLDS:
City 80 Cen. 11,471; Loc. Est. 10,986
County 80 Cen. 34,674; Loc. Est. 37,536
CZ-ABC: (70) 9,139; (82) 10,400
RTZ-ABC: (70) 18,859; (82) 31,800
City & RTZ-ABC: (70) 27,998; (82) 42,200

5 - BANKS:	NUMBER	EST. DEP.
Savings	3	$245,094,000
Savings & Loan	2	$10,380,000
Commercial	3	$83,050,000

6 - PASSENGER AUTOS: County 70,887

7 - ELECTRIC METERS: 14,050

8 - GAS METERS: 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Govt. 9.000 ($230); Printing & Pub. 1,300 ($260); Electronics 1,480 ($250); Leather 853 ($195); Stone & Clay 220 ($216); Wood Prod. 848 ($188); Textiles & Apparel 789 ($135); Contracting/Bldg. 1,600 ($215).
Principal Industrial Pay Days-Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28. Last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren School, Capitol and Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arena(6)	NA	King's, IGA
Capitol(12)	NA	Zayre, Howland, Stop & Shop
Eddy Plaza(9)	NA	Osco, Shaws, Rich's
Bradlees	NA	Bradlees

Other Neighborhood Shopping Centers-Penacook; West Concord; East Concord; Concord Heights; South Street at Clinton and Broadway.
Principal Shopping Days-Wed., Thu., & Fri.
Stores Open Evenings-Fri. Some, every night.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Sears; Montgomery Ward (catalog); Howland.
Variety Stores-Woolworth; Newberry.
Discount Stores-Bradlees; Aichs; Zayres; King's.
Chain Supermarkets-A&P 2; First Nat'l.; Mr. Grocer 3; Stop & Shop; IGA; Shaw's; Grand Union.
Other Chain Stores-Scott Jewelry; Sherwin-Williams; City; Endicott-Johnson; Goodyear; Carroll; So-Fro; Fletcher's Paint; Toy City; Solomons; Allied Radio Shack; Bradlee's; Grossman's Lumber; Eagle Furniture; Ralph Pill Electric; Martin's-Hosiery; Lafayette Radio; Firestone; Wickes Lbr.; CVS; Duffey's; Car-Go; Rich's; Osco.

14 - NEWSPAPERS: MONITOR (e) 20,992; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George W. Wilson, Pub.; Loran G. Osborn, Adv. Dir., MONITOR, 3 N. State St., Concord NH 03301; Tel. (603) 224-5301.
National Representative: Landon Associates.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NHME SMSA). E&P Map D-5, County Seat. On Cocheco River- 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-32.
Intercity Bus Lines-Trailways; Greyhound; York Lines; Dineen; Michaud; Airport Limousine Service.

3 - POPULATION:
Corp City, 80 Cen. 22,377; Loc. Est. 23,037
County 80 Cen. 85,408; Loc. Est. 90,476
PMA-ABC: (70) 75,077; (82) 93,800
SMSA 80 Cen. 163,880; Loc. Est. 176,658
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,378; Loc. Est. 8,348
County 80 Cen. 29,104; Loc. Est. 31,825
SMSA 80 Cen. 57,681; Loc. Est. 62,892
PMA-ABC: (70) 22,062; (82) 31,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$48,491,000
Savings & Loan	1	$37,568,000
Savings	2	$132,972,000

6 - PASSENGER AUTOS: County 49,904

7 - ELECTRIC METERS: Residence 11,658

8 - GAS METERS: Residence 892

9 - PRINCIPAL INDUSTRIES: Submarines; Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Electrical components; Fiber goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Products; Mica Products; Steel Fabricators; Leather Products; Shoes, Counters, Findings & Heels.

10 - CLIMATE: Min. & Max. Temp.-NA

11 - TAP WATER: Acid, soft

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rochester Mall(10)	NA	
Lilac City Mall(28)	NA	
Dover/Central Avenue(3)	NA	Sawyer-Siegels, Star Mkt.
Somersworth(10)	NA	
Tri-City Plaza(14)	NA	
Dover	NA	A&P, IGA, Shaw's
Newington Mall(65)	NA	Ward's, Shaw's, Bradlees
Fox Run Mall(96)	NA	Sears, Filene's, Jordan Marsh

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: Department Stores Montgomery Ward; King's Dept.; Brooks; Rich's; K mart; J.C. Penney; Value House.
Discount Stores-Sawyer Mills Factory Outlet; Bradlees; Siegel City; J. M. Fields; Perkeus, Value House; Pease Air Base PX.
Chain Supermarkets-A&P; Star Mkt. 3; Shaw's; Purity Supreme; IGA; S&S Foods 3; Hannaford Bros. (Shop 'N Save) 4; Demoulas.
Other Chain Stores-Western Auto Store; Sears; Globe Purity Supreme; Radio Shack.

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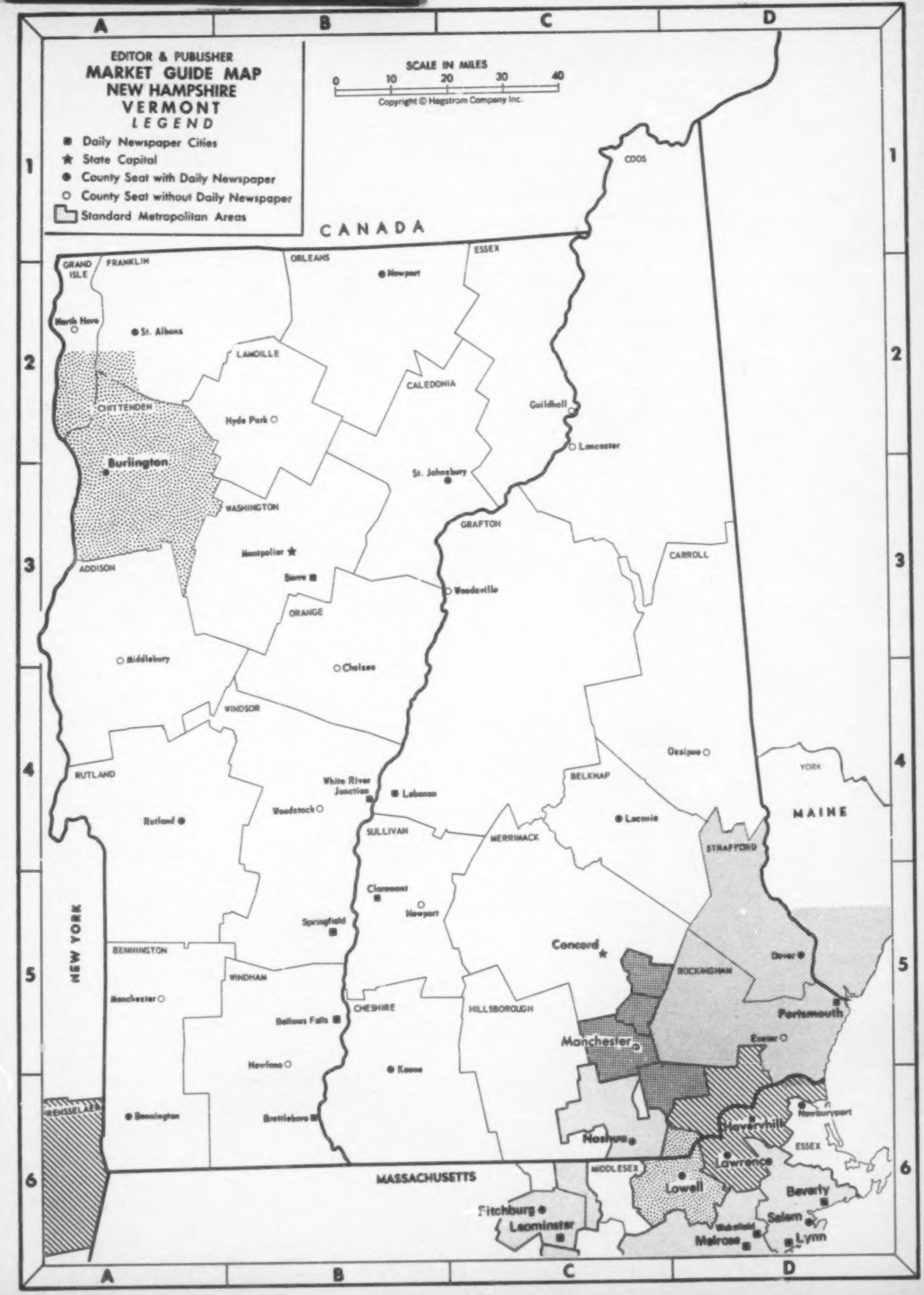
A
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1
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
10
20
30
40
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FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
ADDISON
ORANGE
Woodsville
CARROLL
Middlebury
Chelsea
WINDSOR
Ossipee
YORK
RUTLAND
White River Junction
Lebanon
BELKNAP
Woodstock
MAINE
Rutland
SULLIVAN
MERRIMACK
Laconia
STRAFFORD
Claremont
Newport
Springfield
Concord
Dover
NEW YORK
BENNINGTON
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Haverhill
Newburyport
Nashua
ESSEX
MIDDLESEX
Lawrence
MASSACHUSETTS
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 21,293; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Promotion Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, N[illegible]3820; Tel. (603) 742-4455.
National Representative: Landon Associates.

HANOVER
See LEBANON

KEENE

1 - LOCATION: Cheshire County, E&P Map B-6, County Seat. Industrial center in SW part of State on State Hwys. 9, 10, 12 and 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-14.
Intercity Bus Lines-People's; Vermont Transit.
Airlines-Air New England; Precision Airlines.

3 - POPULATION:
Corp. City 80 Cen. 21,449; Loc. Est. 21,278
PMA-ABC (70) 52,364; (82) 64,000
County 80 Cen. 62,116; Loc. Est. 63,473

4 - HOUSEHOLDS:
City 80 Cen. 7,601; Loc. Est. 6,977
County 80 Cen. 21,832; Loc. Est. 22,999
PMA-ABC(70) 16,275; (82) 23,300

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$204,741,641
Savings & Loan	1	$30,556,815
Commercial	3	$104,546,345

6 - PASSENGER AUTOS: County 42,905

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Manufacturing 7,581 ($292); Durable goods 5,541 ($301); Nondurable goods 2,310 ($269); Non manufacturing 12,518 ($204).-Total all industry 20,369 ($238).
Principal Individual Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5. Last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Center-Central Sq.; 4 blocks on Main St.; 1 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbanks(15)	NA	O.K. Fairbanks
Keene Plaza(2)	NA	Kings, First Natl.
Riverside Plz.(18)	NA	IGA, Bradlees

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri., Main St.; Shopping Centers every night.
Stores Open Sun.-12 noon to 6.

13 - RETAIL OUTLETS: Department Stores-Goodnow's; Kings; Bradlees.
Variety Stores-Woolworth; Jupiter.
Discount Stores-King's.
Chain Drug Stores-Bullard & Shedd Rexall; Adams Drug; Brooks.
Chain Supermarkets-First National; Grand Union; O.K. Fairbanks 2; Wilbers 2; IGA.
Other Chain Stores-Goodyear; Sears Roebuck; Endicott-Johnson; Montgomery Ward (catalog); W. E. Aubuchon; Merrimack Farmers Exchange; Sherwin-Williams; S&H Green Stamps; Fletcher's Paint; Grossmans; R&R Jewelers; Fayva; Dexter; Dunham; Tempo; Bass; Hitson Home Center.

14 - NEWSPAPERS: SENTINEL (e) 13,313; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Bush, Adv. Mgr., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County, E&P Map C-4, County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airlines-Precision.

3 - POPULATION:
Corp City 80 Cen. 15,575; Loc. Est. 16,089
CZ-ABC: (70) 14,888; (82) 16,000
RTZ-ABC: (70) 53,760; (82) 78,100
County 80 Cen. 42,884; Loc. Est. 46,711
City & RTZ-ABC: (70) 68,648; (82) 94,100

4 - HOUSEHOLDS:
City 80 Cen. 5,632; Loc. Est. 4,668
County 80 Cen. 15,573; Loc. Est. 17,484
CZ-ABC: (70) 4,653; (82) 5,900
RTZ-ABC: (70) 16,943; (82) 28,800
City & RTZ-ABC: (70) 21,596; (82) 34,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: County 30,939

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	5	King's
Keller's Plaza(4)	4	Globe Discount
Lake Region(14)	4	Osco, K mart, Star Mkt., Radio Shack, Sears
Belknap Mall(15)	1	Shaw's, Zayres, CVS, Tempo Fashions
Franklin	10	Riteaid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands Richs, Kings

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-O'Shea's; King's; K mart; Zayre.
Variety Stores-Newberry's.
Discount Stores-Globe.
Chain Drug Stores -Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt., Shaw's; Mr. Grocer.
Other Chain Stores-Western Auto; Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 8,940; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St., Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH-HARTFORD, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Manufacturing and industrial center. At junction of Mascoma, Connecticut and White Rivers, 123 mi. from Springfield, Mass.; 142 mi. from Boston, Mass.; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: Railroads-Boston & Maine; Vermont Central; Canadian Pacific; Candadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main; Greyhound.
Airlines-Air New England; Precision Airlines.

3 - POPULATION:
Corp Cities 80 Cen. 28,216; Loc. Est. 28,665
Lebanon, NH 80 Cen. 11,134; Loc. Est. 11,221
Hanover, NH 80 Cen. 9,119; Loc. Est. 9,049
Hartford, VT 80 Cen. 7,963; Loc. Est. 8,395
Counties 80 Cen. 116,836; Loc. Est. 120,094
Grafton, NH 80 Cen. 65,806; Loc. Est. 67,012
Windsor, VT 80 Cen. 51,030; Loc. Est. 53,082
PMA-ABC: (70) 75,900; (82) 90,200

4 - HOUSEHOLDS:
Cities 80 Cen. 9,687; Loc. Est. 8,258
Lebanon, NH 80 Cen. 4,504; Loc. Est. 3,544
Hanover, NH 80 Cen. 2,225; Loc. Est. 1,741
Hartford, VT 80 Cen. 2,958; Loc. Est. 2,973
Counties 80 Cen. 42,275; Loc. Est. 44,808
Grafton, NH 80 Cen. 23,221; Loc. Est. 24,336
Windsor, VT 80 Cen. 19,054; Loc. Est. 20,472
PMA-ABC: (70) 23,580; (82) 32,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$346,400,000
Savings & Loan	1	$8,515,000
Commercial	5	$158,400,000

6 - PASSENGER AUTOS: Counties; Grafton, NH 44,805; Windsor, VT, N.A.

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machine Tool 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Several blocks in each town in City Zone. Upper Valley Shopping Plaza; West Lebanon Shopping Plaza.
Principal Shopping Days-Wed., Thu., Fri., Sat.
Stores Open Evenings-Fri., Mon., thru Sat. in Plazas.

13 - RETAIL OUTLETS: Department Stores-Currier; K mart; J.C. Penney; Surprise; Ward's; Campion's; Town Country; Brown's; Sherwin-Williams; Bridgman's; Fletcher's; Panache; Dartmouth Co-op; Greydon Freeman; Powers; Briggs; Shopping International; Hildreth's; Shoetorium; Dulac's; Nugents; Fayva Shoe; Beaconway; Hirschs; Kings; Hills; Merit's; David Heller; Carroll Reed Casual; Johnson's Home Ctr.; Singer; J&D Auto; Bedpost; Dunham Shoe.
Discount Stores-J.W. Barber; Rich's; Dexter Shoe.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rexall 3; Big L.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Lebanon IGA; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores-Aubuchon; Army & Navy; Agway; Western Auto; Sears; Montgomery Ward; Midas Muffler; Trustworthy; Tru-Value; Radio Shack.
Fast Food Outlets-Burger King; Pizza Hut; McDonalds; Papa Gino; A&W; Subway; Kentucky Fried Chicken.

14 - NEWSPAPERS: VALLEY NEWS (e) 14,616; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, 7 Interchange Drive, West Lebanon, NH 03784; Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County, E&P Map C-6 (SMSA). Industrial, wholesale & retail center; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways; Peoples.
Airlines-Bar Harbor; Precision; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 90,936; Loc. Est. 92,691
CZ-ABC: (70) 113,841; (82) 132,800
RTZ-ABC: (70) 185,618; (82) 271,800
County 80 Cen. 276,608; Loc. Est. 293,892
SMSA 80 Cen. 160,767; Loc. Est. 169,360
City & RTZ-ABC: (70) 299,459; (82) 404,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334; Loc. Est. 35,778
County 80 Cen. 95,820; Loc. Est. 105,017
SMSA 80 Cen. 57,099; Loc. Est. 61,192
CZ-ABC: (70) 35,826; (82) 48,100
RTZ-ABC: (70) 55,979; (82) 95,100
City & RTZ-ABC: (70) 91,805; (82) 143,200

5 - BANKS:
Demand deposits total $288,790,733. 1 Savings & Loan Assoc., Deposits $238,060,506.

6 - PASSENGER AUTOS: County 185,128

7 - ELECTRIC METERS: Residence 53,368

8 - GAS METERS: All 16,057

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Lumber, Wood Prod., Furn. 650 ($209); Electrical, Electronic, Mach. 5,950 ($223); Metal Products 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING:Principal Shopping Centers-30 blocks on Elm St., North to South, Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. So. Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; So. Maple St., & So Willow, 14 blocks; W. Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Av. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N., 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Hampshire Mall(88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth's, Star Mkt.
Victor Plaza(5)	2	Ferretti's, Lord's
Bedford Mall(26)	5	Alexander's, Mont. Ward, Jordan Marsh
Hampshire Plz.(20)	0	Lynch's, Anthony's
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart(Hooksett)	5	K mart, Shaw's
K mart(So. Willow)(11)	5	K mart, Filene Basement Store
McGregor St.	2	Osco, Star Mkt.
Goffstown Plaza(12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur.-Sat.-Sun & Mon.
Stores Open Evenings-Shopping centers, discount stores, supermarkets, neighborhood.
Stores Open Sundays-Shopping centers, supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores-Sears; Hills; Machinist's; Jordan Marsh; Mareau's; Filene's; Lechmere; Almy's; Bon Ton.
Variety Stores-Woolworth's.
Discount Stores: Mammoth Mills; Zayre; Bradlees; Big L; CVS; Lord's; Osco Drug; Caldor; 606; K mart; Stuart's.
Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phmcy. 3.
Chain Supermarkets-Grand Union 3; Ferretti's 2; Star Mkt. 3; Alexander's 2; Bi-Wise 2; Shaw's 4; Superfine 4.
Other Chain Stores-Aubuchon Hdwe.; Singer; Noyes Tire; Thom McAn; Radio Shack; Stowells; Sherwin-Williams; Gingiss; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Fayva Shoe; Curtis Mathes; Agway; Merrimack Farm; Grossman's; Florsheim Shoe; Kay Jewelers; Plywood Ranch; Wickes Lumber; Tagway Shoe; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zales Jewelers; Riteaid; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; Mall Drug; Beaconway; ADAP Auto Parts; Robbins Auto.

14 - NEWSPAPERS: UNION LEADER (m) 65,554; NEW HAMPSHIRE SUNDAY NEWS (S) 72,448; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 628-4321.
National Representative: Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (SMSA). E&P Map C-6 County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-5.
Intercity Bus Lines-Trailways of N.E.; Hudson; Vermont; Community.

3 - POPULATION:
Corp. City 80 Cen. 67,865; Loc. Est. 71,850
CZ-ABC: (70) 73,744; (82) 95,600
RTZ-ABC: (70) 39,664; (82) 89,100
County 80 Cen. 276,608; Loc. Est. 293,892

SMSA 80 Cen. 114,221; Loc. Est. 122,754
City & RTZ-ABC: (70) 113,408; (82) 184,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489; Loc. Est. 26,365
County 80 Cen. 95,820; Loc. Est. 105,017
SMSA 80 Cen. 38,688; Loc. Est. 43,236
CZ-ABC: (70) 21,651; (82) 32,900
RTZ-ABC: (70) 11,391; (82) 29,300
City & RTZ-ABC: (70) 33,042; (82) 62,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: County 177,403

7 - ELECTRIC METERS: Residence 38,771

8 - GAS METERS: Residence 18,901

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Products; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hardware; Language Trainers; Packaging Materials; Chemicals; Laboratory Equipment; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4. Last killing frost, May 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nashua Mall(51)	1	Alexander's Mkt., Montgomery Ward, Almy's Dept., Woolco Thom McAn
Southgate(7)	4	Stuart's Dept. Store, Demoulas Mkt.
Royal Ridge Mall(14)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall(6)	3	Alexander's Mkt.
Simoneau Plz.(15)	NA	Bradlee's, Rozemuk's Star Mkt., J.C. Penney, McQuade's
Milford Rd.(7)	2	First Nat'l, Rich's Dept.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Shopping Centers every evng. til 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Almy's; Woolco; Marshall's; J. C. Penney.
Discount Stores -Kimrick Mills: Bradlee's; Rich's; Stuart's; Woolco; CVS; Marshall's.
Chain Drug Stores-MD Stores; CVS; Pharmacity; OSCO.
Chain Supermarkets-First Nat'l; Saucy's Mkts. 3; Alexander's 2; Demoulas 2; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 27,791; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Walter McLaughlin, Adv. Mgr., TELEGRAPH, 60 Main Street, Nashua, NH 03061; Tel. (603) 882-2741.
National Representative: Landon Associates.

PORTSMOUTH

1 - LOCATION: Rockingham County. (In Portsmouth-Dover-Rochester, NH-ME SMSA). E&P Map D-5. County Seat 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18 and 4. State Hwys. 16, 95, 101, 108, & 151. Starting point of N.H. toll road. Resort area.

2 - TRANSPORTATION:
Motor Freight Carriers-3.
Intercity Bus Lines-Timberlane; Greyhound; Mackenzie; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,254; Loc. Est. 26,539
CZ-ABC: (70) 41,21/; (82) 39,600
RTZ-ABC: (70) 88,040; (82) 115,700
County 80 Cen. 190,345; Loc. Est. 205,525
SMSA 80 Cen. 163,880; Loc. Est. 176,658
City & RTZ-ABC: (70) 129,257; (82) 155,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424; Loc. Est. 8,895
County 80 Cen. 65,951; Loc. Est. 73,275
SMSA 80 Cen. 57,681; Loc. Est. 62,892
CZ-ABC: (70) 12,309; (82) 13,900
RTZ-ABC:(70) 26,336; (82) 40,200
City & RTZ-ABC: (70) 38,645; (82) 54,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$238,506,000
Commercial	3	$215,100,000

6 - PASSENGER AUTOS: County 137,531

7 - ELECTRIC METERS: Residence 7,618

8 - GAS METERS: Residence 2,602

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronic 1,200; Civil Service 8,000; Shoe & Leather 500; Insurance 550; Wire & Cable 550; Fish Processing 300; Misc. Manufacturing 500; Military 5,000.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Moderately hard, good PH; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Congress; 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lafayette Plaza	3	Woolworth, Radio Shack
Newington(55)	3	Anderson Little, Mont. Ward., CVS, Shaw's, Porteous Mitchell, Bradlees
Southgate Plz.(7)	3	Shaw's, Rich's, Tober's, Fayva Shoes, Brooks
K mart Plz.(10)	2	K mart, Demoulas Market Basket, Marshall's, Osco
Portsmouth	NA	AAA, Parade

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Kimball's; Porteous Mitchell.
Variety Stores-Newberry; Woolworth.
Discount Stores -K mart; Rich's; Bradlees, Marshall's.
Chain Drug Stores-General Sales; Osco; Laverdier Drugs; CVS; Welby.
Chain Supermarkets-A&P; Pic-N-Pay; Shaw's; Demoulas.
Other Chain Stores-Thom McAn; Sears (catalog); Singer Co.; Atherton's; Radio Shack; Touraine's; Brooks; Artisan; Anderson Little; Hickory Farms; Scott's; Zales; Carlyle & Co.; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 18,105; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.
National Representative: Thomson Newspapers.

NEW JERSEY SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem-Easton, Pa.-N.J.-Carbon, Lehigh, and Northampton Counties, Pa.; Warren County, N.J.
Atlantic City-Atlantic County.
Jersey City-Hudson County.
Long Branch-Asbury Park-Monmouth County.
Newark-Essex, Morris, Somerset and Union Counties.
New Brunswick-Perth Amboy-Sayreville-Middlesex County.
New York, N.Y.-N.J.-New York City (Bronx, Kings, New York, Queens and Richmond Counties); Putnam, Rockland and Westchester Counties, N.Y.; Bergen County, N.J.
Paterson-Clifton-Passaic-Passaic County.
Philadelphia, Pa.-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Trenton-Mercer County.
Vineland-Millville-Bridgeton-Cumberland County.
Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREAS

New York-Newark-Jersey City, N.Y.-N.J.-Conn.-Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark SMSA; Jersey City SMSA; Long Branch-Asbury Park SMSA; Paterson-Clifton-Passaic SMSA; New Brunswick-Perth AmboySayreville SMSA; Norwalk and Stamford, Conn. SMSA.
Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	590	463	469
5-14 Years	1,404	1,114	1,129
15-24 Years	1,122	1,285	1,303
25-44 Years	1,748	2,018	2,046
45-64 Years	1,613	1,624	1,646
65 and Over	694	860	872
TOTAL	7,171	7,364	7,465

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	655	918	1,124
General Mdse	2,485	3,009	4,050
Food	3,947	5,838	8,957
Automobiles	2,757	4,225	4,910
Gasoline Stations	1,100	1,804	3,077
Apparel	1,081	1,440	1,920
Furniture	894	1,122	1,413
Eat-Drink Places	1,423	2,148	3,370
Drugs	458	609•	887
TOTAL	16,831	24,287	34,871

ASBURY PARK

1 - LOCATION: Monmouth County, (In Long Branch- Asbury Park, NJ SMSA) E&P Map C-3, Trading center for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Conrail; New York and Long Branch (passenger and freight).
Motor Freight Carriers-43.
Intercity Bus Lines Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.
Airlines-Scheduled flights from Monmouth County Airport to JFK Intl., Washington Nat.

3 - POPULATION:
Corp. City 80 Cen. 17,015; Loc. Est. 16,731
PMA-ABC: (70) 667,849; (82) 878,400
CountySMSA 503,173; Loc. Est. 509,906
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,207; Loc. Est. 7,588
CountySMSA 80 Cen. 170,130; Loc. Est. 176,300
PMA-ABC: (70) 203,592; (82) 317,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	35	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Asbury Park 6,392; Monmouth Co. 199,515; Ocean Co. 151,282

8 - GAS METERS: Asbury Park 4,176; Monmouth Co. 104,615; Ocean Co. 76,458

9 - PRINCIPAL INDUSTRIES: Electronics; Utilities; Glass, Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Education; Retailing; Light Manufacturing; Perfume; Chemicals; Military Installations; Farming; Machinery; Plastics; Metal Products; Real Estate; Construction; Tourism; Boat Building; Commercial Fishing.
Principal Industrial Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39; First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: In the city of Asbury Park; 9 blocks on Main St.; 5 blocks on Lake Avenue; 5 on Cookman Avenue; 2 on Mattison Avenue; 10 blocks on the Boardwalk.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ocean Co. Mall (102)	30	J.C. Penney, Sears, Bamberger's
Lacey Mall(21)	40	Shop Rite
Kennedy Mall	20	Shop Rite
Brick Plaza(33)	20	A&P, Steinbach, Jamesway
Dover Mall(31)	25	Shop Rite-Bradlees
Sea Girt Mall	12	Foodtown
Toms River(19)	3	Acme Mkts., Radio Shack
Seaview Sq.(140)	4	Stern's, Sears, Steinbach, Acme
Lakewood Plaza	20	Foodtown
Bradley Hazlet Plaza	20	Bradlees
Laurel Square(30)	14	K mart
Shrewsbury(15)	7	Acme
Monmouth(155)	6	Bamberger's, Alexander Abraham & Straus, Hahne's, J.C. Penney
Middlebrook(20)	5	Woolco
Shark River Plaza(10)	NA	Fresh Farms, Medi Mart
Manalapan Mall(25)	NA	
Circle Plaza(20)	NA	Town & Country
Peddler's Vlg.(137)	NA	
Stella Plz.(24)	NA	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 7 nights at shopping centers,

13 - RETAIL OUTLETS: Department Stores-Monmouth and Ocean Counties:
Department Stores-Steinbach Co. 4; Sears 3; Alexander's; Bamberger's 2; J.C. Penney 2; Woolco; Bradlees 3; Britt's 2; K mart 4; Rickel's 4; Jamesway 4; Channel Lumber 4; Hahne's; Best Products 2; Consumer Dist. 4.
Variety Stores-Newberry; Green; Nichols 2.
Chain Drug Stores-Parke; Rite Aid; Medi-Mart; Genovese.
Chain Supermarkets-Acme 9; Cumberland Farms 5; Grand Union; ShopRite 14; Foodtown 15; 7-Eleven 37; Pathmark 9; Kwik Check; Krauzer 33; Wawa 4.
Other Chain Stores-Kinney 8; Thom McAn 7; Shoetown 9; Goodyear 7; Radio Shack 21; Cloth World 3; Baker's 2; Lerner's 4; Marshall's 2; Braddock's 2; Firestone 9; HuffmanKoos 2; Brick Church 5; Castro Convertible 3; Singer 2; Sherwin Williams 6; Reed Jewelers 2; Fanny Farmer 4; Littman Jewelers 4; Gordon Jewelers 2; Hickory

F_L_ I_
T_E B__NKS

...that's what our Marketing Resource Center can do for you when you need information about the Big Tomato, Monmouth and Ocean counties, N.J. We have Scarborough, Belden and a wealth of other data waiting for you. Call 201-774-7000 X339 for more details.

ASBURY PARK PRESS

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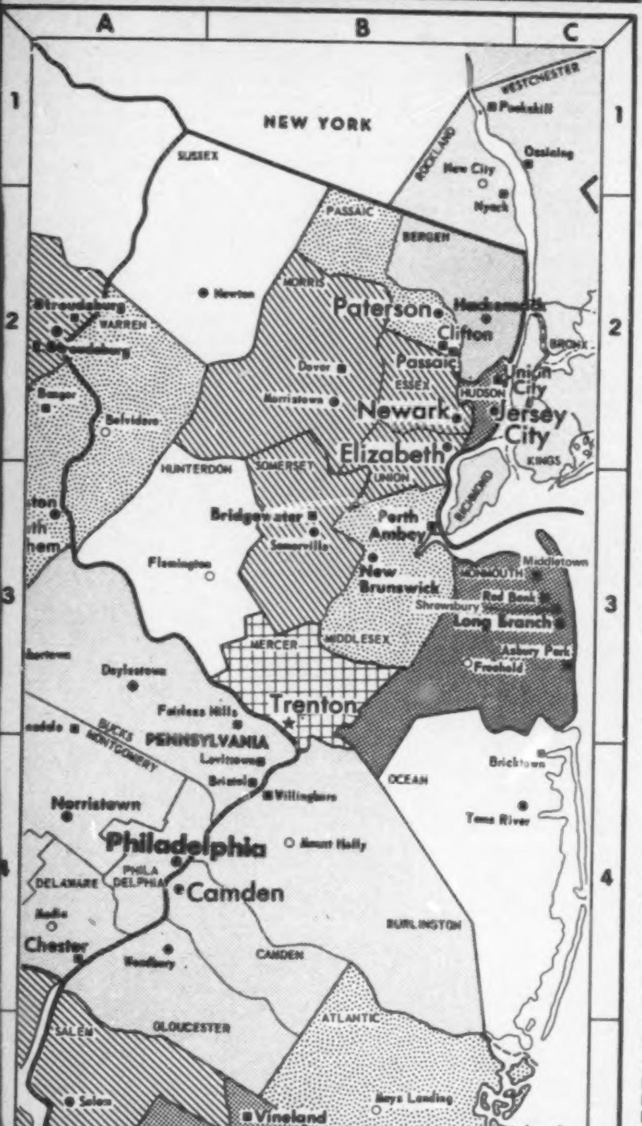
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NEW YORK
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PASSAIC
BERGEN
Newton
MORRIS
Paterson
Hackensack
Stroudsburg
WARREN
E. Stroudsburg
Clifton
Passaic
BRONX
Union City
Dover
ESSEX
HUDSON
Bangor
Belvidere
Morristown
Newark
Jersey City
Elizabeth
KINGS
HUNTERDON
SOMERSET
UNION
RICHMOND
Bridgewater
Somerville
Perth Amboy
Flemington
New Brunswick
MONMOUTH
Middletown
Red Bank
Shrewsbury
Long Branch
MERCER
MIDDLESEX
Asbury Park
Freehold
Doylestown
Fairless Hills
Trenton
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MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
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OCEAN
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DELAWARE
Camden
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BURLINGTON
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CAMDEN
SALEM
GLOUCESTER
ATLANTIC
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Vineland
Atlantic City
Bridgeton
Millville
CAPE MAY
CUMBERLAND
DELAWARE
Cape May Court House
SCALE IN MILES
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

Farms 3; Medi-Mart; Flower Time 2; Watchung Pool 2.

14 - NEWSPAPERS: PRESS (e) 112,912; (S) 158,638; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: S. Russell Famulary, Natl. Adv. Mgr., PRESS, Press Plaza, Asbury Park, NJ 07712; Tel. (201) 774-7000.
National Representative: Sawyer, Ferguson, Walker.

ATLANTIC CITY

1 - LOCATION: Atlantic County (SMSA). E&P Map B-5. Vacation, convention center. On Atlantic Ocean; 5 mi. E of Garden State Pkwy. and terminus of Atlantic City Expwy. On U.S. Hwys. 9, 30, 40; State Hwy. 42; 60 mi. E of Phila.; 120 mi. S of New York.

2 - TRANSPORTATION: Railroads-Penn-Reading Seashore Lines.
Motor Freight Carriers-14.
Bus Lines-Transport of N.J.; Lincoln Transit; Continental Trailways; Greyhound; Martz Trailways; Atlantic City Transportation; Salem Transportation.
Airlines-USAir Commuter; Southern Jersey Airways (Bader Field), (regularly scheduled flights); Atlantic International Airways (Atlantic City Municipal Airport).
Waterways-Cape May-Lewis ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199; Loc. Est. 37,173
PMA-ABC: (70) 330,678; (82) 412,700
County/SMSA 80 Cen. 194,119; Loc. Est. 193,234
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,736; Loc. Est. 16,610
County/SMSA 80 Cen. 71,806; Loc. Est. 73,831
PMA-ABC: (70) 112,562; (82) 165,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$825,810,000
Savings & Loan	6	$96,485,000

6 - PASSENGER AUTOS: Est. County 118,000

7 - ELECTRIC METERS: Residence 78,518

8 - GAS METERS: Residence 44,519

9 - PRINCIPAL INDUSTRIES: Hotels; Motels; Amusements; Restaurants; Clothing; Insur.; Candy; Aviation Research; Glass; Pottery; Construction; Boat Bldg.; Farming; Mail Order; Casinos.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk.
Neighborhood Shopping Centers-Ventnor; Ventnor Ave.; Margate; Northfield; Tilton Rd., Pleasantville: Main St.; Black Horse Pike Shore Mall; Somers Point; Absecon; Linwood: Central Square; Brigantine; Ocean City; Cardiff; Pamona; Egg Harbor; Vineland; Cape May Court House; Rio Grande; Wildwood; Asbury Ave.
Shopping Centers-Ventnor, West End Ave. (Wellington Avenue); Cardiff, Shore Mall & New Center at Cardiff Circle; Northfield, Tilton Rd.; Pomona, White Horse Pike; Pleasantville, Black Horse Pike; Somers Point, New Road & Bethel; Cape May Court House, Shopper's Haven; Rio Grande, Marlyn Manor Center; Cape May Plaza; Absecon Sandpiper Square, White Horse Pike.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Atlantic City	2	Shoprite, Bradlees
Margate	5	Looies
Pleasantville(21)	5	Woolco, Acme, Thrift Drug
Somers Point(16)	11	Acme, Shop Rite
Absecon	7	Jamesway Shop Rite
Tilton(26)	6	Jamesway, Thriftway
Northfield	8	House & Garden
Cardiff(28)	10	Bradlee's, Rickel, Pathmark
Shore Mall(72)	10	Sears, Steinbach, J. C. Penney

Principal Shopping Days-Sun., Mon., Wed., Fri., Sat.
Stores Open Evenings-Retail-Wed.; Food-Thurs., Fri. About 80% open Sundays.

13 - RETAIL OUTLETS: Department Stores-House & Garden; Sears; Woolco; Steinbach's; J. C. Penney.
Discount Stores-Jamesway; K mart; Bradlee's.
Variety Stores-Woolworth; Newberry; Silvers; Murphy.
Specialty Stores-Gordon's & Capezio; Gucci; Reese Palley; Kensington; Home Handyman; 84 Lumber; Family Shoes; G. G. Kinney; Thom McAn; Endicott-Johnson; Pep Boys; Penn Jersey; Jack Lang; Goodyear Service Stores; Landsman's; Singer; Rickel's; Merton's Jewelcor; Tiny Tots; Hit or Miss; Deb-Joy.
Chain Drug-Thrifty Drug; Lincoln-Reese; Rite-Aid; Merland; Medicine Shoppe; Eckerd; CVS.
Chain Supermarkets-Acme; Foods Discount; Thriftway; IGA; A&P; Shop Rite; Foodtown; Two Guys; Casels; Shop 'n Bag; Shop-n-Save; Wa-Wa Dairy; 7-Eleven; Cumberland Farms; Pathmark.
Other Chain Stores-Famous Maid; Lerner's; Park Lane Hosiery; Cut 'n Curl; Loft's, Child's; Gino's; McDonald's; Burger Chef; Burger King; Wendy's; Sherwin-Williams; MAB Paints; Buten Paints; Perkins Pancake; Panelrama; Nutri Systems; Rustler Steak House; Bonzana; Dee's Appliance; American Appliance; Color Tile; Radio Shack; Jack Lang; Carvel; Dairy Queen; General Nutrition; Silo; Palley's Jewelers; Command Performance; Dunkin Donuts.

14 - NEWSPAPERS: PRESS (m) 73,551; (S) 77,909; Mar. 31, 1982 ABC.
Local Contact for Advertising Data: William K. Battista, Nat. Adv. Mgr., Mktg., Clifford Madsen, Research/Co-op Mgr., PRESS, 1900 Atlantic Ave., Atlantic City, NJ 08404; Tel. (609) 345-1234.
National Representative: Sawyer-Ferguson-Walker.

BRICK TOWN

See TOMS RIVER

BERGEN COUNTY

See HACKENSACK

BRIDGETON

1 - LOCATION: Cumberland County, (In Vineland-Millville-Bridgeton, NJ SMSA). E&P Map A-5, County Seat. Farming and glass mfg. center. State Hwys. 77, 49; 40 mi. S of Philadelphia; 40 mi. W of Atlantic City.

2 - TRANSPORTATION: Railroads-N.J. Central (freight); Conrail (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795; Loc. Est. 18,059
PMA-ABC: (70) 48,866; (82) 49,200
County/SMSA 80 Cen. 132,866; 133,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,681; Loc. Est. 6,628
County/SMSA 80 Cen. 44,287; Loc. Est. 45,953
PMA-ABC: (70) 14,992; (82) 17,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: County Est. 79,760 (1980)

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mkg. 1,350 ($265); Textiles 1,840 ($174); Machy. 150 ($180).
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers-Broad and West Park Dr.; 1 block on N. Pearl St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeton(10)	NA	Acme Thrift Drug
Jamesway Plaza(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Halter's Variety

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri., Food-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Wax Bros; Dorr Furniture; J.C. Penney; Rovner's; Weber's Furniture.

Variety Stores-Woolworth; Jamesway.
Chain Drug Stores-Rite Aid; Eckerd Drug.
Chain Supermarkets-Thriftway; A&P; Acme; IGA Mkt.; Chiari's 2; Eatmor; Fishers Mkt.
Other Chain Stores-Firestone; Sears (catalog); Pep Boys; J.S. Raub Shoes; SherwinWilliams Paint; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 12,006; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St., Bridgeton, NJ 08302; Tel. (609) 451-1000.
National Representative: Landon Associates.

BRIDGEWATER

1 - LOCATION: Somerset County (In Newark SMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and N.J. Tpk.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Transport of N.J.; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Airlines-All at Newark Airport.

3 - POPULATION:
Township 80 Cen. 29,175; Loc. Est. 28,334
PMA-ABC: (70) 389,197; (82) 396,800
SMSA 80 Cen. 1,965,304; Loc. Est. 1,937,289
County 80 Cen. 203,129; Loc. Est. 200,699
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Township 80 Cen. 8,804; Loc. Est. 8,676
County 80 Cen. 67,368; Loc. Est. 68,491
SMSA 80 Cen. 677,095; Loc. Est. 687,675
PMA-ABC: (70) 113,868; (82) 135,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (PMA)Chemical Apparel; Textiles; Fabricated Metals; Printing; Publishing; Pharmaceuticals; Electrical Products; Construction; Rubber; Plastics; Cosmetics; Farming; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Downtown Shopping Areas (PMA)Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen, Middlesex; South Plainfield; Piscataway.
Shopping Centers (PMA)-Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Village; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plaza; Hillsborough Shpg. Plaza; Rustic Mall; Stirling Plaza; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. Shopping Strip along Route 22 from Springfield to Somerville, over 50 diversified retail outlets.
Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plaza; Montgomery Plaza.

13 - RETAIL OUTLETS: Department Stores (PMA)-Sears; Bamberger's; Hahne's; Stern's; Dunhams; Epsteins.
Variety Stores-S.S. Kresge; Woolworth; McCrory.
Discount Stores-Two Guys; K mart; K-Way; Channel Lumber; Laneco; Bradlees.
Chain Drug Stores-Sav-on; CVS; Rexall; Walgreen; Pathmark; Drug Fair.
Chain Supermarkets-A&P 13; Acme 5; Food town 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop Rite 9; Stop N Shop 2.
Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Granetz; Newberry's; Fabric Land; Larkey; Rogers Clothes; Firestone; Roth & Schlengers; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Loft Candy; Helen Elliott; Singer Sewing; Imperial Magnavox; Brick Church; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14 - NEWSPAPERS: COURIER-NEWS (e) 58,833; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James Petrini, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807; Tel. (201) 722-8800.
National Representative: Gannett.

BURLINGTON
See WILLINGBORO

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County (In Philadephia, PA-NJ, SMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial center; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge betw. S. Phila. & Gloucester links with Penna. Tpk. via Schuylkill Expway. Benjamin Franklin Bridge betw. Center City, Phila. and Camden. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: Railroads-Conrail; PennsylvaniaReading Seashore.
Motor Freight Carriers-217.
Intercity Bus Lines-Transport of New Jersey; Trailways.
Airlines-At Airport in Philadelphia.

3 - POPULATION:
Cities 80 Cen. 153,695; Loc. Est. N.A.
Camden 80 Cen. 84,910; Loc. Est. 79,933
Cherry Hill 80 Cen. 68,785; Loc. Est. N.A.
PMA-ABC: (70) 658,787; (82) 750,100
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
County 80 Cen. 471,650; Loc. Est. 471,275
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 50,059; Loc. Est. N.A.
Camden 80 Cen. 28,204; Loc. Est. 29,596
Cherry Hill 80 Cen. 21,855; Loc. Est. N.A.
County 80 Cen. 162,508; Loc. Est. 167,402
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859
PMA-ABC: (70) 196,202; (82) 260,700

5 - BANKS: N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Mfg., Durable Goods 39,400 (Avg. Hrly. Wage $8.16); Mfg. of Non Durable Goods 29,600 (Avg. Hrly. Wage $8.88); Non-Mfg. 270,200.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING:Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haddonfield	8	
Black Horse Pike(40)	5	Penneys
Brooklawn(26)	8	K mart, Sheehan's
Burlington Plz.	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Bambergers, Strawbridge & Clothier, J.C. Penney
Deptford Mall(130)		Sears, Bambergers, Wanamaker's
Echelon	10	Strawbridge & Clothier, Penneys, Gimbels
Moorestown Mall(85)	10	Wanamaker, Gimbels, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, A&P
Woodcrest(15)	9	Shop'n Bag, Channel
Willingboro	12	Sears, Pomeroys
Airport Circle(4)	1 1/2	K mart

Principal Shopping Days-Department Stores-Thurs., Fri., Sat., Food-Wed., Thu. and Sat.
Stores Open Evenings-Dept.-Mon. to Sat.; Food-Tues. thru Fri.; Shooping Ctrs.-Mon. thru Sat.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Sears; Strawbridge & Clothier 2; Bamberger's; Gimbel's; Wanamaker's; Pomeroys; Jefferson Ward.
Discount Stores-Dee's; Pennsauken Mart; Clover Stores; K mart; Woolco.
Specialty Stores-Charles David; Diane Furs; Zinman Furs; Lillian Albus; Town & Country; Jacob Reed's; Fashion Bug; Lane Bryant; Country Set; Marianne; Sally Shops; Loehmann's; Samar Fashions; Talbots.
Variety Stores-Ben Franklin Stores; Woolworth; McCory's.
Furniture Stores-Bellmawr Furniture; DiMona's; Doughertys' Furniture; Howard Hill; Menchel-McDonald Furniture Co.; Murphy's Furniture; Nastasi's; Newman's Home Furnishings; Philmore Furniture; Ressa Bros.; Sullivan Furniture Co.; J.B. Van Sciver Co.; Robert I. Weir; Levitz; N. B. Liebman.
Electrical Appliance Stores-Electrical Center; Hubbs Corner; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's.
Chain Drug Stores-Lincoln; Quality 6; SuperRx; Thrift 8; Worner; Rite Aid; Eckerd Drug; CVS.
Chain Supermarkets-Acme Markets 35; A&P; Shop-Rite; Shop 'n Bag; Pathmark.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; Foodtown; 7-Eleven; Wa-Wa Markets; Plus Foods; Jewel T; Stop N Shop.
Other Chain Stores-Automotive: B.F. Goodrich, Firestone, Goodyear, Penn Jersey, Pep Boys, Rayco Auto Seat Cover Co., Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Biddle Car & Truck Rental, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Shellenberger's, Dairy Maid, Bayard's Chocolate Houses, Bowers Candies; Flooring: Best Tile Co., Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Hanscom's Bakery, Kiddie Mart, Rickles 2; Jewelry: Zale's 2, Littmann's, Kellmer, Baily, Banks & Biddle 2, Merrill's, Tappins, Basco; Men's Apparel: Jack Lang, Jackman's, Dodd;'s, Jack King, Clothing Whse., Turl's, Men's Loft; Women's Apparel: Holly Stores, Joy Hosiery, Charming Shoppes, Fashion Bug; Marshall's; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden; Martin Paint; Shoes: Martin, Baker's, A. S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Chandler's, Regal, Flagg, Hardy, Shoe-Town.

14 - NEWSPAPERS: COURIER-POST (e-mon to fri) 128,503; (m-sat) 123,824; (S) 118,362; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Herman F. Transmondi, Adv. Dir., COURIER-POST, Camden, NJ 08101; Tel. (609) 663-6000.
National Representative: Gannett.

CLIFTON
See PASSAIC

DOVER

1 - LOCATION: Morris County, E&P Map B-2, (In Newark SMSA). Manufacturing & military center; NW part of State; 45 mi. E of New York City.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Public Transport of N.J.; Lakeland; West Morris; Transit.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,681; Loc. Est. 14,428
PMA-ABC: (70) 127,194; (82) 165,700
SMSA 80 Cen. 1,965,304; Loc. Est. 1,937,289
County 80 Cen. 407,630; Loc. Est. 410,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,901; Loc. Est. 4,945
County 80 Cen. 131,820; Loc. Est. 136,679
SMSA 80 Cen. 677,095; Loc. Est. 687,675
PMA-ABC: (70) 36,448; (82) 54,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$232,105,000
Savings & Loan	7	$401,131,062

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 126,161

8 - GAS METERS: Residence 26,800

9 - PRINCIPAL INDUSTRIES: Number of EmployeesThiokol 1,400; Picatinney Arsenal 8,500; RCA 500; Westinghouse 400; Glass 300; Paperboard 1,100; Drugs 2,800; Electronics 3,500; Plastics 400; Timers 400; Packaging Machy. 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11 - TAP WATER: Alkaline, hard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(30)	NA	J.C. Penney, Sears
Ledgewood Circle(2)	NA	A&P, Endicott Johnson
Ledgwood Mall(55)	NA	Jamesway
Town Square	NA	J.C. Penney, Sears, Bamberger's, Hahne's

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Newberry; K mart; Bamberger's; Hahne's.
Discount Stores-K mart.
Chain Supermarkets-A&P; Acme; Jamesway; Foodtown; Shop-Rite; Pathmark; Grand Union.
Other Chain Stores-Goodrich; Firestone; Littman Jewelry; Kinney Shoes; Thom McAn; Sherwin-Williams; Loft Candy; Dean's; Kaufman Carpet; Wick's Lumber; Zales Jewelry; Channel; Rickel's; Brick Church; Thrift Drug.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 13,717; (S) 13,214; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard DeAntoni, Adv. Mgr., ADVANCE, PO Box 30, Dover, NJ 07801; Tel. (201) 347-5400.
National Representative: Drukker Newspapers.

ELIZABETH

1 - LOCATION: Union County (In Newark SMSA), E&P Map B-2, County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Staten Island Sound and Newark Bay; U.S. Hwys. 1, 9.

2 - TRANSPORTATION: Railroads-Conrail; Rahway Valley; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; National; Trans World; USAir; United; Capital; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Northwest; Piedmont; N.Y. Airways; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 106,201; Loc. Est. 104,991
County 80 Cen. 504,094; Loc. Est. 496,381
SMSA 80 Cen. 1,965,304; Loc. Est. 1,937,289
PMA-ABC: (70) 543,116; (82) 496,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,878; Loc. Est. 40,279
PMA-ABC: (70) 171,580; (82) 183,700
County 80 Cen. 177,973; Loc. Est. 180,621
SMSA 80 Cen. 677,095; Loc. Est. 687,675

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$342,442,000
Savings & Loan	6	$341,140,000
National	1	$145,781,000
State	4	$265,951,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners(Av. Wkly. Wage)-Sewing Machine 3,189 ($174); Gas and Chemicals 1,655 ($185); Pharm. Products 5,750 ($180); Auto 5,637 ($210); Cookies 1,356 ($147); Elec. Equip. 1,737 ($207).

10 - CLIMATE: Average Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Half mile south from Penna. R.R. arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, east to Union Square. Many fine stores on first blocks of most cross streets off Broad St. east and west to Elizabeth Ave. and north of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 centers throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roselle(22)	3	Foodtown
Garwood	5	Medi-Mart
Menlo Park(86)	8	Bamberger, Alexander's,

Short Hills(140)	9	Bloomingdale's, Lord & Taylor, W&J Sloane, B. Altmans, Bonwit Teller
Woodbridge(121)	7	A&S, Orbach, Hahne, Stern's, J.C. Penney

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Furniture-nightly (ex. Sat.); Other retail-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Steinbach's.
Variety Stores-Newman's 3; Green; C. H. Martin; McCrory's; K mart.
Discount Stores-Daffy Dan's.
Chain Drug Stores-Rite Aid 4; Sher's 2; Medi-Mart.
Chain Supermarkets-A&P 11; Grand Union 2; Pathmark 15; Foodtown 30; Shop Rite 14; Acme 11.
Other Chain Stores-A. S. Beck; Kitty Kelly; Hanover; National; Flagg Bros.; Miles; Thom McAn; Forsythe; Regal; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; Poppy's; Tappins.

14 - NEWSPAPERS: JOURNAL (e) 43,009; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data. Eric C. Goltzer, Adv. Dir., JOURNAL, 295 Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative: Landon Associates.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County, E&P Map B-2 (In New York, NY-NJ SMSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46 and 80. 8 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy.; N.J. Tpk.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (West Shore); Northern RR of N.J., New York, Susquehanna and Western.
Intercity Bus Lines-Greyhound; Transport of N.J.; Rockland (Red & Tan); Shortline; Manhattan Transit; Maplewood Equipment; Adirondack Trailways; Arrow Bus Co; Fairlawn Transportation; Leisure Line; Reliable Coach Co; Taranto Bus Co.
Motor Freight Carriers-30.
Airlines-Emery, Federal Express (fght.), Teterboro Arpt. N.Y. and all airports.

3 - POPULATION:
Corp City 80 Cen. 36,039; Loc. Est. 35,931
County 80 Cen. 845,385; Loc. Est. 829,922
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Total PMA-ABC: (70) 898,012; (82) 836,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp City 80 Cen. 15,827; Loc. Est. 16,418
County 80 Cen. 300,410; Loc. Est. 304,430
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696
Total PMA-ABC: (70) 279,625; (82) 305,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	36	$4,657,283,000
Savings & Loan	22	$3,050,776,000
Savings	3	$1,147,773,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence County 248,300

8 - GAS METERS: Residence County 249,200

9 - PRINCIPAL INDUSTRIES: Total Plants: 1,150; Miscellaneous Plastic Products 45; Lithographic Commercial Printing 36; Letterpress Commercial Printing 31; Electronic components 22; Industrial Organic Chemicals 21; Non-electrical machinery 20.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55; First killing frost, Oct. 1. Last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING:Principal Shopping District-Garden State Plaza, 80 Stores; Bergen Mall, 78 Stores; The Fashion Center, 25 Stores; Paramus Park, Paramus, 115 Stores; Riverside Square, Hackensack, 90 stores.
Additional Shopping Areas-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park.
Neighborhood Shopping Areas-Municipality.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garden State Plaza(80)	NA	Bamberger's, J.C. Penney, Gimbel's
Bergen Mall(78)	NA	Stern's, Ohrbach's, J.J. Newberry
Chestnut Ridge(22)	NA	Grand Union
Paramus Park(115)	NA	Abraham & Straus, Sears
Riverside Sq.(90)	NA	Bloomingdale's, Saks
The Fashion Ctr.(25)	NA	B. Altman, Lord & Taylor
Caldor Center(5)	NA	Caldor
Linwood Plaza(22)	NA	Foodtown
Mahwah Plaza(20)	NA	A&P
Lincoln Plaza(5)	NA	Top Variety
River Rd. Ctr.	NA	Pranti, Shop-Rite
Fair Ridge(15)	NA	A&P
Urban Farms(22)	NA	Gristede's
Valley Fair(20)	NA	Valley Fair
Park Ridge	NA	A&P
Interstate(35)	NA	Sears, Grossman's
Rochelle Park(7)	NA	Shop-Rite
Allendale(16)	NA	A&P
Foster Vlg.(23)	NA	Montgomery Ward, Grand Union
Closter Plaza(41)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz.(10)	NA	King's Super Mkt.
Pascack Valley(25)	NA	Channel, Grand Union
Elmwood(15)	NA	S.H. Kress, Walgreen, Channel
Ramsey Square	NA	Bradlees, Channel
Saddle Brook Mall(17)	NA	Bradlees
Passaic County	NA	
Willowbrook Mall(17)	NA	Bambergers, Orbach's, Sears, Sterns
West Belt Mall(32)	NA	JC Penney, Fortunoff
Preakness(43)	NA	Sterns, Rickel
Wayne Hills(32)	NA	Meyer Bros, K mart

Stores Open Evenings-Food & Department Stores, Shopping Centers Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-County: Sears; Lord & Taylor; B. Altman; Packard's; Montgomery Ward; Bambergers; Stern Bros.; Gimbel's; Alexander's; Bloomingdale's; Ohrbach's; Saks Fifth Ave.; Abraham & Straus.
Variety Stores-Woolworth; Kresge; Newberry; J.C. Penney.
Discount Stores Valley Fair; Packard's; Bradlees; K mart; Toys-R-Us; Caldors.
Chain Lumber/Hardware-Channel Industries; Rickel Home Center; Kay's.
Chain Drug Stores-Whelan; Rexall 7; Genovese 2; Walgreen 2; Rite Aid 4; CVS 5; Medi-Mart 4.
Chain Supermarkets-Acme/Super Saver 5; A&P 20; Grand Union 24; Gristede; Kings 3; Shop-Rite 15; Foodtown 18; Pathmark 6.
Other Chain Stores-Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Stenchever's, Globe Shoes, Shoe-Town, Red Cross, National Coward's, Chandler's, Thom McAn, Kinney; Candy: Loft's, Fanny Farmer, Russell Stover, Barracini; Clothing: He Man Shops, Lowits, Lane Bryant, MacHughe's, Roaman's, Schlessinger's, Florence Shop, Sealfon's, Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Larry's, Bond's, Wallach's, National Shirt, Lerner, Melburn; Jewelry: Wiss Jewelers, Marcus Jewelers, Fortunoff; Others: Adler's, Radio Shack, Trader Horn, Friendly Frost, Sam Goody, Roots, Field Bros, Conrans; Furniture: Carlyle, Einstein Moomjy, Huffman-Koos, Kaufman, Levitz; Sporting Goods: Morsan's, Herman's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 148,387; SUNDAY RECORD (S) 214,713; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bernard Schraer, Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07602; Tel.(201) 646-4000; In NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker.

JERSEY CITY

1 - LOCATION: Hudson County (SMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential and educational center. Occupies 19.2 square mi. on peninsula formed by Hudson R. and Upper N.Y. Bay on east and south and Hackensack River and Newark Bay on west.

2 - TRANSPORTATION: Railroads-Journal Square Transportation Center; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers-117
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue, Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223,532; Loc. Est. 217,124
CZ-ABC: (70) 557,948; (82) 493,000
RTZ-ABC: (70) 431,055; (82) 405,500
County/SMSA 80 Cen. 556,972; Loc. Est. 550,277
City & RTZ-ABC: (70) 989,003; (82) 898,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City: 80 Cen. 80,720; Loc. Est. 82,742
CZ-ABC: (70) 190,360; (82) 197,100
RTZ-ABC: (70) 145,128; (82) 161,100
County/SMSA 80 Cen. 207,857; Loc. Est. 211,662
City & RTZ-ABC: (70) 335,488; (82) 358,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	6	$1,603,200,000
Savings & Loan	15	$2,950,092,000
Commercial	12	$3,605,152,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: City Residence 226,512

8 - GAS METERS: City Residence 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prod.; Lamps; Food Packing; Radio & TV Sets; Iron Prod.; Candy; Soap; Carbon; Chemical; Wearing Apparel; Paper Prod.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Plz.(40)	NA	Berk's, Toys 'R Us
Stadium Plz.(2)	NA	Rickels, K mart
Twin City Plz.(4)	NA	Acme, McCrory's
Channel Shoprite(3)	NA	Channel Lumber

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck.
Variety Stores-Woolworth; Grand; McCrory's, Home Fair; Jupiter 2.
Discount Stores-National Family Store; K mart; Wonder Stores; C.H. Martin.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Peckman's 2; Brooks 1; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 16; Shop Rite 15; Food Town 7; Pathmark 2; Acme 3; Shelley's 2; IGA; Basics.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Rayco; A. S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Castro; Shoe Town, Knapp; Fayva; Zale Jewelers; Mandee; Ris Auto; Rickels.

14 - NEWSPAPERS: JERSEY JOURNAL (e-mon to fri) 63,463; (e-sat) 59,702; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representatives: Newhouse Newspapers.

MIDDLETOWN

See RED BANK

MILLVILLE

1 - LOCATION: Cumberland County (In Vineland-Millville Bridgeton-SMSA) E&P Map B-5, Industrial center. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia; 35 mi. from Atlantic City; 130 mi. from New York City.

2 - TRANSPORTATION: Railroads-Conrail; Reading Sea Shore.
Motor Freight Carriers-11.
Intercity Bus Lines-Public Service; Bridgeton.

3 - POPULATION:
Corp. City 80 Cen. 24,815; Loc. Est. 25,313
CZ-ABC: (70) 21,366; (82) 25,800
RTZ-ABC: (70) 11,516; (82) 13,200
County/SMSA 80 Cen. 132,866; Loc. Est. 133,677
City & RTZ-ABC: (70) 32,882; (82) 39,000

4 - HOUSEHOLDS:
City 80 Cen. 9,007; Loc. Est. 9,290
County/SMSA 80 Cen. 44,287; Loc. Est. 45,953
CZ-ABC: (70) 7,083; (82) 10,000
RTZ-ABC: (70) 3,440; (82) 4,500
City & RTZ-ABC: (70) 10,523; (82) 14,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$53,000,000
Savings & Loan	2	$31,000,000

6 - PASSENGER AUTOS: County 79,760 (1980)

7 - ELECTRIC METERS: Residence 10,905

8 - GAS METERS: Residence 4,997

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Glass Mfg. 4,700; Textile Mfg. 600; Sand Mining 560; Airworks & Aircraft Repairs.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-24.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Delsea(2)	6	Sears, King's
Cumberland Mall(60)	NA	Bradlee's, Wilmington Dry Goods, Pathmark

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept.-Fri. Food-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Fath's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Joseph's; Rexall; Sun Ray; Rite-Aid.
Chain Supermarkets-Acme; Pathmark.
Other Chain Stores-Endicott-Johnson (shoes); Diana Shop; Goodyear; Firestone.

14 - NEWSPAPERS: DAILY (e) 7,172; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ronald A. Ortiz, Mktg. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332; Tel. (609) 825-3456.
National Representatives: Landon; Robert Hitchings.

MORRISTOWN

1 - LOCATION: Morris County (In Newark SMSA). E&P Map B-2, County Seat. Mfg. & education center.

2 - TRANSPORTATION: Railroads-Morristown & Erie; New York, Susquehanna & Western; Erie Lackawanna; Central Railroad of New Jersey.
Motor Freight Carriers-1.
Intercity Bus Lines-Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. City 80 Cen. 16,614; Loc. Est. 16,168
PMA-ABC: (70) 334,018; (82) 364,200
SMSA 80 Cen. 1,965,304; Loc. Est. 1,937,289
County 80 Cen. 407,630; Loc. Est. 410,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,534; Loc. Est. 6,503
County 80 Cen. 131,820; Loc. Est. 136,679
SMSA 80 Cen. 677,095; Loc. Est. 687,675
PMA-ABC: (70) 96,676; (82) 121,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$351,031,802
Savings & Loan	4	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 138,096

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Public Utilities 1,218; Chemical Products 2,663; Printing 687; Construction 570; Rubber 305; Food 372; Paper 1,547; Engineering 2,891; Pharmaceuticals 1,095.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown(9)	NA	A&P
Baldwin Manor(11)	NA	Baldwin Pharm., Foodtown
Troy(19)	NA	Pathmark, K mart
Morris Hills Plaza(15)	NA	Kinney Shoes, Rexall

Principal Shopping Days-Fri., Wed., Sat.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-L. Bamberger; M. Epstein; Sears; Penny.
Discount Stores Jamesway; Rockaway Sales 2; K mart, Bradlees.
Variety Stores-Woolworth.
Chain Drug Stores-Sav On; Foods Plus; Thrift Drug; CVS; Drug Fair.

Chain Supermarkets-A&P 3; Acme 2; Grand Union; Foodtown 3; Shop-Rite 8; Pantry Pride; Progressive 4; W&O; Finast; Kings; Stop & Shop.

14 - NEWSPAPERS: RECORD (m-mon to fri) 59,142; (m-sat) 54,834; (S) 66,610; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Coren, Adv. Dir., RECORD, 55 Park Pl., Morristown, NJ 07960; Tel. (201) 538-2000.
National Representative: Landon Associates.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In New Brunswick-Perth Amboy-Sayreville SMSA). E&P Map B-3, County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-71.
Water-Raritan River.
Intercity Bus Lines-Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 80 Cen. 41,442; Loc. Est. 41,006
CZ-ABC: (70) 192,600; (82) 190,400
RTZ-ABC: (70) 184,151; (82) 200,600
County/SMSA 80 Cen. 595,893; Loc. Est. 595,166
City & RTZ-ABC: (70) 376,751; (82) 399,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,244; Loc. Est. 13,923
County/SMSA 80 Cen. 196,708; Loc. Est. 202,246
CZ-ABC: (70) 57,135; (82) 69,100
RTZ-ABC: (70) 51,800; (82) 66,000
City & RTZ-ABC: (70) 108,935; (82) 135,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$933,777,000
Savings & Loan	11	$446,118,000
Commercial	13	$1,431,835,000

6 - PASSENGER AUTOS: County 276,795 (1979)

7 - ELECTRIC METERS: Residence 16,710

8 - GAS METERS: Residence 13,802

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pharmaceuticals 4,725; Medical Goods 3,150; Electrical 2,310; Apparel 2,625; Transp. 4,200.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on George St.; 5 on Albany St.; 3 on Neilson; 3 on Church; 2 on Bayard; 2 on Paterson; 1 on Livingston; Miracle Mall; U.S. Route 1; Tano Mall.
Neighborhood Shopping Center-5 blocks on French St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brunswick(27)	2	A&P, Woolworth
Brunswick Square	8	Bamberger's, JC Penney
Kilmer Plaza(11)	4	Acme, Sav-On Drugs
Menlo Park Mall(86)	10	Alexander's, Bamberger's
Middlesex Mall(17)	7	A&P, Grants
MidState Mall(23)	7	Acme, Woolco
Village Green	7	He Man Shop
Woodbridge	13	Abraham & Strauss, Thom McAn
Rutgers	4	
Nixon	5	
Market Place	10	
Old Bridge	12	
Shoppers	6	

Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Most Mon. thru Fri.; Some on Mon. & Thurs. only.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Penney; Lerner's; Kennedy's: Bamberger; Alexander's; Woolco; Loehmann's; Ohrbach's; A. & S.; Stern's; Bradlees.
Variety Stores-Newberry; McCrory's; F.W. Woolworth.
Discount Stores-Bradlee's; Channel; Rickel; K mart; Pergament 2; Caldor.
Chain Drug Stores-Drug Fair 3; Sav-On; Walgreen; Rexall; Siegel's; Sunray 2; Thrift Drug; Pathmark; Mandell's; Tobin's.; Rite-Aid.
Chain Supermarkets-A&P 7; Shop Rite; Foodtown 6; Acme; Pathmark; Mayfair 3; Grand Union.
Other Chain Stores-Shoes: Thom McAn, National, A.S. Beck, Miles, G.R. Kinney, Florsheim, Melco; Clothing: Bond, Rogers, Franklin-Simon, Wallachs; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Loft, Singer Co.

14 - NEWSPAPERS: HOME NEWS (e) 58,392; (S) 74,252; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Kain, Gen. Adv. Mgr., HOME NEWS; P.O. Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5600.
National Representative: Story & Kelly-Smith.

NEWARK

1 - LOCATION: Essex County (In Newark SMSA). E&P Map B-2, County Seat. Industrial, wholesale and retail center. On U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 280, 82, N.J. Tpke. & linked with Garden State Pkway.

2 - TRANSPORTATION: Railroads-Conrail; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).
Motor Freight Carriers-30.
Intercity Bus Lines-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.
Airlines-USAir; American; Delta; Eastern; TWA; United; NY Air; Continental; Pan Am; Piedmont; World Airways; People Express; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 329,248; Loc. Est. 316,571
CZ-ABC: (70) 1,089,853; (82) 978,900
RTZ-ABC: (70) 4,220,633; (82) 4,239,700
County 80 Cen. 850,451; Loc. Est. 830,205
SMSA 80 Cen. 1,965,304; Loc. Est. 1,937,289
City & RTZ-ABC: (70) 5,310,486; (82) 5,218,600

4 - HOUSEHOLDS:
City 80 Cen. 110,912; Loc. Est. 113,859
County 80 Cen. 299,934; Loc. Est. 301,884
SMSA 80 Cen. 677,095; Loc. Est. 687,675
CZ-ABC: (70) 355,712; (82) 374,000
RTZ-ABC: (70) 1,296,920; (82) 1,520,100
City & RTZ-ABC: (70) 1,652,232; (82) 1,894,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated Number of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Pdts. 21,300; Mach. (ex. Elec.) 25,500; Elect. Mach. 38,500; Transp. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prod. 22,000; Textile-Mill Prod. 3,400; Apparel & Textile Prod. 14,600; Paper & Prod. 6,600; Printing & Publishing 11,700; Chemicals & Prod. 34,100; Rubber & Plastic Prod. 9,200; Leather & Prod. 4,000; Other Nondurable Goods 3,400; Mining 900; Construction 28,400; Transp. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & Real Est. 48,400; Service & Misc. 110,900; Govt. 85,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct. Last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING:Downtown Shopping areas-Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
In Essex Co.:		
The Common(24)	NA	Lane Bryant
Livingston(127)	NA	Bambergers, Sears, Hahnes, Epsteins
Oakwood Mall(6)	NA	Kings
The Mall, Short Hills (140)	NA	Bloomingdales, Abraham & Straus, B. Altman, Bonwit Teller
Pilgrim Plaza(15)	NA	Newberrys, Savon Drug
Essex Mall(17)	NA	Marshalls, Stop & Shop
West Caldwell(27)	NA	A&P
Essex Green(42)	NA	Woolworths, Shop-Rite
In Morris Co.:		
Dover(30)	NA	Woolworths, J.C. Penney
Morris Co. Mall(77)	NA	Bradlees, J.C. Penney, Stop & Shop
Morris Hill Plz.(15)	NA	Rexall Drug, Sherwin William
Rockaway Town Square(150)	NA	Bamberger, Hahn, Sears, JC Penney
In Union Co.:		
Murry Hill Sq.(45)	NA	
Parkway Plz.	NA	Grand Union, Kresges

Outside Metro Area-Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shopping center in themselves, in Somerset County. A 15 mi. shopping strip along Route 22, 40 stores.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Wed., Fri. Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-(Metro Area)-Bamberger; Steinbach's; Hahne; Muir's; Ohrbach's; Sears; Bloomingdale's; B. Altman; Abraham & Straus; Stern Bros.; J.C. Penney.
Discount Stores-Carr's; J.M. Fields; Newberry's; Rickel Bros.; Valley Fair; Korvette's; Channel; Woolco; K mart; Bradlee's; Caldor.
Chain Drug Stores-Rubin Bros. 6; Weisbard Bros. 2; Thrift Drug; Sav-on; CVS; Medi-Mart; Schwartz; Rite-Aid 2; Winsor; Angelo 2.
Chain Supermarkets-A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Valley Fair; Pathmark.
Other Leading Stores-Canadian Fur; Loft Candy; McCrory's; Lerner; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.
Suburban-B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshalls; M. Epstein; Teppers; Wiss Jewelers; Levitz; Gimbel's.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 416,406; (m-sat) 384,186; (S) 606,044; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER, Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.
National Representatives: Newhouse Newspapers Metro Suburbia; Leonard.

NEWTON

1 - LOCATION: Sussex County, E&P Map A-2, County Seat. Recreation, agricultural, manufacturing NW portion of state. 58 mi. NW of NYC; 48 miles NW of Newark.

2 - TRANSPORTATION: Railroads-2 (Freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Garden State; Lakeland.
Airports-4, plus 1 Heliport.

3 - POPULATION:
Corp. Town 80 Cen. 7,748; Loc. Est. 7,543
PMA-ABC: (70) 82,521; (82) 133,200
County 80 Cen. 116,119; Loc. Est. 121,435
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,995; Loc. Est. 2,547
County 80 Cen. 37,221; Loc. Est. 40,078
PMA-ABC: (70) 24,325; (82) 46,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$850,000,000
Savings & Loan	6	$420,000,000

6 - PASSENGER AUTOS: N. A.

7 - ELECTRIC METERS: County 50,021

8 - GAS METERS: County 1,655

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gvt. & Education 1,000 ($300); Retailers & Service 600 ($280); Professional & Staff 500 ($350); Manufacturing & Fabrics 300 ($265).
Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clinton St.(10)	NA	Rockaway Sales
Spring St.(49)	NA	Shelby's
Ames/Big N(12)	NA	Ames/Big N, Shepards Fashions
Sussex County Mall(8)	NA	Sears, A&P
Sparta Centre(12)	NA	Acme
Hardyston(6)	NA	A&P
Franklin(7)	NA	Shop Rite
Sussex(9)	NA	A&P
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(3)	NA	Foodtown, Jamesway

Principal Shopping Days-Mon., Thurs., Fri., Sun.
Stores Open Evenings-Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales; Shelby's.
Stores Open Sundays-Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales; Shelby's.

13 - RETAIL OUTLETS: Department Stores-Shelby's.
Discount Stores-Jamesway; Rockaway Sales; Ames/Big N.
Variety Stores-Woolworth; R. J. Mars.
Chain Drug-Thrift; Rite-Aid; Genovese.
Chain Food Stores-A&P 5; Acme 2; Grand Union 3; Shop Rite 3; Foodtown.
Chain Fast Foods-McDonalds; Burger King; Dunkin' Donuts; Arthur Treachers.

14 - NEWSPAPERS: HERALD (e-mon to fri) 16,806; (S) 24,115; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ronald R. Waer, Adv. Mgr., HERALD, 2 Spring St., Newton, NJ 07860; Tel. (201) 383-1500.
National Representative: Landon.

PARSIPPANY

See MORRISTOWN

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Paterson-Clifton-Passaic SMSA). E&P Map B-2. Industrial center; center of Paterson-Clifton-Passaic Standard Metropolitan Statistical Area. 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3 & 21.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines-Manhattan; Inter-City; DeCamp; Greyhound; Public Transport of NJ.
Airlines-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport. All airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851; Loc. Est. 124,431
Passaic 80 Cen. 52,463; Loc. Est. 51,881
Clifton 80 Cen. 74,388; Loc. Est. 72,550
PMA-ABC: (70) 890,598; (82) 837,500
County/SMSA 80 Cen. 447,585; Loc. Est. 445,298
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048; Loc. Est. 47,963
Passaic 80 Cen. 19,161; Loc. Est. 19,480
Clifton 80 Cen. 28,887; Loc. Est. 28,483
County/SMSA 80 Cen. 153,463; Loc. Est. 157,364
PMA-ABC: (70) 278,968; (82) 307,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	13	$421,486,541
State	5	N.A.

6 - PASSENGER AUTOS: County 228,870 (1978)

7 - ELECTRIC METERS: County 252,864

8 - GAS METERS: County Residence 262,979

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Fabricated Metals 5,300; Nonelectrical Machinery 5,400; Electrical Machinery 11,400; Other Durable Goods 6,700; Food 3,200; Printing and Publishing 3,400; Chemicals 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Construction 5,500; Transport. and Utilities 6,500; Trade 42,000; Finance, Insurance, Real Estate 9,300; Services 29,000; Government 2,800.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers-Passaic-Clifton: Main Ave. and Intersecting Streets; Clifton-Allwood Shopping Center; Clifton Plaza Shopping Center; Elmwood Shopping Center; Garden State Plaza; Styertowne; and Bergen Mall; Preakness; Willowbrook; Fashion Center; Paramus Park; West Belt Mall; Riverside Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreen's, Grand Union, Grandway
Fashion Center	10	Lord & Taylor, B. Altman, W.J. Sloane, Peck & Peck
Garden State Plaza(90)	5	Bamberger's, Gimbel's, Penney's, Grand Union, Safeway

Styertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(74)	6	Ohrbach's, Stern's, Penn Fruit, Ohrbach's
Willowbrook(164)	9	Bamberger's, Sears, Stern's, Ohrbach's
Paramus Park(117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Korvettes
West Belt Mall(37)	9	J.C. Penney
Riverside Sq.(90)	7	Saks, Bloomingdales
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Mon. through Fri. Closed Sun.

13 - RETAIL OUTLETS: Department Stores Alexander's; B. Altman; Bamberger's 2; Bloomingdale; Canadian Furs; Gimbel's; Meyer Bros.; Ohrbach's 2; J.C. Penney; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; K mart; Saks; Marshall's.
Discount Stores-K mart; National Family Stores; Bradlees.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Liggett; Whelan; Walgreen; Rite Aid; Medi-Mart; Martel's; CVS; Drug Fair; Genovese.
Chain Supermarkets-A&P 8; Shop-rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 3; Foodtown 10; Basics; Plus Stores.
Other Chain Stores-Shoes: A.S. Beck, National, Red Cross, Pal Discount, Flagg Bros., Regal, Miles, Kitty Kelly, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Lorry's Rogers Clothing 3, Wallach's, Lane Bryant, Canadian, Franklin Simon, Plymouth Shops; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, J.C. Penney Auto, Garden State Tire, Bamberger's Auto; Others: Trader Horn, Radio Shack, Burt's Shoes, Inger Co., Prince Range, Loft Candy, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Wiss, Corbo's, Marcus, Zales; Furniture: Castro, Rockford, Huffman-Koos 4, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's.

14 - NEWSPAPERS: HERALD-NEWS (e-mon to fri) 70,006; (S) 61,126; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Golczewski, Gen. Adv. Mgr., HERALD-NEWS, PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000.
National Representative: Drukker Newspaper.

PATERSON

1 - LOCATION: Passaic County (In Paterson-CliftonPassaic SMSA). E&P Map B-2, County Seat. Diversified mfg., 15 mi. W of New York; 10 mi. N of Newark. On U.S. Hwys. 46,80; State Hwys. 3, 4,20,23,208; Garden State Pkway.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Susquehanna.
Motor Freight Carriers-76.
Intercity Bus Lines-Transport of N.J.; Inter-city; Manhattan; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 137,970; Loc. Est. 136,473
CZ-ABC: (70) 267,550; (82) 260,000
RTZ-ABC: (70) 509,204; (82) 488,400
CountySMSA 80 Cen. 447,585; Loc. Est. 445,298
City & RTZ-ABC: (70) 776,754; (82) 748,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,113; Loc. Est. 47,256
CountySMSA 80 Cen. 153,463; Loc. Est. 157,364
CZ-ABC: (70) 86,483; (82) 98,700
RTZ-ABC: (70) 149,623; (82) 167,900
City & RTZ-ABC: (70) 236,106; (82) 266,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$2,737,241,550
Savings & Loan	11	$4,644,570,555

6 - PASSENGER AUTOS: County 228,870(1978)

7 - ELECTRIC METERS: Residence 41,212; City 100,519

8 - GAS METERS: Residence 37,402; City 100,060

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Constr. 4,800; Transport. & Utilities 5,900; Trade 39,700; Fin., Ins. & Real Estate 39,700; Service & Misc. 28,200; Gov't. 23,900; Fabricated Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Elect. Mach. 9,700 ($157); Chemicals 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-100; Fall 30-70; Winter 10-60. First killing frost, Sept. 15-Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks on Main St.; 7 on Market St.; 5 on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood(15)	3	Walgreen, Grand Union
Garden State Plaza(90)	6	Bamberger's, J.C. Penney, Gimbels, Grand Union
Bergen Mall(74)	7	Stern's, Orbach's
Willow Brook(110)	5	Bambergers, Sears, Orbachs, Stern's
Preakness(42)	4	Stern's, A&P
Midland Park	6	Kress, Grand Union
Fashion Center	5	Lord & Taylor, B. Altman
Wayne Hills Mall(14)	4	Meyer Bros., K mart
West Belt Mall(37)	5	Korvette, J.C. Penney
Paramus Park(122)	5	Abraham & Straus, Sears

Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Meyer Bros.; Jacob's.
Discount Stores)-Bradlee's; K mart.
Variety Stores-Woolworth; Martin's; Kresge.
Chain Drug Stores -Walgreen's; Rite-Aid 2.
Chain Supermarkets-A&P 41; Acme 3; Foodtown 16; Grand Union 17; Pathmark 4; Quick Check 4; Shop Rite 10; Stop & Shop 4; Garden State Farms 27; 7-Eleven 4.
Other Chain Stores-Thom McAn; Singer Co.; Hanover Shoes; Simco Shoes; Regal Shoe; W.L. Douglas Shoe; Goodrich; Goodyear; National Shoe; Miles Shoes; Pep Boys; Shoetown; Garden State Farms; General Tire.

14 - NEWSPAPERS: NEWS (m-mon to fri) 46,804; (weekend) 45,290; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Sherwood Spitz, Adv. Mgr., NEWS, News Plaza & Straight St., Paterson, NJ 07509; Tel. (201) 684-3000.
National Representative: Landon Associates.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County. (In New Brunswick-Perth-Amboy-Sayreville SMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of New York City; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Intercity Bus Lines-Transport of N.J.; Marathon; Hudson; Suburban.
Motor Freight Carriers-43.
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025; Loc. Est. 125,877
Perth Amboy 80 Cen. 38,951; Loc. Est. 38,695
Woodbridge 80 Cen. 90,074; Loc. Est. 87,182
CountySMSA 80 Cen. 595,893; Loc. Est. 595,156
PMA-ABC: (70) 391,931; (82) 380,100
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 42,914; Loc. Est. 42,831
Perth Amboy 80 Cen. 13,617; Loc. Est. 13,959
Woodbridge 80 Cen. 29,297; Loc. Est. 28,872
CountySMSA 80 Cen. 196,708; Loc. Est. 202,246
PMA-ABC: (70) 112,338; (82) 127,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	1	$425,000,000
Savings & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 44,217

8 - GAS METERS: Residence 47,111

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Copper Ref. Chemicals & Paint 1,433 ($400); Oil Ref. 1,771 ($450); Ceramicware 512 ($350); Wire Cable 713 ($300); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($400).
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Center.
Neighborhood Shopping Centers-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge(256)	2	A&S, Stern's, Ohrbach's, Hahne's
Menlo Park(86)	6	Bamberger's, J.C. Penney, Alexander's
Sayre Woods(38)	8	J.C. Penney
South Amboy	8	
Middlesex Mall(17)	12	Pathmark, K mart, Stern's
Oakwood Plaza	NA	Marshall's, Drug Fair

Principal Shopping Days-Thurs., Fri., Sat.
Most Stores Open Evenings-Mon. thru Fri

13 - RETAIL OUTLETS: Department Stores-Bamberger's; K mart; Steinbach's; Alexander's; J.C. Penney; Bradlees; Abraham & Straus; Ohrbach's; Stern's; Marshall's; Hahnes.
Variety Stores-Woolworth; McCrory's; Mickey Finn.
Discount Stores-Woolco; Bradlee's; Caldor; Service Merchandise; Consumers Distributing.
Chain Drug Stores-Walgreen; Sav-On; Medi-Mart; Drug Fair; Mack Drug; Pathmark; Thrift Drugs; Rite Aid.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Two Guys; Shop-Rite 7; Pathmark 3; Stop'N Shop 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp, A.S. Beck, National, Kinney, Father & Son, Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto, Clothing: Lerner Shops, Rogers, Wallachs, Bond, Canadian Fur, Field Bros.; Candy: Loft, Barracini.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 53,130; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William E. Sherman, Assoc. Pub., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative: Sawyer-Ferguson-Walker.

PHILLIPSBURG, NJ

See EASTON, PA

RED BANK- MIDDLE-TOWN- SHREWSBURY

1 - LOCATION: Monmouth County (In Long Branch-Asbury Park SMSA). E&P Map C-3. Trading center (427 square mile area); On Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2 - TRANSPORTATION: Railroads-Conrail (freight & passenger).
Motor Freight Carriers-All Met.
Intercity Bus Lines-North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpk. Express Service to N.Y. & Newark.
Airlines-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport; Wall Township; Preston Airport, Marlboro; Deep Run Aviation; Marlboro; Gibson Air Academy; Neptune; Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567; Loc. Est. 77,523
Red Bank 80 Cen. 12,031; Loc. Est. 11,533
Middletown 80 Cen. 62,574; Loc. Est. 63,185
Shrewsbury 80 Cen. 2,962; Loc. Est. 2,805
PMA-ABC: (70)226,587; (82)237,600
CountySMSA 80 Cen. 503,173; Loc. Est. 502,160
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744; Loc. Est. 24,357
Red Bank 80 Cen. 4,908; Loc. Est. 4,733
Middletown 80 Cen. 18,841; Loc. Est. 18,723
Shrewsbury 80 Cen. 995; Loc. Est. 901
CountySMSA 80 Cen. 170,130; Loc. Est. 174,996
PMA-ABC: (70)62,278; (82)76,200

5 - BANKS:
149 Savings and Commercial and Sav. & Loan incl. branches. Deposits NA.

6 - PASSENGER AUTOS: County Est. 250,000(1977)

7 - ELECTRIC METERS: Res/County 155,480

8 - GAS METERS: Residence 102,048

9 - PRINCIPAL INDUSTRIES: Electronics; educational; Army Signal School; Naval Ammunition Depot; paper cups; cosmetics; race horse breeding; apparel; paper products; constr.; electric mach. equip.; lumber equip.; fabr. metal prod.; instruments; lumber & wood prod.; misc. mfg.; printing & pub.; boats; soft drinks; medical equip.; hospitals; real estate; whole & ret. nurseries; fruits, poultry; dairying; truck & farming; perfumes.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Shrewsbury, Red Bank, Atlantic Highland, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County)-Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Twsp.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bank	3	Steinbach, Foodtown
Monmouth(145)	6	Bamberger's, Alexander : J.C. Penney, Kresge, A&S
Middletown(20)	6	Foodtown, Shop Rite, A&P, Sears, Channel Pathmark, Bradlees
Lincroft(5)	3	Acme
Little Silver(11)	2	A&P
Fair Haven	3	Acme
Hazlet(16)	12	K mart, Pergament, Pathmark, Genovese Drugs, Rickels
Middlebrook(20)	5	Woolco, Food Town
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Grand Union, Drug Fair, Shop Rite
Seaview Sq.(140)	7	Stern's, Steinbach, Sears, Acme
Eatontown	1	Pathmark, Rickels, A&S, Bamberger's, J.C. Penney, Hahne's, Alexander's, Best Products
Colts Neck Towne Shoppes	6	
Shrewsbury Plz. (15)	0	Marshall's, CVS Drugs, Acme
W. Long Branch (6)	5	Shop-Rite, A&P, K mart

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Food, drug, service, retail.

13 - RETAIL OUTLETS: Department Stores-Alexander's; Bamberger's; A&S; Steinbach; Stern's; J.C. Penney; Consumers Dist. Co.; Hahne's; Sears; Woolco; Woolworth.
Variety Stores-Prown's; Windsor; 5 J's Variety; Franklen Stores; Jo-Ro Inc.; L & S Variety; West End Variety; Deal Variety.
Discount Stores-Bradlee's; K mart; Thrifty Cut Rate; CVS; Marshalls; Annie Sez; Best Products.
Chain Drug Stores-Genovese; Grand Union; CVS; Pathmark; Rite-Aid; Shop-Rite; Sun-Ray; Thrift; Family Pharmacy; The Mart.
Chain Supermarkets-A&P 12; Acme 8; Foodtown 14; Grand Union 6; Pathmark 3; Shop-Rite 10; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores-Auto: Rite Auto Stores, Firestone, Star Auto, Western Auto. Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Lady of Fashion Maternity Boutique, Lane Bryant, Franklin Simon. Shoes: Postur-Line, A. S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Miles, National, Naturalizer, Nunn-Busch, Shoe-Town, Melco, Stride-Rite. Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Marshall's, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice-Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, Halle & Stieglitz, Canadian Furs, Hillman/Kohan, Pergament.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 30,309; (S) 31,827; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard McKean, Adv. Mgr., REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD-SMSA), E&P Map A-5, County Seat. Manufacturing and agriculture center; SW portion of state. Historical City, 34 mi. SW of Philadelphia; on State Hwys. 49, 45, 5 mi. S of I-295, U.S. 40 NJ Turnpike.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Transport of New Jersey.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 6,959; Loc. Est. 6,882
SMSA 80 Cen. 524,108; Loc. Est. 532,426
County 80 Cen. 64,676; Loc. Est. 66,816

4 - HOUSEHOLDS:
City 80 Cen. 2,567; Loc. Est. 2,667
County 80 Cen. 22,330; Loc. Est. 23,787
SMSA 80 Cen. 180,986; Loc. Est. 189,548

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	9	$250,000,000
Savings & Loans	3	$90,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chemicals; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1. Last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pennsville(50)	NA	Ames, K mart, Acme, A&P
Christiana(100)	NA	Bambergers, Strawbridges, J.C. Penney
Salem(20)	NA	Acme, G.C. Murphy, J.C. Penney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Bambergers.
Discount Stores-K mart.
Chain Supermarkets-IGA.

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon to fri) 10,329; sworn Dec. 31, 1981 CAC.
Local Contact for Advertising and Merchandising Data: Annabel Offer, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative: Landon Associates.

SOMERVILLE
See BRIDGEWATER

TOMS RIVER

1 - LOCATION: Ocean County, E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia. Garden State Pky., NJ. Tpk, State Hwy. 9.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Transport of New Jersey.

3 - POPULATION:
Dover Twp. 80 Cen. 64,455; Loc. Est. N.A.
PMA-ABC: (70) 185,939; (82) 328,300
County 80 Cen. 346,038; Loc. Est. 352,453
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Dover Twp. 80 Cen. 22,175; Loc. Est. N.A.
PMA-ABC: (70) 60,159; (82) 126,000
County 80 Cen. 128,304; Loc. Est. 134,812

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	15	$1,314,000,000
Savings & Loan	7	$1,060,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 139,000

8 - GAS METERS: Residence 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Financial Inst.; Publishing; Utilities; Light Mfg.; Construction; Education; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING:Principal Shopping Center-Ocean County Mall 96 units-Sears; J.C. Penney, Bambergers; Brick Plaza 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Square 20 units; Riviera Plaza 9 units: Birchwood 10 units; Dover Mall 25 units; Toms River Shopping 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plaza 19 units; Berkeley Plaza 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plaza 18 units; Lakewood Plaza 20 units; H&O 7 units; Brook Plaza 15 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eatontown	20	
Toms River(17)	7	A&P, Shop-Rite
Manasquan Cir. Plaza(25)	8	Grand Union
Point Pleasant(11)	6	Grand Union

Principal Shopping Days-Food: Wed., Thu., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbachs; J.C. Penney; Sears; Bambergers.
Discount Stores-Bradlee's; K mart; Rickels; Channel; Best Products.
Variety Stores-H.L. Green; Woolworth; McCrory.
Chain Drug Stores-Lanes; Rexall; Thrift; Genovese; Martels; Rite-Aid; Medicine Shoppe.
Chain Supermarkets-A&P; Shop-Rite; Grand Union; Foodtown; Pathmark.
Other Chain Stores-Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Martin Paints; Mary Carter Paints; SherwinWilliams; M.A.B. Paints; Tiny Tots; Diamond Pools; Consumers Distributing; Ethan Allen; Toys R Us.

14 - NEWSPAPERS: TIMES-OBSERVER (m-mon to fri) 23,796; (S) 23,238; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jeffrey Deitz, V.P./Gen. Mgr., Ocean County Media Adv., TIMES-OBSERVER, 8 Robins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative: Landon Associates.

TRENTON

1 - LOCATION: Mercer County, (SMSA) E&P Map B-3, County Seat. State Capital. Fort Dix Training Center. 60 mi. to New York; 30 mi. to Phila. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak.
Airlines-USAir; Ransome; Allegheny Commutex.
Motor Freight Carriers-100.
Intercity Bus Lines-Capital; Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124; Loc. Est. 88,661
CZ-ABC: (70) 259,757; (82) 247,900
RTZ-ABC: (70) 403,512; (82) 420,500
County/SMSA 80 Cen. 307,863; Loc. Est. 307,835
City & RTZ-ABC: (70) 663,269; (82) 668,400
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463; Loc. Est. 33,722
County/SMSA 80 Cen. 105,819; Loc. Est. 109,070
CZ-ABC: (70) 80,078; (82) 89,100
RTZ-ABC: (70) 108,141; (82) 139,900
City & RTZ-ABC: (70) 188,219; (82) 229,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 188,100

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Products; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chemicals & Allied Prods.; Electrical Mach.; Equip & Supplies; Fabricated Metal Prod.; Leather Prod.; Lumber & Wood Prod.; Paper & Allied Prods.; Textile; Brewery; Automotive; Government.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ewing(17)	2	Woolworth, Shop Rite, Shop'N Bag
Princeton(56)	12	A&P, Sears
Levittown(60)	8	Pomeroy's
Home & Fashion	4	Spiegel
Lake Lawrence	2	Herman Brooks
Lawrence(36)	2	S.P. Dunham, Channel
Hamilton Sq.(9)	5	Jamesway
Fairless Hills	7	
Country Club(25)	NA	Sav-On, Tile Discount
Independence Mall(29)	NA	Thrift Drug, G.C. Murphy, S.P. Dunham
Oxford Valley Mall(140)	6	Bambergers, Gimbel, Woolco, J.C. Penney, Wanamaker, Acme
Morrisville(25)	NA	Acme, Clover, Shop'N Bag
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	NA	Sears, Bamberger's, J.C. Penney, Hahne's
Kings Fairgrounds(23)		Kings, Shop-Rite

Principal Shopping Days-Mon., Thu. & Sat.
Stores Open Evenings-Dept.-Mon., Thu., Food-Tues., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-S.P. Dunham 5; Sears; Bamberger's 2; Hahne's; J.C. Penney; Clover; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Gimbel; Strawbridge.
Variety Stores-Woolworth; Kresge; Murphy; McCrory.
Discount StoresK mart 2; Jamesway; Jefferson Ward.
Chain Drug Stores-Thrift 2; Sav-On 3; Rite-Aid; Medicine Shoppe; Liggett Rexall.
Chain Supermarkets-A&P 10; Acme 8; Shop Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark.
Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney Shoes; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Ground Round; McDonalds; Arthur Treachers; Gino's; International House of Pancakes; Red Lobster; Rustler; Seafood Shanty; Lazy-ZBoy; Jan Sciver's; Ethan Allen; Gordon Jewelers; Spiegel Catalog; Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstin & Moomjy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zales.

14 - NEWSPAPERS: TIMES (m) 67,839; (S) 77,914; Publisher's guarantee Feb. 1, 1982.
Local Contact for Advertising and Merchandising Data: Smith Purdum, Vice Pres., TIMES, P.O. Box 847, Trenton, NJ 08605; Tel (609) 396-3232.
National Representative: Sawyer-Ferguson-Walker.
THE TRENTONIAN (m) 66,050; (S) 61,302; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Hedl Roulette, Adv. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City SMSA). E&P Map B-2, 21 minutes from Times Sq., N.Y.; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-98.
Intercity Bus Lines-Trailways; Greyhound; Public Service; Hudson Bus; Esor Bus; Orange & Black.
Airlines-All major lines at Newark Airport.

3 - POPULATION:
Corp. City 80 Cen. 55,593; Loc. Est. 55,417
CZ-ABC: (70) 264,504; (82) 266,900
RTZ-ABC: (70) 483,284; (82) 411,500
County/SMSA 80 Cen. 556,973; Loc. Est. 550,277
City & RTZ-ABC: (70) 747,788; (82) 678,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781; Loc. Est. 20,747
County/SMSA 80 Cen. 207,857; Loc. Est. 211,662
CZ-ABC: (70) 94,909; (82) 112,600
RTZ-ABC: (70) 157,754; (82) 157,100
City & RTZ-ABC: (70) 252,663; (82) 269,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$3,524,852,066
Savings & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887

6 - PASSENGER AUTOS: County 199,100 (1977)

7 - ELECTRIC METERS: Residence 26,381

8 - GAS METERS: Residence 24,448

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Mfg. 6,852 ($215); Embroidery 3,535 ($205); Furniture 111 ($195); Truck 1,195 ($213); Elec. 1,128 ($200); Chemical 331 ($200); Clothing Textile 3,840 ($179); Printing 1,414 ($250); Food 1,067 ($180); Toiletries 136 ($185); Automotive 2,700 ($183); Lumber 108 ($178); Jewelry 625 ($193).
Principal Industry Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-44 blocks on Bergentine Ave.; 27 blocks on Summit Ave.; Anderson Ave., Cliffside Park; Fair Ridge; Fairview.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Schlesinger's (Men's Dept. Store); Sears.
Variety Stores-Woolworth 2; Kress.
Discount Stores-BD Store; Home Fair; Wonder Store 4; Bargainland 4; Marburn Warehouse; National Family; Radio Shack.
Chain Drug Stores-Rite Aid 8; Rexall 2; Rite-Way.
Chain Supermarkets-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark.
Other Chain Stores-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Miles Shoes; Adams Hats; Sylvette Specialty 2; Father & Son Shoes; Panelrama Corp.

14 - NEWSPAPERS: DISPATCH (m) 37,796; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alan Freedman, Nat'l. Adv. Mgr., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative: Landon Associates.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton, NJ-SMSA). E&P Map B-5, Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem. Glass & clothing mfg., food processing.

2 - TRANSPORTATION: Railroads-New Jersey Central (freight); Conrail; Amtrak.
Intercity Bus Lines-Trailways; Transport of N.J.; Garden state Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753; Loc. Est. 54,530
CZ-ABC: (70) 52,169; (82) 59,900
RTZ-ABC:(70) 46,860; (82) 66,900
County/SMSA 80 Cen. 132,866; Loc. Est. 133,677
City & RTZ-ABC: (70) 99,029; (82) 126,800

4 - HOUSEHOLDS:
City 80 Cen. 17,393; Loc. Est. 17,742
County/SMSA 80 Cen. 44,287; Loc. Est. 45,953
CZ-ABC: (70) 15,399; (82) 20,700
RTZ-ABC: (70) 13,873; (82) 23,300
City & RTZ-ABC: (70) 29,272; (82) 44,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$577,649,957*
Savings & Loans	3	$244,500,000

*2 are branch banks; individual figures not available.

6 - PASSENGER AUTOS: County Est. 79,760 (1980)

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($140); Clothing 3,300 ($150). Food 1,100 ($150);
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:Principal Shopping District-500-600 blocks on Landis Ave.
Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Road and along Delsea Drive, Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	NA	Bradlee's, Pathmark Mkt., Wilmington Dry Goods Dept, J.C. Penney
Vineland Plaza(13)	NA	Eckerds, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; King's; Wilmington Dry Goods; Bradlee's.
Discount Stores-K mart; Jamesway.
Chain Drug Stores-Eckerd's 2; Thrift; Rite-Aid; CVS.
Chain Supermarkets Shop-Rite 2; IGA; Jewel T; Shop N' Bag.
Other Chain Stores-Shoes: Miles, Kinney, EndicottJohnson; Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers, M.A. Bruder.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 17,841; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ronald A. Ortiz, Mktg. Dir., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Robert Hitchings.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ SMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158; Loc. Est. 46,469
Burlington 80 Cen. 10,246; Loc. Est. 9,354
Willingboro 80 Cen. 39,912; Loc. Est. 37,115
PMA-ABC: (70) 232,689; (82) 264,500
County 80 Cen. 362,542; Loc. Est. 355,239
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,556; Loc. Est. 13,782
Willingboro 80 Cen. 10,915; Loc. Est. 10,131
Burlington 80 Cen. 3,783; Loc. Est. 3,651
County 80 Cen. 114,890; Loc. Est. 115,924
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859
PMA-ABC: (70) 65,940; (82) 88,300

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	19	$193,640,943
Savings	4	N.A.
Commercial	18	N.A.

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Food; Textiles; Electronic Equip.; Ceramics; Chemicals; Explosives; Sand & Gravel; Plastics; Rubber; Construction; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost. Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 8 mi.; Bordentown, 9 mi.; Moorestown, 10 mi.; Trenton, 12 mi.; Cherry Hill, 14 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	Shop-N-Bag
Willingboro Plaza(42)	NA	Woolworth's, Pomeroy's, Lerner's, Jewel T
Moorestown(85)	NA	Wanamaker's, Gimbel's, Sears
Cinnaminson(20)	NA	Woolco
Willingboro Vlg. Mall(2)	NA	Woolco, Acme
Outlet Sq.(30)	NA	Clover
Burlington Center Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-daily.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Pomeroy's; Gimbel's; Wanamaker's; StrawbirdgeClothier 2; Clover.
Discount Stores-Gregory 2; K mart 4; Woolco 3; Kings; Clover Stores 2; Jefferson-Ward 4; Dees 2.
Chain Drug Stores-Thrift; Rite-Aid; Pathmark; CVS.
Chain Supermarkets-Acme 9; A&P 2; Pathmark; Shop-Rite 4; Shop 'n Bag 4; Cumberland Farms 26; Red Robin 5; 7-Eleven 10.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e) 42,679; (S) 44,373; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Walter L. Holt, Adv. Dir., or William T. Harrigan, Gen. Adv. Mgr., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.
National Representatives: Landon Associates; Robert Hitchings.

WOODBRIDGE
See PERTH AMBOY

WOODBURY-GLOUCESTER COUNTY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ SMSA). E&P Map A-4, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353; Loc. Est. 9,671
PMA-ABC: (70) 172,681; (82) 205,500
County 80 Cen. 199,917; Loc. Est. 203,100
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,827; Loc. Est. 3,788
County 80 Cen. 65,129; Loc. Est. 68,196
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859
PMA-ABC: (70) 49,693; (82) 69,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: County 90,345 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Electrical Equipment; Chemicals; Fabricated Metal Products; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-NA

11 - TAP WATER: NA

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Bamberger, Wanamaker, Sears
Woodbury Hts. Plaza(3)	NA	Woolco, Pathmark, Thrift Drug
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway, Atlantic Thrift
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios
Woodbury Hts.(2)	NA	Jefferson Ward
Turnersville	NA	Jefferson Ward
Woolco Plaza(1)	NA	Thrift Drug, Woolco

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Tue., Wed., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Sears; Bamberger's; Wanamaker; Woolco; Jefferson Ward.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS; K mart.
Chain Supermarkets-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; Jewel Discount Food.
Other Chain Stores-Firestone; Pep Boys; Charming Shoppes; Sherwin-Williams; S&H Green Stamps; Atlantic Thrift; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Centers; Shoe Town.

14 - NEWSPAPERS: TIMES (e) 28,131; (S) 29,398; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harry Pappas, Adv. Dir., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Landon Associates;

The Community
Information
Center In

Gloucester
County,
New Jersey.

The Gloucester
County Times

A Harte-Hanks
NEWSPAPER

NEW MEXICO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS
Albuquerque-Bernalillo and Sandoval Counties.
Las Cruces-Dona Ana County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	97	114	120
5-14 Years	242	223	235
15-24 Years	188	257	271
25-44 Years	241	361	381
45-64 Years	178	229	242
65 and Over	70	116	122
TOTAL	1,016	1,300	1,371

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	142	250	353
General Mdse	283	451	700
Food	471	839	1,485
Automobiles	511	934	1,252
Gasoline Stations	227	366	721
Apparel	106	187	288
Furniture	104	182	264
Eat-Drink Places	171	345	624
Drugs	76	110	184
TOTAL	2,300	4,022	6,543

ALAMOGORDO

1 - LOCATION: Otero County, E&P Map C-4, County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-New Mexico Transp.
Airlines-Airways of NM.

3 - POPULATION:
Corp. City 80 Cen. 24,284; Loc. Est. 22,986
County 80 Cen. 44,900; Loc. Est. 43,183

4 - HOUSEHOLDS:
City 80 Cen. 8,921; Loc. Est. 7,598
County 80 Cen. 14,900; Loc. Est. 14,527

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$143,409,000
Savings & Loan	3	$64,519,000

6 - PASSENGER AUTOS: County 21,166

7 - ELECTRIC METERS: Residence 11,298

8 - GAS METERS: Residence 8,613

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Air Force Base 5,837 (Annual Payroll $85,850,135); Civil Service 1,140 (Ann. Payroll $23,334,672); Lumber Sawmills 65; Elect. Appliance Mfg. 179; Bus Air Conditioners 84; Gov't Contractors 564; Electronics 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1. Last killing frost, Apr. 15, Annual Precipitation 10.6

11 - TAP WATER: Alkaline, hard. Ample supply; not fluoridated.

12 - RETAILING:Principal Shopping Center-White Sands Mall(28 stores -K mart, Penneys, Bealls).
Neighborhood Shopping Centers-Security Center (15 stores-Goodyear, TG&Y,Anthony's); Gibson's (21 stores); Downtown 3 Blocks-Radio Shack, Sears Catalog, Montgomery Ward Catalog.
Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping centers.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; C.R. Anthony; Bealls; Bonanza City.
Variety Stores-Mott's.
Discount Stores-TG&Y; Surplus City; Gibson; K mart.
Chain Drug Stores-Revco; Furr's.
Chain Supermarkets-Safeway; Furr's; Big 8.
Other Chain Stores-Goodyear; Firestone; Western Auto; Karl's Shoes; Sweetbiar; Sherwin-Williams; Redigers Hallmark; Hastings; T-Bird Home Centers; Mode O'Day; Good Housekeeping Store; 84 Lumber; Blakes Lotaburger; Frestee; Mr. Swiss; White Auto; Singer; Sears (catalog); Mont. Ward (catalog); Checker Auto; Payless Shoes; Radio Shack; Zales; Baskin-Robbins; 7-Eleven; Circle K; General Tire; K-Bob's; Western Sizzlin; Hobo Joe's; Winchell's; Kentucky Fried Chicken; Dairy Queen; Long John Silver; Pizza Hut; Taco Bell; Taco Villa; Ken's Pizza; McDonald's; Sonic Drive In's; Emphasis.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,090; (S) 9,743; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Bille Holder, Pub., NEWS, 518 24th St., Alamogordo, NM 8831 NM 88310; Tel. (505) 437-7120.
National Representative: Landon Associates.

ALBUQUERQUE

1 - LOCATION: Bernalillo County, (In Albuquerque SMSA) E&P Map B-2. In north central New Mexico. In the middle Rio Grande Valley, about equidistant from east and west state boundaries. At crossroads of Interstate 40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental; New Mexico; Greyhound.
Airlines-Trans-World; Continental; Frontier; Texas International; Ross; American; Eastern; Southwest; Western; United.

3 - POPULATION:
Corp. City 80 Cen. 332,239; Loc. Est. 344,032
PMA-ABC: (70) 669,096; (82) 934,400
County 80 Cen. 420,164; Loc. Est. 428,100
SMSA 80 Cen. 454,499; Loc. Est. 464,200

4 - HOUSEHOLDS:
City 80 Cen. 124,032; Loc. Est. 132,210
County 80 Cen. 151,037; Loc. Est. 156,400
PMA-ABC: (70) 189,100; (82) 307,400
SMSA 80 Cen. 161,501; Loc. Est. 167,500

5 - BANKS:	NUMBER	EST. DEP.
Commercial	11	$2,026,245,000
Savings & Loan	6	$1,155,053,000

6 - PASSENGER AUTOS: County 240,248

7 - ELECTRIC METERS: Residence 150,650

8 - GAS METERS: Residence 132,378

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wholesale & Retail 46,700; Service & Misc. 43,600; Finance, Ins. & Real Estate 10,900; Govt. 42,900; Trans., Util., Comm. 11,600; Constr. 12,400; Mfg. 18,000.
Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23. Last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altura(3)	NA	Safeway
B&H(8)	NA	Bruce Allen Mkt., Lucky Mkt.
Bel-Aire	NA	Duran Opt.

Belle-Haven(18)	NA	
North Towne(30)	NA	Safeway
Juan Tabo Plaza(15)	NA	Safeway, Thrifty Drug
Coronado(146)	NA	Sears Broadway, Goldwater's, Kistler-Collister
Del Nort(10)	NA	
Eastdale(28)	NA	Safeway, Skaggs
El Dorado Sq.(26)	NA	
Encantada Sq.(13)	NA	
Fair Plaza(21)	NA	Skaggs, Foodway
Fidelity Square(13)	NA	Sleepworld
Five Points(12)	NA	Zales, Shop-Rite Mkt.
Franklin Plaza(18)	NA	Safeway, Thrifty Drug
Galeria(25)	NA	
Corrales(16)	NA	Walgreen, Safeway
Gibson(2)	NA	Piggly Wiggly
Goff Plaza(6)	NA	Big Value Drugs
Arrowhead(24)	NA	Grand Central, Albertson's
La Mesa(15)	NA	Foodway
Los Altos(15)	NA	Buy-Low Auto Supply
The Mall(25)	NA	Woolco, Furr's, Foodway
Manzano(22)	NA	Safeway, TG&Y
Monterey Plaza (11)	NA	Piggly-Wiggly, Sprouse-Reitz
Montgomery Plaza(51)	NA	Safeway, Anthony
Nob Hill(18)	NA	Nob Hill Super Mkt.
Northdale(23)	NA	TG&Y, Foodway
North San Pedro(6)	NA	Swell Bakery
Old Town(10)	NA	Safeway, TG&Y
Park Land Hills(15)	NA	Foodway
Princess Jeanne (23)	NA	TG&Y, Foodway
Ranchitos(6)	NA	Piggly-Wiggly
Republic Sq.(21)	NA	
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(79)	NA	Mont. Ward, Penney, Dillards, Ben Franklin, Walgreen

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Tue., Wed., Thu., Fri.

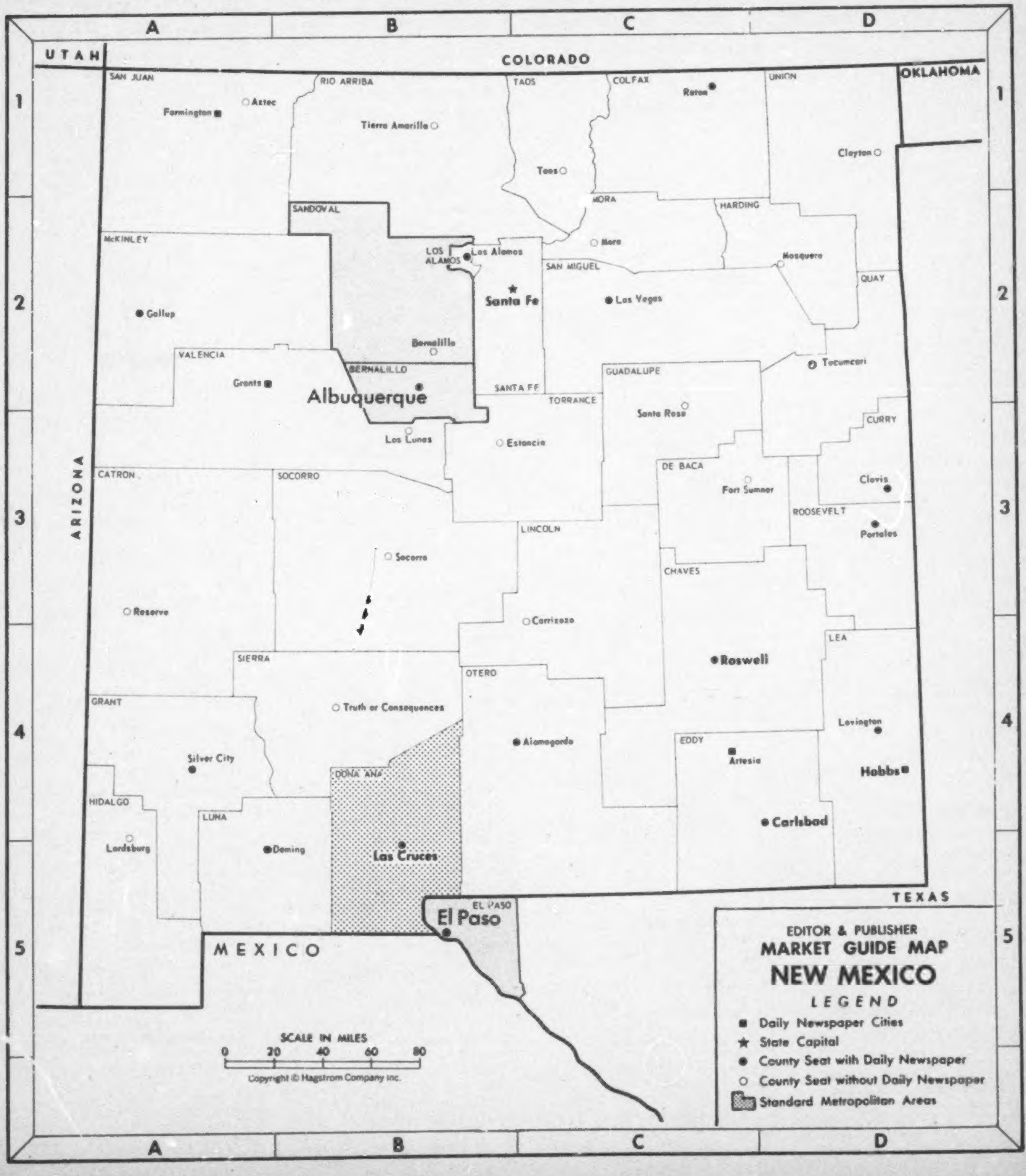
13 - RETAIL OUTLETS: Department Stores-Kistler Collister; C. R. Anthony; Dillard's; Penney; Sears Roebuck; Montgomery Ward; Rhodes; Simon's; Broadway; Goldwater's; Mervyn's.
Discount Stores-Big Value Discount; Gibson; K mart 5; Woolco 2; Zody's, Grand Central.
Variety Stores-Woolworth; Kress; McLellan's; Sprouse-Reitz; Ben Franklin; Duckwall; Rasco; TG&Y; Wray's.
Chain Drug Stores-Walgreen; Payless 8; Skagg's 4; Highland 2; Thrifty 3.
Chain Supermarkets-Safeway 17; Smith's Food King 5; Piggly Wiggly 14, Furr Food 8; Boy's 6; PDQ 2; Circle K Corp. 57; Albertson's 3.
Other Chain Stores-Gambles Auto Supply; Firestone; Goodrich; Lerner Shops (Women's); Sweetbriar (Women's); Maternity Modes; Thom McAn, Kinney; Stover Candy; Singer Co.; White's Auto.

14 - NEWSPAPERS: JOURNAL (m) 90,204; TRIBUNE (e) 44,735; Comb. (m&e) 134,939; JOURNAL (S) 131,745; Mar. 31. 1982 ABC.
Local Contact for Advertising and Merchandising Data: George L. Ramczyk, Gen. Adv. Mgr., Albuquerque Pub. Co.,717 Silver Ave. S.W., Albuquerque, NM 87103; Tel. (505)
National Representatives: JOURNAL-Branham; TRIBUNE-Story & Kelly-Smith.

ARTESIA

1 - LOCATION: Eddy County, E&P Map C-4. Situated 40 mi. S of Roswell; 40 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-New Mexico.
Motor Freight Carriers-5.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COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
Farmington
Aztec
RIO ARRIBA
Tierra Amarilla
TAOS
Taos
COLFAX
Raton
UNION
Clayton
MORA
Mora
HARDING
Mosquero
SANDOVAL
LOS ALAMOS
Los Alamos
Santa Fe
SAN MIGUEL
Las Vegas
QUAY
Tucumcari
McKINLEY
Gallup
Bernalillo
VALENCIA
Grants
BERNALILLO
Albuquerque
SANTA FE
TORRANCE
GUADALUPE
Santa Rosa
CURRY
Los Lunas
Estancia
DE BACA
Fort Sumner
Clovis
CATRON
SOCORRO
LINCOLN
ROOSEVELT
Portales
Socorro
CHAVES
Reserve
Carrizozo
SIERRA
OTERO
Roswell
LEA
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Artesia
Silver City
DONA ANA
Hobbs
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas

3 - POPULATION:
Corp. City 80 Cen. 10,385; Loc. Est. 9,943
County 80 Cen. 47,855; Loc. Est. 47,510
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,761; Loc. Est. 3,643
County 80 Cen. 16,669; Loc. Est. 17,006

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$114,727,000
Savings & Loan	2	$150,000,000

6 - PASSENGER AUTOS: County 24,842

7 - ELECTRIC METERS: Residence 3,960

8 - GAS METERS: Residence 3,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agri. 812 ($200); Const. 75 ($400); Trade Serv. 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61, Winter 28-63. First killing frost, Nov. 1. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Districts-7 blocks on Main; 3 blocks on Quay.
Neighborhood Shopping Centers-Abo Center, South 13th St. (Furr Foods); TG&Y; K mart; W. Main.
Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department StoresC. R. Anthony; Main Place.
Variety Stores-TG&Y.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Palace Walgreen.
Chain Supermarkets-Safeway; Furrs; Food; Allsups.
Other Chain Stores-Tru Value; State Furn; Montgomery Ward; Sears (Order Offices); Radio Shack; T-Bird; Home Lumber.

14 - NEWSPAPERS: PRESS (e) 3,780; (S) 3,900; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Gary Scott, Adv. Mgr., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative: Texas Daily Press League.

CARLSBAD

1 - LOCATION: Eddy County, E&P Map D-4, County Seat. On Pecos River near center of county, Southeastern section of state.

2 - TRANSPORTATION: Railroads-AT&SF (Clovis, NM).
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; New Mexico & Okla. Coaches; New Mexico Transp.; APEX; ICX; J&L; Sun Freightways; UPS.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 25,496; Loc. Est. 25,312
County 80 Cen. 47,855; Loc. Est. 47,510
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,196; Loc. Est. 9,195
County 80 Cen. 16,669; Loc. Est. 17,006

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$150,156,788
Savings & Loan	4	$247,256,527

6 - PASSENGER AUTOS: County 24,842

7 - ELECTRIC METERS: Residence 11,758

8 - GAS METERS: Res. & Bus. 10,400

9 - PRINCIPAL INDUSTRIES: Potash mining and refining 3,053; Emp. Av. Wage ($400); Annual Payroll $60,000,000; Santa Fe Ry. ships 43,000 cars potash annually; Farming and ranching $48 million in county in 1978; Cotton and alfalfa main crops on 25,000 acre irrigation project. Tourists.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20. Last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING:Principal Shopping Centers-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. New Shopping Center, 158,000 sq. ft., West Pierce St.
Neighborhood Shopping Centers-Northgate on Roswell Hwy. (12 Stores-Furr's, Winns, Tempo, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. (2 Stores-Quiky, Cindy's); Carlsbad Mall (20 Stores-6 more to follow).
Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Sundays-Drug; Variety; Supermarkets; Carlsbad Mall.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; J.C. Penney; Winns; Tempo; Bealls.
Variety Stores-Sprouse-Reitz; Woolworths.
Chain Drug Stores-Revco Drug Store.
Discount Stores-Gibson's; Carlsbad Surplus City; Tempo; K mart.
Chain Supermarkets-Safeway; Albertson's; Furrs; Circle K; Piggly Wiggly; Gibson's; Allsups.
Other Chain Stores-Surplus City; J. C. Penney; Pizza Hut; Tempo; Checkar Auto; Payless Shoes; Goodyear; Mont. Ward (Catalog); Sears (Catalog); Mc Donalds; Bealls; Burger King; Long John Silvers; Winns; C. R. Anthony; Woolworths; Zales; Mode O'Day; Baskin Robbins; True Value Hdwr.; Sambo's; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Dairy Queen; Pizze Inn; Peanut Shack; Gordons Jewelers; Alladins; Stevensons; Castle.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,828; (S) 9,548; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Howard Greene, Ed. & Pub., CURRENT ARGUS, PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative: None.

CLOVIS

1 - LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound, Tex. N.M. & Okla. Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 31,194; Loc. Est. 30,791
CZ-ABC: (70) 28,495; (82) 31,800
RTZ-ABC: (70) 50,416; (82) 49,000
County 80 Cen. 42,019; Loc. Est. 41,180
City & RTZ-ABC: (70) 78,911; (82) 80,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,268; Loc. Est. 11,408
County 80 Cen. 14,419; Loc. Est. 14,561
CZ-ABC: (70) 8,920; (82) 11,700
RTZ-ABC: (70) 14,547; (82) 16,500
City & RTZ-ABC: (70) 23,467; (82) 28,200

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	5	$67,724,694
Commercial	4	$108,465,785

6 - PASSENGER AUTOS: County 22,770

7 - ELECTRIC METERS: Residence 13,245

8 - GAS METERS: Residence 12,125

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agric. 188 Constr. 709; Mfg. 530; Transp. 573; Transp. R.R. 850; Meat Packing; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Grand; 6 on Metchell; three Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland(9)	NA	Stansel's Mkt.
Hilltop Plaza(15)	NA	TG&Y, Woolco

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; The Hub; Vohs; Woolco; Sears; Turners; C. R. Anthony.
Discount Stores-Surplus City; TG&Y; K mart; Gebo's.
Chain Drug Stores-Rexall; Walgreen; Highland Drug.
Chain Supermarkets-Safeway; Furr's; Affiliated 5; Albertson's.
Other Chain Stores White's Auto; Goodyear; Shaw (jewelry); Sherwin-Williams; Houston (lumber); Firestone; TG&Y; Zales; Allsup's; Circle K 7.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 10,032; (S) 10,819; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Nat'l. Adv. Mgr., NEWS-JOURNAL, 521 Pile, Clovis, NM 88101; Tel. (505) 763-3431.
National Representative: Texas Daily Press League.

DEMING

1 - LOCATION: Luna County. E&P Map A-5. General farming, livestock. South-central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: Railroads-ATSF; Southern Pacific.
Motor Freight Carriers-Merchants' Motor Lines.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-N.A.

3 - POPULATION:
City 80 Cen. 9,964; Loc. Est. 9,822
County 80 Cen. 15,585; Loc. Est. 15,713

4 - HOUSEHOLDS:
City 80 Cen. 3,527; Loc. Est. 3,555
County 80 Cen. 5,557; Loc. Est. 5,795

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$78,419,000
Savings & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 7,766

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING-N.A.

13 - RETAIL OUTLETS: Department Stores-K mart.
Discount Stores-Surplus City; Ben Franklin.
Chain Supermarkets-Safeway; Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e) 3,650; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Walter L. Green, Pub., HEADLIGHT, P.O.Box 881, Deming, NM 88031; Tel. (505) 546-2611.
National Representative: New Mexico Press Assoc.

FARMINGTON

1 - LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming center for the San Juan Basin & Four-Corners region of N.M., Colo., Ariz., & Utah. 185 hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver; 400 mi. NE of Phoenix and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: Continental Trailways Bus.
Motor Freight Carriers-5.
Airlines-Frontier; Sun West; Mesa Aviation; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 30,729; Loc. Est. 33,387
CZ-ABC: (70) 21,979; (82) 37,300
RTZ-ABC: (70) 30,538; (82) 50,800
County 80 Cen. 80,833; Loc. Est. 89,298
City & RTZ-ABC: (70) 52,517; (82) 88,100

4 - HOUSEHOLDS:
City 80 Cen. 10,665; Loc. Est. 11,198
CZ-ABC: (70) 6,329; (82) 12,600
RTZ-ABC: (70) 6,940; (82) 13,500
County 80 Cen. 24,859; Loc. Est. 28,338
City & RTZ-ABC: (70) 13,269; (82) 26,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$300,697,000
Savings & Loan	3	$118,363,000

6 - PASSENGER AUTOS: County 37,150

7 - ELECTRIC METERS: Res. & Comm. 13,684

8 - GAS METERS: Res. & Comm. 13,077

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agri. & Fruit Grow. 1,800 ($160); Constr, 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. $1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, Appr. 75% of the total stream volume of water in N. M. is in San Juan County with the county's right to use it. Fluoridated.

12 - RETAILING:Principal Shopping Centers-24 blocks on Main St.; 14 blocks on Broadway. Valle Grande Ctr., in Valle Grande subdiv., Village Square, Ute St., at N. Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Animas Valley Mall(110)	NA	Sears, JC Penney, Beall's, LaBelle's, Dillards
Palmer Plaza(25)	NA	Britt's, Main Drug
West Main St.(15)	NA	Mont. Ward, Safeway
Brookside(5)	NA	Sack & Save, Sprouse-Reitz
Mesa(15)	NA	Foodway
San Juan Plaza(60)	NA	K mart, Safeway, Albertsons, Grand Central
Orchard Valley(8)	NA	Furrs

Principal Shopping Days-Wed. & Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; C.R. Anthony; Dunlap's; Hopper's; Britt's; K mart; Grand Central; Beall's; La Belle's; Dillards.
Variety Stores-Woolworth; F. S. Rasco; Sprouse-Reitz; McLellan; Ben Franklin.
Chain Drug Stores-Farmington Drug; Thrifty; Walgreen's.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Foodway; Leon's Discount Food Mkts.; 7-Eleven 18; Safeway 2; Furr Food; Albertson's.
Other Chain Stores-Sears; Montgomery Ward; Cooper's; Western Auto; Firestone; White's Auto; Sweetbriar; Construction Supply; Mode O'Day; Kinney Shoe; Komac Paint; Singer Co.; Zale's; S&H Green Stamps; Mor-Valu Stamps; Gamble's; Thrifty Drug; Furr's Cafeteria; Grand Central.

14 - NEWSPAPERS: TIMES (e-mon to fri) 16,472; (S) 18,970; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, Box 450, Farmington, NM 87401; Tel. (505) 325-4545.
National Representative: Branham.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2, County Seat. Trading center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sun West (4 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 18,167; Loc. Est. 17,562
CZ-ABC: (70) 14,596; (82) 18,600
RTZ-ABC: (70) 67,687; (82) 105,800
County 80 Cen. 56,536; Loc. Est. 53,380
City & RTZ-ABC: (70) 82,283; (82) 124,000

4 - HOUSEHOLDS:
City 80 Cen. 6,014; Loc. Est. 5,393
County 80 Cen. 14,671; Loc. Est. 14,700
CZ-ABC: (70) 4,201; (82) 6,300
RTZ-ABC: (70) 13,068; (82) 24,100
City & RTZ-ABC: (70) 17,269; (82) 30,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 14,825

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Federal 2,210; Mining 1,969; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-4 blocks on Coal; 4 on 66th; Malls N. 666
Neighborhood Shopping Centers-Uptown Plaza; Foodway Square; Downtown Plaza; Little Bear; Zecca Plaza, Rio West Mall; Cedar Hills Plaza.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Food: Daily; Sun.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Aaronson, Beall's.
Variety Stores-Sprouse-Reitz 3; Winn's.
Chain Drug Stores-Thrifty; Revco; SupeRx.
Chain Supermarkets-California 3; Foodway; Dee Dee; Smiths; Albertson; Safeway; (in Window Rock, Fed Mart).

Other Chain Stores-Sweetbriar; Firestone; Goodrich; Ward; Sears (catalog); Big O Tire; Goodyear; Yellow Front 2; Gambles; White Auto; Regis; Payless; Gallenkamp; Kinney; S & H Green Stamps; Houston Lumber; TG&Y; Zales; Gordons; Alexanders; K mart G.N.C.; Midas; Fox Photo; Kwik Kopy; Crown TV (Bruces); Radio Shack; Allsops; Record Bar; Coach House; Pure Jean Yes; Mark-It.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 10,633; (S) 12,531; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dale Brown, Adv. Mgr., INDEPENDENT, P.O. Box 1210, Gallup, NM 87301; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: Branham.

GRANTS-MILAN

1 - LOCATION: Cibola County, E&P Map B-1/B-2. Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola in July 1981. Grants is the County Seat in Cibola County.

2 - TRANSPORTATION: Railroads-AT&SF Ry.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198; Loc. Est. 15,449
80 Cen. Grants 11,451; Loc. Est. 11,506
Milan 80 Cen. 3,747; Loc. Est. 3,943
Valencia County 80 Cen. 60,853; Loc. Est. 62,726
No available figures for Cibola County. Valencia County figures reflect population and households prior to July, 1981.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710; Loc. Est. 4,716
Grants 80 Cen. 3,559; Loc. Est. 3,528
Milan 80 Cen. 1,151; Loc. Est. 1,188
Valencia County 80 Cen. 19,040; Loc. Est. 20,235
See note in paragraph 3.

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$55,745,000
Savings & Loan	1	$17,500,000

6 - PASSENGER AUTOS: County 20,646

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees and (Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourist 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baties'(20)	NA	Gambles, Shop Rite, McLellan's, Alco, Thrifty Mart, Gibson
Hillcrest(6)	NA	Foodway, Mode O'Day, Anthony's, Furn. Mart
Lobo Canyon(20)	NA	TG&Y,Smith's, Zales

Principal Shopping Days-Wed. Fri., Sat.
Stores Open Evenings-Fri. (Some); Sat.
Stores Open Sundays- Groceries.

13 - RETAIL OUTLETS: Department Stores-McLellan's; Anthony's; TG&Y; Alco; Gibson's.
Chain Supermarkets-Handy Andy Quick Stops 2; Shop Rite; Sturges 2; Smith Foodway.
Other Chain Stores-Aaronson Bros.; Gamble's; White's; Wackers; Alco; TG&Y; Gibson's.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,850; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mario C. Pizii, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.
National Representative: None.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, Tex., 111 mi. SE; Lubbock, Tex., 110 mi. NE.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Motor Freight Carriers-5.
Airlines-Air Midwest; Crown.
Bus Lines-TNMO; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,794; Loc. Est. 41,500
CZ-ABC: (70) 26,025; (82) 29,900
RTZ-ABC: (70) 36,228; (82) 42,100
County 80 Cen. 55,634; Loc. Est. 70,000
City & RTZ-ABC: (70) 62,253; (82) 72,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,948; Loc. Est. 11,700
CZ-ABC: (70) 8,029; (82) 10,800
RTZ-ABC: (70) 10,714; (82) 14,500
County 80 Cen. 18,786; Loc. Est. 19,514
City & RTZ-ABC: (70) 18,743; (82) 25,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$447,125,661
Savings & Loan	3	$42,452,000
Commercial	NA	$447,125,661

6 - PASSENGER AUTOS: County 32,459

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 11,175

9 - PRINCIPAL INDUSTRIES: Mfg. of Oil Eqpt. for Well Treatment; Welding; Acidization; Rig Bldg.; Housing & Trucking; Argo Industries Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfgr.; 2 Refineries; Chemical Processing Plant; 2 Livestock Feed Lots. About 40 Major Oil Companies & 35 Major Supply Companies are represented in Hobbs, 28,000 Wage earners. Two colleges, enrollment avg. 3,432. 45 Businesses hiring 5000 more employees.

10 - CLIMATE: Avg. Winter, 27-57; Avg. Summer 65-93; Rel. Humidity, Summer, 30%

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-10 blocks from downtown; Broadmoor; Corner of Grimes & Bender, Hobbs Plaza.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Aire(7)	NA	Sears, Foodway, Anthonys, Wackers
Broadmoor(40)	NA	Furr Food, Furr Cafeteria, Mont. Ward, Anthonys, Dunlaps, Penney
Hobbs Plaza(16)	NA	Alpha Beta
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days-Mon., Wed., Sat.; Best grocery day-Thurs.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 2; J.C. Penney; Dunlap; World's Largest Western Auto Store; Whites Auto; Sweet Briar.
Variety Stores-S&H Green Stamps; Winn's 2.
Chain Drug Stores-Broadmoor; Walgreen; Cashmart Pharmacy; Reese 2; Norte Vista; Revco Drug.
Discount Stores-Gibson's; K mart; Allwoods (l br., bldg. supplies),
Chain Supermarkets-Furr Food; Safeway; Allsup's 6; Smith's; Foodway 2; Tooties Hom-Ond; Albertson's; Skaggs Alpha Beta.
Other Chain Stores-Firestone; General Tire; Allied Radio Shack; Sears; Montgomery Ward; Payless Shoes; Sherwin-Williams; T-Bird Lumber; Callaway Lbr. & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 10,633; (S) 12,531; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Hendrix, Adv. Mgr., NEWS-SUN, P.O. Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative: None.

LAS CRUCES

1 - LOCATION: Dona Ana County (In Las Cruces SMSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, Tex. On U.S. hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-Greyhound; Whitfield; N.M. Transportation; Continental Trailways.
Motor Freight Carriers-9.
Airlines-Airways of New Mexico; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 80 Cen. 45,086; Loc. Est. 45,315
CZ-ABC: (70) 37,857; (82) 46,700
RTZ-ABC: (70) 31,916; (82) 55,700
CountySMSA 80 Cen. 96,340; Loc. Est. 99,766
City & RTZ-ABC: (70) 69,773; (82) 102,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,165; Loc. Est. 16,476
CZ-ABC: (70) 10,909 (82) 15,700
RTZ-ABC: (70) 7,615 (82) 16,200
CountySMSA 80 Cen. 30,402; Loc. Est. 32,431
City & RTZ-ABC: (70) 18,524 (82) 31,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$291,169,000
Savings & Loan	6	$156,048,000

6 - PASSENGER AUTOS: County 49,755

7 - ELECTRIC METERS: Residence 18,564

8 - GAS METERS: Residence 14,657

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-NM State University 630 faculty, 701 non-teaching-total 1,331 ($300); White Sands Missile Range 4,205 government civilian, 1,406 military, 2,218 contractortotal 7,829 ($300); Ag and food processing $84 million annually; L'Eggs 966 ($200); Nurseries 300 ($200); Honeywell (Microswitch) 100; Construction 1000 ($300).

10 - CLIMATE: Min. & Max. Temp. Winter 20-60; Summer 60-90.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mesilla Valley Mall(114)	NA	Sears, Bealls, Dillards,
Loretto(32)	NA	Safeway, Penney, White House, Skaggs
Brazito Mall(22)	NA	Albertson's, Thrifty Drugs
Solano Square(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H, Piggly Wiggly
Cruces Norte(13)	NA	Albertson's, Revco
University Hgts.(4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Penney; Popular Dry Goods; United Fashion; Anthony; White House; Gibson's; Montgomery Ward; Sears; K mart; Dillards; Wilsons; Bealls.
Variety Stores-TG&Y 2; Mott's 2.
Discount Stores-Gibson's; K mart; Furr's; Bonanza City.
Chain Drug Stores-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreen; Revco.
Chain Supermarkets-Safeway 2; Furr's 2; Pic Quik 18; Quick Chek 2; Piggly Wiggly 2; Albertson's 2; Circle K 4; Smith Food King.
Other Chain Stores-White's; Firestone; Montgomery Ward; Sears; Zales; Feder's; Baskin-Robbins; American Furniture; Zales; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdw.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 15,548; (S) 16,294; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative: Branham.

LAS VEGAS

1 - LOCATION: San Miguel County, E&P Map C-2, County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84 & 85; State Hwys. 3 & 65.

2 - TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322; Loc. Est. 15,317
County 80 Cen. 22,751; Loc. Est. 22,375

4 - HOUSEHOLDS:
City 80 Cen. 4,706; Loc. Est. 4,596
County 80 Cen. 7,370; Loc. Est. 7,480

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$69,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 8,712

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Highlands U. 350 ($250); State Hosp. 425 ($200); ASTF Div. Offices 125 ($225); Meadows Home for the Aged 30 ($200); State Hwy. Dept. 150 ($200).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Dec. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Gambles; California; TG&Y; K mart; Revco; Taichert's; Mode-O-Day; Bonanza; Nancy's Apparel.
Variety Stores-Wacker's.
Chain Drug Stores-Murphy's Rexall.
Chain Supermarkets-Safeway; Furrs Gro.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 4,320; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Hazel Hancock, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 405-6796.
National Representative: Texas Daily Press League.

LOS ALAMOS

1 - LOCATION: Los Alamos County, E&P Map B-2, County Seat. Nuclear Research Center in North Central part. 35 miles NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Airline-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 80 Cen. 11,039; Loc. Est. 11,284
County 80 Cen. 17,599; Loc. Est. 18,789
Demographic Information available from Newspaper See paragraph 14.

4 - HOUSEHOLDS:
Los Alamos Divn. 80 Cen. N.A.; Loc. Est. 4,574
County 80 Cen. 6,283; Loc. Est. 6,884

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: County 13,575

7 - ELECTRIC METERS: Residence 4,363

8 - GAS METERS: Residence 3,424

9 - PRINCIPAL INDUSTRIES: Nuclear/Scientific research 7,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:
Nearby Shopping Centers.

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzgers Hardware, Clement & Benner, SAnthony's
Community(30)	NA	Sears, Goodyear
The Village(22)	NA	Gibson's, Ed's Food Market
White Rock(15)	NA	Foodway
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: Variety Stores-TG&Y.
Discount Stores-Gibson's; Anthony's
Chain Drug Stores-Los Alamos Drug Stores; Revco.
Chain Supermarkets-Speedway; Safeway; Foodway; Eds Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri) 4,526; (S) 4,867; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Chevy Pell, Adv. Mgr., MONITOR, Box 899, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: None.

LOVINGTON

1 - LOCATION: Lea County, E&P Map D-4; County Seat in S.E. part of state. On U.S. Hwys. 82 & 62; State 18.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Intercity Bus Lines-Greyhound.
Airlines-At Lovington Airport.
Motor Freight Carriers-Apex; ICX; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 9,727; Loc. Est. 9,736
County 80 Cen. 55,634; Loc. Est. 56,060

4 - HOUSEHOLDS:
City 80 Cen. 3,165; Loc. Est. 3,192
County 80 Cen. 18,786; Loc. Est. 19,514

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$47,000,000

6 - PASSENGER AUTOS: County 32,459

7 - ELECTRIC METERS: City Residence 4,089

8 - GAS METERS: City Residence 4,347

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production, Refineries, Irrigated Farming, Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Square Mini Mall	NA	
June(9)	NA	Sprouse-Reitz, Foodway 26
Town & Country(5)	NA	Piggly-Wiggly
Apoulo(5)	NA	

13 - RETAIL OUTLETS: C. R. Anthony; Sears; Montgomery Ward; Gibson; Thrifty Drug; TG&Y; Western Auto; Whites Auto; Wacker's.
Chain Supermarkets-Thriftway 2; Safeway-Aloup 4; Circle K 2.

14 - NEWSPAPERS: DAILY LEADER (e-mon to fri; S) 3,397; sworn Mar. 31, 1981 (latest statement available).
Local Contact for Advertising and Merchandising Data: W. H. Graham, Pub., Jean Richardson, Circ. Mgr., John Graham, Adv. Mgr., LEADER, 14 W. Ave. B, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative: Texas Daily Press League.

MILAN

See GRANTS

PORTALES

1 - LOCATION: Roosevelt County, E&P Map D-3, County Seat. Agricultural, dairying, oil, education and livestock. Shipping center. 120 mi. SW of Amarillo, Tex.; 98 mi. N of Roswell, N.M. on U.S. Hwy. 70 State 18, 88.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; New Mexico Transp.; Yellow Transit; Calif.-Ill. Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940; Loc. Est. 9,478
County 80 Cen. 15,695; Loc. Est. 15,006

4 - HOUSEHOLDS:
City 80 Cen. 3,580; Loc. Est. 5,607
County 80 Cen. 5,645; Loc. Est. 9,215

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$76,694,000
Savings & Loan	2	$51,112,575

6 - PASSENGER AUTOS: County 7,865

7 - ELECTRIC METERS: Residence 3,871

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Farming 500 ($125); Dairying 125 ($200); Farm Processing 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); Eastern New Mexico University 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; natural fluoridated.

12 - RETAILING:Shopping Centers-Sands (Foodtown); Safeway.
Principal Shopping Days-Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Turner's.
Variety Stores-Sprouse-Reitz.
Discount Stores-Alco.
Chain Drug Stores-Walgreen; B&J; Thrifty.
Chain Supermarkets-Safeway; Food Town; Home Town 3.
Other Chain Stores-White's.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 3,827; (S) 4,495; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St., Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Texas Daily Press League.

RATON

1 - LOCATION: Colfax County, E&P Map C-1, County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Albuquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 85, 87, 64; State Hwy. 72; Interstate I-25.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,225; Loc. Est. 8,363
County 80 Cen. 13,706; Loc. Est. 13,775
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,942; Loc. Est. 2,439
County 80 Cen. 4,927; Loc. Est. 5,092

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$100,000,000
Savings & Loan	2	$45,004,000

6 - PASSENGER AUTOS: County 7,086

7 - ELECTRIC METERS: Residence 2,470

8 - GAS METERS: Residence 1,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Electronics 100 (N.A.); Railroad 180 ($200); Lumber Mills 225 (N.A.); Coal Mines 400 ($250); Metal Prods. 130 (N.A.); Furniture 18 (N.A.); National Rifle Assn. 12 ($250); Building Mfg. 40 ($150).
Principal Industrial Pay Days-Mines, Lumber Mills10th & 25th; Railroads-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-63; Summer 51-83; Fall 32-67; Winter 14-46. First killing frost, Sept. 25. Last killing frost, May 17.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Second St.; 2 on 1st St.; 3 on Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dona Anne Plaza(14)	NA	Safeway, Revco, Sprouse Reitz
Mira Monte		Sears (catalog), Fashion Fabrics

Principal Shopping Days-Sat.

13 - RETAIL OUTLETS: Department Stores-Di Lisio's; Rubins; Marchiondo's; J.C. Penney; Montgomery Ward; Tops & Bottoms; The Men's Store; Del Rose Shops; Bernard's Hdwe.; Woody's Furn.; Burrough & Davis; Western Auto.
Variety Stores-Ben Franklin.
Chain Drug Stores-Merit; Rexall.
Chain Supermarkets-Safeway.
Other Chain Stores-Gamble's (hardware, furniture); Mode O'Day (women's); Goodyear; White Auto; Fabrific Fabrics; Coast-to-Coast; K mart; Yellow Front; C.R. Anthony.

14 - NEWSPAPERS: RANGE (e-tue to fri) 2,895; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Wilson Koeppel, Pub., RANGE, 208 S. Third, Raton, NM 87740; Tel. (505) 445-2721.
National Representative: Landon Associates.

ROSWELL

1 - LOCATION: Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70,285 & 380.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-8.
Intercity Bus Lines-New Mexico; Greyhound.
Airlines-Air Midwest

3 - POPULATION:
Corp. City 80 Cen. 37,949; Loc. Est. 40,517
CZ-ABC: (70) 35,771; (82) 44,100
RTZ-ABC: (70) 50,404; (82) 60,600
County 80 Cen. 51,103; Loc. Est. 52,287
City & RTZ-ABC: (70) 86,175; (82) 104,700

4 - HOUSEHOLDS:
City 80 Cen. 14,519; Loc. Est. 14,988
CZ-ABC: (70)11,215; (82) 16,100
RTZ-ABC: (70) 14,920; (82) 21,100
County 80 Cen. 18,194; Loc. Est. 19,202
City & RTZ-ABC: (70) 26,135; (82) 37,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$339,000,000
Savings & Loan	4	$206,000,000

6 - PASSENGER AUTOS: County 28,310

7 - ELECTRIC METERS: Residence 21,235

8 - GAS METERS: Residence 15,932

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil; Concrete Block; Levi Strauss; Eastern New Mexico University; I.M. Corp.; TMC (Trans. Manu. Corp.).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalero Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(8)	NA	Sears, Furr's Mkt., Anthony Dept.
Del Norte(3)	NA	Safeway, Allwoods
Highland(14)	NA	
Monterey(15)	NA	Safeway, C.R. Anthony, Hancock Fabrics
Plains Park(22)	NA	Alco, Thriftway
Sunset(3)	NA	Sunset Appliance, Shama's
Union Plaza(5)	NA	Primm Drug, Roadrunner Appliance
Wilshire(10)	NA	Furr's Mkt., Wacker's Variety

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears Roebuck; Anthony; Penney; White's.
Variety Stores-Wackers.
Discount Stores-Alco; K mart.
Chain Drug Stores-Pecos Valley Rexall; Primm Mitchell's; Medicine Shop.
Chain Supermarkets-Thriftway; Safeway 3; Furr Food 2; Albertson's; Save N' Gain.
Other Chain Stores-Firestone; Zale's; Goodyear; Checker Auto; Radio Shack; McDonalds; Long John Silvers; Hobo Joe's; Kentucky Fried Chicken; Allwoods, Sonic.

14 - NEWSPAPERS: RECORD (e-mon to fri) 14,512; (S) 15,771; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W. Main, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Texas Daily Press League.

SANTA FE

1 - LOCATION: Santa Fe County, E&P Map C-2, State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Chama Valley; New Mexico Transportation.
Airlines-Albuquerque International Airport: American; Continental; Eastern; Frontier; Texas International; TWA; Southwest. Local: Air Midwest; Crown; ZIA.

3 - POPULATION:
Corp. City 80 Cen. 48,899; Loc. Est. 48,553
PMA-ABC: (70) 42,780; (82) 58,100
Bal. in PMA: (70) 42,216; (82) 59,000
County 80 Cen. 75,306; Loc. Est. 77,285
Total PMA-ABC: (70) 84,996; (82) 117,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,836; Loc. Est. 18,093
PMA-ABC: (70) 12,499; (82) 19,900
Bal. in PMA-ABC: (70) 11,308; (82) 18,600
County 80 Cen. 26,272; Loc. Est. 27,777
Total PMA-ABC: (70) 23,807; (82) 38,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$289,267,000
Savings & Loan	6	$164,604,265

6 - PASSENGER AUTOS: County 42,493

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: United Pump Co.; Pecos Trail Jeans; Eberline Instrument Corp.; Nambe Mills; Los Alamos Scientific Labs.; State Capitol Offices; Tourism.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-59; Summer 55-90; Fall 35-61; Winter 10-50. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft in summer, hard in winter; mt. streams and reservoirs.

12 - RETAILING:Principal Shopping Centers12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Peralta and Jefferson.
Neighborhood Shopping Centers-College St.; Cordova Rd.; Pen Rd.; Cerrillos Rd.; Casa Solana; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(55)	1	Penney's, Wards, Albertsons, TG&Y
St. Michaels Vil.	2	K mart, Safeway
Cordova Road	2	Sav-U, Skaggs, Kinney Shoes
Pen Road	1	Bonanza Surplus City
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	Shur Valu, TG&Y
Coronado Ctr.	2	Furr's, TG&Y Family Ctr., Anthonys, TG&Y Variety, Walgreen
College Plaza	5	Albertson's, Grand Central
Plaza Princesa	6	Smith's Foodway, TG&Y Variety
Casa Solana	1	Piggly-Wiggly, TG&Y Variety

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Dunlaps; Bell's; J. C. Penney; Sears; Wards; Guarantee; TG&Y Family Ctr.; K mart; Bonanza; Surplus city; Anthonys.
Variety Stores-Woolworth; TG&Y.
Chain Drug Stores-Walgreen-Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2.
Chain Supermarkets-Piggly Wiggly; Kaunes 3; Smith's Foodway; Shur Valu; Safeway 3; Furr's; 7-Eleven; Speedwsy 4; Albertsons.
Other Chain Stores-Ace Auto; Leed's Shoes; Sweetbrier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Lafayette Elect.; Good Housekeeping Shops; Zales; Big O Tires; Coopers Western Wear; Furr's; House of Fabrics; Skillern's; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes.

14 - NEWSPAPERS: NEW MEXICAN (e-mon to fri) 15,692; (m-sat.) 16,282; (S)19,691; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Pepe, Adv. Dir., NEW MEXICAN, 202 E. Marcy, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Gannett.

SILVER CITY

1 - LOCATION: Grant County, E&P Map A-4, County Seat. 160 mi. NW of El Paso, Tex. On U.S. Hwy. 180; State Hwy. 90.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-O.N.C.; Whitfield.
Motor Freight Carriers-2.
Airlines-Midwest.

3 - POPULATION:
Corp. City 80 Cen. 9,887; Loc. Est. 10,468
County 80 Cen. 26,204; Loc. Est. 27,345

4 - HOUSEHOLDS:
City 80 Cen. 3,388; Loc. Est. 3,563
County 80 Cen. 8,586; Loc. Est. 9,210

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	2	$74,038,000
Savings & Loan	1	$35,384,883

6 - PASSENGER AUTOS: County Est. 12,628

7 - ELECTRIC METERS: County 10,630

8 - GAS METERS: County 6,939

9 - PRINCIPAL INDUSTRIES: Copper; Lead; Zinc; Gold; Silver; Manganese; Molybdenum; Vanadium; Iron; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 28-65.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Shopping Centers-Hudson Street; Silver Heights. 9 mi.; Hurley 18 mi.; Tyrone 5 mi.
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Maxwell House; J.C. Penney; Montgomery Ward; C. R. Anthony.
Variety Stores-TG&Y; Sprouse-Reitz; Rasco's.
Discount Stores-USA; Gibson's; K mart.
Chain Drug Stores-Rexall; Howell 2; Rx Fee System.
Chain Supermarkets-Piggly Wiggly; Safeway; Furr's; Snappy Mart 12.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,610; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr., PRESS, Box 740, Silver City, NM 88061; Tel. (505) 388-1576.
National Representative: None.

NEW YORK SURVEY$

STANDARD METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton, N.Y.-Pa.-Broome and Tioga Counties, N.Y.; Susquehanna County, Pa.
Buffalo-Erie and Niagara Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York, N.Y.-N.J.-New York City (Bronx, Kings, New York, Queens and Richmond Counties); Putnam, Rockland, and Westchester Counties, N.Y.; Bergen County, N.J.
Newburgh-Middletown-Orange County.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

New York-Newark-Jersey City, N.Y.-N.J.-Conn.-Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Asbury Park, N.J. SMSA; Paterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayreville, N.J. SMSA; Norwalk and Stamford, Conn. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	1,488	1,136	1,144
5-14 Years	3,380	2,591	2,609
15-24 Years	2,949	3,117	3,138
25-44 Years	4,421	4,823	4,856
45-64 Years	4,039	3,728	3,754
65 and Over	1,951	2,162	2,177
TOTAL	18,241	17,557	17,678

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	1,312	1,752	2,257
General Mdse	5,816	6,645	9,411
Food	9,526	12,611	20,356
Automobiles	5,457	7,512	9,186
Gasoline Stations	2,022	2,984	5,355
Apparel	2,899	3,342	4,688
Furniture	2,048	2,266	3,004
Eat-Drink Places	3,813	4,953	8,175
Drugs	1,220	1,629	2,494
TOTAL	39,173	50,698	76,910

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy SMSA). E&P Map F-4. On West bank of Hudson River, 143 mi. N of N.Y. City. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail Freight.
Motor Freight Carriers-120.
Intercity Bus Lines-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; Air North; Mall Airways; Command Airways; Aztec Air East; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 101,727; Loc. Est. 97,813
CZ-ABC: (70) 188,739; (82) 176,500
RTZ-ABC: (70) 543,130; (82) 585 200
County 80 Cen. 285,909; Loc. Est. 284,982
SMSA 80 Cen. 795,019; Loc. Est. 794,452
City & RTZ-ABC: (70) 731,869; (82) 761,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,767; Loc. Est. 42,298
CZ-ABC: (70) 63,562; (82) 69,300
RTZ-ABC (70) 171,269; (82) 215,200
County 80 Cen. 106,589; Loc. Est. 109,507
SMSA 80 Cen. 287,272; Loc. Est. 295,756
City & RTZ-ABC: (70) 234,831; (82) 284,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	-	$3,423,448,000
Savings & Loan	-	$246,769,000
Commercial	-	$2,362,944,000

6 - PASSENGER AUTOS: County 132,503

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: Machine Tools; Printing; Meat Packing Equip.; Paper Mfg.; Felt Mfg.; Foundries; Electronics; State Govt. (Capital).
Principal Industrial Pay Days-Fri., Thurs., N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept. Last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43 paper mill; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on N Pearl St.; State St.; Broadway; 10 on Central Ave; Robinson Square-Hamilton St.; Colonie Center.
Neighborhood Shopping Centers-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century II Mall(15)	NA	Grand Union
Loudon Ctr.(16)	NA	Convenient Mkt.
Westgate(26)	NA	Penney, Albany Pble.
Eismere(20)	NA	Grand Union, Denby's
Latham Cme.(55)	NA	J.C. Penney, Boston Store, Grand Union
Stuyvesant(35)	NA	Denby's, Flah's, Grand Union
Mid City(4)	NA	Price Chopper
Colonie(72)	NA	Macy's, Sears
Northway Mall(36)	NA	Montgomery Ward
Mohawk Mall(88)	NA	Boston Store, Bradlees, Montgomery Ward
K mart(2)	NA	K mart, Price Chopper
Twenty Mall(16)	NA	Price Chopper

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thurs., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Boston; Macy; Sears; Denby's; Flah's.
Discount Stores-King's; Boardman; Two Guys; K mart; Joy Discount; Present Co. Service Mdse; Bradlees; Caldor.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-A&P; Trading Port 5; Grand Cash; Albany Public 10; Grand Union 28; Shop-Rite 4; Star 8; Price Chopper 35; P&C 5.
Other Chain Stores-National Auto; Thom McAn; Firestone; Fanny Farmer; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES-UNION (m) 83,609 KNICKERBOCKER NEWS (e-mon to fri) 43,400 Comb. (m&e) 127,009; (e-sat) 36,276 (S) 154,834; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Nat. Adv. Mgr., TIMES-UNION and KNICKERBOCKER NEWS, Box 15-627, Albany, NY 12212; Tel. (518) 454-5678.
National Representative: Hearst.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-SchenectadyTroy SMSA). E&P Map E-3. County Seat. On U.S. Hwy. 5; 1/4 mi. to New York Thruway; on State Hwys. 58, 67 and 30; 16 mi W of Schenectady, 34 mi. W of Albany, 114 mi. E of Syracuse; 185 railroad mi. from New York City.

2 - TRANSPORTATION: Railroads-Conrail; West Shore (freight only).
Waterway-Terminal of N.Y. State Barge Canal.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,872; Loc. Est. 20,423
CZ-ABC: (70) 25,524; (82) 21,600
RTZ-ABC: (70) 36,287; (82) 39,100
County 80 Cen. 53,439; Loc. Est. 51,425
SMSA 80 Cen. 795,019; Loc. Est. 794,452
City & RTZ-ABC: (70) 61,811; (82) 60,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,908; Loc. Est. 8,643
CZ-ABC: (70) 9,270; (82) 9,200
RTZ-ABC: (70) 11,331; (82) 14,400
County 80 Cen. 19,845; Loc. Est. 19,693
SMSA 80 Cen. 287,272; Loc. Est. 295,756
City & RTZ-ABC: (70) 20,601; (82) 23,600

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 25,298

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mohasco Industries Executive Offices, computer research, laboratory 500; Electric 2,300; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees, Lawn Furniture and Chairs 175; Warp Knitting 425; Toys 425; Recreational Products (pools) 175; Corrugated Shipping Containers 175; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furniture Refinishing Products 175.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost Sept. 28, Last killing frost April 25.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING-Principal Shopping Center-6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers-Reid Hill Section, Fifth Ward Section, Route 30 Section, P&C Center 2; K mart Plaza; Nichols Plaza 2; Price Chopper; Fay's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Reid Hill(3)	1	Carls Drug, P&C
Amsterdam	1	Price Chopper, Fay's, Radio Shack, Red-Barn
Downtown Amsterdam	NA	Grand Union, Denbys, Carls, CVS, Woolco
K mart Plaza	2	K mart, Chicago Markets
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown(9)	13	Kings, Price Chopper, Fay's

Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Downtown Mall Mon. -Fri.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: Department Stores-Carls; Nichols.
Discount Stores-Nichols; Barker's; Fay's; K mart.
Chain Drug Stores-DowRite Aid 2; Carl's; Fay's; CVS.
Chain Supermarkets-P&C 2; Chicago Markets; Price Chopper; Grand Union; Lou's Mkt.
Other Chain Stores-W.R. Furniture; Radio Shack; Jo-Ann Fabrics; Big A Auto Parts.

14 - NEWSPAPERS: RECORDER (e) 14,038; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Pinheiro, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3, County Seat. Diversified mfg. center. Rich dairy. 26 mi. SW of Syracuse on U.S. 20; N.Y. State 5 (junction).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus-Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 32,548; Loc. Est. 31,859
CZ-ABC: (70) 34,599; (82) 31,800
RTZ-ABC: (70) 57,844; (82) 63,500
County 80 Cen. 79,894; Loc. Est. 80,240
City & RTZ-ABC: (70) 92,443; (82) 95,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,672; Loc. Est. 10,768
CZ-ABC: (70) 10,786; (82) 11,600
RTZ-ABC: (70) 16,709; (82) 21,600
County 80 Cen. 26,896; Loc. Est. 27,850
City & RTZ-ABC: (70) 27,495; (82) 33,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$150,000,000
Savings & Loan	1	$25,000,000
Commercial	5	$125,000,000

6 - PASSENGER AUTOS: County 33,467

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Metal & Metal Prod. 2,735; Shoes 575; Rope 300; Plastics 290; Foods 380; Electronics 1,260; Bottling 399.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Genesee St.; 2 on State St.; 2 on North St.
Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plaza(30)	NA	Mont. Ward
Grant Ave. Plaza(10)	NA	K mart, Rite-Aid
Seminary Plaza(4)	NA	Fay's
Westside Plaza(5)	NA	Westside Phcy.
Pyramid Mall(90)	3	J.C. Penney, K mart, Sears, Chappell's

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri. (most Thu.); Food: 7 days.

13 - RETAIL OUTLETS: Department Stores-Auburn Dry Goods; Stevens.
Discount Stores-Century Housewares, Inc.; Nichols; Kings.
Variety Stores-K mart; Kings.
Chain Drug Stores-Rite-Aid 3; Fay's; Westside; Clinton Discount 2; Carl's Drugs.
Chain Supermarkets-P&C 3; Super Duper 2; Tops 2; Wegmans.
Other Chain Stores-Singer Co.

14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 16,639; (S) 16,692; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative: Landon Associates.

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,703; Loc. Est. 16,222
CZ-ABC: (70) 17,338; (82) 16,400
RTZ-ABC: (70) 73,320; (82) 77,400
County 80 Cen. 59,400; Loc. Est. 58,470
City & RTZ-ABC: (70) 90,658; (82) 93,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,152; Loc. Est. 6,064
CZ-ABC: (70) 5,670; (82) 6,300
RTZ-ABC: (70) 20,852; (82) 25,900
County 80 Cen. 20,111; Loc. Est. 20,439
City & RTZ-ABC: (70) 26,522; (82) 32,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	[illegible]	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 28,366

7 - ELECTRIC METERS: Residence 6,390

8 - GAS METERS: Residence [illegible],519

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Die Castings 900; TV Sets 1,000; Paper Boxes 250; Shoes 350; Condensers 370; Steel Metal Prod. 175; Road Machy. 500; Sprayers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Genesee Country Mall.
Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W. Main st.; E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big 'N Plaza(10)	NA	Lane Drug, Loblaw Mkt.
Court St. Plaza(5)	NA	Montgomery Ward
Eastown Plaza(10)	NA	K mart
King's Plaza(24)	NA	Loblaws, Fay's Drugs, King's Dept.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.L. Carr; Scott & Bean; Surprise; Big N (Neisner Bros.); King's; Twin Fair.

Discount Stores-Century; Clinton.
Variety Stores-Newberry.
Chain Drug Stores-Dean's; Clinton Pharmacy; Fay's.
Chain Supermarkets-A&P; Loblaw's; Star; Acme; Tops.
Other Chain Stores-National Auto; Endicott-Johnson; Sherwin-Williams; Singer Co.

14 - NEWSPAPERS: NEWS (e) 13,773; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald Carmichael, Adv. Dir., NEWS, 2 Apollo Dr., Batavia, NY 14020; Tel. (716) 343-8000.
National Representative: Landon Associates.

BEACON

See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (Binghamton, NY-PA-SMSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81 and 88. State Hwys. 7, 17 and 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads-Conrail; D&H.
Motor Freight Carriers-50.
Intercounty Bus Lines-Interstate; Capitol-Trailways; Greyhound; Short Line.
Airlines-USAir; Colgan; Commuter; Air North; Air Vectors; Allegheny Commuter; Susquehanna.

3 - POPULATION:
Corp. City 80 Cen. 55,860; Loc. Est. 54,400
CZ-ABC: (70) 187,586; (82) 175,500
RTZ-ABC: (70) 184,023; (82) 196,600
County 80 Cen. 213,648; Loc. Est. 212,457
SMSA 80 Cen. 301,336; Loc. Est. 300,700
City & RTZ-ABC: (70) 371,609; (82) 372,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,314; Loc. Est. 22,700
CZ-ABC: (70) 60,009; (82) 65,500
RTZ-ABC: (70) 54,319; (82) 68,500
County 80 Cen. 76,809; Loc. Est. 78,730
SMSA 80 Cen. 106,346; Loc. Est. 108,500
City & RTZ-ABC: (70) 114,328; (82) 134,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 106,316

7 - ELECTRIC METERS: County 60,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Mfg. 42,600 ($287); Metals & Machy. 29,700 (N.A.); Durable Goods 34,700 ($306); Construction 3,600 (N.A.); Transp. & Pub. 4,600 (N.A.); Whole & Ret. Trades 21,300 (N.A.); Services & Misc. 19,600 (N.A.); Govt. 22,500 (N.A.).
Principal Pay Days-Mon., Fri.

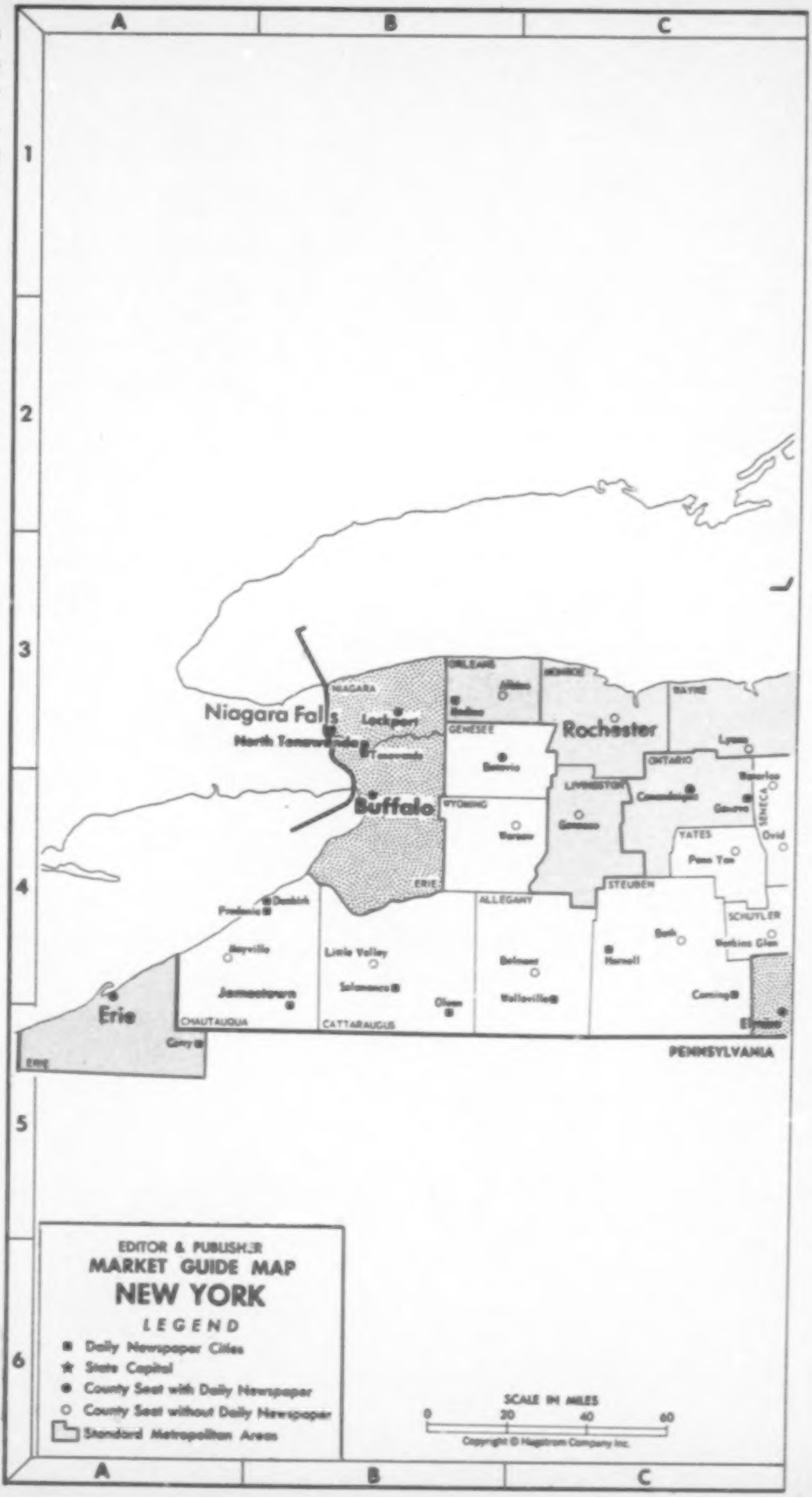
10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 57-80; Fall 41-60; Winter 18-34. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Binghamton; 4 Majors and 121 Stores; Downtown Endicott & Johnson City.
Neighborhood Shopping Centers-19 blocks at Clinton St. & Glenwood Ave.; 5 at Main & Beethoven Sts.; 3 at So. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conklin Ave. Plz.	1	Grand Union, Conklin Pharmacy
Endwell Plaza	7	Nerman's Super Mkt.
Chenango Plaza	2	Great American
Vestal Plaza(35)	1	Grand Union, K mart
Campus Plaza(5)	2	Great American, Sugerman's
Binghamton Plz(40)	1	K mart, Grand Union
Century Plaza(5)	3	Fay's, Great American
Endicott Plaza(17)	9	Philadelphia Sales, CVS, K mart
Vestal Plz.(35)	10	Grand Union, CVS
West Corners Pl.	12	Giant, CVS
Riverside Plaza(6)	2	Great American, Crane's Drug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NIAGARA
Niagara Falls
Lockport
North Tonawanda
Tonawanda
Buffalo
GENESEE
Batavia
Rochester
WAYNE
Lyons
ONTARIO
Canandaigua
Waterloo
Geneva
SENECA
LIVINGSTON
Geneseo
WYOMING
Warsaw
YATES
Penn Yan
Ovid
ERIE
STEUBEN
SCHUYLER
Watkins Glen
Bath
Hornell
Corning
Elmira
ALLEGANY
Belmont
Wellsville
Dunkirk
Fredonia
Mayville
Little Valley
Salamanca
Olean
Jamestown
CHAUTAUQUA
CATTARAUGUS
Erie
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
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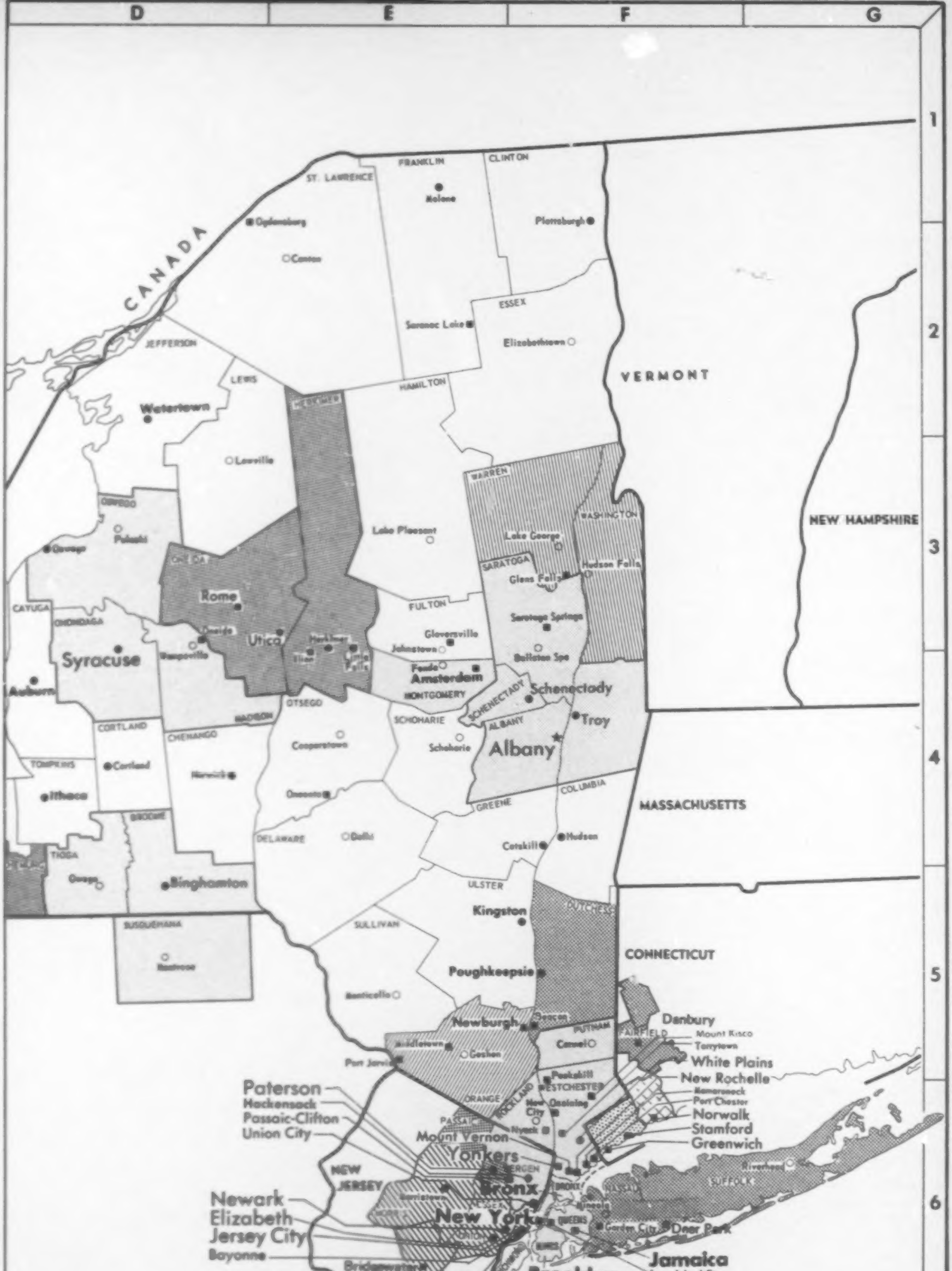
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CANADA
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ESSEX
Elizabethtown
Saranac Lake
JEFFERSON
Watertown
LEWIS
Lowville
HERKIMER
HAMILTON
Lake Pleasant
VERMONT
NEW HAMPSHIRE
WARREN
Lake George
WASHINGTON
Hudson Falls
Glens Falls
SARATOGA
Saratoga Springs
Ballston Spa
OSWEGO
Pulaski
Oswego
ONEIDA
Rome
Oneida
Utica
Herkimer
Ilion
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FULTON
Gloversville
Johnstown
Fonda
Amsterdam
MONTGOMERY
CAYUGA
ONONDAGA
Syracuse
Auburn
Wampsville
MADISON
OTSEGO
Cooperstown
Oneonta
SCHOHARIE
Schoharie
SCHENECTADY
Schenectady
ALBANY
Albany
Troy
CORTLAND
Cortland
CHENANGO
Norwich
TOMPKINS
Ithaca
BROOME
Binghamton
TIOGA
Owego
CHEMUNG
DELAWARE
Delhi
GREENE
Catskill
COLUMBIA
Hudson
MASSACHUSETTS
ULSTER
Kingston
DUTCHESS
Poughkeepsie
SULLIVAN
Monticello
SUSQUEHANNA
Montrose
CONNECTICUT
Danbury
FAIRFIELD
Mount Kisco
Tarrytown
White Plains
New Rochelle
Mamaroneck
Port Chester
Norwalk
Stamford
Greenwich
Newburgh
Beacon
PUTNAM
Carmel
Middletown
Goshen
Port Jervis
ORANGE
ROCKLAND
Peekskill
WESTCHESTER
New City
Ossining
Nyack
PASSAIC
BERGEN
Paterson
Hackensack
Passaic-Clifton
Union City
Mount Vernon
Yonkers
Bronx
NEW JERSEY
Morristown
MORRIS
ESSEX
Newark
Elizabeth
Jersey City
Bayonne
New York
BRONX
QUEENS
NASSAU
Mineola
Garden City
Deer Park
SUFFOLK
Riverhead
KINGS
RICHMOND
Jamaica
Long Island City
Brooklyn
Bridgewater
Somerville
SOMERSET
HUDSON
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Northgate Plaza	2	Carl's, Grand Union
Oakdale Mall	4	Sears, Mont. Ward, Bradlees, Fowler's
Park Manor Plaza	6	Kings, Carl's
Stowe Plaza Binghamton	1	Carl's, Great American

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon. & Thu.; Food: Mon.-Fri. Oakdale Mall (Mon.-Sat.).

13 - RETAIL OUTLETS: Department Stores-Fowler, Montgomery Ward; Sears; J.C. Penney; Burts; Howland's.
Discount Stores-Philadelphia Sales 3; Sugarman's; Bradlee's; Kings 2; Jamesway; K mart 3.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-CVS 9; Kent's 6; Fay's 3; Crone's SuperRx 3; Rite-Aid; Carl's 3.
Chain Supermarkets-Grand Union 9; Great American 12; Giant Food 10; Triumph; 7-Eleven 3; Day & Night Stores 4; P & C Foods; Schuster 7.
Other Chain Stores-Goodyear; Barbara Moss; Henry's; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Cole's Mufflers; Discount Records; Scranton Fabric; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Hickory Farms; Country Legend; Fanny Farmer; KayBee Toys; Kay's Jewelers; Listening Booth; Kinney Shoes; Ormond Shops, Recordland; Rosenbaums; Shedhouse, So-Fro Fabrics; Thom McAn; Walden Books; Zales Jewelry; Herman's; Catalog Present Co.; Boardman; Service Merchandise.

14 - NEWSPAPERS: PRESS (e) 64,878; (S) 83,933; SUN-BULLETIN (m) 27,616; Comb. (m&e) 92,494; (m-sat) 71,398; Mar. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Higgins, Nat. Adv. Mgr., PRESS and SUN-BULLETIN, Vestal Pkwy East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative: Gannett.

BUFFALO

1 - LOCATION: Erie County (In Buffalo SMSA) E&P Map B-4, County Seat. Industrial, distribution, research and transportation center. Western part of the State on Lake Erie and Niagara River on U.S.-Canada border: 72 mi. W. of Rochester, 187 mi. NE of Cleveland; 254 mi. E. of Detroit, 382 mi. NW of N.Y. City: 526 mi. E. of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail; Delaware & Hudson; Chessie System; Norfolk & Western South Buffalo Railway, Canadian National.
Motor Freight Carriers-350
Freight Steamship Lines-5
Intercity Bus Lines-Greyhound; Bluebird; D&F; NFTA Metro; Trailways; Grand Island Transit.
Airlines-American; United; USAir; Eastern; Federal Express; Peoples Express; Altair Airlines.

3 - POPULATION:
Corp. City 80 Cen. 357,870; Loc. Est. 336,220
CZ-ABC: (70) 806,293; (82) 655,900
RTZ-ABC: (70) 720,427; (82) 748,500
County 80 Cen. 1,015,472; Loc. Est. 997,657
SMSA 80 Cen. 1,242,573; Loc. Est. 1,220,778
City & RTZ-ABC: (70) 1,526,720; (82) 1,404,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 104,954; Loc. Est. 142,810
CZ-ABC: (70) 260,756; (82) 246,500
RTZ-ABC: (70) 210,759; (82) 260,700
County 80 Cen. 365,217; Loc. Est. 369,921
SMSA 80 Cen. 445,373; Loc. Est. 451,127
City & RTZ-ABC: (70) 471,515; (82) 507,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	8	N.A.
Savings & Loan	4	N.A.
Commercial	14	N.A.

6 - PASSENGER AUTOS: 484,696

7 - ELECTRIC METERS: Residence 428,337

8 - GAS METERS: Residence 366,242

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Durable Goods 91,000 ($431); Stone, Clay, Glass & Concrete 6,300 ($325); Primary Metal Primary Metal 17,600 ($495); Fabricated Metal Prod. 12,700 ($437); Machinery (except elect.) 13,400 ($370); Electric & Electrical Equip 11,800 ($355); Transp. Equip 23,800 ($493); Other Durable Goods 5,500 (NA); Nondurable Goods 44,300 ($334); Food & Allied Prod. 9,000 ($371); Textiles & Apparel 3,700 ($252); Paper & Allied Prod. 3,800 ($320); Printing, Pub. & Allied Ind. 8,600 ($320); Chemicals & Allied 9,100 ($400); Rubber & Misc. Plastic Goods 5,100 ($341); Other Nondurables 4,900; Construction 17,700; Trans. & Public Util. 27,900; Wholesale & Retail Trade 119,500; Wholesale 25,600; Retail 93,900; Fin., Ins. & Real Estate 22,400; Services & Misc. 100,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 59-77; Fall 43-59; Winter 19-32. First killing frost, Oct. 16. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.
Large Plaza Centers (No. of Stores)-Summit Park Mall, Williams Rd., Niagara Falls 95; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 23; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 25; Boulevard Mall, Niagara Falls Blvd. Amherst 96; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 56; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 21; Eastern Hills Mall, Transit Rd., Williamsville 97; Clarence Mall, Main St. & Transit Rd., Clarence 20; Transitown Plaza, Main St. & Transit Rd., Clarence 37; University Plaza, Main St. & Kenmore Ave., 16; Central Park Shopping Plaza, Amherst & Main Sts. 40; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 35; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 92; Como Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 53; D & L Plaza, Broadway, Depew 25; Main Place Mall, Main St., between Church & Court Sts. 61; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 33; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 59; Southgate Plaza, Union Rd. at Seneca St., West Seneca 49; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 27; Lockport Mall, S. Transit Rd., Lockport 30 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 16; Cleve Hill Plaza, Kensington & Eggert Rd. 13; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 17.
Free Standing Stores (Complete Dept. Stores) Sibley's, Main St. & Eggert Rd.; King's, Union Rd. & George Urban Blvd., Hertel Ave., Ridge Road, 3 stores; K mart, Walden Ave., Cheektowaga, Niag. Falls Blvd., Amherst, Southwestern Blvd., Orchard Pk., Transit & Maple, Amherst, Military Rd., Niag. Falls, Transit Rd. Plaza, Lockpt.

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown Dept. Stores Thurs. Most Plaza stores open nightly.
Stores Open Sunday-Some supermarkets, some plazas, most discount stores.

13 - RETAIL OUTLETS: Department Stores-Adam, Meldrum & Anderson 8; Wm. Hengerer Co. 5; Sears 5; Sattlers; J.C. Penney 4; Hills Dept. 6.
Variety Stores-Woolworth 5; Ames 2; G.C. Murphy; D&K 7.
Discount Stores-Century 9; Brand Names 7; K mart 9; Ames.
Chain Drug Stores-Brooks Drug 10; Fay Drug 8; Leader Wholesale Drugs 40; Miller Drugs 2; Peterson Drug 2; Revco 4; Rite Aid 24; CVS 17.
Chain Supermarkets-Super Duper 41; Tops 36; B-Kwik 14; Bell's 43; Wegman's 4.
Other Chain Stores-Endicott Johnson; Thom McAn; Western Auto; Firestone; Goodyear; Fanny Farmer; Kinney; Ulbrichs; Chess King; Martin Jacobi; Radio Shack; Cavages; L.L. Berger; Lane Bryant; Cresburys; Florsheim Shoes; The Gap; Kleinhans; The Sample; Jenss.

14 - NEWSPAPERS: NEWS (e-mon to fri) 264,222; (m-sat) 226,896; (S) 196,535; Mar. 31, 1982 ABC. (The COURIER-EXPRESS (mS) ceased publication Sept. 19, 1982.)
Local Contact for Advertising and Merchandising Data: Hugh G. Monaghan, Gen. Adv. Mgr., NEWS, 1 News Plaza, Buffalo, NY 14240; Tel. (716) 849-3434.
National Representative: Story & Kelly-Smith; American Publishers' Representatives.

CANADAIGUA

1 - LOCATION: Ontario County (In Rochester SMSA). E&P Map C-4, County Seat. Shopping Center. In West Central part of State on Canadaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Amtrak-Freight only.
Intercity Bus Lines-Greyhound Bus.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 10,419; Loc. Est. 10,075
County 80 Cen. 88,909; Loc. Est. 88,869
SMSA 80 Cen. 971,879; Loc. Est. 975,646
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,615; Loc. Est. 3,622
County 80 Cen. 30,307; Loc. Est. 31,221
SMSA 80 Cen. 342,101; Loc. Est. 354,034

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$214,700,00
Savings & Loan	2	$48,200,000

6 - PASSENGER AUTOS: County 41,777

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry (Number of Employees) Winery (237); Comm. Indus. & Office Tapes (300); Plastics (1700); Electric Insulators (310); Paper, Paper Prods. (200).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15. Last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; flouridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plaza(20)	NA	Woolworths
Townline Plaza(14)	NA	King's
Nichols Plaza(6)	NA	Food Mkt.
Finger Lake Plaza(10)	NA	Cut & Curl, Denim Depot

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-S.E. Nichols; J.C. Penney; King's.
Variety Stores-Woolworth.
Discount Stores-Nichol's; King's.
Chain Drug Stores-Wayne 2; Dox; Rite-Aid; Fays.
Chain Supermarkets-Shurfine 2; Star Market; Wegman's; P&C Mkt.; Tops Mkt.
Other Chain Stores-Endicott-Johnson; Finn Auto; Outdoor; Johnson; Montgomery Ward (Order office); Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 10,303; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Gen, Mgr. & Mktg. Dir., MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.
National Representative: Landon Associates.

CATSKILL

1 - LOCATION: Greene County, E&P Map F-4, County Seat. Shopping Center for County; small mfg. On W. bank of Hudson River. 30 mi. S. of Albany; 115 mi. N of N.Y. City.

2 - TRANSPORTATION: Railroads-Conrail to Hudson; West Shore.
Motor Freight-Cross Country Service.
Intercity Bus Lines-Greyhound; Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:
Corp. Village 80 Cen. 4,718; Loc. Est. 4,427
County 80 Cen. 40,861; Loc. Est. 41,647

4 - HOUSEHOLDS:
Corp. Village 80 Cen. 1,836; Loc. Est. 1,388
County 80 Cen. 14,919; Loc. Est. 15,680

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$162,594,000
Commercial	2	$112,633,000

6 - PASSENGER AUTOS: County 23,375

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 15,824

8 - GAS METERS: Residence 2,158

9 - PRINCIPAL INDUSTRIES: Cement Mfr. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING:Shopping Centers-Main Street Shopping Center; Jamesway Plaza, 9 W. Hwy. S.
Principal Shopping Days-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Newberry; Jamesway; King's; Morton's.
Variety Stores-Newberry's.
Discount Stores-Jamesway.
Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid.
Chain Supermarkets-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3.

14 - NEWSPAPERS: MAIL (e) 4,689; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.
National Representative: None.

CORNING

1 - LOCATION: Steuben County, E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17,414.

2 - TRANSPORTATION: Railroads-Erie; Lackawanna; Conrail (freight only).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 12,953; Loc. Est. 12,296
CZ-ABC: (70) 29,590; (82) 26,400
RTZ-ABC: (70) 54,750; (82) 59,800
County 80 Cen. 99,135; Loc. Est. 99,119
City & RTZ-ABC: (70) 84,340; (82) 86,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,394; Loc. Est. 4,827
CZ-ABC: (70) 9,676; (82) 9,900
RTZ-ABC: (70) 15,844; (82) 20,000
County 80 Cen. 32,121; Loc. Est. 36,153
City & RTZ-ABC: (70) 25,520; (82) 29,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	4	$208,000,000

6 - PASSENGER AUTOS: County 45,299

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Resideoce 11,000

9 - PRINCIPAL INDUSTRIES: Glass prod.; Fibre boxes; Air comp.
Principal Industrall Pay Days-Tues., Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkway.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big Flats(130)	NA	Penney, McCrory, Singer, Rea & Derick, Iszard's, Endicott Johnson, Hess Dept. Store, Brandlees, Sears Roebuck
Grand Central(20)	NA	K mart
Murphy's Mart Plaza	NA	Murphy's Mart, Radio Shack, Central Tractor, Great American
Painted Post(18)	NA	Tallman's Dept. Store
V.G. Sq.	NA	Great American
S. Corning Pk.	NA	Corning Building Co.
Rts. 415 & 17	NA	Nichols

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu.; Food Stores open 7 days evenings.

13 - RETAIL OUTLETS: Department Stores-Gates-Rockwell; J.C. Penney.
Variety Stores-Woolworth.
Chain Drug Stores-Rea & Derick; Rite Aid; Fay's; Carl's.
Discount Store-Nichols; Murphy's Mart.
Chain Supermarkets Foodmart; A&P; Great American 4; P&C.
Other Chain Stores-Firestone; Joann Fabrics; Goodyear; Bern Furniture; Wickes; Grossman's; Radio Shack; Central Tractor.

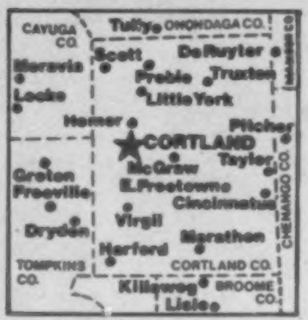
14 - NEWSPAPERS: LEADER (e) 17,137; Mar. 31, 1982 ABC. Member Howard Publications, Inc.
Local Contact for Advertising and Merchandising Data: Jeanne Petti, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.
National Representative: Landon Associates.

CORTLAND

1 - LOCATION: Cortland County, E&P Map D-4. County Seat. Agriculture & dairy shipping center; misc. mfg.; college center. Central part of state. 32 mi. from Syracuse; 40 mi. from Binghamton; 220 mi. from N.Y. city. On U.S. Hwy. 11 & Interstate 81; State Hwys. 13,41,90 & 281.

2 - TRANSPORTATION: Railroad-Conrail (freight).
Motor Freight Carriers-20.
Intercity Bus Line-Greyhound.
Airline-USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,138; Loc. Est. 20,127
County 80 Cen. 48,820; Loc. Est. 49,249
Demographic information available from Newspaper. See paragraph 14.



**Cortland Standard (e)
12,773 sworn 3/ 31/ 82**

4 - HOUSEHOLDS:
City 80 Cen. 6,868; Loc. Est. 6,843
County 80 Cen. 16,324; Loc. Est. 16,945

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$181,426,956
Commercial	3	$121,249,778

6 - PASSENGER AUTOS: County 20,061

7 - ELECTRIC METERS: Residence 7,550

8 - GAS METERS: Residence 6,523

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners: Metal Prod. 1,347; Typewriters 3,900; Electronics 384; Printing 122; Corsets & Clothing 650; Sporting Goods 650; Wood Products 270; Plastics 181; State University College 1,022.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late October. Last killing frost, early April.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville(5)	2	K mart, Chappell's Mall, Thom McAn
Groton Ave.	1	Fay's Drugs, JoAnn Tops, Rite Aid, Radio Shack
Grand Union Pl.	1	Grand Union Sales, Carl's Drugs
Riverside Mall	1	P&C Markets
Cortland Plaza(25)	2	Great American, King's, Action Audio
Port Watson Pl.(10)	1	Great American, Carl's Drugs

Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Food-Mon. thru. Sun. Others-Thurs.; Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Chappell's.
Variety Stores-Newberry.
Chain Drug Stores-Rite-Aid 2; Fay's Drugs; Carl's Drugs 2.
Discount Stores-King's; K mart; Philadelphia Sales; Crown Jewelry.
Chain Supermarkets-Great American 2; Homer IGA; Grand Union; Central Ave. IGA; Owego St. IGA; P&C; Tops.
Other Chain Stores-Singer Co.; Royce Shoes; Thom McAn; Sears (catalog); Radio Shack; Action Audio; Firestone; Central Tractor Sales; Gloria Stevens; JoAnn Fabrics; Montgomery Ward (catalog); Goodyear; Grossman's; TSC; Tallmadge Tire.

14 - NEWSPAPERS: STANDARD (e) 12,773; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St., P.O. Box 672, Cortland, NY 13045; Tel. (607) 756-5665.
National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County, E&P Map B-4. On S. Shore of Lake Erie. 40 mi. SW of Buffalo. Steel manufacturing center.

2 - TRANSPORTATION: Railroads-Conrail, Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; D&F Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 26,436; Loc. Est. 26,177
Dunkirk 80 Cen. 15,310; Loc. Est. 14,871
Fredonia 80 Cen. 11,126; Loc. Est. 11,306
CZ-ABC: (70) 28,827; (82) 29,600
RTZ-ABC: (70) 26,938; (82) 27,400
County 80 Cen. 146,925; Loc. Est. 146,452
City & RTZ-ABC: (70) 55,765; (82) 57,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,544; Loc. Est. 8,363
Dunkirk 80 Cen. 6,216; Loc. Est. 5,217
Fredonia 80 Cen. 3,328; Loc. Est. 3,146
CZ-ABC: (70) 8,829; (82) 10,600
RTZ-ABC: (70) 8,461; (82) 10,100
County 80 Cen. 52,817; Loc. Est. 54,325
City & RTZ-ABC: (70) 17,290; (82) 20,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

Silver Creek
Sheridan
DUNKIRK
Forestville
Van Buren
Gowanda
FREDONIA
Brocton
Laona
Arkwright
Portland
Lily Dale
Hamlet
Cassadaga
Westfield
Stockton
NEW YORK
CHAUTAUQUA CO.
DUNKIRK & FREDONIA

**Dunkirk Observer (e)
14,210 ABC 3/ 31/ 82**

6 - PASSENGER AUTOS: County 66,061

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners (Av. weekly wage): Stainless Steel 1200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fabricating 100 ($250); Food Processers 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375).

10 - CLIMATE: First killing frost, Sept. 30. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St; 10 on Route 60 strip.
Neighborhood Shopping Centers-D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Ludeman, Super Duper, Smith's True-Value
Brocton	9	Country Fair
Cassadaga	11	Super Duper, Red & White
Thruway Plz.(27)	NA	Ames, Sidey's, Sears, McCrory, Bells
W. Sheridan Plz.	NA	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sidey's.
Discount Stores-Ames.
Variety Stores-G.C. Murphy; Jupiter; McCrory.
Chain Drug Stores-Leader; West; Brooks; CVS.
Chain Supermarkets-Bells; Tops 2.

14 - NEWSPAPERS: OBSERVER (e) 14,210; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

ELMIRA

1 - LOCATION: Chemung County (SMSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13,14, 17.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways; Empire Trailways; T.N.T. Bus Co.; Short Lines; Edwards Lake to Sea; Greyhound; Trailways.
Airlines-USAir; Elarco (charter); Mall Airways; Commuter Airlines; Air North; Altair.

3 - POPULATION:
Corp. City 80 Cen. 35,327; Loc. Est. 34,829
CZ-ABC: (70) 79,834; (82) 72,800
RTZ-ABC: (70) 195,334; (82) 205,000
County/SMSA 80 Cen. 97,656; Loc. Est. 98,527
City & RTZ-ABC: (70) 275,168; (82) 277,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,603; Loc. Est. 13,090
CZ-ABC: (70) 25,201; (82) 26,900
RTZ-ABC: (70) 58,508; (82) 71,100
County/SMSA 80 Cen. 34,521; Loc. Est. 35,848
City & RTZ-ABC: (70) 83,709; (82) 98,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$166,000,000
Savings & Loan	3	$165,000,000
Commercial	4	$473,000,000

6 - PASSENGER AUTOS: County 44,679

7 - ELECTRIC METERS: Residence 36,201

8 - GAS METERS: Residence 29,832

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-All Mfg. 13,900 ($160); Durable Goods 9,900 ($160); Non-durable Goods 3,900 (N.A.).

10 - CLIMATE: Min. & Max. Temp-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20. Last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); The Arnot Mall, Rt. 17 (N.W. edge of CZ) (32 stores); Lakehills Plaza; Diven Plaza (3 stores); Langdon Plaza (9 stores); Midtown Plaza (15 stores); Miller Plaza (2 stores); The Arnot Mall, Rt. 17 (N.W. edge of CZ) (130 stores); Lakehills Plaza (6 stores); Diven Plaza (6 stores).
Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; S. F. Iszard; Sears; Women's Specialty; Rosenbaum's; Schwartz; Hess's; Bradlees; Fashion Factory.
Discount Stores-Elmira; Century; Nichols; Hills; Seagulls; Kings; K mart; Bradlees.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite-Aid 5.
Chain Supermarkets-Grand Union 2; Acme; Great American 3; P&C 3; Super Duper; Tops 2.
Other Chain Stores-Singer Co.; Goodyear, Endicott-Johnson; Richman Bros.; Kinney's; Triangle Shoe; Pittsburgh Plate Glass; Sherwin-Williams; S&H Green Stamps.

14 - NEWSPAPERS: STAR-GAZETTE (all day mon to sat) 39,697; TELEGRAM (S) 47,436; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Christoffel, Adv. Dir., STAR-GAZETTE and TELEGRAM, 201 Baldwin St., Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester SMSA). E&P Map C-4. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133; Loc. Est. 14,262
CZ-ABC: (70) 16,793; (82) 15,000
RTZ-ABC: (70) 119,587; (82) 121,000
County 80 Cen. 88,909; Loc. Est. 88,869
SMSA 80 Cen. 971,879; Loc. Est. 975,646
City & RTZ-ABC: (70) 136,380; (82) 136,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,400; Loc. Est. 4,711
CZ-ABC: (70) 5,221; (82) 5,400
RTZ-ABC: (70) 35,143; (82) 41,700
County 80 Cen. 30,307; Loc. Est. 31,221
SMSA 80 Cen. 342,101; Loc. Est. 354,034
City & RTZ-ABC: (70) 40,364; (82) 47,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$59,586,572
Savings & Loan	1	$45,838,000
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 41,777

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Prod. 250 ($180); Print & Publ. 100 ($200); Primary Metal 130 ($200); Fab. Metal 100 ($250); Machy. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall-2-84; Winter-11-59. First killing frost, Oct. 22. Last killing frost. Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall(14)	2	K mart, Mont. Ward
Town & Country Plaza(19)	1 1/2	Sears, Acme
Big N Plaza(2)	3 1/2	

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-McCurdy.
Variety Store-Woolworth.

Cortland Standard.

The Only Daily Newspaper in Cortland County

Combined with the Weekly
CONSUMER-NEWS
Gives the best hh. coverage at comb. "savings" rate.

Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.

Member Syracuse Area Newspaper Network
Represented by Landon Associates

Discount Stores-Clinton; Present, Inc.; K mart; Ames; Weston's; Kings; Jamesway.
Chain Drug Stores-Key; Carl's Drug; CVS.
Chain Supermarkets-Acme; Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland; Super Duper 2; Tops 2; Star; Wegman's 2.
Other Chain Stores-J.C. Penney; Kinney; Fanny Farmer; Firestone; S&H Green Stamps; Tagway; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,672; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Ralston, Display Adv. Mgr., 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representative: None.

GLENS FALLS

1 - LOCATION: Warren County (SMSA), E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between New York City and Montreal. Manufacturing, agricultural and resort area.

2 - TRANSPORTATION: Railroads-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways; Greyhound; Vermont Transit.
Airlines-Courtesy Air Service.

3 - POPULATION:
Corp. City 80 Cen. 15,897; Loc. Est. 15,225
CZ-ABC: (70) 32,885; (82) 32,000
RTZ-ABC: (70) 106,484; (82) 120,700
County 80 Cen. 54,854; Loc. Est. 55,164
SMSA 80 Cen. 109,649; Loc. Est. 108,476
City & RTZ-ABC: (70) 139,369; (82) 152,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,069; Loc. Est. 4,621
CZ-ABC: (70) 10,565; (82) 12,000
RTZ-ABC: (70) 31,075; (82) 41,100
County 80 Cen. 19,420; Loc. Est. 20,144
SMSA 80 Cen. 37,307; Loc. Est. 38,033
City & RTZ-ABC: (70) 41,640; (82) 53,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$351,600,710
Savings	3	N.A.

6 - PASSENGER AUTOS: County 26,688

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Prod. 2,200 ($400); Shirts, Dresses, etc. 650 ($185); Elec. Products 1,725 ($325); Machy. 500 ($200); Ins. 1,200 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 600 ($210); Print & Publishing N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aviation Mall(80)	NA	JC Penney, Sears, Caldor
Northway(34)	1 1/2	Mont. Ward
Midtown(10)	1	Joy, A&P
Zayre(5)	2 1/2	Zayre
Northgate(10)	1 1/4	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward, King's
Queensbury Plaza(18)	1 1/4	Shop Rite, Rite Aid

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown-Thu.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m

13 - RETAIL OUTLETS: Department Stores-Howland's; Sears; Joy; Pearl's; J.C. Penney; Denby's; Magram's; Caldor.
Discount Stores-Cooks; Joy; Zayre's.
Variety Stores-Woolworth.
Chain Drug Stores-Rite-Aid; CVS.
Chain Supermarkets-Grand Union 6; Price Chopper 3; Shop Rite.
Other Chain Stores-Rudolph's Jewelry; Quality Manor Furn.; Endicott Johnson, Thom McAn, G. R. Kinney, Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Denby, Barbara Moss, Argersinger's.

14 - NEWSPAPERS: POST STAR (m) 32,309; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William K. Tupper, Adv. Mgr., POST STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative: Landon Associates.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County, E&P Map E-3, County Seat. Central New York. 43 mi. W of Albany, 42 mi. E of Utica. Four miles north of Barge Canal. On State Hwys. 29 and 30A; 5 miles N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Fonda, Johnstown & Gloversville.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,196; Loc. Est. 25,917
Gloversville 80 Cen. 17,836; Loc. Est. 16,956
Johnstown 80 Cen. 9,360; Loc. Est. 8,961
CZ-ABC: (70) 29,722; (82) 26,900
RTZ-ABC: (70) 49,020; (82) 55,200
County 80 Cen. 55,153; Loc. Est. 54,500
City & RTZ-ABC: (70) 78,742; (82) 82,100

HAMILTON CO.
Hope
Arietta
Northville
FULTON CO.
Edinburg
Canada L.
Scandaga
Caroga L.
Mayfield
Oppenheim
Rockwood
Broadalbin
SARATOGA CO.
Ephratah
GLOVERSVILLE
Perth
JOHNSTOWN
Fort Plain
Palatine Br.
Fonda
Fultonville
Canajoharie
MONTGOMERY CO.

Gloversville-Johnstown
Leader-Herald (e)
13,346 ABC 3/ 31/ 82

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,982; Loc. Est. 9,149
Gloversville 80 Cen. 7,176; Loc. Est. 6,077
Johnstown 80 Cen. 5,806; Loc. Est. 3,072
CZ-ABC: (70) 10,584; (82) 11,200
RTZ-ABC: (70) 15,323; (82) 20,500
County 80 Cen. 20,259; Loc. Est. 20,745
City & RTZ-ABC: (70) 25,907; (82) 31,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Commercial	6	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 24,753

7 - ELECTRIC METERS: Residence 26,760

8 - GAS METERS: Residence 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tanneries 2,074; Gloves 6,790; Shoes 206; Phono. Records 236; Machine Shops 499; Awnings 220.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-78; Summer 65-96; Fall 45-65; Winter 10-55. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Districts-(Gloversville)-6 Blocks on Main St.; 2 on Bleecker Sts.; 2 on W. Fulton st.; (Johnstown)-5 blocks on Main St.; 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arterial Plaza(12)	NA	Montgomery Ward, CVS Drugs
Nichol's Plaza(5)	NA	Nichol's
Pyramid Mall(10)	NA	Barker's, Radio Shack

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Stores-Sears; Argersinger; Gould's; Nichol's; King's.
Chain Drug Stores-Rite-Aid 2; CVS 2; Fay 2; Carl's.
Discount Stores-Nichol's; King's.
Variety Stores-Woolworth.
Chain Supermarkets-A&P; Grand Union 3; P&C 2; Price Chopper 2; Chicago Market.
Other Chain Stores-Picway Shoes; Radio Shack; Grossman's; Agway; Stylish Women; Singer; Endicott Johnson Shoes; Firestone; Montgomery Ward: Diamond International; Radio Shack; Sears.

14 - NEWSPAPERS: LEADER-HERALD (e) 13,346; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-2816.
National Representative: Landon Associates.

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome SMSA). E&P Map E-3, County Seat. Midway bet. N.Y. and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: Motor Freight Carriers-16.
Intercity Bus Lines-Central New York; Greyhound; Trailways to Mohawk.
Airlines-USAir; Empire.

3 - POPULATION:
Corp. Cities 80 Cen. 17,573; Loc. Est. 17,375
Herkimer 80 Cen. 8,383; Loc. Est. 8,287
Ilion 80 Cen. 9,190; Loc. Est. 9,088
County 80 Cen. 66,714; Loc. Est. 67,045
SMSA 80 Cen. 320,180; Loc. Est. 316,254

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,553; Loc. Est. 5,819
Herkimer 80 Cen. 3,232; Loc. Est. 2,850
Ilion 80 Cen. 3,321; Loc. Est. 2,969
County 80 Cen. 23,682; Loc. Est. 24,571
SMSA 80 Cen. 111,682; Loc. Est. 113,802

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 29,094

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Apparel 581 (N.A.); Machy. 5,084 ($197); Textile 284 (N.A.); Metal Fab. 1,597 ($206); Furn. & Fixture 1,112 ($85); Computer Components 2,300 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Districts-Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St., Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St., Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Herkimer(9)	NA	Weidbaums
Central Plz.(34)	NA	Fays, Loblaw's
Little Falls Square	NA	Montgomery Ward, Loblaw's
Little Falls(6)	NA	JC Penney

13 - RETAIL OUTLETS: Discount Stores-Nichol's, Fay's; K mart; Montgomery Ward.
Variety Stores-Woolworth.
Chain Drug Stores-Gallinger; Lennox Bros.; Dow Rite Aide; Nichols; Burns; Fay's; Wardle's Plaza; Carl's Drug.
Chain Supermarkets-Chicago Markets; P&C 2; Victory, Herkimer Chief; Aiello's; Big M 2.
Other Chain Stores-National Auto; Western Auto; Losurdo's Mutual Distributors.

14 - NEWSPAPERS: TELEGRAM (e) 7,177; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert G. Masury, Adv. Mgr., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2222.
National Representative: Thomson Newspapers.

HORNELL

1 - LOCATION: Steuben County, E&P Map C-4. Industrial Center. 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Genesee Valley.

3 - POPULATION:
Corp. City 80 Cen. 10,234; Loc. Est. 9,777
CZ-ABC: (70) 13,063; (82) 10,100
RTZ-ABC: (70) 60,431; (82) 67,100
County 80 Cen. 99,135; Loc. Est. 99,119
City & RTZ-ABC: (70) 73,494; (82) 77,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,861; Loc. Est. 3,500
CZ-ABC: (70) 4,408; (82) 4,000
RTZ-ABC: (70) 17,470; (82) 22,400
County 80 Cen. 35,121; Loc. Est. 36,153
City & RTZ-ABC: (70) 21,878; (82) 26,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 45,299

7 - ELECTRIC METERS: Residence 4,296

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 400 ($275); Textiles 400; Machinery 275 ($175); Retail 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)	NA	K mart
Nichols Plaza(1)	NA	S.E. Nichols
Rt. 21 Plaza(3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Tuttle & Rockwell; J.C. Penney; Sears.
Variety Stores-Woolworth; Service Star.
Discount Stores-K mart; S.E. Nichols.
Chain Drug Stores-Harvey-Carey, Fay's Drug; Rexall; Rite Aid.
Chain Supermarkets-A&P; Acme; Wegman's; Food Barn.
Other Chain Stores-Endicott-Johnson; Triangle; Singer; Sherwin-Williams; Franklin; Montgomery Ward; Goodyear; Mary Carter Paint; Harold's Army & Navy Store.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,906; SUNDAY SPECTATOR (S) 9,600; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Barnes, Adv. Div., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Columbia County, E&P Map I-4, County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66 and 9G.

2 - TRANSPORTATION: Railroads-Conrail; B.&A.
Intercity Bus Lines-Greyhound.
Airlines-Columbus County Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,986; Loc. Est. 7,364
CZ-ABC: (70) 12,626; (82) 11,000
RTZ-ABC: (70) 35,386; (82) 45,600
County 80 Cen. 59,487; Loc. Est. 58,624
City & RTZ-ABC: (70) 48,012; (82) 56,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,163; Loc. Est. 2,705
CZ-ABC: (70) 4,179; (82) 4,300
RTZ-ABC: (70) 11,044; (82) 16,800
County 80 Cen. 21,325; Loc. Est. 21,597
City & RTZ-ABC: (70) 15,223; (82) 21,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Comm.	6	$236,250,000

6 - PASSENGER AUTOS: County 42,493

7 - ELECTRIC METERS: Residence 8,504

8 - GAS METERS: Residence 3,597

9 - PRINCIPAL INDUSTRIES: City Zone:Type of Industry, Number of Wage Earners (Av. Wkly. Wage); Machine Tools 500 ($275); Textiles 700 ($225); Agriculture 350 ($215); Gov't Employees 650 ($265).

10 - CLIMATE: N.A.

11 - TAP WATER: City Zone; Neutral, soft; surrounding area; very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza	1	Kings

Port A Plaza	1	Dermans
Jamesway Plz.	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JC Penney

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Marsh's.
Variety Stores-J. J. Newberry; Jupiter; Montgomery Ward.
Discount Stores-Jamesport; Baker's.
Chain Supermarkets-A&P; Grand Union 2; Shop Rite; Price Chopper.
Other Chain Stores-Endicott-Johnson; CVS; Radio Shack.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 14,127; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Thornton, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-9436.
National Representative: Landon Associates.

ITHACA

1 - LOCATION: Tompkins County, E&P Map D-4, County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agricultural enterprises.

2 - TRANSPORTATION: Railroads-Lehigh Valley (freight).
Intercity Bus Lines-Interstate; Greyhound.
Airlines-USAir; Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 28,732; Loc. Est. 29,496
CZ-ABC: (70) 41,846; (82) 47,700
RTZ-ABC: (70) 35,033; (82) 41,200
County 80 Cen. 87,085; Loc. Est. 90,059
City & RTZ-ABC: (70) 76,879; (82) 88,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,105; Loc. Est. 9,614
CZ-ABC: (70) 11,939; (82) 16,000
RTZ-ABC: (70) 10,675; (82) 14,600
County 80 Cen. 29,548; Loc. Est. 31,533
City & RTZ-ABC: (70) 22,614; (82) 30,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 36,495

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 6,600; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers-Triphammer, N. E.; The Plaza to S.E. College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, N.E. on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell. Univ.); Community Corners, abouth 3 mi. N.E., beyond village of Cayuga Heights; Pyramid Mall N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community(20)	NA	IGA
Fairgrounds(2)	NA	Great American, K mart, Carl's Drug, Tops
East Hill(12)	NA	Rite Aid Drug, P&C
Ithaca Plaza(13)	NA	Grand Union
Triphammer(15)	NA	A&P, Sears, Jamesway
Cayuga Mall(8)	NA	Grand Union, Fays
Pyramid Mall(80)	NA	J.C. Penney, J.W. Rhodes, Howlands, Wards, Hills

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown-Thu.; Malls-Every Night excep

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Woolworth; Hills; Wards; J.W. Rhodes; Howlands.
Discount Stores-Century Wholesales; Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.
Chain Drug Stores-Co-op Village Green; The Hills; Rite Aid; Clinton.
Chain Supermarkets-A&P; Grand Union 2; P&C 2; Victory; Great American 2; IGA; Tops.
Other Chain Stores-Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears Roebuck (mail order); Sherwin-Williams; Mary Carter Paints; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e) 20,398; Mar. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Scott T. Donaldson, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.
National Representative: Gannett.

JAMESTOWN

1 - LOCATION: Chautauqua County, E&P Map B-4. Wholesale shipping & mfg. center. 70 mi. from Buffalo; 60 mi. from Erie; 115 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Airlines-USAir; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,775; Loc. Est. 34,658
CZ-ABC: (70) 47,714; (82) 41,700
RTZ-ABC: (70) 89,462; (82) 94,900
County 80 Cen. 146,925; Loc. Est. 146,452
City & RTZ-ABC: (70) 137,176, (82) 136,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,194; Loc. Est. 13,428
CZ-ABC: (70) 17,031; (82) 17,500
RTZ-ABC: (70) 27,224; (82) 34,000
County 80 Cen. 52,817; Loc. Est. 54,325
City & RTZ-ABC: (70) 44,255; (82) 51,500

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$508,311,000
Savings & Loan	3	$481,218,000

6 - PASSENGER AUTOS: County 66,061

7 - ELECTRIC METERS: City Residence 19,670

8 - GAS METERS: City Residence 27,455

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Oct. 26. Last killing frost, May 3.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St; 2 in Brooklyn Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side Plaza	2	Eckerd, Quality Mkt.
Fairmont Plaza	3	Century
Big N Plaza(8)	2	Ames, Big N
Super Duper Plaza	5	Lakewood, Super Duper, Jamesway
Zayre Plaza(7)	4	Zayres, Revco Drug, Valu Home Center
Chautaugua Mall(59)	4	Sears, Penney, Woolworth
Fluvanna Plaza(6)	2	Super Duper Mkt.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Drugs; Supermkts. & mall stores; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Bigelow; Sears.
Discount Stores-Jamesway; Century Wholesale; Zayre's; Big N; Hills; Brand Name Sales.
Variety Stores-Woolworth; Murphy.
Chain Drug Stores-Eckerd's; Rite-Aid; Gray 2.
Chain Supermarkets-Bells; Super Duper 2; Quality 28; Tops.
Other Chain Stores-Thom McAn; Triangle; National; Richman Bros.; Nugent's; Ames-Big N; Fanny Farmer; Betty Dixon; Top Value Stamps.

14 - NEWSPAPERS: POST-JOURNAL (e) 28,607; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Madelyn Olson, Nat'l. Supervisor, POST-JOURNAL, 11-21 W. Second St., Jamestown, NY 14701; Tel. (716) 487-1111.
National Representative: Landon Associates.

KINGSTON

1 - LOCATION: Ulster County, E&P Map F-5, County Seat. Mfg. Agriculture dairy and resort area. On W. bank of Hudson River, 83 mi. N of N.Y. City; 54 mi. S. of Albany. At Gate 19 on N.Y. Thruway; U.S. Hwy. 9W; State Hwys. 32, 213, 209 & 28.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481; Loc. Est. 23,756
PMA-ABC: (70) 143,041; (82) 160,200
County 80 Cen. 158,158; Loc. Est. 159,843
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,791; Loc. Est. 8,549
County 80 Cen. 55,862; Loc. Est. 58,200
PMA-ABC: (70) 44,073; (82) 57,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$479,221,363
Savings & Loan	2	$155,713,082
Commercial	3	$346,000,000

6 - PASSENGER AUTOS: County 81,960

7 - ELECTRIC METERS: Residence 55,102

8 - GAS METERS: Residence 9,470

9 - PRINCIPAL INDUSTRIES: Boats; Bricks; Dresses; Knit Goods; Apparel; Military Prod.; Shirts; Electronics; Cooling Equip.
Principal Pay Days-Mon., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-2 blocks on Wall St., 2 on Fair St., 2 on John St. & 4 on N. Front St.; Kingston Shopping Center adjacent to uptown business section.
Neighborhood Shopping Centers-Central Shopping Center 10 blocks on Bway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Valley Mall(35)	2	Hess's, K mart
Ulster Plaza(12)	1	Woolworth
Simmons Plaza(8)	9	Great American, Grant's, Rexal Drugs (Saugerties)
New Paltz Plz(26)	0	Barker's, Great American, Shop Rite
Caldor	1	Waldbaum
Kings Mall	1	Kings Mart
Kingston Plaza(29)	NA	Sears, Walgreen, Britt's
Kingston	NA	Big Scot Dept.

Principal Shopping Days-Wed., Fri., & Sat.
Stores Open Evenings-All Fri., many Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Penney; Sears; Caldor; Britt's; Hess's; K mart.
Variety Store-Woolworth.
Discount Stores-Shop-Rite; Big Scot; Caldor; Kings Mart.
Chain Drug Stores-Walgreen; Mack Drug.
Chain Supermarkets-Grand Union; Waldbaum; Weis Markets; Shop-Rite.
Other Chain Stores-National; Nugent's; Standard; Fanny Farmer; Firestone; Rudolph's; Singer Co.; Flah's; Crane's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (e-mon to fri) 20,843; (S) 26,206; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John M. Greklek, Mkt. Dir., FREEMAN, 79 Hurley Ave., Kingston, NY 12410; Tel. (914) 331-5000.
National Representative: Landon Associates.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-RomeSMSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-N.Y. Central Coach; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156; Loc. Est. 5,866
SMSA 80 Cen. 320,180; Loc. Est. 316,254
County 80 Cen. 66,714; Loc. Est. 67,045

4 - HOUSEHOLDS:
City 80 Cen. 3,048; Loc. Est. 2,217
County 80 Cen. 23,682; Loc. Est. 24,571
SMSA 80 Cen. 111,682; Loc. Est. 113,802

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$87,000,000

6 - PASSENGER AUTOS: County 28,094

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip.; Salada Foods; Bicycles; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hardware.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: First killing frost, Oct. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany St. Plaza(6)	NA	J.C. Penney, Great American
Shoppers Sq.(20)	NA	P&C, McCrory's

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Penney; Wonder; Boston Store; McCrorys.
Variety Stores-Lovenheim's; Park Row Drugs; Daffy.
Chain Supermarkets-P&C; Great American.
Other Chain Stores-Sears; Mont. Ward; Nat'l. Auto.

14 - NEWSPAPERS: TIMES (e) 6,478; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Donald A. Paparella, Pub., or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 866-1300.
National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Buffalo SMSA) E&P Map B-3, County Seat. 26 mi. N of Buffalo; 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93 & 263.

2 - TRANSPORTATION: Railroad-Erie-Lackawanna; Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844; Loc. Est. 24,446
CZ-ABC: (70) 25,399; (82) 26,400
RTZ-ABC: (70) 46,153; (82) 45,800
County 80 Cen. 227,101; Loc. Est. 223,121
SMSA 80 Cen. 1,242,573; Loc. Est. 1,220,778
City & RTZ-ABC: (70) 71,552; (82) 72,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,769; Loc. Est. 9,677
CZ-ABC: (70) 8,462; (82) 10,300
RTZ-ABC: (70) 13,159; (82) 15,400
County 80 Cen. 80,156; Loc. Est. 81,206
SMSA 80 Cen. 445,373; Loc. Est. 451,127
City & RTZ-ABC: (70) 21,621; (82) 25,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 111,618

7 - ELECTRIC METERS: Residence 10,241

8 - GAS METERS: Residence City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chemicals 100 ($160); Food Processing 200 (N.A.);
Principal Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers-S side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lockport Plz(17)	1	Century, Valu
Lockport Mall(33)	1	Mont. Ward, AM&A's
Transit Rd. Plz(4)	1	K mart, Bell's
Transit Plaza(2)	1	Ames Disc., Topps Mkt.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All

13 - RETAIL OUTLETS: Department Stores-AM&A's; Montgomery Ward; Sample.
Discount Stores-Century House; Bell's Family Center; Ames; Quartet Sales; Valu Discount; CVS; KML; K mart.
Chain Drug Stores-Jay's 5; Parsons; Singer's; Peterson; Rite-Aid; Lane's 3; CVS.
Chain Supermarkets-Super Duper; Bell's IGA 2; Tops 2; Twin Fair.
Other Chain Stores-Endicott-Johnson; S. B. Thing; Singer Co.; Korban's; Mary Carter; Morse Shoe; Kinny Shoe; Walden Books; Foxmore; JoAnne Fabrics; Stuart's Books; Ulbricks.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 17,876; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: D. Caswell, Adv. Dir., UNION-SUN & JOURNAL, 459 S. Transit, Lockport, NY 14094; Tel. (716) 439-9246.
National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties, E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of New York City; Nassau and Suffolk which lie east of the New York City boundary line are a Metropolitan center, a Standard Metropolitan Statistical Area, adjacent to but not part of New York City. At this time, approximately 71 percent of its labor force works & lives within the two counties.

2 - TRANSPORTATION: Railroads-LIRR.
Motor Freight Carriers-100.
Intercity Bus Lines-Metropolitan Suburban Bus Authority.
Water Freight Carriers-26.
Airlines-All major National & International Airlines from J.F. Kennedy and La Guardia Airports. In Suffolk County, MacArthur Airport in Islip and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:
Counties 80 Cen. 2,605,813; Loc. Est. 2,595,597
Nassau County 80 Cen. 1,321,582; Loc. Est. 1,305,491
Suffolk County 80 Cen. 1,284,231; Loc. Est. 1,290,106
SMSA 80 Cen. 2,605,813; Loc. Est. 2,595,597
CZ-ABC: (70) 2,470,494; (82) 2,522,000
RTZ-ABC: (70) 82,536; (82) 105,300
City & RTZ-ABC: (70) 2,553,030; (82) 2,627,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Counties 80 Cen. 809,192; Loc. Est. 823,541
Nassau County 80 Cen. 423,401; Loc. Est. 427,750
Suffolk County 80 Cen. 385,719; Loc. Est. 395,791
SMSA 80 Cen. 809,120; Loc. Est. 823,541
CZ-ABC: (70) 668,124; (82) 796,400
RTZ-ABC: (70) 28,519; (82) 39,500
City & RTZ-ABC: (70) 696,643; (82) 835,900

5 - BANKS:
Banking Offices (Main Offices and Branches):

Commercial	Nassau 282	Suffolk 287
Savings	Nassau 80	Suffolk 53
Savings & Loan	Nassau 97	Suffolk 79
Totals	Nassau 459	Suffolk 419

Deposits in Mutual Savings Bank, Savings & Loan Assn. & Commercial Banks in Nassau & Suffolk Counties; Total $305 Billion. Source: L.I. Business Research Bureau

6 - PASSENGER AUTOS: (Counties)-Nassau 840,096; Suffolk 757,810

7 - ELECTRIC METERS: 907,461 Nassau & Suffolk Counties; Residential 818,879; Commercial & Industrial 83,899; All other 4,683. Source: L.I. Lighting Co. 1981.

8 - GAS METERS: Nassau & Suffolk Counties 394,871; Residential 363,429; Commercial & Industrial 31,442.

9 - PRINCIPAL INDUSTRIES: Nassau/Suffolk-Total employed 1,249,700. In Mfg., 167,000; Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equipment, Airplanes & Elect. Motors. Non-Mfg., 1,082,700.
NOTE: There are 37 Industrial Parks totaling about 2,391 acres in Nassau County; 86 Industrial Parks totaling about 4,966 acres in Suffolk County.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-[illegible]; Winter 26-45. First killing frost, Oct. 28. Last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: Retail Establishments:
Nassau County-Total 18,091. Building & Hardware 449; General Merchandise 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Service Stations 1,025; Apparel and Accessory Stores 1,209; Furniture, Home Furnishings & Equip. Stores 816; Eating & Drinking Places 2,283; Drug & Propriety Stores 347; Misc. Other Stores 3,126; Hotels, Motels, Camps 84; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Misc. Repair Services 974.
SUFFOLK COUNTY-Total 14,170; Building Materials & Hdwe. 465; General Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Service Stations 826; Apparel & Accessory Stores 709; Furn., Home Furnishings & Equip. Stores 609; Eating and Drinking Places 1,944; Drug & Propriety Stores 250; Misc. Other Stores 2,520; Hotels, Motels, Camps 206; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Services 873.
Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores: One to six nights a week. Food: six nights. Many Shopping Centers every evening ex. Sunday.

Nearby Shopping Centers

75,000 sq. ft. or more
NASSAU COUNTY
Manhasset-Abraham & Straus; B. Altman; Bloomingdale's; Lord & Taylor; Filene's.
Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks 5th Ave.
Green Acres-Alexander's; Gimbels; J.C. Penney; Gertz.
Roosevelt Field-Alexander's; Fortunoff's; Gimbel's; Macy's; Orbach's; Marshall's; J.C. Penney.
Mid Island Plaza-Gertz; Sears.
Nassau Mall-Richels; Filene's; Pergament; T.S.S.
Sunrise Mall-Gertz; Macy's; J.C. Penney; Abraham & Straus; Sears.
SUFFOLK COUNTY
Gardiner Manor Mall-Gertz; Sears.
Walt Whitman-Abraham & Straus; Macy's; Filene's.
Big H/Huntington-Lord & Taylor; Marshall's.
Great South Bay-J.C. Penney; Times Square Stores.
South Shore Mall-Macy's; J.C. Penney.
Commack/East Northport-Modell's; Gimbel's; Sears; Gertz.
Smith Haven Mall-Abraham & Straus; Macy's; Sears; Marshall's; Rickels.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Gertz 7; Gimbel's 4; Macy's 5; J.C. Penney 6; Sears 9; Saks 5th Ave.; Bonwit Teller; Orbach's.
Discount Stores-Pergament 23; Rickels 6; T.S.S. 8; Modell's 6; Woolco 5; Marshall's 4; Channel Home Center 8.
Chain Drug Stores-Courtesy 2; Genovese 26; Nescott-Whelan 13; Rite Aid 10; Rexall 5; SupeRx 5; Walgreen 2; CVS 6.
Chain Supermarkets-A&P 25; Associated Food 8; C-Town 7; Dan's Supreme 5; Finast 7; Food Town 25; Gouz 2; Grand Union 18; IGA 17; Gristedes 21; Key Food 18; King Kullen 47; Met Foods 2; Modell's; Pathmark 25; ShopRite 5; Shopwell 2; Value Plus; Waldbaum's 42. Total 278.
Other Chain Stores-Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Lobel Youth's Centers; Loft's; Wurlitzer; Firestone; Friendly Frost; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World; Jeffreys; Filene's; Channel Home Centers; Levitz; Suburban Colonial Shoppes.

14 - NEWSPAPERS: NEWSDAY (e-mon to fri) 513,728; (e-sat) 484,758; (S) 582,261; Mar. 31, 1982 ABC; published in Melville, Suffolk Co.
Local Contact for Advertising and Merchandising Data: David Flinn, Nat. Adv. Dir., NEWSDAY, Long Island, NY 11747; Tel. (212) 490-7111.
National Representative: Direct.

MALONE

1 - LOCATION: Franklin County, E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Adirondack Trailways.

3 - POPULATION:
City 80 Cen. 7,668; Loc. Est. 7,518
County 80 Cen. 44,929; Loc. Est. 44,939

4 - HOUSEHOLDS:
City 80 Cen. 6,870; Loc. Est. 2,276
County 80 Cen. 15,127; Loc. Est. 15,644

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 18,059

7 - ELECTRIC METERS: Residence 3,743

8 - GAS METERS: Residence 805

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shoes 390 ($150); Dresses 300 ($160); Industrial-recreational vehicle distributor 100 ($180).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30. Last killing frost, May 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-16 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Plz.(4)	NA	Acme Mkt., Mont. Ward, Fay Drug
Ames Center(5)	NA	Ames
Malone Plaza(7)	NA	Grand Union, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Empsall's; Radio Shack.
Variety Stores-J.J. Newberry.
Discount Stores-Ames.
Chain Supermarkets-IGA 2; Super Duper; Grand Union; P&C.
Other Chain Stores-Endicott-Johnson; Radio Shack; Kinney Drugs; Grossman's; Fay Drugs.

14 - NEWSPAPERS: TELEGRAM (e) 6,233 sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County, (In New York, NY-NJ SMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 17,616; Loc. Est. 17,206
PMA-ABC: (70) 40,175; (82) 36,800
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,318
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,386; Loc. Est. 6,341
PMA-ABC: (70) 12,635; (82) 13,600
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	NUMBER	EST. DEP.
Commercial	16	$4,154,708,000
Savings	23	4,900,655,000
Savings & Loan	14	1,265,384,000

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: Residence 5,742

8 - GAS METERS: Residence 5,270

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($654); Electrical Machinery 8,500 ($333); Transportation Equipment 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600 ($207); Printing & Publishing 7,800 ($358); Chemicals 5,600 ($480).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS:
Variety Store-Woolworth.
Discount Stores-Post Appliance.
Chain Supermarkets-A&P 2; Grand Union; Gristede; Finast; Daitch Shopwell 3; Waldbaum's.
Other Chain Store-Castro Convertible.

14 - NEWSPAPERS: TIMES (e) 7,649; (S) 6,049; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative: Gannett.

MEDINA

1 - LOCATION: Orleans County (In Rochester SMSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31,63; U.S. Hwy. 104, 41 mi. W of Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,392; Loc. Est. 6,345
SMSA 80 Cen. 971,879; Loc. Est. 975,646
County 80 Cen. 38,496; Loc. Est. 38,577

4 - HOUSEHOLDS:
City 80 Cen. 2,404; Loc. Est. 2,261
County 80 Cen. 12,976; Loc. Est. 13,397
SMSA 80 Cen. 342,101; Loc. Est. 354,034

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 17,698

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main and Center Sts.; Maple Ridge Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Crowley's; J. C. Penney; Ames.
Variety Store-G. C. Murphy.
Chain Drug Stores-Jay's; Rite-Aid.
Chain Supermarkets-Super Duper; Bell's; Star.
Other Chain Stores-Noah's Ark; Western Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 6,084; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Lewis H. Waters, Adv. Dir., JOURNAL-REGISTER, 403 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (In Newburgh-Middletown SMSA), E&P Map E-5. Indu center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Middletown & New Jersey (freight).
Motor Freight Carriers-3
Intercity Bus Lines-Short Line.

3 - POPULATION:
Corp. City 80 Cen. 21,454; Loc. Est. 20,914
CZ-ABC: (70) 37,533; (82) 53,600
RTZ-ABC: (70) 254,143; (82) 299,500
CountySMSA 80 Cen. 259,603; Loc. Est. 267,377
City & RTZ-ABC: (70) 291,676; (82) 353,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,834; Loc. Est. 7,553
CZ-ABC: (70) 11,210; (82) 18,700

RTZ-ABC: (70) 76,478; (82) 105,800
County/SMSA 80 Cen. 84,251; Loc. Est. 89,440
City & RTZ-ABC: (70) 87,688; (82) 124,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$591,595,401
Savings & Loan	7	$143,977,690
Commercial	16	$2,055,585,132

6 - PASSENGER AUTOS: County 138,561

7 - ELECTRIC METERS: Residence 7,815

8 - GAS METERS: Residence 7,005

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners-Machy. 450; Metal Fab. 300; Ptg. 325; Apparel 1,200; Brushes 225; Dairy Prod. 150; Chemical 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING:Principal Shopping Centers-3 blocks on North St., 4 on E. and W Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lloyd's(2)	NA	Lloyd's
Orange Plaza(86)	NA	Sears, JC Penney, CVS, Woolworth, Sullivan's
Shop Rite(2)	NA	Shop Rite
Monticello Mall(10)	NA	Jamesway, Victory Mkt.
Zayre Plaza(7)	NA	Zayre's
Campbell Plaza(14)	NA	Shop Rite
Mid-Valley Mall(47)	NA	J.C. Penney
Caldor(3)	NA	Caldor

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu., Fri.; Stores on 211 & 17m open every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Green's; Carson & Towner; Sears; Kassel Bros.; Lloyds; Tompkins Dry Goods; Sullivan's; J.C. Penney.
Variety Stores-Woolworth; Caldor.
Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel's.
Chain Drug Stores-CVS, Rite Aid.
Chain Supermarkets-A&P; Great American 2; Dis Count Plus 2; Weis Markets; Grand Union; IGA 4; Shop Rite 8.
Other Chain Stores-Singer Co.; Loft's; Fanny Farmer; Genovese; Barbara Moss.

14 - NEWSPAPERS: TIMES HERALD RECORD (m) 67,558; SUNDAY RECORD (S) 73,563; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Witt, Adv. Dir., TIMES HERALD RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative: Branham.

MOUNT KISCO

1 - LOCATION: Westchester County, (In New York, NY-NJ SMSA). E&P Map F-6. Dairy, poultry, mixed farming.

2 - TRANSPORTATION: Railroads-Conrail-Harlem Division.
Intercity Bus Lines-Westchester County Busline.
Airlines-Air Florida, Altair, Commuter.

3 - POPULATION:
Corp. City 80 Cen. 8,025; Loc. Est. 7,949
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,096; Loc. Est. 3,163
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696
City & RTZ-ABC: (70) 34,812; (81) 43,900

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-46; Summer 62-82; Fall 38-54; Winter 18-32. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Hard, not fluoridated.

12 - RETAILING:Principal Shopping Center-Bazaar Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Triangle(10)	NA	Caldor's
Baldwin Place(15)	NA	Sears
Westchester(15)	NA	Lloyd Lumber

Principal Shopping Days-Thurs. & Sat.
Stores Open Evenings-Thursday.

13 - RETAIL OUTLETS: Department Stores-Silo; Sears.
Discount Stores-Caldor's.
Chain Drug Stores-CVS; Nescott; Rite Aid; Rexall.
Chain Supermarkets-Waldbaum's; A&P; Grand Union; Shoprite; Finast; Shopwell.

14 - NEWSPAPERS: PATENT TRADER (all day-mon to fri) 10,309; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Ed Shapiro, Adv. Mgr., PATENT TRADER, PO Box 240, Mount Kisco, NY 10549; Tel. (914) 666-8951.
National Representative: Landon Associates.

MOUNT VERNON

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State 22.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 66,713; Loc. Est. 64,887
PMA-ABC: (70) 112,111; (82) 108,900
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,377; Loc. Est. 25,510
PMA-ABC: (70) 37,685; (82) 42,900
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$4,154,708,000
Savings	23	4,900,655,000
Savings & Loan	14	1,265,384,000

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: Residence 23,420

8 - GAS METERS: Residence 16,886

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($654); Electrical Machinery 8,500 ($333); Transportation Equipment 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600; Printing & Publishing 7,800 ($358); Chemicals 5,600 ($480)

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Gramaton Ave.; 4th Ave. 3 blks.
Shopping Centers-Eastchester Shpg. Cntr. at Vernon Hills; Pelham Manor.
Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Bonwit Teller; Lord & Taylor.
Variety Stores-Woolworth; Green.
Chain Drug Stores-Rite-Aid.
Chain Supermarkets-A&P; Finast; Waldbaums; Pioneer; Shopwell; Grand Union; Kaplan's.

14 - NEWSPAPERS: ARGUS (e) 9,214; (S) 10,506; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative: Gannett.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B New England Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 70,794; Loc. Est. 69,290
PMA-ABC: (70) 105,372; (82) 95,600
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,789; Loc. Est. 25,706
PMA-ABC: (70) 33,758; (82) 35,800
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	16	$4,154,708,000
Savings	23	$4,900,655,000
Savings & Loan	14	$1,265,384,000

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: Residence 23,042

8 - GAS METERS: Residence 19,117

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($654); Electrical Machinery 8,500 ($333); Transportation Equipment 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600 ($207); Printing & Publishing 7,800 ($358); Chemicals 5,600 ($480).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40 First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-15 blocks on main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory's
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon., Thurs.; Food-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Liggett; Rite-Aid.
Chain Supermarkets-A&P; Shopwell 5; Gristede; Caruso's 2; Pioneer.
Other Chain Stores-Sears; National Shoes; A. S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 13,614; (S) 12,460; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative: Gannett.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in U.S.A. in mfg. imports, exports and retail sales; important financial, publishing and garment center. More than 60% of the U.S. garment industry is within the New York Metropolitan area. United Nations Headquarters; about 10 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1981, nearly half again the value of the second place port. It covers 1,500 square miles in the two states, generally within a 25-mile radius of the Statue of Liberty.

2 - TRANSPORTATION: Railroads-Conrail, with connecting service throughout the United States, and six terminal railroads furnish service to industrial and marine facilities.
Motor Freight-10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.
Steamship Service-Ships of 150 steamship lines and agencies carry cargoes and passengers from and to all the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 365,664 passengers in 1981, mostly on cruises.

Intercity Bus Lines
Short Haul Carriers
Arrow Bus Co., Inc.
Boulevard Transit Lines, Inc.
Carefree Bus Service
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
Manhattan Transit Co.
Maplewood Equipment Co.
Meini Bus Service, Inc.
North Boulevard Transportation
Rockland Coaches, Inc.
Somerset Bus, Inc.
Transport of New Jersey
Long Haul Carriers
Adirondack Transit Lines (Adirondack Trailways)
American Buslines (Continental Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Central Transit Lines, Inc.
Evergreen Equipment Corp.
Frank Martz Coach Company
Garden State Coachways
Greyhound Lines, Inc.
Harran Transportation, Inc.
Hudson Transit Lines, Inc.
International Bus Services, Inc.
Lakeland Bus Lines, Inc.
Leisure Time Tours, Inc.
Lincoln Transit, Inc.
Maplewood Equipment Company
New York-Keansburg-Long Branch Bus Co., Inc.
Pine Hill-Kingston Bus Corporation
Real Transit
Recreation Lines, Inc.
Resort Bus Lines, Inc.
Safeway Trails, Inc.
Suburban Transit Corp.
Trailways Edwards, Inc.
Trailways of New England, Inc.
Trans-Bridge Lines, Inc.
Transport of New Jersey
West Hunterdon Transit Company, Inc.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION
Scheduled Airlines and Certified Cargo Carriers

Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens

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and Newark International and Teterboro Airports in northern New Jersey. Together, they handle commercial flights. Kennedy handles most international flights and long haul domestic movements. The Air Cargo Center, the largest in the world, handles about a million tons a year between major cities in the United States and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING METROPOLITAN AIRPORTS	Kennedy	LaGuardia	Newark
U.S. FLAG AIRLINES:			
Air Canada		*	
Air Florida	*	*	
Air New England		*	
Air New York		*	
Air Virginia			*
American Airlines	*	*	*
Bahamasair			*
British Airtours			*
Capitol International Airways	*		
Continental Airlines			*
Delta Airlines	*	*	*
Eastern Airlines	*	*	*
Empire Airlines			*
Evergreen	*		
Holiday Airlines			*
Midway Airlines		*	
New York Air		*	*
New York Helicopter		*	*
Northwest Airlines			*
Northwest Orient Airlines	*	*	
Ozark Airlines		*	
Pan American World Airways	*	*	*
People Express			*
Piedmont Airlines	*	*	*
Pocono Airlines			*
Ransome Airlines			*
Republic Airways		*	
Suburban Airlines (Reading)			*
Trans New York		*	
Trans World Airlines	*	*	*
United Airlines	*	*	*
USAir	*	*	*
World Airways			*
AIR CARGO ONLY:			
Airborne Express			*
Airlift International, Inc.	*		
China Airlines	*		
Federal Express			*
Flying Tiger Line	*		
Trans Mediterranean Airways	*		
Viking International			*
Zantop International			*
COMMUTER AIRLINES:			
Air North(Main Terminal)		*	
Allegheny(Main Terminal)		*	
Bar Harbor(Shuttle Terminal)		*	
Business Aircraft Corp.(Marine)		*	
Catskill Airways Inc.(Marine)		*	
Command Airways(Eastern)		*	
Commuter Airlines(Marine)		*	*
East Hampton Aire(Marine)		*	
Forde Aire(Marine)		*	
Keene Air(Marine)		*	
Island Helicopter(Marine)		*	
Mall Airways(Marine)		*	*
Midstate Airways(Marine)		*	
Montauk Caribbean(Marine)		*	
New Haven Air(Marine)		*	
Pennsylvania Commuter			*
Pilgrim Airways(Eastern)		*	
Precision(Eastern)		*	
Provincetown/Boston(Eastern)		*	
Starflite(Marine)		*	
Transcoastal(Marine)		*	
Transtate(Marine)		*	
Wheeler Flying Service(Marine)		*	

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Aeroperu
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Alitalia
Arrow Air
Avianca (Colombia)
British Airways
British West Indian Airways
Czechoslovakian Airlines
Dominicana (Dominican Republic)
Ecuatoriana
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Finnair
Guyana
Hispaniola
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Korean Airlines
Kuwait Airlines
Laker Airways
Lan-Chile
LOT Polish Airlines
Lufthansa German Airlines
Metro International
Nigerian Airways
Olympic Airways
Pakistan International Airlines
Royal Air Maroc
SABENA-Belgian World Airlines
SAS-Scandinavian Airlines System
Saudia
South African Airways
Swissair
TAP (Air Portugal)
TAROM Romanian Airlines
VARIG Airlines (Brazil)
VIASA Airlines (Venezuela)
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Condor Air Service
Guy-America
Kar-Air
LTU (Lufttransport Unternehmen)
Monarch
Montana-Austria
Overseas National Airlines
Spantax S.A.
Transamerica

Air Terminals 1981

Totals at the Three Major Airports:	
Plane Movements	793,500
Passenger Traffic	54,081,800
Cargo-Tons	1,346,800
Revenue Mail-Tons	221,700
Kennedy International Airport:	
Plane movements	286,000
Passenger Traffic (total)	25,753,000
Domestic	12,422,00
Overseas	13,331,000
Cargo-Tons	1,191,500
LaGuardia Airport:	
Plane Movements	308,200
Passenger Traffic	18,146,000
Cargo-Tons	36,800
Newark International Airport:	
Plane Movements	199,300
Passenger Traffic	10,182,000
Cargo-Tons	118,500

Cumulative PA Investment in Air Terminals (in Thousands) $1,473,900

3 - POPULATION:	**80 Census**	**83 Est.**
Total Corporate City	7,071,030	6,957,978
Bronx	1,169,115	1,172,545
Kings (B'klyn.)	2,230,936	2,178,935
New York (Manh.)	1,427,533	1,372,160
Queens	1,891,325	1,876,069
Richmond	352,121	358,269

City Zone-Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, N.J.

Retail Trading Area Populations-Extends north to Cornwall-on-Hudson, N.Y.; east to Patchogue, N.Y.; south to Silverton, N.J.; west to Washington, N.J.; all of these places being 50 miles from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the survey of these cities for more detailed information.

Retail Trading Zone-The largest towns in retail trading zone: Yonkers, N.Y.; Mt. Vernon, N.Y.; Newark, N.J.; Passaic, N.J.; Paterson, N.J.; Elizabeth, N.J.; The Oranges, N.J.

Corp. City (5 Boros)
80 Cen. 7,071,030; Loc. Est. 6,957,978
TIMES: PMA-ABC:
(70) 18,870,743; (82) 18,115,200
NEWS and POST ABC:
CZ-ABC: (70) 8,391,831; (82) 7,296,000
RTZ-ABC: (70) 9,133,815; (82) 9,233,000
City & RTZ-ABC: (70) 17,525,646; (82) 16,529,000
New York, N.Y.-N.J. SMSA
80 Cen. 9,119,737; Loc. Est. 8,984,313

4 - HOUSEHOLDS	**80 Census**	**83 Est.**
Total Corporate City	2,788,221	2,822,704
Bronx	429,191	443,820
Kings (B'klyn.)	828,257	833,875
Manhattan	704,259	696,954
Queens	711,940	727,950
Richmond	114,574	120,105

TIMES: PMA-ABC:
(70) 6,136,567; (82) 6,836,600
NEWS and POST ABC:
CZ-ABC: (70) 3,006,485; (82) 3,061,300
RTZ-ABC: (70) 2,712,578; (82) 3,199,100
City & RTZ-ABC: (70) 5,719,063; (82) 6,260,400
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks:		
Bronx	3	$3,518,381,000
Brooklyn	11	$20,637,126,000
Manhattan	10	$21,523,595,000
Queens	7	$4,793,079,000
Richmond	3	$961,560,000
Total Entire City	34	$51,433,741,000-

NOTE: Banking Laws in N.Y. State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.
Source: Savings Banks Assn. of N.Y. State Dec. 31, 1981.

6-AUTO REGISTRATIONS: Bronx 222,503; Kings (Brooklyn) 415,958; New York (Manhattan) 201,138; Queens 646,299; Richmond (Staten Island) 172,643; Total Pd. Registrations New York City 1981: 1,658,541 (Includes Passenger Autos; Commercial Trucks; Trailer; Motorcycle & Moped; Bus; Taxi; Ambulance; Rental Cars & Farm Vehicles).
Source: State of N.Y. Dept. of Motor Vehicles, 1981.

7 - ELECTRIC METERS: (Residential): Bronx 295,836; Brooklyn 666,176; Manhattan 478,288; Queens 581,130; Richmond 106,865; Total 2,128,295.
(Commercial & Industrial): Bronx 34,611; Brooklyn 100,782; Manhattan 97,478; Queens 62,835; Richmond 9,001; Total 304,707.
Source: Consolidated Edison Co. of New York, Inc., to the NY State Public Service Commission for the year ended 12/31/81.

8 - GAS METERS: Brooklyn Union Gas Co., 9/30/81: Brooklyn 640,477; Queens 333,299; Richmond 94,172; Total 1,067,948.
Consolidated Edison Co., 12/31/81: (Residential): Bronx 261,583; Manhattan 322,663; Queens 168,067; Total 752,313. (Commercial & Industrial): Bronx 15,665; Manhattan 37,612; Queens 11,628; Total 64,905. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Nonagricultural employment, New York City, 1981-Industry, Number of Wage Earners (in thousands)-Manufacturing 483.4; Durable Goods 101.1: Lumber, Wood Prod. 3.6; Furniture, Fixtures 9.5; Stone, Clay, Glass Products 4.1; Primary Metal Industries 5.8; Fabricated Metal Products 21.7; Nonelectrical Machinery 14.6; Electrical & Electronic Equipment 27.6; Transportation Equipment 5.4; Instruments & Related Products 8.8; Nondurable goods 382.3: Food & Kindred Products 27.5; Tobacco Manufactures 2.8; Textile Mill Products 19.4; Apparel & Other Textile Products 136.7; Paper & Allied Products 16.3; Printing & Publishing 94.0; Chemicals & Allied Products 24.5; Petroleum & Coal Products 1.4; Rubber & Misc. Plastics Products 7.8; Leather & Leather Products 14.2; Miscellaneous Manufacturing 37.6; Mining 1.5; Government 514.1; Services & Miscellaneous 935.3; Construction 82.3: General Building Contractors 14.6; Heavy Construction Contractors 10.8; Special Trade Contractors 56.9; Transportation & Public Utilities 254.9: Railroad Transportation 5.9; Air Transportation 47.6; Other Transportation 92.5; Communication 84.0; Electric, Gas & Sanitary Services 24.9; Trade, Wholesale & Retail 610.8: Wholesale Trade 247.4; Retail Trade 363.3; Building Materials & Garden Supplies 6.2; General Merchandise Stores 62.5; Food Stores 58.0; Auto Dealers & Service Stations 14.6; Apparel & Accessory Stores 41.4; Furniture & Home Furnishings Stores 16.2; Eating & Drinking Places 112.6; Miscellaneous Retail Stores 51.7; Finance, Insurance & Real Estate 472.7: Banking 162.7; Security Commodity Brokers & Services 97.4; Insurance Carriers 74.9; Insurance Agents, Brokers Service 28.2; Real Estate, Insurance, Comb., Etc. 85.5; Other Finance Agencies 24.0. TOTAL 3,354.9.
Source: NY State Department of Labor. Prepared in the NY State Department of Commerce, Division of Economic Research & Statistics, June 16, 1982.

10 - CLIMATE: Average Temp. Min. & Max. For 1981-Spring 42.3-64.8; Summer 73.0-78.5; Fall 47.7-67.6; Winter 26.3-39.3; Annual precipitation for 1981-38.11 inches.

11 - TAP WATER: Three major sources of water supply through the Catskill & Delaware (Neutral, soft; neutral, average pH 7.0); Croton (Moderately hard; alkaline, average pH 7.2). Average consumption per day in City during 1981: 1309.6 M.G.D.; outside communities 100.0 M.G.D.; Combined 1409.6 M.G.D. New main city feeder under construction. Hudson River Pumping Plant on standby basis. Capable of supplying 100 M.G.D. Water is fluoridated.
(Source: Dept. of Environmental Protection June 1982.)

12 - RETAILING:Principal Shopping Districts-

Bronx Borough (Bronx County)

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores to most modern large department stores and national chain outlets may be found in some of these centers. A partial list follows:
183rd Street-King Korn Stamps; Barton Candy; Florsheim Shoes; Red Cross; Coward.
Fordham Road, Grand Concourse E. to 3rd Ave.-Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Bond; Ripley; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Sachs Furn.; Castro Convertible; Barton's; Candy; Busch Jewelers.
Fordham Road, Jerome Ave. to Grand Concourse-Woolworth; Modell's; Singer; Thom McAn.
149th St. and 3rd Ave.-Howard; Ripley; McCrory; Green's Sach's Furniture; Castro Convertible; Shoes: National, Florsheim, Flagg Bros; Alexander's.
Department Stores-Alexander's; Wertheimer Stores Corp.
Variety Stores-B&L; Frank Bee; Kay & Eff; Woolworth; M.H. Lamston; McCrory.
Discount Stores-Alexander's; Franklin; Honig's Parkway.
Principal Supermarkets-A&P; Altagracia; Baychester Consumers Cooperative; Concourse Food Corp.; D'Urso Supermarkets; Domino Supermarkets; E&B; E&W Foods; Fedco Foods; Food City; Foodman; Gristede Bros.; Merit Farms; Met Food Stores; Modern Food Centers; Olinsky's Supers; Pioneer Mkts.; Ragonese's IGA; Shopwell, Inc.; Sloan's Associated.

Brooklyn Borough (King's County)

Principal Shopping area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.
Department Stores-Abraham & Strauss; Martin's; Alexander's; Sear's; R.H. Macy & Co.
Ladies Shops-Lerner's; Plymouth, Goodwin's; Lynns.
Men's Clothing-Bond; Howard; Benhil; Wallach's; B&B Lorry's.
Ladies Shoes-Baker's; Chandlar; Carlyle Bootery; Coward; Miles; National; Simco; Fabco; Fayva; Selby.
Men's Shoes-Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.
Drug-Crown Pathmark; Rexall; Whelan; Silver Rod.
Candy-Barricini; Barton; Loft's; Russell Stover.
Discount Stores-Buy Rite; Century Value Center; Discount City; L.H. Martin Value Ctr.; B.D.'s; Sid's Bargain Mart; Times Square Stores. Lamston; Grand General Stores; H&E; Payless; Value City; Thrifty's; King Solomon Stores; S.S. Kresge; Newberry; Jahn's Bargain Stores.
Other Chain Stores-Castro; Sachs; Singer Co.; Busch Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves., and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Mytle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at

Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section; Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves.; including stores such as Ripley, Thom McAn, Miles, etc.

Other retail sections in Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.

Principal Supermarkets-A&P; Ahmad; C-Town; Charles Scaturro & Sons; Danza; Dominick Coluccio; El Faro; Miehle's Key Mkts.; Royal Farms; Speedway Food; Sunnydale Franchise System; Town Fair.

Manhattan Borough (New York County)

Many shopping areas all over this borough. Most famous is along Fifth Ave., where from 34th to 59th St., many well known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks-Fifth Ave., Rogers Peet, Scribner's, Doubledays, Wallach, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's, Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, W&J Sloane, Miles Shoes, Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Gimbels, Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Franklin Simon, Hoffritz, John Ward, Barton, Barricini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer, John's Bargain Store.

Other areas on Madison Ave. from 42nd to 59th & 59th St. and Lexington Ave., include Bloomingdale's Dept. Store; Alexanders.

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St.; then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.) Above 59th St. it becomes a series of typical neighborhoods built around subway outlets. Around Union Square: May's, The Fair, and others.

Other important shopping districts in Manhattan: 8th Ave. at 125th St., 7th Ave. at 14th St., 23rd St.; 3rd Ave. at 23rd St. 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St., Lenox Ave. at 116th St., 125th St., 145th St., E. B'way. and Division St.; 207th St. from 10th Ave. to B-way.; 231 St. & B-way.

Department Stores-Mays; Macy's; Gimbel's; Altman's; Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Blumstein's; Lane Bryant; W&J Sloane; Ohrbach's; Saks-Fifth Ave.; J.C. Penney; Sears Roebuck.

Variety Stores-Jay's; Everyone's Stores; M. H. Lamston; McCrory Stores; G. C. Murphy; Woolworth; 88¢ Stores.

Discount Stores-Amsterdam Discount; Bargain World; Century 21; Mays.

Principal Supermarkets-A&P; Bleecker Super Mkts.; D'Agostino; Federation of Cooperatives, Inc.; Great Way; Gristede Bros.; Kane's; Lisa Super Mkts.; Peer Super Mkts.; Pioneer Super Mkts.; Pueblo International; Red Apple; Shopwell; Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica's business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. bet. 150th and 172nd Sts. Stores include Goodwins, Gertz, Wilbur-Rogers, Michaels Bros., Henshaw. Spear's Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.

Department Stores-G. Gertz; Alexander's; Bloomingdale's; Macy's; May's; Sears; Lerner's; Abraham & Strauss.

Variety Stores-ABC; B&J; Ben Franklin; Silver Dollar; H.L. Green; S.S. Kresge; Lamston; Woolworth's.

Discount Stores-Alexander's; L.H. Martin Valu Center; Sunset Stores; Times Square Stores.

Principal Supermarkets-A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; The Grand Union; Gristede; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops.; Olinsky; Pick-Quick Supers; Red Apple; Royal Farms; Charles Scaturro; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; Trunz; Waldbaum's.

Richmond (Staten Island) Borough

Eight Shopping Centers, largest of which is Port Richmond, where retail trade is along Richmond Ave. from Church St. to Hatfield Place, with a number of shops on Castleton Ave. Stores include Lerner, Woolworth, Richmond Dry Goods, Audrey Philips, Stone's, Norwood Shoes, Frankel's, Ripley, Archie Jacobson, Thom McAn, Lobel's, A.S. Beck and others.

Other shopping areas are Tompkinsville on Bay St. and Victory Blvd.; New Brighton and West Brighton on Castleton Ave.; Stapleton along Bay, Broad, Water and Canal Sts. around Tappen Park; Princess Bay on Amboy Rd., New Dorp or New Dorp Lane; Great Kills on Amboy Rd., 7 mi. north of Princess Bay and Tottenville along Hyland Blvd. and Amboy Rd.

Stores in Tompkinsville include Nunn-Bush, Richmond Dry Goods, Suskind's, Sylvia's and others. In the two Brightons: Marie's, Goodman's, Krasner's and others.

Department Stores-Richmond Dry Goods Plaza; Lerner's.

Variety Stores-C.H. Martin; S.S. Kresge; Woolworth; McCrory's.

Discount Stores-K mart; Major's; Masters.

Principal Supermarkets-A&P; Acme; Associated Super Mkts; Dougle "D" Foods; Finast; Waldbaum; Pathmark; Pantry Pride; South Bch. Suprmkt.; Trunz.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bazaar Mall (Preston Way & Route 117)	60
Boston Post Rd. Ctr. (Boston	NA
Post Rd.)(under construction)	12
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Kingsbridge Plaza (B'way, 233rd St.)	10
Brooklyn:	
Albee Square Mall (De Kalb Ave.)	80
Dykers Plaza (535-86 St.)	4
Flatbush Gardens (Ave. U, E. 64 St.)	15
Flatlands (Ralph & Flatlands Aves.)	16
Flatlands (E. 102 & 103rd Sts.)	7
Fort Greene (Myrtle Ave.)	21
Glenwood (Flatlands & Ralph Ave.)	9
Kings Bay (Nostrand Ave.)	17
King's Plz. & Marina (Flatbush & Ave. U)	146
Korvette (Bay & Shore P'kways.)	16
Seaview Vlg. (Rockaway Pkwy., Ave. M)	12
Manhattan:	
Delano Village (Lenox Ave. & 139th St.)	NA
Grand Square (B'way & 125th St.)	NA
Manhattan Plaza (42nd/43rd Sts., 9th/10th Ave.)	NA
Park West (Columbus Ave.)	NA
Shoreview Towers (First Ave. & 85 St.)	NA
Queens:	
Barclay Square (Kissena Blvd., 41st Ave.)	NA
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Belle Harbor (Beach Channel Dr.)	12
Breezy Point (Forest Hills)	NA
Carlyle (Kissena Blvd.)	9
Crossroads at Whitestone (Whitestone)	9
Dayton Plaza (Rockaway Beach)	25
Expressway (99th St. Long Island Expwy.)	NA
Far Rockaway (Motte Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108 St.)	12
Glen Oaks (255-55 Union Tpke.)	NA
Grand Union (Merrick Rd., Laurelton Pkwy.)	NA
Jackson Heights (31st Ave.)	20
Korvette (Douglaston)	4
Lefrak City (Junction Blvd. & 57th Ave.)	50
Northridge (Northern Blvd., Jackson Hts.)	NA
Queens Center (Queens & Woodhaven Blvd., L.I., Exprwy.)474	74
Queens Plaza North (Long Island City)	NA
Rego City (57th Ave., 96 & 97 Sts.)	10
Rego Park (Queens Blvd., 63rd Rd.)	20
Rentar Plaza Mall (Queens)	NA
Whitestone (Cross Island Parkway)	NA
Yellowstone (Forest Hills)	NA
Staten Island:	
Fox Hills (Targee St.)	17
Greenridge Plaza (Richmond Ave.)	22
Green Tree Mall (Victory Blvd. Expwy.)	20
Heartland Village (Richmond Ave.)	14
Hylan Plaza (New Dorp)	46
Korvette (Richmond Ave.)	18
New Springville (Richmond Ave.)	21
Oakwood (Amboy Rd.)	12
Page & Amboy (Tottenville)	NA
Richmond Valley (Page Ave.)	7
Rosebank (Tompkins Ave.)	2
Southgate Center (Forest Ave.)	20
Staten Island Mall (Richmond Ave.)	131
Staten Island Plaza (Forest Ave.)	37

13 - RETAIL OUTLETS:

Largest Department Stores

Bronx-Alexander's; Hearn's; Macy's; Lerner's; Plymouth Shops; Sears Roebuck; Wertheimer.

Brooklyn-Alexander's; Abraham & Straus; Macy's; Mays; Lerner's; Plymouth Shops; Sears Roebuck; Times Square Stores.

Manhattan-Alexander's; B. Altman; Bloomingdale Bros.; Gimbel Bros.; Lord & Taylor; R. H. Macy; Saks-5th Ave.; Lerner's; Orbach's; Plymouth Shops; Bonwit Teller; Montgomery Ward; J.C. Penney; Melnikoffs.

Queens-Gertz; Montgomery Ward; R. H. Macy; Abraham & Strauss; Sears Roebuck; Abramson's; Bloomingdales; Alexander's; Lerner's; Orbachs; Times Square Stores.

Richmond-Harry's; J.C. Penney; Garber's; Sears Roebuck; Richmond Dry Goods; Lerner's; R. H. Macy.

Leading Chain Drug Stores

Bronx-Baychester Co-op; Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parkchester; Pathmark; Rite Aid; Stanken; Whelan.

Brooklyn-Courtesy; Crown Pathmark; Harrico; Ketchum Distributors; Neergard; Rexall; Silver Rod; Thriftway; Whelan.

Manhattan-Block; Clearfield; Drug Mart; Duane Reade Corp.; Falk Drug Corp.; Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreen; Eastern Co.; Whelan.

Queens-Courtesy; Duane Reed; Genovese; Pathmark; Rexall; Whelan.

Richmond-Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets

Bronx-Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristede; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino 3; Grand Union 7; Associated 23; Shopwell 8; Sloan's 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.

Brooklyn-Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3.

Manhattan-A&P 25; D'Agostino 15; Gristede 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloan's; Shop Quick 6; Great Way Super Mkts. 2.

Queens-A&P 21; Finast 10; Gristede; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.

Richmond-A&P 5; Grant City Food Mkt.; Midland Superette; Pathmark 4.

Largest Variety Stores

Bronx-Woolworth 17; Kresge 4; Green; Lamston 2; Newberry; McCrory 3.

Brooklyn-Woolworth 17; Kresge 4; Green; Lamston 2; Newberry; McCrory 3.

Manhattan-Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.

Queens-Woolworth 23; Kresge 2; Green; Lamston 4; Nichols; McLellan 2; McCrory 3.

Richmond-Woolworth 2; Kresge 2; McCrory.

14 - NEWSPAPERS: Contact for Advertising and Merchandising Data; Representatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

BULLETIN (m-mon to fri) Circ. 3,080; sworn Oct. 1, 1980. Sylvia M. Adelman, Ed. & Pub., 16 Court St., Brooklyn, NY 11241; Tel. (212) 624-6181.

National Representative: None.

Manhattan Borough

JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 22,800; Mar. 31, 1982 ABC. P. Robert Potesky, Adv. Dir., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.

National Representative: Knight-Ridder.

NEWS (m-mon to fri) 1,540,218; (m-sat) 1,225,371; (S) 2,042,830; Mar. 31, 1982 ABC. Arthur E. Wible, Vice Pres/Adv. Dir., 220 E. 42 St., New York, NY 10017; Tel. (212) 949-1234.

National Representatives: CWO&O; Western States Assoc. (Pacific Coast); Vincent Walker (Detroit, Mich.); Towmar (Mexico & Central & S.A.); All American Media (Europe).

POST (all day-mon to fri) 904,476; (sat) 601,120; Mar. 31, 1982 ABC. Peter N. Anderson, Adv. Dir., 210 South St., New York, NY, 10002; Tel. (212) 349-5000.

National Representatives: Branham; Metropolitan Publishers Reps.; Media People.

TIMES (m-mon to fri) 947,681; (m-sat) 700,724; (S) 1,524,833; Mar. 31, 1982 ABC. Lance R. Primis, Senior V.P./Adv. Dir., 229 W. 43 St., New York, NY 10036; Tel. (212) 556-1234.

National Representative: Direct-Through branch offices.

WALL ST. JOURNAL (Eastern Edition m-mon to fri) 772,160; (Total all Editions m-mon to fri) 2,002,727; Mar. 31, 1982 ABC. Lee Heffner, VP/Adv. Dir., 22 Cortlandt St., New York, NY, 10007; Tel. (212) 285-5000.

National Representative: Direct-through branch offices.

EL DIARIO-LA PRENSA (Spanish) (m-mon to fri) 59,000; (S) 61,000; Publishers estimate Mar. 31, 1981. Maria Jiminez Van Hoy, Adv. Dir., 181 Hudson St., New York, NY 10013; Tel. (212) 553-0610.

National Representative: Gannett.

NEWS WORLD (m) 76,000; (wknd.) 78,000; sworn Mar. 31, 1982. Scott Soulman, Adv. Dir., 401 5th Ave., New York, NY 10016; Tel. (212) 532-8300.

National Representative: Direct

Queens Borough

No daily newspapers published in Queens.

Richmond Borough

STATEN ISLAND ADVANCE (e-mon to fri) 73,148; (e-sat) 70,447; (S) 80,999; Mar. 31, 1982 ABC. Gary Cognetta, Ret. Adv. Mgr., George Fries, Class. Adv. Mgr., Jack Furnari, Mktg. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (212) YU 1-1234.

National Representative: Newhouse Newspapers.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (In Poughkeepsie SMSA & Newburgh-Middletown SMSA). Newburgh on W. bank (in Orange County) and Beacon on E bank (in Dutchess County) of Hudson River, 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mile from N.Y. State Thruway; Interstate Rte. 84.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:

Corp. Cities 80 Cen. 36,375; Loc. Est. 35,147
  Newburgh 80 Cen. 23,438; Loc. Est. 22,497
  Beacon 80 Cen. 12,937; Loc. Est. 12,650
CZ-ABC: (70) 61,067; (82) 59,700
RTZ-ABC: (70) 173,287; (82) 214,900
Counties/SMSA 80 Cen. 504,658; Loc. Est. 514,792
  Dutchess 80 Cen. 245,055; Loc. Est. 247,415
  Orange 80 Cen. 259,603; Loc. Est. 267,377
City & RTZ-ABC: (70) 234,354; (82) 274,600

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. Cities 80 Cen. 12,956; Loc. Est. 13,206
  Newburg 80 Con 8,565; Loc. Est. 8,861
  Beacon 80 Cen 4,391; Loc. Est. 4,345
CZ-ABC: (70) 19,026; (82) 21,900
RTZ-ABC: (70) 49,936; (82) 73,000
Counties/SMSA 80 Cen. 164,893; Loc. Est. 173,319
  Dutchess 80 Cen. 80,642; Loc. Est. 83,879
  Orange 80 Cen. 84,251; Loc. Est. 89,440
City & RTZ-ABC: (70) 68,962; (82) 94,900

5 - BANKS:	NUMBER	EST. DEP.
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 138,501; Dutchess 135,006

7 - ELECTRIC METERS: Residence Newburgh 12,243; Beacon 7,220

8 - GAS METERS: Residence Newburgh 12,223; Beacon 9,532

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; West Point Military Academy 8,300; Beacon: Research 1,160; Printing 565; Electronics (IBM) 19,750; Apparel 200; Furniture 154.
Principal Industrial Pay Days-Newburgh: Wed., Thurs., Fri.; Beacon: Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8. Last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Newburgh-West Broadway; Beacon-Main Street; Fishkill-Main Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall(47)	NA	J.C. Penney, Woolworth
Newburgh Mall(70)	NA	Sears, Caldor
Zayre Plaza(22)	NA	Zayre
Big V Plaza	NA	Shoprite
Dutchess Mall(75)	NA	Service Merchandise
South Hill Mall(72)	NA	K mart, Sears

Principal Shopping Days-Thu., Fri. Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Lloyd's; Caldor; Howlands.
Variety Stores-Woolworth; Sears; Caldor's; Mason's; Howland's; Big V; Albany Market.
Discount Stores-Zayre; Value City.
Chain Drug Stores-Rexall; Walgreen; Genovese; Rite Aid; Dixx 2.
Chain Supermarkets-Grand Union 4; Shop-Rite 3; A&P 2; Pantry Pride; Foodtown.
Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber.

14 - NEWSPAPERS: NEWS (e) 20,419; (S) 20,479; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Van Wagner, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.
National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (In Buffalo SMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical mfg. center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: **Railroads**-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers-55.
Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 80 Cen. 71,384; Loc. Est. 67,435
CZ-ABC: (70) 112,863; (82) 95,900
RTZ-ABC: (70) 34,261; (82) 34,400
County 80 Cen. 227,101; Loc. Est. 223,121
SMSA 80 Cen. 1,242,573; Loc. Est. 1,220,778
City & RTZ-ABC: (70) 147,124; (82) 130,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,272; Loc. Est. 27,153
CZ-ABC: (70) 35,348; (82) 34,800
RTZ-ABC: (70) 9,674; (82) 11,400
County 80 Cen. 80,156; Loc. Est. 81,206
SMSA 80 Cen. 445,373; Loc. Est. 451,127
City & RTZ-ABC: (70) 45,022; (82) 46,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$373,685,000
Savings & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 111,618

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 30,181

9 - PRINCIPAL INDUSTRIES: Chemical Abrasives, Metallurgical, Paper Pdts. (16,684 employees). Av. Wkly. Wage $293.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.
Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haeberle(6)	NA	Portage Pharmacy
Military Square Plaza(11)	NA	Century Housewares
Mil-Pine Plaza(9)	NA	Jenss, Tops Mkt.
Pine Plaza(22)	NA	Super Duper
Summit Park Mall(66)	NA	Hens & Kelly, Jenss, Sears

Principal Shopping Days-Mon., Wed., Thu., Sat.
Stores Open Evenings-City-Mon., Thu., Fri.; Plazasevery eve.

13 - RETAIL OUTLETS: Department Stores-Beirs; Jenss 5; Sears; Hens & Kelly; AM&A.
Discount Stores-Century; Jupiter; King's; Twin Fair; K mart; Saxon's; Brand Names.
Chain Drug Stores-Miller; Single-Rexall; Stines; Leader 5; Coulson 2; Saraceni 3; Rite-Aid 2; Brooks.
Chain Supermarkets-Super Duper; Bell's; Wilson Farms; Tops 5; Twin Fair; B Kwik.
Other Chain Stores-Shoes: Shoetown, Kinney's, Nobil, Gallenkamp, Regal, Flagg Bros, Thom McAn 2; Clothing: National Shirt, Richmond Bros., Mutherhood Maternity, David's, Merry-Go-Round, Chess King, Snodgrass, Lerner's, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Mary Carter; Color Your World; Crandall; Misc: Singer Co., S&H Green Stamps, Spiegel (catalog), Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord Jewelers, Zales, Waterbed World, Keepsake, Proving Grounds, Susie's Casuals.

14 - NEWSPAPERS: GAZETTE (e) 28,629; (S) 30,285; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Jacobs, Adv. Dir., GAZETTE, 310 La Salle Arterial, Niagara Falls, NY 14303; Tel. (716) 282-2311.
National Representative: Gannett.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (In Buffalo SMSA). E&P Map B-3. 9 mi. from Niagara Falls and 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Metro Bus.
Airlines-American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453; Loc. Est. 53,308
North Tonawanda 80 Cen. 35,760; Loc. Est. 35,332
Tonawanda 80 Cen. 18,693; Loc. Est. 17,976
CZ-ABC: (70) 57,910; (82) 58,000
RTZ-ABC: (70) 126,063; (82) 109,300
Counties/SMSA 80 Cen. 1,242,573; Loc. Est. 1,220,778
Niagara 80 Cen. 227,101; Loc. Est. 223,121
Erie 80 Cen. 1,015,472; Loc. Est. 997,657
City & RTZ-ABC: (70) 183,973; (82) 167,300

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 19,549; Loc. Est. 19,182
North Tonawanda 80 Cen. 12,868; Loc. Est. 12,741
Tonawanda 80 Cen. 6,681; Loc. Est. 6,441
CZ-ABC: (70) 17,438; (82) 20,400
RTZ-ABC: (70) 37,306; (82) 37,800
Counties/SMSA 80 Cen. 445,373; Loc. Est. 451,127
Niagara 80 Cen. 80,156; Loc. Est. 81,206
Erie 80 Cen. 365,217; Loc. Est. 369,921
City & RTZ-ABC: (70) 54,744; (82) 58,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: (Counties): Erie 484,696; Niagara 111,618

7 - ELECTRIC METERS: Residence T&NT 20,706

8 - GAS METERS: Residence T&NT 16,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Products 53 ($330); Machine Shop Metal Trades 172 ($340).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21. Last killing frost, Apr. 27.

11 - TAP WATER: Medium Hard.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main St.; 1 one each on Bread, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Highland-Colvin Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midcity Plaza (25)	3	Bell's, Sav-Rite, Sample, Fays, Hills
Blvd. Mall(77)	4	Sattler, Kleinhans, Jenss, J. C. Penney
Sheridan Plaza(33)	4	A.M.&A., Hengerers
Northtown Plz.	5	AM&A, Bergers
Del-Ton Plaza(15)	2	Bells
Powerline Plaza	2	Budwey Mkt., Rite Aid
Rainbow Centre(65)	11	Beir's
Summit Park Mall(66)	5	Sears, Sample, McCrory, Jenss, AM&A

Principal Shopping Days-Thurs., Fri., Mon., Sat.
Stores Open Evenings-Mon., Sat. til 9 p.m.

13 - RETAIL OUTLETS: Discount Stores-Century; Ames; Valu; Hill's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-Leader; Rite Aid 6; P.K.2; Brooks; C.V.S. 3; Fay's 2.
Chain Supermarkets-Bell Mkts 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 15,359; (m-sat) 15,345; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Francis X. Stack, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; USSPI.

NORWICH

1 - LOCATION: Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23 & 319.

2 - TRANSPORTATION: **Railroads**-Erie & Lackawanna (freight).
Intercity Bus Lines-Shortline.
Airlines-Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082; Loc. Est. 7,927
County 80 Cen. 49,344; Loc. Est. 50,398
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,521; Loc. Est. 3,057
County 80 Cen. 16,858; Loc. Est. 17,790

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$210,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 22,255

7 - ELECTRIC METERS: Residence 3,420

8 - GAS METERS: Residence 1,905

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great American Plaza(9)	NA	Great American Grocers, Family Bargain Center, Ames
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Fishman; Woolworth's; McLaughlin's.
Discount Stores-Ames; Jamesway.
Chain Drug Stores-Carl Drug; Rite Aid.
Chain Supermarkets-Grand Union; A&P; Great American.
Other Chain Stores-Sears (catalog); Bern's; Besdin's; Triangle Shoes; Endicott-Johnson; S&H Green Stamps; Natl'. Auto; Mila Fabrics; Montgomery Ward.

14 - NEWSPAPERS: SUN (e-mon to fri) 7,367; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jim Gleim, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative: Landon Associates.

NYACK

1 - LOCATION: Rockland County (In New York, NY-NJ SMSA). E&P Map F-6. On New York State Thruway; Garden State Pkwy., Route 59 & 17.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Mohawk, Rockland, Short Line; Red & Tan.

3 - POPULATION:
Corp. City 80 Cen. 6,428; Loc. Est. 6,218
PMA-ABC: (70) 229,903; (82) 264,800
County 80 Cen. 259,530; Loc. Est. 261,403
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,657; Loc. Est. 2,661
PMA-ABC: (70) 60,359; (82) 81,500
County 80 Cen. 77,905; Loc. Est. 80,789
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	NUMBER	EST. DEP.
Commercial	11	$882,305,000
Savings	9	$409,539,000
Savings & Loan	10	$590,138,000

6 - PASSENGER AUTOS: County 155,976

7 - ELECTRIC METERS: Res. County 77,515

8 - GAS METERS: Res. County 60,635

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 15,200 ($356); Contract Construction 2,400 ($339); Transportation & Public Utilities 3,300 ($412); Wholesale & Retail Trade 17,400 ($189); Finance, Insurance and Real Estate 2,600 ($259); Services 17,300 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Rockland Plaza, Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave. Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw
Principal Shopping Days-Thurs, Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Bambergers; Caldors; Marshalls.
Variety Stores-Woolworth; J.J. Newberry.
Chain Supermarkets-Shop Rite; A&P; Grand Union; Waldbaums; Pathmark; Shopwell; Foodtown; Stop and Shop.
Other Chain Stores-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 46,102; (S) 48,017; March 27, 1982 ABC.
Local Contact for Advertisng and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative: Gannett.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distributing center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intl. Bridge Provides fast truck & car connections with Canada. Also, Ogdensburg Bridge and Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5.
Freight Steamship Lines-2.
Intercity Bus Lines-Greyhound; Thousand Island.
Airport-Air North.

3 - POPULATION:
Corp. City 80 Cen. 12,375; Loc. Est. 11,680
County 80 Cen. 114,254; Loc. Est. 113,198
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,204; Loc. Est. 3,509
County 80 Cen. 35,801; Loc. Est. 36,520

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	2	$198,000,000

6 - PASSENGER AUTOS: County 43,212

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-State Hosp. 1050 ($269); Pulp & Paper 310 ($270); Shade Rollers 150 ($200); Off. Equip. 153 ($225); Drapery Hdwr. 100 ($240); Office Sup. 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70: Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Normal; Fluoridated

12 - RETAILING:Principal Shopping Centers-4 blocks on Ford St.; 2 on State St.
Neighborhood Shopping Centers-2 blocks on E. Ford St.; 2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Cntr.(13)	2	P&C, Sears
Park Plaza	1 1/2	

Principal Shopping Days-Tues. thru Sun.
Stores Open Evenings-Shopping centers every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Ames; K mart.
Chain Drug Stores-B.O. Kinney; Fays Drugs.
Chain Supermarkets-Great American; Eddy's Mkt.; P&C; Chicago Market.
Other Chain Stores-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott Johnson; National Army Stores; Garns Supply; McDonald's; Dixie Lee.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,995; ADVANCE NEWS (S) 7,800; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Sean T. McNamara, Adv. Dir., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St., Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative: Landon Associates.

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.
Motor Freight Carriers-18

3 - POPULATION:
Corp. City 80 Cen. 18,207; Loc. Est. 18,050
CZ-ABC: (70) 33,174; (82) 31,800
RTZ-ABC: (70) 130,851; (82) 138,500
County 80 Cen. 85,697; Loc. Est. 87,300
City & RTZ-ABC: (70) 164,025; (82) 170,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,793; Loc. Est. 6,458
CZ-ABC: (70) 10,146; (82) 11,300
RTZ-ABC: (70) 40,345; (82) 49,400
County 80 Cen. 29,280; Loc. Est. 30,717
City & RTZ-ABC: (70) 50,491; (82) 60,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$68,421,112

6 - PASSENGER AUTOS: County 34,600

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Turbines, compressors, 2,700; Electric components, 1050; Capcacitors, resistors, 700; Ceramic Tile, 400; Elec. Protect. Equip., 185; Household cutlery, 150; Precision machine work; Tool & Die; Industrial supplies; Industrial machinery; Electroplating.
Principal Pay Days-Wed., Thurs., Fri., Sat.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68: Fall 49; Winter 23. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany(4)	NA	Reids, Food Barn, K mart, Rite Aid
Bradners(4)	NA	Bradners, J.C. Penney
Olean Mall(53)	NA	A.M. & A's, Hills
Westons(2)	NA	Westons, No Frills

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown: Wed.; Shopping centers: every night.

13 - RETAIL OUTLETS: Department Stores-A.M.&A's; Bradner's; Hill's; Sears; Montgomery Ward; J.C. Penney.
Discount Stores-K mart; Weston's; Hills.
Chain Drug Stores-Rite-Aid; Clinton; Rexall.
Chain Supermarkets-A&P; F.J. Mahar 5; Tops; Food Barn 2; Rieds; Quality.
Other Chain Stores-Co-op Grocery; Grossmans; Century House; Valu-Homes.

14 - NEWSPAPERS: TIMES-HERALD (e) 25,485; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Adv. Dir., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative: Landon Associates.

ONEIDA

1 - LOCATION: Madison County (In Syracuse SMSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E. of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810; Loc. Est. 10,624
County 80 Cen. 65,150; Loc. Est. 65,975
SMSA 80 Cen. 642,375; Loc. Est. 640,430
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,041; Loc. Est. 3,792
County 80 Cen. 20,805; Loc. Est. 21,732
SMSA 80 Cen. 223,642; Loc. Est. 229,783

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 27,168

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Silverware 2,200, Paper Plates 300; Food Prod. 190; Milking Mach. 110.
Principal Industrial Pay Days-Thu.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big N Plaza(10)	NA	Ames, Fay Drug
North Side(13)	NA	Carl's, Sears
Oneida(16)	NA	P&C Mkt., Ward's, Sears

Principal Shopping Days-Thurs., Fri., Tue.
Stores Open Evenings-Thu.; Grocery, Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Alfred's Bargain City; National Auto Stores; Agway.
Chain Drug Stores-Medical Ctr. Phcy Carl's 1; Fay's Drugs; Rite-Aid.; Colonial Pharmacy.
Variety Stores-H.L. Green.
Chain Supermarkets-P&C; Save-More; Chicago Markets; Great American Stores; Foodland,
Other Chain Stores-Montgomery Ward; Singer Co.; Sears (catalog);

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 10,376; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: David W. Hollis, Gen. Mgr., DISPATCH, 130 Broad St., Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates.

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On U.S. Hwy. 7 and State Hwys. 28 and 23.60 mi. S of Utica.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Adirondack; Pine Hill.
Airlines-Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; Loc. Est. 14,469
CZ-ABC: (70) 17,722; (82) 16,700
RTZ-ABC: (70) 72,981; (82) 79,900
County 80 Cen. 59,075; Loc. Est. 59,139
City & RTZ-ABC: (70) 90,703; (82) 96,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,431; Loc. Est. 3,907
CZ-ABC: (70) 4,712; (82) 5,200
RTZ-ABC: (70) 22,701; (82) 28,900
County 80 Cen. 20,228; Loc. Est. 20,842
City & RTZ-ABC: (70) 27,413; (82) 34,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$166,000,000
Savings & Loan	1	$82,000,000
Savings	1	$14,500,000

6 - PASSENGER AUTOS: County 25,862

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Colleges 1,385 ($280); RR. 500 ($280); Plastics 190 ($180); Electronics 365 ($200); Paper Processing 90 ($180); Dress Mfg. 190 ($160); Feed Mill 60 ($200).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12. Last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-East Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza.; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid(15)	NA	P&C Mkt., Porto Bookstore
Westgate(12)	NA	Grand Union, Rite Aid

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. thru Sat. at shopping centers; Thursday nights downtown. Some stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Bresee's; Argersingers; J.C. Penney; King's.
Discount Stores-Carl's Drug; Jamesway.
Variety Stores-Woolworth; Fay's Drug; Ames.
Chain Supermarkets-Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores-Endicott Johnson; Montgomery Ward (catalog); Woolworth; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 18,203 Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Adv. Mgr., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham.

OSSINING

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-5. Residential center 30 mi. N of N.Y. City. On U.S. Hwy. 9; State 133 & 134.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 20,196; Loc. Est. 19,731
PMA-ABC: (70) 47,144; (82) 41,200
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,777; Loc. Est. 7,265
PMA-ABC: (70) 13,567; (82) 13,900
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$4,154,708,000
Savings	23	$4,900,655,000
Savings & Loan	14	$1,265,384,000

6 - PASSENGER AUTOS: County 491,910

7 - ELECTRIC METERS: Residence 6,284

8 - GAS METERS: Residence 4,319

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($654); Electrical Machinery 8,500 ($333); Transportation Equipment 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600 ($207); Printing & Publishing 7,800 ($358); Chemicals 5,600 ($480).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Area-4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Nearby Shopping Centers-Chilmark (Pleasantville Rd.); Arcadia (So. Highland Ave.).
Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; J.J. Newberry.
Discount Stores-King's.
Chain Drug Stores-Kipp's 2; Medicine Shoppe 2.
Chain Supermarkets-A&P; Grand Union 2; Finast Shopwell 2; Shop-Rite.

14 - NEWSPAPERS: CITIZEN REGISTER (e) 7,374; (S) 7,543; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0520.
National Representative: Gannett.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse SMSA). E&P Map D-3, County Seat. Shipping center for 2-county agricultural and dairy area. Misc. mfg., wholesale and education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 57, 48 and 104.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285; Loc. Est. 31,231
  Fulton 80 Cen. 13,312; Loc. Est. 12,816
  Oswego 80 Cen. 19,973; Loc. Est. 18,415
CZ-ABC: (70) 22,601; (82)22,700
RTZ-ABC: (70) 67,759; (82) 80,800
County 80 Cen. 113,901; Loc. Est. 114,850
SMSA 80 Cen. 642,375; Loc. Est. 640,430
City & RTZ-ABC: (70) 90,360; (82) 103,500

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,417; Loc. Est. 11,067
  Fulton 80 Cen. 5,088; Loc. Est. 4,663
  Oswego 80 Cen. 7,329; Loc. Est. 6,404
CZ-ABC: (70) 7,084; (82) 7,400
RTZ-ABC: (70) 19,154; (82) 27,600
County 80 Cen. 37,238; Loc. Est. 38,719
SMSA 80 Cen. 223,642; Loc. Est. 229,783
City & RTZ-ABC: (70) 26,238; (82) 35,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 45,768

7 - ELECTRIC METERS: Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS: Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Miller Brewing Co.; Nestle Co.; Armstrong Co.; Sealright; Alcan Aluminum Corp.; Hammermill Paper Co.; Plaxo. Wire. Div.; Copperweld Steel Corp.; General Foods; Owen-Illinois; Niagara Mohawk atomic plant.
Principal Industrial Pay Days-Oswego-Thu. & Fri. Fulton-Fri., Tues., Wed. & Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-Oswego: 3 bl. on W. Bridge St.; 9 bl. on E. Bridge St.; 3 on West 1st St.; 3 on West 2nd St.; 2 on East 1st St.; 2 on East 2nd St.; 2 on East 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on West Broadway; 1 on E. Broadway, 1 on W. First St. South; Canalview Mall, Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(10)	NA	Great American
Pyramid Mall(10)	NA	Barker's
Price Chopper	NA	Price Chopper
Oswego Plz.(12)	NA	P&C, Fay Drugs, Sears

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Plaza Stores-Mon. thru Sat.
Stores Open Sunday-Many in Plaza.

13 - RETAIL OUTLETS: Department Stores-Jo Ann Fabrics, Inc.; Kline Bros.; Shapiro Bros.; Montgomery Ward.
Variety Stores-McCrory; McLellan; Green's.
Discount Stores-Weston's; Barker's.
Chain Drug Stores-Wayne 2; Key; Fay 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; A. Goldberg & Sons 2; Western Auto 2; Harris Army & Navy 2; Agway Farm 2.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 7,512; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Thomson Newspapers.

PEEKSKILL

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-5. Residential center. On E bank of Hudson River. 41 mi. N of NY. On U.S. Hwys 6, 9, 202.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Walters Transit; American.
Airlines-USAir and Altair at Westchester County Airport, Rye, N.Y.

3 - POPULATION:
Corp. City 80 Cen. 18,236; Loc. Est. 17,882
PMA-ABC: (70) 113,852; (82) 137,400
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,850; Loc. Est. 7,098
PMA-ABC: (70) 31,745; (82) 44,400
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	NUMBER	DEPOSITS
Savings	23	$3,739,900,000
Savings & Loan	17	$1,056,382,000
Commercial	16	$2,931,813,000

Note: In addition, banks based outside of Westchester have branches in the County (13 Savings, 9 Savings and Loan, and 128 Commercial branches) deposit figures for which are not available and not included in above.

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: Residence 7,007

8 - GAS METERS: Residence 3,605

9 - PRINCIPAL INDUSTRIES: Industry and Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,600 ($263); Non-Electrical Machinery 12,500 ($497); Electrical Machinery 6,000 ($215); Transportation Equipment 4,600 ($373); Instruments 4,800 ($275); Food 9,400 ($393); Apparel 3,800 ($149); Printing and Publishing 7,500 ($256); Chemicals 6,000 ($344).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beach(37)	NA	Sears, Woolworth's, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva, Alexanders, Radio Shack, Waldbaum's
Hor ton Oaks	NA	C-Town
Welcher Ave.	A&P	
Baldwin Pl.(30)	NA	Sears Catalog, Radio Shack, Nescott Drug
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Square(10)	NA	Shopwell

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's; Alexanders; Pergament.
Variety Stores-McCrory's; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Whelan's; Rite Aid.
Chain Supermarkets-A&P 2; First Nat'l; Grand Union; Shopwell 4; Shop-Rite; Waldbaum 2.
Other Chain Stores-Sears; Montgomery Ward (catalog); Shoe-Town; Thom McAn; Loft's; Singer; Trader Horn; Kinney; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e) 13,826; (S) 11,633; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald T. Caracelo, Adv. Mgr., STAR, 824 Main St., Peekskill, NY 10566; Tel. (914) 737-1200.
National Representative: Gannett.

PLATTSBURGH

1 - LOCATION: Clinton County, E&P Map F-1, County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 & I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 21,057; Loc. Est. 21,756
CZ-ABC: (70) 34,596; (82) 39,400
RTZ-ABC: (70) 43,257; (82) 48,400
County 80 Cen. 80,750; Loc. Est. 83,119
City & RTZ-ABC: (70) 77,853; (82) 87,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,925; Loc. Est. 6,768
CZ-ABC: (70) 9,371; (82) 12,500
RTZ-ABC: (70) 11,301; (82) 14,800
County 80 Cen. 24,896; Loc. Est. 26,397
City & RTZ-ABC: (70) 20,672; (82) 27,300

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$225,925,000
Savings & Loan	1	$100,000,000

6 - PASSENGER AUTOS: County 32,858

7 - ELECTRIC METERS: Residence 8,910

8 - GAS METERS: Residence None

9 - PRINCIPAL INDUSTRIES: Paper Products; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Products; Machine Prod.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed.; Thurs.; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall (50)	NA	K mart, Penney, Mont. Ward, Price-Chopper
North Country(40)	NA	A&P, H.L. Green
Plattsburgh Plaza(16)	NA	Sears, Zayre, Grand Union
Skyway Corners(15)	NA	King's, Grand Union Woolworth's
Big N Plaza(8)	NA	Ames, P&C Food, Kinney Drugs

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Merkels; Sears; J.C. Penney; Magram's; K mart; Kings.
Variety Stores-Woolworth; Green.
Discount Stores-Meyer's; Kinney; Fay's; Ames.
Chain Supermarkets-Grand Union 3; A&P; P&C Mkts; Price Chopper.
Other Chain Stores-Merit; Triangle; Kinney; Anderson-Little; Zales Jewelers; Shoe Corp. of America; Endicott-Johnson Shoes; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto.; Thom McAn Shoes.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 21,635; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative: Branham.

PORT CHESTER

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6. Residential center; On U.S. Hwy. 1and State Hwys. 119, 120, and 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpk.; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 23,565; Loc. Est. 22,898
PMA-ABC: (70) 74,402; (82) 68,000
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,001; Loc. Est. 8,900
PMA-ABC: (70) 22,845; (82) 24,400
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	NUMBER	DEPOSITS
Commercial	16	$4,154,708,000
Savings	23	$4,900,655,000
Savings & Loan	14	$1,265,384,000

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: Residence 7,848

8 - GAS METERS: Residence 6,565

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($684); Electrical Machinery 8,500 ($333); Transportation Equipment 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600 ($207); Printing & Publishing 7,800 ($358); Chemicals 5,600 ($480).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days-Thu., Fri., Sat. Sun.
Shopping Centers-Ridge St. (64,000 sq. ft., parks 500 cars) First National; Woolworth; Gristede's; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Chain Drug Stores-Courtesy.
Chain Supermarkets-A&P; Finast 2; Shopwell 2; Waldbaum's.
Other Chain Stores-Caldor; Kaplan's; Meisner Bros.; Pergament Paints.

14 - NEWSPAPERS: ITEM (e) 11,216; (S) 11,126; Mar. 27, 1982 ABC.
Local contact for Advertising and Merchandising Data: Gannett [illegible] Advertising, Sales, 200 Park Ave., N[illegible] 10166; Tel. (212) 949-0920.
National Rep[illegible]: Gannett.

PORT JERVIS

1 - LOCATION: Orange County (In Newburgh-Middletown, NY SMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Deerpark Transp.; Tri-States Transit; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699; Loc. Est. 8,560
County/SMSA 80 Cen. 259,603; Loc. Est. 267,377

4 - HOUSEHOLDS:
City 80 Cen. 3,385; Loc. Est. 3,341
County/SMSA 80 Cen. 84,251; Loc. Est. 89,440

5 - BANKS:	NUMBER	EST. DEP.
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 132,561

7 - ELECTRIC METERS: Residence 3,764

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 300 ($240); Cosmetics 300 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-Pike; Front; Sussex; and Ball Sts.
Neighborhood Shopping Centers-West Main St.; Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant Plz.(8)	0	Rite-Aid, Grants
Jamesway Ctr.(2)	2	Jamesway, Shop Rite

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Penney; K mart.
Variety Stores-Jamesway.
Chain Supermarkets-Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: UNION-GAZETTE (e) 5,067; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Mgr., UNION-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative: Branham.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (SMSA). E&P Map F-5, County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, D.C., and to Raleigh-Durham, N.C.

3 - POPULATION:
Corp. City 80 Cen. 29,757; Loc. Est. 28,719
CZ-ABC: (70) 73,116; (82) 74,800
RTZ-ABC: (70) 186,313; (82) 218,800
County/SMSA 80 Cen. 245,055; Loc. Est. 247,415
City & RTZ-ABC: (70) 259,429; (82) 293,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,262; Loc. Est. 12,178
CZ-ABC: (70) 22,191; (81) 26,300
RTZ-ABC: (70) 50,925; (82) 70,500
County/SMSA 80 Cen. 80,642; Loc. Est. 83,879
City & RTZ-ABC: (70) 73,116; (82) 96,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$909,655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: County 135,006

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Utilities 12,264; Elec. Prod. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave.; Poughkeepsie Plaza, South Rd.; Bradlee Plaza, South Rd.; Hudson Plaza, South Rd.; 44 Plaza, Route 44; Red Oaks Mill; Manchester Rd.; Hyde Park Mall; South Hills Mall; Imperial Plaza; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hyde Pk. Mall	4	Shop Rite, Kings
South Hills Mall(72)	5	K mart, Howlands, Sears, Up-To-Date
Dutchess Mall (75)	15	Service Merchandise, Shop Rite, Pergament
Hopewell Plaza	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshalls
Hudson Plaza(20)	2	Montgomery Ward, Hermans, Fish's

Bradlees Plz.(25)	2	Bradlees, Stop & Shop
Dutchess Center	2	K mart, Shop-Rite, Miron Catalogue Center
44Plaza(25)	1	Edwards, Caldor's
9 Mall(23)	6	Caldor, Shop-Rite
Imperial Plaza	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plz.	13	Kings
Dutchess Park	15	A&P
Hyde Park	4	Grand Union
Rhinebeck	16	Grand Union, Jamesway, A&P, Hudson Valley Dept.
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Center, Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thurs.; Food & Shpg. Ctrs., Mon. thru Fri. and Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Howlands; Danish Design.
Discount Stores-Bradlee; Caldor 2; K mart 2; Kings 2; Jamesway; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite-Aid 2.
Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop-and-Shop; ShopRite 4; IGA 2; Waldbaums.
Other Chain Stores-Goodyear 3; Goodrich; Miles; A.S. Beck Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Howlands; French Boot 2; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Barton's; Western Auto; Kings 2; Shoe Town; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 40,426; (S) 54,212; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Merryweather, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative: Gannett.

ROCHESTER

1 - LOCATION: Monroe County (In Rochester SMSA). E&P Map C-3, County Seat. Third largest city in State; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway, 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On U.S. Hwys. I-390, I-490, I-590, 15 and 104; State Hwys. 31, 33, 47 and New York State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-98.
Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways.
Airlines-Altair; American; Eastern; Empire; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 241,741; Loc. Est. 290,922
CZ-ABC: (70) 655,546; (82) 617,000
RTZ-ABC: (70) 422,211; (82) 474,800
County 80 Cen. 702,238; Loc. Est. 706,653
SMSA 80 Cen. 971,879; Loc. Est. 975,646
City & RTZ-ABC: (70) 1,077,757; (82) 1,091,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 102,642; Loc. Est. 96,751
CZ-ABC: (70) 205,179; (82) 222,000
RTZ-ABC: (70) 123,335; (82) 167,400
County 80 Cen. 264,352; Loc. Est. 261,599
SMSA 80 Cen. 346,000; Loc. ESt. 354,034
City & RTZ-ABC: (70) 328,514; (82) 389,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	N.A.
Savings & Loan	6	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 364,291

7 - ELECTRIC METERS: Residence 261,843

8 - GAS METERS: Residence 211,433

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing/Durable Goods 127,000 ($450); Manufacturing/Nondurable Goods 31,900 ($302); Construction 11,500; Transportation & Public Util. 12,600; Wholesale & Retail Trade 79,200; Finance, Insurance and Real Estate 16,100; Services and Misc. 81,700; Government 61,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter -3-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Neighborhood Shopping Centers and Areas:Brighton: BelAire Plaza; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plaza; West Brighton Plaza. **Brockport:** Big N Plaza; Brockport Plaza.**Chili:** Chili Center Mart; Chili Paul Plaza; Chili Paddy Plaza; Churchville Commons. **Gates:** Buffalo Elm Plaza; Buffalo Road Shopping Ctr.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gates Chili Shopping Ctr.; Gateway Plaza; Gates Colonial Plaza; Great Western Mall; Spencerport Road Plaza; Westgate Plaza; Westmar Plaza. **Greece:** Barnard Shopping Center; Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plaza; Latta Road Plaza; Long Ridge Mall; Mt. Read Maiden Lane Plaza; Northgate Plaza; Ridgemont Plaza; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta:** Champion Plaza; Citibank Plaza; Henrietta K mart Plaza; Henrietta Plaza; Marketplace Mall; Southtown Plaza; Todd Mart Plaza; Winjef Plaza; Suburban Plaza. **Irondequoit:** East Ridge Plaza; Georgetown Plaza; Gold Circle Plaza; Hunter Plaza; Irondequoit Shopping Ctr.; Empire Plaza; Ridge Hudson Plaza; Stutson Bridge Plaza; Titus Shopping Plaza. **Penfield:** Eastway Plaza, Panorama Plaza, Penfield Plaza; Browncroft Corners. **Perinton:** Country Club Plaza; Hitching Post Plaza; Perinton Hills; Perinton Square; Perinton Mall. **Pittsford:** Pittsford Colony; Pittsford Place; Pittsford Plaza; Clover Commons. **Rochester:** Culver Ridge Plaza; Lyell Shopping Plaza; Main-Merchants Shopping Ctr.; Midtown Plaza; North Park Plaza; Ridge Clinton Plaza; Ridge Seneca Plaza; Warning Road Shopping Ctr.; West Ave. Plaza. **Victor:** Eastview Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Browncroft Corners(11)	5	Super Duper
Chili Ctr. Mart	7	K mart, Star
Country Club	9	Chase-Pitkin, Wegman's
Culver Ridge(29)	6	B. Forman, J.C. Penney, Star, Woolworth
Dewey-Latta	8	Fay's
Dewey-Stone	7	Super Duper
Eastview	15	Fay's, Star, Sears, McCurdy's, Sibley's Woolworths
Eastway(21)	9	Sibley's, Wegman's
Empire	4	Star
Georgetown	6	Bells, Fays
Goodman(21)	3	Bells
Greece Towne(55)	8	Sibley's
Irondequoit(31)	5	Sibley's, Star, Fay's, Wegman's, McCurdy's
Long Ridge(65)	8	B. Forman, McCurdy's, J.C. Penney, Sears, Woolworths
Main-Merchants(7)	5	Star Mkt.
Marketplace(120)	6	B. Forman, McCurdy's, J.C. Penney, Sears, Sibley's
Midtown	0	B. Forman, McCurdy's, Wegman's
Mt. Hope & Crittenden(4)	NA	Wegman's
Mt. Read & Maiden Lane(6)	8	Chase-Pitkin, Wegman's
Northgate(32)	9	J.C. Penney, Star, McCurdy's, Wegman's
Panorama(34)	8	Star, Tops, Woolworth
Perinton Sq.	NA	Fay's, K mart, Star, B. Forman
Pittsford Place	NA	Lauer's, McFarlin's
Pittsford Plaza	5	Wegman's, Woolworth's, Edwards, J.C. Penney, B. Forman, Star
Ridge-Hudson	5	Star
Ridge-Seneca(11)	4	Fay's
Ridgecrest(15)	6	Tops
Ridgemont(27)	8	Edwards, Wegman's, K mart
Southtown(43)	6	Star, Sibley's, Woolworth
Stoneridge(19)	6	Star, Present Co.
Stutson(15)	NA	Star
Suburban	7	Star
Twelve Corners(15)	NA	, Lady Madona
Waring Road(17)	4	Fay's
Westgate(42)	6	Star
Westmar(19)	6	Bells, Fay's, Tops

Principal Shopping Days-7 days a week.
Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: Department Stores-B. Forman 6; J. C. Penney 5; McCurdy's 7; Sears 3; Edwards 2; Sibley's 8.
Variety Stores-H.L. Green; McCrory's; Woolworth's 10.
Discount Stores-Ames 2; Barker's 2; Gold Circle 3; K mart 5; Marshall's 3; Naum's 4; S.E. Nichols; Present Co. 5.
Chain Drug Stores-CVS 14; Dux 6; Fay's 21; Rite-Aid 26.
Chain Supermarkets-Bells 10; Big M 9; Convenient 9; IGA 10; 7-Eleven 8; Star 36; Stop-N-Go 7; Super Duper 7; Tops 9; Wegmans 21; Wilson Farms 7.
Other Chain Stores-Altiers 12; Anderson-Little 3; Baker's 5; Biba Shoes 5; Bond Clothes 2; Casual Corner 4; Chase Pitkin 9; Color Your World 3; Endicott Johnson 5; Fanny Farmer 13; Johnny Antonelli (Firestone) 11; Flagg Brothers; Florsheim 2; Goodrich; Goodyear 5; Grossman's 7; Kinney's 5; Lane Bryant 3; Lerner's 4; Marjax 3; McFarlin's 2; Nobil's; Old West 10; Ormond's 3; Radio Shack 19; Rosa & Sullivan 4; Sherwin Williams 6; Shoe Racks 4; Thom McAn 5; Top Value Enterprises 4; Western Auto 3; Waldert Opticians 10; Whelpley & Paul 8.

14 - NEWSPAPERS: DEMOCRAT & CHRONICLE (m) 130,189; TIMES-UNION (e) 114,581; DEMOCRAT & CHRONICLE (sat) 196,433; (S) 242,458; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Peter Stegner, Adv. Dir., TIMES-UNION, DEMOCRAT & CHRONICLE, 55 Exchange St., Rochester, NY 14614; Tel. (716) 232-7100.
National Representatives: Gannett; Amer. Pub. Rep.

ROME

1 - LOCATION: Oneida County (In Utica-Rome SMSA). E&P Map D-3, County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 3,023 civilian personnel.

2 - TRANSPORTATION: Railroads-Conrail; New York State Barge Canal terminal.
Motor Freight Carriers-10.
Canal Freight and Passenger Lines-2.
Airlines-Empire.
Bus Lines-Utica-Rome-Syracuse.

3 - POPULATION:
Corp. City 80 Cen. 43,826; Loc. Est. 42,329
CZ-ABC: (70) 53,196; (82) 46,200
RTZ-ABC: (70) 67,836; (82) 72,400
County 80 Cen. 253,466; Loc. Est. 249,209
SMSA 80 Cen. 320,180; Loc. Est. 316,254
City & RTZ-ABC: (70) 121,032; (82) 118,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,172; Loc. Est. 14,479
CZ-ABC: (70) 14,867; (82) 15,100
RTZ-ABC: (70) 18,295; (82) 23,300
County 80 Cen. 88,000; Loc. Est. 89,231
SMSA 80 Cen. 111,682; Loc. Est. 113,802
City & RTZ-ABC: (70) 33,162; (82) 38,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$150,000,000
Savings & Loan	1	$85,000,000
Commercial	3	$70,000,000

6 - PASSENGER AUTOS: County 118,704

7 - ELECTRIC METERS: Residence 20,506

8 - GAS METERS: Residence 11,437

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Copper & Brass 1,400 ($182); Wire 6,000 ($184); Road Mach. 380 ($178); Gov. 4,260 ($198).
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1. Last frost, May 20.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:Principal Shopping Centers-Liberty Mall, Rome City Center Mall, All Downtown. Freedom Mall, Downtown Mall.
Neighborhood Shopping Centers-At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plaza, 4 units; Grandway Plaza, 4 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Center Mart(48)	NA	Alfreds, Zayre, J.C. Penney
Black River Blvd.	1	Sears, Great American, Berkes Drugs, Kanoff
Mohawk Acres(26)	2	Wards, McCrorys
Westgate Manor (12)	3	Chicago Market, Radio Shack
Price Chopper	3	Carl's, Price Chopper
Freedom Plz.(15)	NA	Grand Union, Zayres, J.C. Penney
Suburban Plz.	NA	Carls Drug
Riverside Mall, Utica(87)	10	Howlands, Mont. Ward, Bradlee's
New Hartford(42)	12	Hess, Sears, J.C. Penney

Principal Shopping Days-Thurs., Fri., Sat
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears Roebuck; Goldberg's; Rome Bargain Center; J.C. Penney; Zayres; Simpkins.
Variety Stores-Jupiter; Kanoff's; McCrorys.
Discount Stores-Rome Bargain Center; Mutual Distributor; Community Distributing Co.; Jupiter.
Chain Drug Stores-Carl's 3; Rite-Aid 2.
Chain Supermarkets-Great American 2; P&C; Grand Union; Chicago Mkts. 2; Price Chopper.
Other Chain Stores-Endicott-Johnson; National Auto; Markson Bros.; Brooks Fashion; Goodyear; Firestone; Radio Shack; Grossman's; Color Your World; Jo-Ann Fabrics; So-Fro Fabrics.

14 - NEWSPAPERS: SENTINEL (e) 20,003; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joseph W. Blauvelt, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County, E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219. and 2 hwys. to Buffalo.

2 - TRANSPORTATION: Railroads (Freight Only)-Erie-Lackawanna (Conrail); C&O (Chessie System); Southern Tier Expressway; New York & Lake Erie (short line).
Motor Freight Carriers-2.
Intercity Bus Lines-Bluebird; Trailways; Intra City-Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890; Loc. Est. 6,890
County 80 Cen. 85,697; Loc. Est. 87,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,773; Loc. Est. 2,327
County 80 Cen. 29,280; Loc. Est. 30,717

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 34,600

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Woodworking 430 ($140); Railroad 135 ($160); Lumber Mill 121 (N.A.)
Principal Pay Day-Thursday.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First frost, Sept. 23. Last frost, May 28.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St. plus downtown shopping mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas-Washington & Center; Broad & Center 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)	0	Loblaw, McCrory
Olean Center(53)	18	A.M.&A., Hills

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bradner's
Discount Stores-Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores-McCrory; Rite Aid.
Chain Supermarkets-Bell; Parkview.
Other Chain Stores-Brown Boot; Sears (catalog); Montgomery Ward (catalog); Outdoor Store; True Value Hardware; Agway; Radio Shack; Rusty's.

14 - NEWSPAPERS: SALAMANCA PRESS (e) 3,505; sworn Mar. 31, 1982.

Local Contact for Advertising and Merchandising Data: Joseph Scherrer, Adv. Mgr., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties. E&P Map E-2. 100 mi. from Glens Falls; 50 mi. from Malone; 50 mi. from Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Trailways.
Airlines-Clinton Aero.

3 - POPULATION:
Corp. City 80 Cen. 5,578; Loc. Est. 5,414
Counties 80 Cen. 81,105; Loc. Est. 79,856
Franklin 80 Cen. 44,929; Loc. Est. 44,939
Essex 80 Cen. 36,176; Loc. Est. 34,917

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,379; Loc. Est. 2,025
Counties 80 Cen. 28,006; Loc. Est. 28,502
Franklin 80 Cen. 15,127; Loc. Est. 15,644
Essex 80 Cen. 12,879; Loc. Est. 12,858

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 18,059; Essex 16,383

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prod.; Tourism; Colleges (2); Governmental Offices.

10 - CLIMATE: Min. & Max. Temp-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING-**Principal Shopping Center**-6 blocks on 2 sts.; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(5)	0	Grand Union
Tupper Lake(7)	NA	A&P

Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Dept. Stores: Fri.; Food: Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Altman's; Montgomery Ward (Catalog); Sears; National Army; Grossman's; Diamond International.
Discount Store-Ames.
Variety Store-Newberry.
Chain Drug Stores-Mayer's 3; Dreiss Drug; Rite Aid.
Chain Supermarkets-Grand Union 4; A&P 2; IGA 3.
Other Chain Stores-Wilson; Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e) 4,932; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative: Landon Associates.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy SMSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9. I-87.

2 - TRANSPORTATION: **Railroads**-Delaware & Hudson; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines Serving City-American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 23,906; Loc. Est. 24,226
CZ-ABC: (70) 18,845; (82) 24,800
RTZ-ABC: (70) 83,803; (82) 115,100
County 80 Cen. 153,759; Loc. Est. 155,660
SMSA 80 Cen. 795,019; Loc. Est. 794,452
City & RTZ-ABC: (70) 102,648; (82) 139,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,526; Loc. Est. 8,510
CZ-ABC: (70) 6,058; (82) 9,300
RTZ-ABC: (70) 24,269; (82) 37,900
County 80 Cen. 51,935; Loc. Est. 54,138
SMSA 80 Cen. 287,272; Loc. Est. 295,756
City & RTZ-ABC: (70) 30,327; (82) 42,200

5 - BANKS: 3 Dep. $84,553,400

6 - PASSENGER AUTOS: County 76,360

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile 300; Electronics 350; Packaging 300; Seasonal Industries: Saratoga Raceway, Apr.-Dec. 250; Saratoga Racetrack, Aug. 500; Saratoga Performing Arts Center, July, Aug. 100; Skidmore College 700.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter-22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING-**Principal Shopping Centers**-4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plaza, West Ave. & Route 29; Pyramid Mall Rt. 50.
Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, J.C. Penney
Northway Plaza	18	Mont. Ward
Aviation Mall(53)	18	Sears, Penney's
Northway Mall	25	
Pyramid Mall (67)	NA	Carl Dept., Albany Pub. Mkt., Carl's Drug
Clifton Country Mall(80)	18	Penney's, Denby's, Carl Co.
West Hill Plaza (7)	NA	Jamesway Dept., P & C Mkt.
K mart Plaza	NA	K mart, Fay's Drug

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.; Mon. thru Sat., July and August.

13 - RETAIL OUTLETS: **Department Stores**-E. D. Starbuck; Standard Furniture; Carl Co.; Denby's; Mont. Ward.
Variety Store-Woolworth.
Discount Stores-Jamesway; Kings.
Chain Drug Stores-Rite-Aid 2; Mac Finn 2; Fays; Carls.
Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4; P&C Markets 2.

14 - NEWSPAPERS: SARATOGIAN (e-mon to fri) 11,410; (S) 10,894; Mar. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Corvi, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representative: Gannett.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy SMSA). E&P Map F-4. County Seat, Barge Canal Terminal, east central part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 58, 7, 50 and New York State Thruway, Northway and I-88.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); D&H and B&M (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Schenectady Transportation; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines-Thru Albany, N.Y. Airport, 10 mi. Distant-American; Page Airways; TWA; Trans East; USAir; Altair; Braniff; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 67,972; Loc. Est. 66,433
CZ-ABC: (70) 147,896; (82) 136,600
RTZ-ABC: (70) 106,951; (82) 139,800
County 80 Cen. 149,946; Loc. Est. 149,155
SMSA 80 Cen. 795,019; Loc. Est. 794,452
City & RTZ-ABC: (70) 254,847; (82) 274,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,747; Loc. Est. 28,814
CZ-ABC: (70) 49,708; (82) 52,900
RTZ-ABC: (70) 30,829; (82) 46,900
County 80 Cen. 56,158; Loc. Est. 57,621
SMSA 80 Cen. 287,272; Loc. Est. 295,756
City & RTZ-ABC: (70) 80,537; (82) 99,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 82,218

Fort Johnson
Amsterdam
Ballston Spa
SARATOGA CO.
MONTGOMERY CO.
Glenville
Clifton Park
Rotterdam
SCHENECTADY
Esperance
Duanesburg
Colonie
SCHOHARIE CO.
Altamont
Guilderland
Schoharie
Knox
ALBANY CO.

Schenectady Gazette (m)
69,244 ABC 3/ 31/ 82

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electrical , Atomic, Jet Machy. and Matls. 30,000; Bakery 330; Plates & Ptg. 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prod. 200; Concrete Prod. 100; Dairy Prod. 250; Gov't. 3,780; Plastic 250. Av. Wkly. Industrial Wage: $185.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First frost, Oct. 10-15. Last frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING-**Principal Shopping Area**-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shopping areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane Street; Upper Nott Street and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amsterdam Mall(13)	16	Grand Union, Carl Co.
Canal Sq.(22)	NA	Carl Co.
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Price Chopper, K mart, Grand Union, Albany Public Mkt.
Village Square	NA	A&P
Shoporama(9)	NA	Woolworth, Grand Union
Colonie(74)	NA	Macy's, Sears, Kennedy's, Richman Bros., CVS
Latham(62)	NA	Boston Store, J. C. Penney, Grand Union, Radio Shack, Woolworth
Northway Mall (6)	NA	Alnurt's Furn., Anderson Little
Mohawk Mall (81)	NA	Mont. Ward, Bradlees, Boston Store, Woolworth, Price Chopper, Radio Shack, Anderson Little
Rotterdam Plaza(12)	NA	Montgomery Ward, Kings, Radio Shack, Shop Rite
Crosstown Plaza	NA	Fays Drugs, Price Chopper, Fayva Shoes, Caldor, Shoe Town
Clifton Country	NA	J.C. Penney, CVS, Carl Co., A&P

Principal Shopping Days-Sat., Thurs.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: **Department Stores**-Carl Co.; Boston Store.
Variety Stores-Woolworth 5.
Discount Stores-Two Guys; Bargain City; Stewarts; Duane Sales; Discount House; K mart; Kings; Bradlees; Caldor.
Chain Drug Stores-Hall's 3; C.V.S.; Fays; Rite-Aid; Draper 2; Price Chopper 2, Rock Garden 2; Town 2.
Chain Supermarkets-Price Chopper 17; Grand Union 8; P&C; Albany Public; Shop Rite; Discount Food 2.
Other Chain Stores-Boston Store; Montgomery Ward; Sears Roebuck (General); Singer Co.; Caldor; Bradlee; Endicott-Johnson; Royce; Thom McAn; Furniture: Standard; Olenders; Robinson; Clothing: Lerner's; Auto Supplies; Detroit Supply; Firestone; Goodrich; Goodyear; Misc.: Plane Boys 2; Spiegel Catalog; Fanny Farmer.

14 - NEWSPAPERS: GAZETTE (m) 69,244; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data, M. G. Moran, Gen. Adv. Mgr., GAZETTE, 332 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative: CWO&O.

SYRACUSE

1 - LOCATION: Onondaga County (SMSA). E&P Map D-3.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.

Motor Freight Carriers-174.
Intercity Bus Lines-Greyhound; Centro; N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach.
Airlines-American; Eastern; USAir; TWA; Empire; People Express; Torontair; Airnorth; Wright; Mod

3 - POPULATION:
Corp. City 80 Cen. 170,105; Loc. Est. 168,100
CZ-ABC: (70) 396,564; (82) 372,200
RTZ-ABC: (70) 378,416; (82) 417,800
County 80 Cen. 463,324; Loc. Est. 462,400
SMSA 80 Cen. 642,375; Loc. Est. 642,400
City & RTZ-ABC: (70) 774,980; (82) 790,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 66,961; Loc. Est. 68,500
CZ-ABC: (70) 124,313; (82) 135,900
RTZ-ABC: (70) 109,032; (82) 142,100
County 80 Cen. 165,509; Loc. Est. 167,100
SMSA 80 Cen. 223,642; Loc. Est. 226,100
City & RTZ-ABC: (70) 233,345; (82) 278,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	9	N.A.
Savings & Loan	4	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 228,041

7 - ELECTRIC METERS: Residencs 170,250

8 - GAS METERS: Residence 124,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Radio & TV Sets, Parts & Components 4,200; Air Conditioning & Equipment 7,600; Traffic and Lighting Systems 2,200; Other Electric Machy., Eqp. & Supplies 3,090; Transportation Eqp. 5,000; Pottery Products 1,000; Iron and Steel 2,500; Fabricated Metal 2,100; Chemicals 2,200; Food Products 2,000; Drugs 2,200; Candies 650; Printing & Publishing 2,400; Shoes 250.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING-**Principal Shopping Center**-12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; So. Salina at Brighton; Dewitt; Lyncourt; Mattydale; S. Geddes St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairmount Fair (55)	3	Dey Bros., Sears, Addis, Flah's, Rite-Aid
K mart Plaza(20)	5	K mart, Fay's, P&C
Airport Plaza	NA	Channel Home Ctr.
Westvale(4)	1	Century House, Fays
Western Lights(26)	2	K mart, Price Chopper
Shoppingtown (125)	5	Penneys, Dey Bros., Addis, Flah's, Fay's
Nottingham(12)	3	Carl's
Northern Lights(70)	3	Chappells
Liverpool(3)	4	Carl's
Shop City(40)	1	Chappell's, National Auto, P&C
Eastwood Shopping Plaza(315)	1	Peter's
Valley Plaza(25)	2	Rite Aid
Camillus Plaza(35)	8	J.C. Penney, Witherills, Anderson-Little, Goldberg's, P&C, Carl's, Goodyear, K mart
Bayberry(35)	NA	P&C
Butternut Plz.(3)	NA	Rite-Aid
Fayetteville Mall(70)	NA	Carl's, Sears, Sibley's, Herman's
Greenhill Farms (10)	NA	Fay's Drug, K mart, Green Hills Mkt.
Penn Can Mall(95)	NA	Addis, Sears
Seneca Mall(40)	NA	Fay's, Chappell's, K mart, Price Chopper
Tri-County Mall (34)	NA	Price Chopper, Dey Bros., Fay's
Hiawatha Plz.(10)	NA	Tops
River Mall(40)	NA	P&C, Rite Aid, Ames
North Plaza	NA	Smitz's
Pyramid Mall(5)	NA	Fays
Cicero Mall(75)	NA	Service Merchandise, Price Chopper

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept. Stores, Mon. Fri.; Food, Daily & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dey

Brothers; Witherill; Chappells; Sibley's; Sears; The Addis Co.; J. C. Penney; Flah's.
Variety Stores-Woolworth; McCrory; G. C. Murphy; Ames.
Discount Stores-Ro-Lin; K mart; Cook's; Naum Bros.; Boardman Ltd.; Service Merchandise; Sugarman's; Century House.
Chain Drug Stores-Carl's 9; Fay's 10; Rite Aid Prescription Center 12; CVS 3.
Chain Supermarkets-P & C 13; Tops 9; Price Chopper 7; IGA 13; Wegman's 6; Big M Midstate 19; Green Hills 2; Chicago Mkts. 6; Super Duper 11; Silver Star Mkts. 12; Victory Markets 7; Great American 8.

Other Chain Stores-Firestone; Fanny Farmer; Dr. Scholl's; Rudolph's; Lerner; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Woolworth; G. C. Murphy; Anderson-Little; Lane Bryant.

14 - NEWSPAPERS: POST-STANDARD (m) 78,760; HERALD JOURNAL (e) 107,668; Comb. (m&e) 186,428; HERALD AMERICAN (S) 234,258; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David R. Kaczorowski, Nat'l. Adv. Mgr., HERALD JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Squares, PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-2085.
National Representatives: Newhouse; American Publishers Reps.; Leonard Co.

TARRYTOWN

1 - LOCATION: Westchester County (in New York, NY-NJ SMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwy. 117 and 119.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak. **Airlines**-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 10,648; Loc. Est. 10,477
PMA-ABC: (70) 27,144; (82) 26,600
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,961; Loc. Est. 3,958
PMA-ABC: (70) 8,642; (82) 10,000
County 80 C... 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$4,900,655,000
Savings & Loan	14	$1,265,384,000
Commercial	16	$4,154,708,000

6 - PASSENGER AUTOS: County 436,398

7 - ELECTRIC METERS: Residence 6,139

8 - GAS METERS: Residence 5,443

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($654); Electrical Machinery 8,500 ($333); Trans. Equip. 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600 ($207); Printing & Pub. 7,800 ($358); Chemicals 5,600 ($480).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days-Thu., Fri., Sat, Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's.
Variety Stores-Woolworth; M.H. Fishman.
Chain Drug Stores-Tappan 2.
Chain Supermarkets-Finast; Grand Union; Gristede.

14 - NEWSPAPERS: NEWS (e) 4,953; (S) 4,500, Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative: Gannett.

TONAWANDA

See NORTH TONAWANDA

TROY

1 - LOCATION: Rensselaer County (in Albany-Schenectady-Troy SMSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: Railroads-Conrail; D. & H.; Amtrak; freight service.
Motor Freight Carriers-120.
Intercity Bus Lines-C.D.T.A.; Yankee Trails; Greyhound; Trailways; Vermont; Arrow; Bonanza and Village Transportation.
Airlines-American; Eastern; USAir; Bar Harbor; Mall.

3 - POPULATION:
Corp. City 80 Cen. 56,638; Loc. Est. 55,520
CZ-ABC: (70) 119,931; (82) 107,400
RTZ-ABC: (70) 122,168; (82) 140,500
County 80 Cen. 151,966; Loc. Est. 153,230
SMSA 80 Cen. 795,019; Loc. Est. 794,452
City & RTZ-ABC: (70) 242,099; (82) 247,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,491; Loc. Est. 21,001
CZ-ABC: (70) 39,682; (82) 41,500
RTZ-ABC: (70) 36,496; (82) 49,500
County 80 Cen. 52,735; Loc. Est. 54,797
SMSA 80 Cen. 287,272; Loc. Est. 295,756
City & RTZ-ABC: (70) 76,178; (82) 91,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	18	N.A.
Savings & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 67,905

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Construction Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Utility Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semiskilled Textile Operators 2,280; Semiskilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Managers 1,908; Farm Laborers & Supervisors 1,365.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-85; Fall 45-56; Winter 6-35. First frost, Oct. 15. Last frost, early May.

11 - TAP WATER: Neutral, relatively soft; fluoridated.

12 - RETAILING:Principal Shopping Center-19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts. Cohoes: Seven blocks centering at Ontario & Remsen St. Watervliet: Broadway from 14th St. N. to 19th St. Waterford: Broad St. from 2nd to 5th St. Latham: Latham Corners Mall; Menand's: Broadway. Mechanicville: Park Ave. Hoosick Falls: Downtown Area; Colonie Shopping Center; Northway Mall; East Greenbush Fair; Clifton Country Mall, Uncle Sam Mall; Downtown Troy; Wolf Road Park; Westgate; Stuyvesant Plaza.
Principal Shopping Days-Wed., Thurs, Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Fri. Some Tues. & Thurs.; Shopping Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: Department Stores-Denby's; Montgomery Ward; Stanleys; Boston Store; J. C. Penney; Macy; Sears; K mart; Carl Co.; Kings; Flahs; Caldor; Bradlees.
Variety Stores-Woolworth 2.
Discount Stores-Jupiter; Stanley's; K mart; Kings.
Chain Drug Stores-CVS Pharmacy 4; Rite-Aid 2; Fay's 2; Shop-Rite; CVS 2.
Chain Supermarkets-Grand Union 8; A&P 3; Price Chopper 12; P&C; Albany Public Markets 5; Star Super 2; Food Circus 3; Shop-Rite 2; Stewarts 6.
Other Chain Stores-Singer Co.; Endicott-Johnson; Wells & Coverly; Standard; Outlet Barn Firestone; Goodyear; Peraoult; Ursula of Switzerland; Amer-

SCHENECTADY GAZETTE LEADS IN 3 OUT OF 5 METRO COUNTIES

Year after year the five counties that make up the Albany-Schenectady-Troy Metro area are recognized as one of the best test markets in the country. Make sure you reach the **entire** market. Use the Schenectady Gazette to reach the counties where others fall short.

Metro Area County	Circulation Schenectady Gazette	Circulation Albany TU & KN
Albany	4,408	84,028
Schenectady	**42,654**	8,269
Saratoga	**12,355**	7,537
Rensselaer	145	16,685
Montgomery	**4,437**	**546**

SCHENECTADY GAZETTE

Schenectady, New York 12301
Phone (518) 374-4141

Source: ABC Audit Reports 9/30/81

Represented by C.W.O. & O.

ican Seal Faint; French Boot Shop; Thom McAn; Walden Book; Hat Factory; Sterling Optical; Laine Bags; Barbizon; Hit or Miss; Color Your World; Snyder Leather; Shatz Stationery; Union Book; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Alperts; Herman's; Toys 'R Us; The Gap; David's; Sherry's; Weathervane.

14 - NEWSPAPERS: TIMES RECORD (e) 45,292; SUNDAY RECORD (S) 44,682; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD & SUNDAY RECORD, 501 Broadway, Troy, NY 12180; Tel. (518) 272-2000.
National Representative: None.

UTICA

1 - LOCATION: Oneida County (In Utica-Rome SMSA). E&P Map E-3, County Seat. Center of State; on Mohawk Valley; 202 mi. E of Buffalo 237 mi. NW of N.Y. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak (Passenger); Conrail (Freight).
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome; Trailways.
Airlines-Empire; Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 75,632; Loc. Est. 72,041
CZ-ABC: (70) 137,036; (82) 114,800
RTZ-ABC: (70) 252,703; (82) 252,800
County 80 Cen. 253,466; Loc. Est. 249,209
SMSA 80 Cen. 320,180; Loc. Est. 316,254
City & RTZ-ABC: (70) 389,739; (82) 367,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,897; Loc. Est. 28,724
CZ-ABC: (70) 44,728; (82) 43,600
RTZ-ABC: (70) 73,485; (82) 86,700
County 80 Cen. 88,000; Loc. Est. 89,231
SMSA 80 Cen. 111,682; Loc. Est. 113,802
City & RTZ-ABC: (70) 118,213; (82) 130,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	$452,694,000
Savings & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 118,704

7 - ELECTRIC METERS: Residence 61,039

8 - GAS METERS: Residence 40,891

9 - PRINCIPAL INDUSTRIES: Number of Employees-Durable Goods 21,600; Non-Durable Goods 11,000; Machy. & Transp. Eqpt. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper & Products 4,600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First frost, Sept. 20. Last frost, May 10.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive, Charlestown Outlets. Pyramid Mall (enclosed) 85 stores.
Neighborhood Shopping Centers-2 blocks N Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

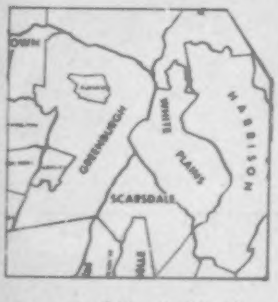
Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American
North Utica	2	
Grand Way	2	Grand Way
New Hartford	5	Sears, Howland, Grand Way
Chicago Mkt.	2	Chicago Mkt., Rite-Aid
Nichols	6	P & C, Nichols Discount, Marcy
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole(7)	2	Hayes Appl.
Riverside Mall	3	Mont. Ward, Howlands
Pyramid Mall	NA	Sears, Hess, J.C. Penney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; J.C. Penney; Hess; Zayres.
Variety Stores-Woolworth's 4.
Discount Stores-Nichols; K mart; Tars; Tehans; Mutual Distributors; Bradlees 2.
Chain Drug Stores-Rite-Aid 8; Carl's 2; Fay Drugs 2; CVS Pharmacies.
Chain Supermarkets-Great American Stores (Victory) 2; A&P; Grand Union 2; Foodland 14; Chicago Markets 7; Chenatry 2; Hapanowicz Bros. ; P&C; Price Chopper 2.
Other Chain Stores-Brooks Store; Endicott Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; Howland 2; Lerner's; Barbara Moss 2; Huckleberry Finn; Hickory Farms; Wicks & Greenman, Casual Corner; Anderson Little 2; Mills Factory; Gressman's; 84-Lumber.

14 - NEWSPAPERS: PRESS (m) 29,211; OBSERVER DISPATCH (e) 37,455; Comb. (m&e) 66,666; OBSERVER DISPATCH (S) 58,225; Mar. 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Crimmer, Natl. Adv. Mgr., OBSERVER-DISPATCH & PRESS, 221 Oriskany Plaza, Utica, NY 13503; Tel. (315) 797-9150.
National Representative: Gannett.

White Plains



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Gannett Westchester Rockland Newspapers

Call 914-694-9300 or Gannett Newspaper Advertising Sales

WATERTOWN

1 - LOCATION: Jefferson County, E&P Map D-2, County Seat. Dairying, mfg., tourist business. Shipping center for ind. & agri. area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 22 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: Railroads-Conrail.
Bus Lines-Central Greyhound.
Airlines-Clinton Aero.

3 - POPULATION:
Corp. City 80 Cen. 27,861; Loc. Est. 26,989
CZ-ABC: (70) 40,170; (82) 36,700
RTZ-ABC: (70) 184,070; (82) 191,100
County 80 Cen. 88,151; Loc. Est. 87,663
City & RTZ-ABC: (70) 224,240; (82) 227,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,630; Loc. Est. 8,254
CZ-ABC: (70) 13,074; (82) 13,700
RTZ-ABC: (70) 51,591; (82) 63,000
County 80 Cen. 30,792; Loc. Est. 31,518
City & RTZ-ABC: (70) 64,665; (82) 76,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$319,223,000
Savings & Loan	1	$20,767,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: County 38,267

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,554

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elec. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Products; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip; Specialty Test Equip; Burglar Alarm Equip; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First frost, Oct. 31. Last frost, April 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center: Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart
Jamesway	1	Great American
Northland Plz.(11)	2	A&P, Kinney Drug, Ames
Stateway Plz.(15)	1	Fay's Drug, P&C, Century Wholesale
Washington St. Plaza(4)	NA	Kinney Drug, Grand Union
Seaway Plaza (17)	NA	Super Duper, P&C, Kinney's
Watertown Plaza	NA	Nichol's, A&P

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon., Thu., & Fri.
Stores Open Sundays-Drug, discount, food, department.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; F.A. Empsall; Smith & Percy; Sears; Howland's; Nichols.
Discount Stores-Big N; Jamesway; Century Wholesale; Fay's; K mart.
Variety Stores-Woolworth; Beckman's.
Chain Drug Stores-Kinney; Fay's; Rite-Aid 2.
Chain Supermarkets-A&P 2; Super Duper 2; Red & White; P&C 2; Hilltop Plaza I.G.A.; Great American 2.
Other Chain Stores-Kinney; Barbara Moss; Pittsburgh Plate Glass; Lowe Brothers; Firestone; Goodyear; Singer Co.; Sherwin-Williams; Grossman's; Wickes Home Supply; Tagway Shoes.

14 - NEWSPAPERS: TIMES (e) 41,400; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Mgr., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.
National Representative: CWO&O.

WAVERLY, NY

See SAYRE, PA

WELLSVILLE

1 - LOCATION: Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Genesee Valley.

3 - POPULATION:
Corp. City 80 Cen. 5,769; Loc. Est. 5,541
CZ-ABC: (70) 5,815; (82) 5,500
RTZ-ABC: (70) 25,673; (82) 27,900
County 80 Cen. 51,742; Loc. Est. 51,198
City & RTZ-ABC: (70) 31,488; (82) 33,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304; Loc. Est. 1,865
CZ-ABC: (70) 1,974; (82) 2,200
RTZ-ABC (70) 7,973; (82) 10,100
County 80 Cen. 16,505; Loc. Est. 16,820
City & RTZ-ABC: (70) 9,947; (82) 12,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$95,000,000

6 - PASSENGER AUTOS: County 19,726

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furniture.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. first killing frost, Oct. 1.-Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St.
Principal Shopping Days-Thurs., Fri.
Shopping Plaza-Ames Big N; K mart; Park Ave. Plaza.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Rockwells; Davies; J.J. Newberry.
Variety Stores-Sears; Montgomery Ward.
Discount Stores-Latsons; S.S. Kresge; K mart; Ames Big N.
Chain Supermarkets-Super Duper; Giant.
Chain Drug Stores-Peterson's; Rite-Aid.
Other Chain Stores-Western Auto; Triangle; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 3,615; SUNDAY SPECTATOR (S) 3,945; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Linda M. Leone, Adv. Mgr., REPORTER, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
National Representative: Landon Associates.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22,119 and Bronx River, Hutchinson and Central West Pkwy.; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 46,999; Loc. Est. 45,929
TODAY PMA-ABC: (70) 894,104; (82) 857,100
REPORTER DISPATCH PMA-ABC: (70) 348,862; (82) 381,500
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,902; Loc. Est. 18,796
TODAY PMA-ABC: (70) 282,629; (82) 317,400
REPORTER DISPATCH PMA-ABC: (70) 106,165; (82) 131,300
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$4,154,708,000
Savings	23	$4,900,655,000
Savings & Loan	14	$1,265,384,000

6 - PASSENGER AUTOS: County 496,398

7 - ELECTRIC METERS: Residence 16,655

8 - GAS METERS: Residence 11,323

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($654); Electrical Machinery 8,500 ($333); Transportation Equip. 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600 ($207); Printing & Publishing 7,800 ($358); Chemicals 5,600 ($480).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost; Oct. 31. Last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greeburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Martsdale Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Country, Yonkers(81)	NA	Gimbel's, Finast, Wanamaker

The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thurs., Fri., Sat.; Sun.
Stores Open Evenings-Dept.-Mon., Thu.; Food-Thu., Fri.

13 - **RETAIL OUTLETS: Department Stores**-B. Altman; Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Gimbel's; Bonwit Teller; Abraham & Straus; J. C. Penney; Neiman-Marcus.
Variety Stores-Lamston; Woolworth; Kresge.
Discount Stores-Alexander's; Masters; Caldor.
Chain Drug Stores-Courtesy; Post Road Phcy.; CVS.
Chain Supermarkets-A&P; Shopwell 3; Finast; Gristede; Pathmark; Waldbaum's; Grand Union.
Other Chain Stores-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack.

14 - **NEWSPAPERS:** REPORTER DISPATCH (e) 42,853; (S) 47,650; TODAY (m-mon to fri) 29,010; Mar. 27,1982.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative: Gannett.

YONKERS

1 - **LOCATION:** Westchester County (In New York, NY-NJ SMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9 & State Hwys. 100 & 9A; N.Y. Thruway. Saw Mill River Pkwy.

2 - **TRANSPORTATION: Railroads**-Conrail; Amtrak.
Airlines-Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - **POPULATION:**
Corp. City 80 Cen. 195,351; Loc. Est. 192,118
PMA-ABC: (70) 257,794; (82) 231,300
County 80 Cen. 866,599; Loc. Est. 855,630
SMSA 80 Cen. 9,119,737; Loc. Est. 8,984,313
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 73,892; Loc. Est. 74,764
PMA-ABC: (70) 85,944; (82) 90,100
County 80 Cen. 307,450; Loc. Est. 312,939
SMSA 80 Cen. 3,498,354; Loc. Est. 3,546,696

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	16	$4,154,708,000
Savings	23	$4,900,655,000
Savings & Loan	14	$1,265,384,000

6 - **PASSENGER AUTOS:** 496,398

7 - **ELECTRIC METERS:** Residence 63,842

8 - **GAS METERS:** Residence 47,130

9 - **PRINCIPAL INDUSTRIES:** Industry, number of wage earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($310); Non-Electrical Machinery 16,200 ($654); Electrical Machinery 8,500 ($333); Trans. Equip. 5,600 ($592); Instruments 4,800 ($356); Food 11,000 ($535); Apparel 3,600 ($207); Printing & Publishing 7,800 ($358); Chemicals 5,600 ($480).

10 - **CLIMATE:** Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, April 10.

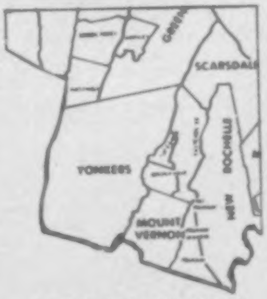
11 - **TAP WATER:** 2 sources (1 acid-very soft; 1 acid-hard); fluoridated.

12 - **RETAILING:Principal Shopping Centers**-5 blocks at Getty Square incl. Main St., New Main St., So. Broadway, No. Broadway and Palisade Ave.
Neighborhood Shopping Center-South Yonkers-5 blocks on Lower So. Broadway.
Nearby Shopping Center-Cross County (3 mi.)-Wanamaker's, Finast, Gimbel's. Central Plaza-Alexander's, Caldor's.
Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thurs., Fri.

13 - **RETAIL OUTLETS: Department Stores**-Wanamakers; Gimbels; Alexander's; Caldor's.
Variety Stores-Green's; Woolworth.
Discount Stores-Sunset Appliances.
Chain Drug Store-Rite-Aid.
Chain Supermarkets-Finast 5; Waldbaum; A&P 5; Shopwell C Town 3; Grand Union; Pathmark; Pioneer.

14 - **NEWSPAPERS:** HERALD STATESMAN (e) 30,338; (S) 36,898; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative: Gannett.

Yonkers



...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $36,458) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

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NORTH CAROLINA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe and Madison Counties.
Burlington-Alamance County.
Charlotte-Gastonia-Gaston, Mecklenburg and Union Counties.
Fayetteville-Cumberland County.
Greensboro-Winston-Salem-High Point-Davidson, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
Hickory-Alexander and Catawba Counties.
Norfolk-Virginia Beach-Portsmouth N.C.-Va.-Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, Va.; Currituck County, N.C.
Raleigh-Durham-Durham, Wake and Orange Counties.
Salisbury-Concord-Cabarrus and Rowan Counties.
Wilmington-New Hanover and Brunswick Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	437	403	419
5-14 Years	1,017	929	965
15-24 Years	984	1,144	1,188
25-44 Years	1,234	1,645	1,709
45-64 Years	1,080	1,151	1,196
65 and Over	412	602	625
TOTAL	5,084	5,874	6,102

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	767	1,091	1,468
General Mdse	1,308	1,982	2,945
Food	2,386	3,831	6,456
Automobiles	2,366	3,709	4,812
Gasoline Stations	797	1,380	2,540
Apparel	576	805	1,179
Furniture	589	825	1,142
Eat-Drink Places	881	1,177	2,038
Drugs	380	558	892
TOTAL	10,650	16,942	26,031

ASHEBORO

1 - **LOCATION:** Randolph County (In Greensboro-Winston Salem-High Point SMSA). County Seat. E&P Map D-2. 28 mi. S. of Greensboro on Hwys. 220, 64, 49.

2 - **TRANSPORTATION: Railroads**-Norfolk & Southern.
Intercity Bus Lines-Greyhound, Trailways.

3 - **POPULATION:**
Corp. City 80 Cen. 15,252; Loc. Est. 15,836
PMA-ABC: (70) 58,412; (82) 73,100
County 80 Cen. 91,861; Loc. Est. 92,372
SMSA 80 Cen. 827,385; Loc. Est. 817,524

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 6,130; Loc. Est. 6,526
PMA-ABC: (70) 18,518; (82) 27,200
County 80 Cen. 32,964; Loc. Est. 34,163
SMSA 80 Cen. 298,667; Loc. Est. 303,842

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$164,269,106
Commercial	8	$181,344,000

6 - **PASSENGER AUTOS:** County 48,318

7 - **ELECTRIC METERS:** 9,802

8 - **GAS METERS:** N.A.

9 - **PRINCIPAL INDUSTRIES:** Furniture; Textiles; Wood Products; Lumber; Wearing Apparel; Machinery; Batteries; Shoes; Paper Board; Electrical Products; Hosiery.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 15-45; Summer 40-100; Fall 20-90; Winter 3-70.

11 - **TAP WATER:** Soft, treated.

12 - **RETAILING:Principal Shopping Centers**-Downtown-3 blocks on Sunset Ave. and 3 blocks on So. Fayetteville St.
Neighborhood Shopping Center-Northgate Plaza-North Fayetteville St. (10 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hammer Village(10)	NA	Revco, Winn-Dixie
Hillside(8)	NA	Fox Drugs
Randolph Mall	NA	Belk's, Woolco
Northgate Plaza(10)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept. & discount open nightly until 9 p.m.

13 - **RETAIL OUTLETS: Department Stores**-Belk-Yates; B. C. Moore's; McCown-Smith; King's; Rose's; K-mart.
Discount Stores: Family Dollar Store; King's; Super Dollar.
Variety Stores-Eagle's.
Chain Drug Stores-Mann's; Revco; Eckerd's; Value-Pak.
Chain Supermarkets-Winn-Dixie; Food World; Lowes Foods 10; Columbia Food Markets 2; Harris-Teeter; Food Town.
Other Chain Stores-Sears (mail order and appliance); Carolina Tire Co. (Goodyear); Advance Stores; Pic 'n Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn; Outlet U.S.A.

14 - **NEWSPAPERS:** COURIER TRIBUNE (e-mon to fri) 14,448; (S) 14,803; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dalton, Adv. Mgr., COURIER TRIBUNE, PO Box 340, Asheboro, NC 27203; Tel. (919) 625-2104.
National Representative: Landon Associates.

ASHEVILLE

1 - **LOCATION:** Buncombe County (SMSA). E&P Map B-2. County Seat. On Blue Ridge Pkwy (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville. On U.S. Hwys. 23, 25, 19, 70 & 74; interstate 26 & 40.

2 - **TRANSPORTATION: Railroads**-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Piedmont; Wheeler.

3 - **POPULATION:**
Corp. City 80 Cen. 53,281; Loc. Est. 51,094
CZ-ABC: (70) 83,260; (82) 94,200
RTZ-ABC: (70) 336,454; (82) 407,700
County 80 Cen. 160,934; Loc. Est. 161,991
SMSA 80 Cen. 177,761; Loc. Est. 178,470
City & RTZ-ABC: (70) 419,714; (82) 501,900
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 21,711; Loc. Est. 20,858
CZ-ABC: (70) 28,011; (82) 37,100
RTZ-ABC: (70) 104,714; (82) 148,900
County 80 Cen. 60,274; Loc. Est. 62,527
SMSA 80 Cen. 66,118; Loc. Est. 68,367
City & RTZ-ABC: (70) 132,785; (82) 186,000

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	6	$475,001,692
Savings & Loan	7	(incl. above)
Savings	6	(incl. above)

6 - **PASSENGER AUTOS:** County 83,456

7 - **ELECTRIC METERS:** Residence 77,512

8 - **GAS METERS:** Residence 10,025

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners-Food 1,100; Apparel 2,400; Textile 3,900; Lbr/Wood-Furn/Fabr. Metals 2,900; Prtg. & Publ./Chemicals (Nylon-Rayon & Allied Prod) 4,400; Elec. Mach. 4,000. Av. Wkly. Wages $219.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 14. Last killing frost, May 3.

11 - **TAP WATER:** Acid, very soft; fluoridated.

12 - **RETAILING:Principal Downtown Shopping Centers**Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall(42)	2	Eckerd's, Brendle's
TriCity(10)	12	Foodtown, Western Auto
K mart No. 1(4)	3	K mart, Eckerd
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's, Shelley Jewelry
Town & Country	3	Fine Fare Shoe Town, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Belk, Ivey's, Meyers Arnold
Biltmore Forest(25)	3	Winn-Dixie, Eckerd's
Grace Plaza	3	Winn-Dixie, Eckerd's
Westgate(46)	2	Winn-Dixie, Rose's, Bon Marche
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Giant, Bur-Carr Interiors
WNC	13	Gant Furniture, Ward Drug
Valley View(9)	12	Dollar General, Bi-Lo, Davis
Bi-Lo Plaza(2)	12	Bi-Lo Food, Revco
Ingles West Plaza	4	Revco, Rose's, Ingles, Pic 'n' Pay Shoes, Army Store

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thurs., Fri., Sat.
Stores Open Evenings-Some Fri., some Mon. Discount stores open every night & Sun. afternoons.

13 - **RETAIL OUTLETS: Department Stores**-Meyers Arnold; Belk's; J.C. Penney; Ivey's; Sears; Fain's; Byrd's.
Discount Stores-Sky City 2; K mart 3.
Variety Stores-Woolworth; Rose's 2; Davis 2; United; Family Dollar Store; Dollar General.
Chain Drug Stores-Eckerd's 6; Revco 7; Rite-Aid 3.
Chain Supermarkets-Winn-Dixie 5; Bi-Lo 5; Ingles 15; Giant Food 2; Ice Service Stores 14.
Other Chain Stores-Goodrich; Firestone 2; Western Auto; Sterchi Furniture; Lerner's 2; K mart 3; Philips Shoes; Singer Co.; Sherwin-Williams Paints 2; Glidden Paints; Moore's; Lowes; S&H Green Stamps 2; Top Value Stamps; 84 Lumber.

14 - **NEWSPAPERS:** CITIZEN (m-mon to fri) 47,676; (e) 14,352; Comb. (m&e) 62,028; CITIZEN-TIMES (sat) 60,793; (S) 68,192; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611.
National Representative: Sawyer-Ferguson-Walker.

BURLINGTON

1 - **LOCATION:** Alamance County (SMSA). E&P Map D-2. Manufacturing and agriculture center.

2 - **TRANSPORTATION: Railroads**-Southern.
Motor Freight Carriers-31.
Intercity Bus Lines-Carolina Trailways.
Airlines-Eastern; Piedmont.

3 - **POPULATION:**
Corp. City 80 Cen. 37,266; Loc. Est. 36,413
CZ-ABC: (70) 55,660; (82) 59,100
RTZ-ABC: (70) 48,864; (82) 50,800

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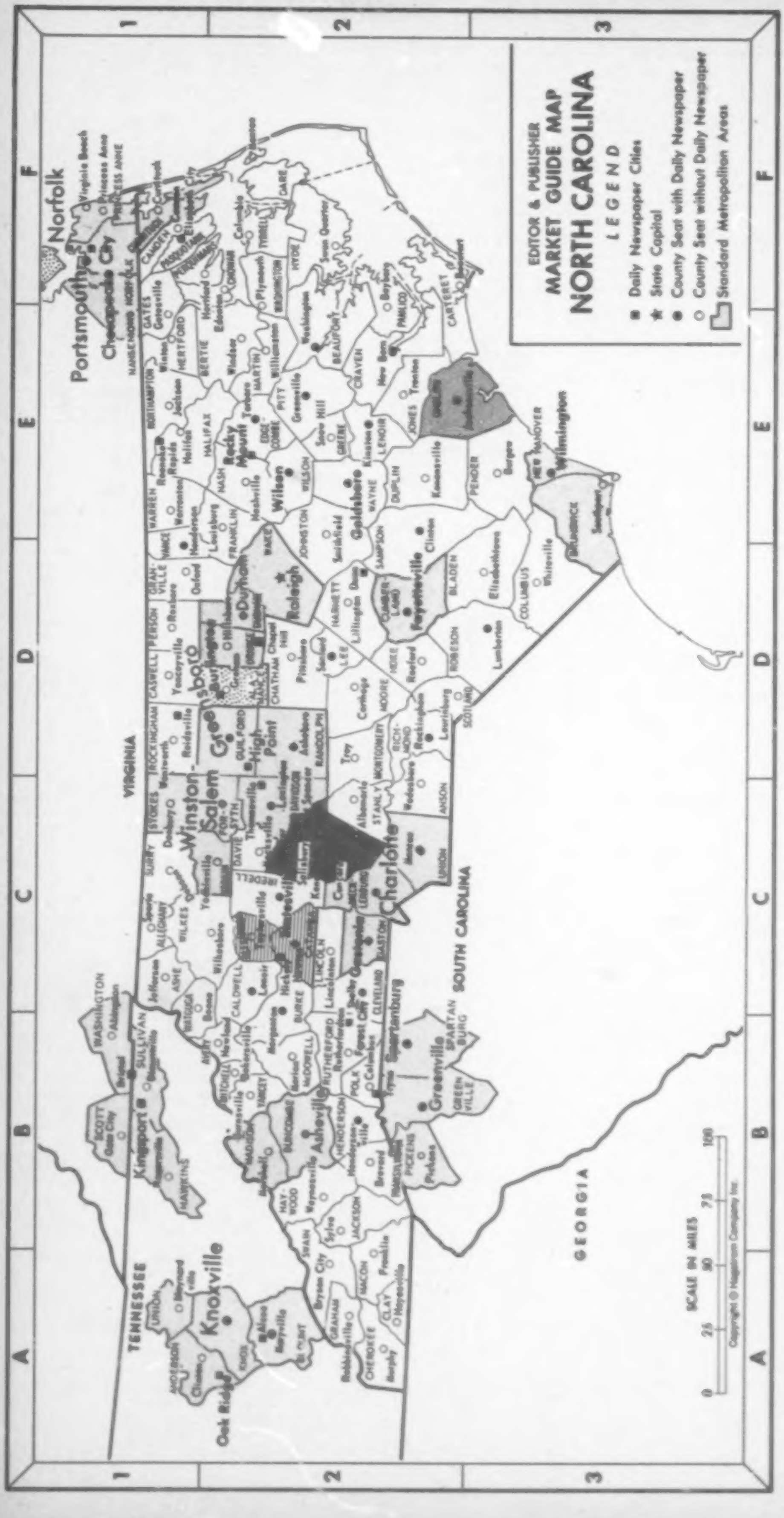


County/SMSA 80 Cen. 99,136; Loc. Est. 96,649
City & RTZ-ABC: (70) 104,524; (82) 109,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,367; Loc. Est. 14,281
CZ-ABC: (70) 29,851; (82) 21,800
RTZ-ABC: (70) 17,636; (82) 17,900
County/SMSA 80 Cen. 35,900; Loc. Est. 36,081
City & RTZ-ABC: (70) 32,295; (82) 39,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: 34,437

7 - ELECTRIC METERS: Residence 40,850

8 - GAS METERS: Residence 12,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 14,768 ($202); Furniture 600 ($220); Electronics 1,108 ($478); Foods 600 ($260).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Park (21 stores); Burlington Manufacturers Outlet Center (45 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cum-Park Plz(31)	NA	Winn-Dixie, Rose's
Glen Raven (6)	NA	Winn-Dixie
Holly Hill East(8)	NA	Revco, Foodtown
Holly Hill Mall(56)	NA	Sears, Belk-Beck, Eckerd
Bur-Mil Plaza	NA	Bur-Mil Outlet
Northgate Plz.(4)	NA	Food World, Pic N Pay, Family Dollar
Spoon Plaza(5)	NA	Byrd's, Zayres
Edgewood Vlg.(8)	NA	Brendles, Harris-Teeter, SupeRx

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: **Department Stores**-Sellers 2; J.C. Penney; Belk-Beck; Sears; K mart.
Discount Stores-Super $; Family Dollar Store; Zayre; Bur-Mil; Mann's Consumer Sales.
Variety Stores-Rose's; Woolworth; Bell's.
Chain Drug Stores-Eckerd's; SupeRx; Revco.
Chain Supermarkets-Byrds 4; Winn-Dixie 5; Food World 2; Foodtown 2; Harris Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Prago-Guys; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wiches; Pic'N'Pay.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 28,486; (m-sat) 28,193; (S) 28,525; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Warren Fraser, Adv. Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative: London Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham SMSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 miles S.W. of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; Interstate 85.

2 - TRANSPORTATION: **Railroads**-Carrboro; Southern.
Motor Freight Carriers-6.
Airlines-(Raleigh-Durham) United; Eastern; Piedmont; Delta; USAir; New York Air.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421; Loc. Est. 33,243
Counties 80 Cen. 229,840; Loc. Est. 231,176
  Orange County 80 Cen. 77,055; Loc. Est. 79,807
  Durham County 80 Cen. 152,785; Loc. Est. 152,840
SMSA 80 Cen. 530,573; Loc. Est. 538,626
Demographic info[illegible]ation available from Newspaper. See parr[illegible]h 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,019; Loc. Est. 10,418
Counties 80 Cen. 83,658; Loc. Est. 85,581
  Orange County 80 Cen. 27,044; Loc. Est. 28,853
  Durham County 80 Cen. 55,614; Loc. Est. 56,728
SMSA 80 Cen. 189,012; Loc. Est. 197,258

5 - BANKS:	NUMBER	EST. DEP.
Commercial	8	N.A.

6 - PASSENGER AUTOS: Chapel Hill 22,344; Counties: Orange 37,042; Durham 82,648.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture (Wheat, Corn & Tobacco); Timber; Blue Cross-Blue Shield; Univ. of North Carolina.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29. Last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(25)	NA	Eckerd's, Foodtown, Sears
Glen Lennox (11)	NA	
University Mall(62)	NA	Ivey's, Belk's, Kerr Drug, Rose's, Winn-Dixie
Kroger(12)	NA	Kroger
Village Plaza(10)	NA	Harris Teeter
Carr Mill Mall(15)	NA	Harris Teeter
Rams Head(3)	NA	A&P

13 - RETAIL OUTLETS: Chain Department Stores-Sears; Kerr's; Ivey's; Eckerd's.
Chain Supermarkets-Foodtown; Winn-Dixie.
Chain Variety Stores-Belk's; Rose's.

14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon to fri) 5,835; (S) 7,700; sworn Mar. 30, 1982.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr. Adv. Dir., CHAPEL HILL NEWSPAPER, 1505 W. Franklin St., PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (in Charlotte-Gastonia SMSA) E&P Map C-2, County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74; State Hwys. 16, 27, 49; Interstate Hwys. 85, 77.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak.
Motor Freight Carriers-125.
Intercity Bus Lines-Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines-United; Eastern; Piedmont; Delta; Air Virginia; Atlantis; Tennessee; Wheeler; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 314,447; Loc. Est. 316,966
CZ-ABC: (70) 342,030; (82) 395,700
RTZ-ABC: (70) 958,330; (82) 1,083,400
County 80 Cen. 404,270; Loc. Est. 407,509
SMSA 80 Cen. 637,218; Loc. Est. 642,053
City & RTZ-ABC: (70) 1,300,360; (82) 1,479,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 117,817; Loc. Est. 121,322
CZ-ABC: (70) 106,026; (82) 150,700
RTZ-ABC: (70) 271,811; (82) 381,000
County 80 Cen. 146,967; Loc. Est. 152,677
SMSA 80 Cen. 226,250; Loc. Est. 235,027
City & RTZ-ABC: (70) 377,837; (82) 531,700

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	10	$1,000,000,000
Commercial	19	$20,000,000,000

6 - PASSENGER AUTOS: County 290,053

7 - ELECTRIC METERS: Residence 158,724

8 - GAS METERS: Residence 55,191

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-SMSA-Construction 17,700 (N.A.); Trans. & Utilities 30,900 (N.A.); Trade 79,200 (N.A.); Fin., Ins. & Real Estate 21,600 (N.A.); Services 54,600 (N.A.); Food 7,700 ($222); Textiles 27,000 ($207); Printing 5,500 ($278); Machinery 17,000 ($258).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Avg. Temperature-Spring 60; Summer 77; Fall 60; Winter 40. Avg. Annual Rainfall, 42.7 in. First killing frost; Nov 4.

11 - TAP WATER: Alkaline, very soft, fluoridated.

**12 - RETAILING:Principal Shopping Are[illegible] blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St.; and 3 blocks on W. Trade St.
Neighborhood Shopping Centers-(Number of Stores)-Albemarle Plaza 5; Amity Gardens 46; Carmel Commons 7; Central 4808 14; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; Darby Acres 6; The Depot 13; Eastway Shopping Ctr. 26; Forest Pawtuckett 5; Foxcroft 6; Freedom Drive 4; Freedom Mart 18; Freedom Plaza 10; Freedom Village 33; Hampshire Hills 8; Idlewild 7; Independence Shopping Center 23; K mart Plaza 21; Lanier 13; Loehmann's Plaza 15; Market Place 10; Myers Park 12; North East Plaza 11; North Park Mall 28; Olde Towne Village Center 11; Park Square 9; Pineville Road 7; Providence Road 10; Providence Square 23; Providence Village 8; Queensgate 10; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Park 22; Starmount 18; Statesville Avenue 7; Triangle 9; Tyvola 23; University Park 15; Village Shopping Ctr. 11; Westerly Hills 20; Westfield 6; Westover 19; West Park Mall 35; Yorkmont 28.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Outlet Square(34)	1	Big Star, Eckerd
Cotswold	4	A&P, Brendles, Ivey's, Peebles, Eckerd, Harris Teeter
Eastland Mall(110)	6	Belk, Eckerd, Ivey's, J.C. Penney, Sears
Eastridge Mall(110)	NA	Belk, Eckerd, Ivey's, J.C. Penney
Freedom Mall(56)	3	Peebles, Eckerd, Sears Surplus, Richway
Monroe Mall(43)	NA	Peebles, J.C. Penney, Belk, Woolco
Overstreet Mall(45)	0	Belk, Ivey's
Park Road Ctr.(51)	4	A&P, Colonial, J.C. Penney
SouthPark Mall(89)	6	Belk, Eckerd, Iveys, Sears
Tryon Mall(42)	4	Eckerd, Woolco

Principal Shopping Days-Thu., Fri., Sat., Sun. (where open).
Stores Open Evenings-Most large community shopping centers-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk 3; Peebles 3; Ivey's 4; J. C. Penney 2; Sears 3.
Discount Stores-Famous Mart 2; K mart 4; Richway 4; Zayre 4; Servicer Merchandise 2.
Chain Supermarkets-A&P 7; Big Star 4; Bi-Lo 6; Elders; Food Town 9; Harris-Teeter 18; Kroger 4; Park N Shop 2; Reids 2; 3 Guys Ltd. 4; Winn Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Family Dollar 9; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 5; J. O. Jones 2; Julies 4; Leonard & Nicholson Royal Tires 3; Lowes 4; Maxwells; Montaldos 2; Nationwide 2; One Price Tire 3; Pic N Pay 6; Queen City TV 6; Thom McCan 2; White Stores 4.

14 - NEWSPAPERS: OBSERVER (m) 169,222; NEWS (e) 44,810; Comb. (m&e) 214,032; OBSERVER (S) 241,802; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gene Williams, OBSERVER, 600 S. Tryon St., Charlotte, NC 28232; Tel. (704) 379-6900.
National Representative: Knight-Ridder.

CLINTON

1 - LOCATION: Sampson County, E&P Map E-2, County Seat. 60 miles from Wilmington, 60 miles from Raleigh, 30 miles East of Fayetteville. U.S. Highways 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads-Seaboard Coastline (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,552; Loc. Est. 7,738
County 80 Cen. 49,687; Loc. Est. 51,491

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; Loc. Est. 2,992
County 80 Cen. 16,646; Loc. Est. 17,957

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$80,000,000
Savings	3	$65,000,000

6 - PASSENGER AUTOS: County 25,000

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Meat Packing 800; Electrical Appliances 750; Wood Products 200; Furniture 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days-Thurs., Fri.

10 - CLIMATE: Year Avg. 61.7. First killing Frost Nov. 1; Last killing frost March 15.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coharie Plaza	1	Rose's, Big Star, Belk's
Jordan	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Winn-Dixie
Shamrock Plaza	1	Piggly Wiggly, Eckerd's
K mart Plaza	1	K mart, Revco, Harris Teeter

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Coharie Plaza open til 9. All grocery stores open til 9. Piggly Wiggly stores open 24 hrs., K mart Plaza open til 9.

13 - RETAIL OUTLETS: Department Stores-Belk's; Leder Brothers.
Variety Stores-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart.
Chain Drug Stores-Eckerd's; Butler's Rexall; Reynold's; Valu-Rite; Revco 2.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'n' Pay Shoes; Children's Shop; Dossenbachs.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri, S) 7,606; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Gaither Perry, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (in Salisbury-Concord, NC SMSA). E&P Map C-2, County Seat. In Piedmont section. Textile, hosiery and cigarette mfg. center; agricultural area. Midway between Washington, D.C. and Atlanta.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-At Douglas Airport, Charlotte, N.C.

3 - POPULATION:
Corp. City 80 Cen. 16,942; Loc. Est. 16,617
CZ-ABC: (70) 31,346; (82) 32,100
RTZ-ABC: (70) 84,190; (82) 102,900
County 80 Cen. 85,895; Loc. Est. 89,693
SMSA 80 Cen. 185,081; Loc. Est. 190,101
City & RTZ-ABC: (70) 115,536; (82) 135,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,371; Loc. Est. 6,520
CZ-ABC: (70) 10,289; (82) 12,300
RTZ-ABC: (70) 26,164; (82) 37,700
County 80 Cen. 30,610; Loc. Est. 32,923
SMSA 80 Cen. 66,559; Loc. Est. 70,378
City & RTZ-ABC: (70) 36,453; (82) 50,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$171,631,243
Savings & Loan	3	$232,609,157

6 - PASSENGER AUTOS: City 23,869; County 46,094

7 - ELECTRIC METERS: Residence 11,421

8 - GAS METERS: Residence 7,346

9 - PRINCIPAL INDUSTRIES: Industry, Number of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Olastic & Boxed 1 (41); Poultry 3 (175); Printing & Publ. 3 (175); Rubber Pdts. 1 (60); Textile Pdts. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (500).
Principal Industrial Pay Days-Wed. & Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Winn-Dixie, Sears
Cabarrus Shopping City(10)	NA	Eckerd's
Cloverleaf Plz(14)	NA	Belk's
Branchview Plz(8)	NA	Family Dollar, Revco

Principal Shopping Days-Thurs.,; Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: Department Stores-Belks 2; Penney; Cook's Zayre's; K mart; The Hub; Sears; Zimmerman's.
Variety Stores-McLellan's, Mack's; McCrory.
Chain Drug Stores-Service Drugs 2; Revco; White Star; Eckerd's; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker 2; Food Town; Gamble's; Village Food Mart; 3 Guys; Bi-Lo.
Other Chain Stores-Jarman; Bell Bros.; Kimbrell; Sterchi's; K-Town; Maxwell Bros.; Johnnies Clocks; Wooten's Jewelry; Sherwin-Williams; Ladies' Ready Wear; Western Auto; Pic n' Pay; Singer; Family Dollar Store; Posey Peddler; Pauline's Dress; Merle Norman; Gloria Marshall; Yogurt Culture; Shoe Show; Wrangler Junction Wranch; Lowe's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,512; (S) 13,212; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Morrison, V.P., TRIBUNE, 125 Union S., Concord, NC 28025; Tel. (704) 572-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. 1, 95, 301, 421 and State Hwy. 55, 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Durham & Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962; Loc. Est. 8,764
County 80 Cen. 59,570; Loc. Est. 59,699

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,280; Loc. Est. 3,188
County 80 Cen. 20,148; Loc. Est. 20,860

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 26,312

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly Wage N.A.)-Textiles 2,500; Lumber 300; Candy 170; Fertilizers 50; Farm Machy. 60.
Principal Pay Days-Thu., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dunn Plaza(14)	NA	Winn-Dixie, Woodall's
Wayne Ave.(9)	NA	Sears, Eagle
Floral Gardens(5)	NA	A&P, Pic 'N Pay Shoes

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Leder Bros.; Louis Baer; Pope's; Sears; Montgomery Ward; The Men's; G. Baer; The Dollar.
Variety Stores-Rose's; McCrory; Eagle's; Pope's Family Center; Sky City.
Chain Drug Stores-Thomas Walgreen; Butler & Carroll; Eckerd's.
Chain Supermarkets-A&P; Piggly Wiggly; Winn-Dixie; Lee's Red & White.
Other Chain Stores-Western Auto; Walker Shoes; Glenn's Bootery; Jewel Box; Stanley's; Pic 'N Pay Shoes; Family Dollar; Maxwell's Furniture; Cheap Joe's Jeans.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,844; sworn. Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Portia Snead, Adv. Dir., RECORD, E. Cumberland St., Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: None.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham SMSA) E&P Map D-2, County Seat. Research Triangle Park. Tobacco, Textile, University and Medical Center. Central part of state. 154 mi. South of Richmond; 134 mi. Northeast of Charlotte; 56 mi. East of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State 55, 98, 751, 54.

2 - TRANSPORTATION: Railroads-Seaboard; Norfolk & Western; Southern.
Motor Freight Carriers-28.
Intercity Bus Lines-Carolina Trailways; Central Bus Lines; Continental Trailways; D and M; Greyhound; Southern Coach.
Airlines-Altair; Delta; Eastern; NY Air; Piedmont; United; USAir; Federal Express (freight). Commuter: Air-Lift Associates; Mid South; Sun Bird; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 100,831; Loc. Est. 97,829
CZ-ABC: (70) 102,480; (82) 120,200
RTZ-ABC: (70) 335,658; (82) 389,500
County 80 Cen. 152,785; Loc. Est. 151,369
SMSA 80 Cen. 530,673; Loc. Est. 538,626
City & RTZ-ABC: (70) 438,138; (82) 509,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,976; Loc. Est. 37,905
CZ-ABC: (70) 32,116; (82) 44,100
RTZ-ABC: (70) 98,505; (82) 133,500
County 80 Cen. 55,614; Loc. Est. 56,728
SMSA 80 Cen. 189,012; Loc. Est. 197,528
City & RTZ-ABC: (70) 130,621; (82) 177,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	9	$517,114,000
Savings & Loan	7	$376,335,990

6 - PASSENGER AUTOS: County 82,648

7 - ELECTRIC METERS: Residence 73,002

8 - GAS METERS: Residence 21,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Const. 3,993 ($249); Mfg. 19,341 ($395); Trans., Comm. & Util. 3,622 ($359); Trade 12,456 ($184); Service 23,893 ($280); Fins., Ins. & Real Estate 3,615 ($259).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55, First killing frost, Oct. 28 Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wellons Village(50)	3	Kings, Big Star
Northgate(97)	3	Sears, Big Star, Thalhimer's
Lakewood(33)	4	Winn-Dixie, Kroger
Riverview(17)	6	Big Star
South Square(109)	8	J.C. Penney, Wards, Big Star, Belk's
Loehmann's at Croasdaile(20)	4	Loehmann's, Winn-Dixie
Eno Square	7	Food Town
Murdock	3	K mart, Winn-Dixie
N. Duke Mall(40)	5	Rose's, Winn-Dixie
Shannon Plaza(8)	8	Winn-Dixie
Triangle Square(8)	9	Winn-Dixie, Kerr Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Thalhimers; Sears Roebuck; Baldwin's; Belk-Leggett; King's 2, K mart; Montgomery Ward; J. C. Penney.
Variety Stores-Woolworth; Roses 2, Pope's; Family Dollar 2.
Discount Stores-King's 2; K mart.
Chain Drug Stores-Eckerd's 5; Kerr-Rexall 4; Revco 5; Treasury.
Chain Supermarkets-A&P 2; Winn-Dixie 7; Kroger 3; Byrd's Lo Mark 2; Food Town; Big Star 6; Piggly Wiggly 2.
Other Chain Stores-Auto: Advance 2, Bailey, Banks & Biddle, Carlyle & Co.,Western Auto 2; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott Johnson; Women's Clothing: Lerners, Fashion Finds, Judi Lesli, Loehmann's; Men's Clothing: Fine's; Others: J.J. Morley, Motherhood Shops, Radio Shack, Record Bar, Singer Co., Stack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, Federal Bake Shop, Feameer, S. Galeski Optical, General Nutrition, K&K Toys, Ups 'N Downs, B. Dalton, Chess King, O'Neills Card Shop, XYZ Card Shop, Walden Books, Heritage Jewelers, Zales Jewelers, Osterman's Jewelers, County Seat, Circuit City, Tech Hi Fi, Computerland, Firestone, Goodyear.

14 - NEWSPAPERS: HERALD (m) 41,964; SUN (e) 20,487; Comb. (m&e) 62,451; HERALD-SUN (S) 59,188; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mack McCormick, Gen. Adv. Mgr., HERALD-SUN, 115 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham.

EAST SPENCER
See SALISBURY

EDEN

1 - LOCATION: Rockingham County, E&P Map D1, 38 mi. N of Greensboro.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 15,722; Loc. Est. 15,625
County 80 Cen. 83,693; Loc. Est. 84,324

4 - HOUSEHOLDS:
City 80 Cen. 6,116; Loc. Est. 5,723
County 80 Cen. 29,616; Loc. Est. 30,888

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 42,559

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-Eden Mall.
Neighborhood Shopping Centers-Kingsway; Meadow Greens; Eden Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle(88)	38	Ivey's, Mont. Ward, Belk's
Four Seasons(102)	41	Ivey's, J.C. Penney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's.
Discount Stores-Gibson's; White Dot; Pope's; Rolane.
Variety Stores-Gibson's; Pope's.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-Winn-Dixie; Food Town; Byrd's; Food World.

14 - NEWSPAPERS: NEWS (e) 6,300; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard Robertson, Pub., NEWS, 804 Washington St., Eden, NC 27288; Tel. (919) 623-2155.
National Representative: Landon Associates.

ELIZABETH CITY

1 - LOCATION: Pasquotank County, E&P Map F-1, County Seat.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Norfolk Southern; Virginia Dare Trans.; Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 13,784; Loc. Est. 13,088
CZ-ABC: (70) 14,069; (82) 13,900
RTZ-ABC: (70) 52,011; (82) 67,400
County 80 Cen. 28,462; Loc. Est. 27,615
City & RTZ-ABC: (70) 66,080; (82) 81,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,963; Loc. Est. 4,806
CZ-ABC: (70) 4,620; (82) 5,300
RTZ-ABC: (70) 15,207; (82) 23,500
County 80 Cen. 9,723; Loc. Est. 9,716
City & RTZ-ABC: (70) 19,827; (82) 28,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	4	$82,317,000
Savings & Loan	3	$34,600,000

6 - PASSENGER AUTOS: County 12,816

7 - ELECTRIC METERS: Residence 8,316

8 - GAS METERS: Residence 2,450

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furniture Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Processing; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Southgate Mall (32 stores-Winn-Dixie, Sears, Belk-Tyler).
Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Rucker & Sheely; E. S. Chesson; Cedar Harris; J. C. Penney; Sears; Montgomery Ward; Roses.
Variety Stores-Eagle Stores.
Discount Stores-K mart.
Chain Drug Stores-Apothecary-Rexall; Jacock's; Walgreen; Peoples; Big Value; Revco; Echerds.
Chain Supermarkets-Farm Fresh; A&P; S&R 5; Open Air; Winn-Dixie; Foodtown.
Other Chain Stores-Firestone, Western Auto; Mangel's; Singer; Pittsburgh Plate Glass; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 11,206; (S) 11,531; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James E. Wilkins, Jr., Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative: Landon Associates.

FAYETTEVILLE

1 - LOCATION: Cumberland County (SMSA), E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U. S. Army). On Cape Fear River. Most inland port in N. C., 90 mi. from Greensboro; 221 mi. from Richmond. On U.S. Hwys. 1-95; U.S. 13, 401 & 301; State 87, 24, 210 & 53 and 59.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Rys.
Motor Freight Carriers-20.
Intercity Bus Lines-City Transit Dept; Greyhound; Carolina Coach; Queen City Trailways.
Airlines-Piedmont; Sunbird Commuter

3 - POPULATION:
Corp. City 80 Cen. 59,507; Loc. Est. 59,923
CZ-ABC: (70) 134,881; (82) 164,700
RTZ-ABC: (70) 339,956; (82) 404,600
County/SMSA 80 Cen. 247,160; Loc. Est. 251,652
City & RTZ-ABC: (70) 474,837; (82) 569,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,546; Loc. Est. 22,074
CZ-ABC: (70) 39,628; (82) 55,800
RTZ-ABC: (70) 85,562; (82) 119,500
County/SMSA 80 Cen. 74,934; Loc. Est. 78,706
City & RTZ-ABC: (70) 125,190; (82) 175,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$185,000,000
Commercial	9	$258,000,000

6 - PASSENGER AUTOS: County 107,663

7 - ELECTRIC METERS: Residence 45,155

8 - GAS METERS: Residence 12,616

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. Durable goods 10,080; Nondurable goods 7,350; Non-Mfg. 48,400; Fort Bragg 63,520.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Neighborhood Shopping Center-sHaymount Section; Person St., Bragg Rd. & Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bordeaux(42)	NA	Roses, Winn-Dixie
Cross Creek(90)	NA	Sears, Belks, Thalhimers, J.C. Penney, Miller & Rhodes, Food Town, Anderson-Little, Revco
Eutaw-Village(70)	NA	Capitol Dept., Peebles, Kerr Drugs, Roses
Fayetteville Mall(5)	NA	Woolco, Eckerd, Harris Teeter
Highland(29)	NA	Wentz Mkt.
King(18)	NA	Gaylord Variety, Revco
Northleigh(1)	NA	A&P
Tallywood(25)	NA	Belk's
Westwood(26)	NA	Rose's, Winn-Dixie, Kerr Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-The Capitol 3; Belk 2; Sears Roebuck; J. C. Penney; Peebles; K mart 2; Woolco; Thalhimers, Miller & Rhoads.
Discount Stores-Family Dollar Store 3; Lowe's; Moore; Gaylords; K mart 2; Woolco; Sam Solomon; Best Products; Handy City.
Variety Stores-McCrory's; Rose's 3; Macks 2.
Chain Drug Stores-Eckard 2; Fayetteville Drug 2; Revco 9; Kerr 2; Medicine Shoppe 2.
Chain Supermarkets-A&P 2; Winn-Dixie 6; Economy; Piggly Wiggly; V-Point Grocery 2; Park 'n Shop 3; Short Shop 13; Big Star 4; Harris Teeter; Kroger 2; Food Town 4; Food World 2.
Other Chain Stores-Diana; Kimbrell's 2; Goodrich; S&H Green Stamps; Maxwell Bros.; Jewel Box 2; Anderson Little; Butler Shoes; Wrangler Wranch; Hanover Shoes; Gordon's Jewelers; Hoffheimers; Kinney's Shoes; Lerner Shops; Hickory Farms; Jarman Shoes; Stride Rite; Naturalizer; Thom McAn; Pick Pay 3.

14 - NEWSPAPERS: OBSERVER (e) 42,946; TIMES (m) 21,660; Comb. (m&e) 64,606; OBSERVER (S) 63,547; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dick Fox, Nat. Adv. Mgr., OBSERVER TIMES, PO Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County; Manufacturing; SW portion of state. U.S. Primary Highway 221 and 74; Interstate 26, 40 & 85.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Lines-Trailways.
Airlines-Eastern; Piedmont; Delta; Southern; United.

3 - POPULATION:
Corp. City 80 Cen. 7,688; Loc. Est. 7,705
County 80 Cen. 53,787; Loc. Est. 54,698

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; Loc. Est. 2,888
County 80 Cen. 19,221; Loc. Est. 20,167

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 26,215

7 - ELECTRIC METERS: Residence 4,129

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Office Furn. 520; Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Household Furniture 600; Upholstery Material 400; Ladies Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. Annual temp. 59.9. Annual Rainfall 49.91 inches. First killing frost, Oct. 31; Last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Mall(17)	2	Belk, Harris-Teeter
Oak St. Mall(6)	1	Sky City, Ingles
Church St.(4)	1	K mart, Lowes Foods

Principal Shopping Days-[illegible] Fri. & Sat.
Stores Open Evenings-Tri-City Mall and 2 Shopping Centers open until 9.

13 - RETAIL OUTLETS: Department Stores-Belk;

Graham Cash; Dolton-Ward.
Discount Stores-Sky City; K mart; Family Dollar.
Variety Stores-Roses.
Chain Drug Stores-Eckerds; Revco; Smith's, Hardins Drug; Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowes; Ingles; Bi-Lo; Harris-Teeter; Community Cash.
Other Chain Stores-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Sterchis; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's.

14 - NEWSPAPERS: DAILY COURIER (e-mon to fri) 9,856; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Bill Blair, Adv. Dir., COURIER, PO Box 1149, Forest City, NC 28043; Tel. (704) 245-6431.
National Representative: None.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia SMSA). E&P Map C-2, County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74,321, 1-85.

2 - TRANSPORTATION: Railroads-Southern; Carolina and Northwestern; Piedmont & Northern.
Motor Freight Carriers-10.
Intercity Bus Lines-Gastonia Transit; City Coach; Greyhound; National Trailways.
Airlines-Eastern; Piedmont; Delta; United; Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 47,333; Loc. Est. 46,587
CZ-ABC: (70) 99,209; (82) 110,000
RTZ-ABC: (70) 92,742; (82) 111,000
County 80 Cen. 162,568; Loc. Est. 163,659
SMSA 80 Cen. 637,218; Loc. Est. 642,053
City & RTZ-ABC: (70) 191,951; (82) 221,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,195; Loc. Est. 17,221
CZ-ABC: (70) 30,294; (82) 39,300
RTZ-ABC: (70) 27,696; (82) 38,700
County 80 Cen. 56,362; Loc. Est. 58,523
SMSA 80 Cen. 226,250; Loc. Est. 235,027
City & RTZ-ABC: (70) 57,990; (82) 78,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	8	$291,700,000
Commercial	27 br.	$7,150,000,150

6 - PASSENGER AUTOS: County 81,412; City 42,039

7 - ELECTRIC METERS: Residence 19,975

8 - GAS METERS: Residence 19,197

9 - PRINCIPAL INDUSTRIES: Type of Industry. Number of Wage Earners and (Av. Wkly. Wage)-Textile 14,500 ($169); Machy. 1,400 ($215); Motor Oil Filters 1,100 ($209); Electronic 450; ($173); Corrugated Box 175 ($205); Chemicals 60 ($200); Equip. Mfg. 450($185); Plastics 125 ($177); Auto & Truck Assembly ($230).
Principal Industrial Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-79; Summer 66-100; Fall 41-66; Winter 5-56. First killing frost, Nov. 8. Last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akers(41)	NA	Winn-Dixie, Eckerd's, Service Merchandise, Richway
Cherry	NA	Foodtown
Delta(4)	NA	A&P, Eckerd
Dixie Village(23)	NA	Eckerd
Franklin	NA	A&P, Family Dollar
Gaston Mall(41)	NA	Woolco, Harris-Teeter
Powell Glenwood(5)	NA	Harris-Teeter
Eastridge Mall(90)	NA	Penney, Belks, Ivey
Forestbrood	NA	Winn-Dixie
Windsor	NA	Winn-Dixie

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Matthews Belk; Sears; Ivey's; Rose's; J C Penney.
Variety Stores-Woolworth.
Discount Stores-Nichols; Richway Woolco; K mart; Service Merchandise.
Chain Drug Stores-Smith's 2; Revco 4; Scottie's; Eckerd 6; Nichols.
Chain Supermarkets-Winn-Dixie 6; Pacemaker 2; Big Star; Mighty Midget 2; Harris-Teeter 4; Food Town 2; Ingle's; Partn Shop 3; A&P 2; 3-Guys; Kroger.
Other Chain Stores-Morris (jewelry); Jewel Box; D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kenney (shoes); Rustin's; Maxwell Bros. 2; Sterchi's; Kimbrell's 2; Western Auto; Zales (Jewelry); Radio Shack 2.

14 - NEWSPAPERS: GAZETTE (e) 35,348; (S) 38,761; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538, 2500 E. Franklin Blvd., Gastonia, NC 28052; Tel. (704) 864-3293.
National Representative: Landon Associates.

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers on U.S.Hwy. 13,70, 117 & State Hwy. 111,581, 52 mi. SE of Raleigh; 89 mi. N. of Wilmington.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern (fght.)
Intercity Bus Lines-Greyhound; Trailways; Seashore Transportation.

3 - POPULATION:
Corp. City 80 Cen. 31,871; Loc. Est. 31,858
CZ-ABC: (70) 39,157; (82) 35,900
RTZ-ABC: (70) 75,335; (82) 95,600
County 80 Cen. 97,054; Loc. Est. 97,016
City & RTZ-ABC: (70) 114,492; (82) 131,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,880; Loc. Est. 10,927
CZ-ABC: (70) 11,181; (82) 12,300
RTZ-ABC: (70) 21,087; (82) 31,000
County 80 Cen. 32,300; Loc. Est. 33,315
City & RTZ-ABC: (70) 32,268; (82) 43,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$193,600,000
Savings & Loan	3	$222,880,158

6 - PASSENGER AUTOS: County 42,681

7 - ELECTRIC METERS: Residence County 21,804

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage EarnersTextile Mfg. 957; Industrial Laundry 175; Metalworking 903; Food Products 507; Furniture 815; Electricity Generating 115; Roofing Materials 138; Textile Finishing 157; Paper Tubes 33; Agricultural Research 111; Health Care 227; Apparel 2,908; Lumber 546. Avg. weekly wage $206.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.
Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall(50)	4	Sears, Penney's, Belk's, Weils
Oak Square(16)	3	Safeway
Eastgate(26)	3	Rose's, Winn-Dixie
Sunrise(15)	2	Woolworth, Kerr Drug
Ashley Plaza(10)	3	K mart, A&P
Barnyard(7)	2 1/2	Cloth Barn
Plaza(3)	1 1/2	Big Star
Wayne Plaza(5)	2	Clinard's, Big Star
Nichols(2)	3 1/2	Nichol's, Winn-Dixie
Neuse River(2)	6	Winn-Dixie, Kerr Drug

Principal Shopping Days-Sat., Fri., Thurs.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; J.C. Penney; Leder Bros.; Weil's; Sears.
Discount Stores-Roses; Nichols; K mart.
Chain Drug Stores-Eckerd's 2; Revco 2; Kerr 2.
Variety Stores-Woolworth; McLellan; McCrory.
Chain Supermarkets-A&P 2; Winn-Dixie 3; Piggly Wiggly; Big Star 2; Safeway.
Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Shoe Show; Rogers Jewelers; Jewel Box 2; Firestone; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furniture; Western Auto; S&H Green Stamps; Maxwell Bros. Furniture; Hickory Farms; Walden Books; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Thom McAn; Docktor Pet; General Nutrition Center; Fine's Men's Shop; Brinson's.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 21,267; (S) 23,852; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Hal Tanner, Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.
National Representative: General Advertising Service.

GREENSBORO

1 - LOCATION: Guilford County (In GreensboroWinston Salem-High Point SMSA); E&P Map D-2, County Seat. In center of State, 50 mi. S of Virginia state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond; 329 mi. from Atlanta; 324 mi. from Baltimore. On U.S. Hwy. 29, 70, 421 & 220; Interstate 40 & 85; State Hwys. 22, 150, 68, 61, 62 & 6.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-53.
Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Queen City Trailways; Safety Transit.
Airlines-Eastern; Piedmont; United; Delta & 2 commuter.

3 - POPULATION:
Corp. City 80 Cen. 155,642; Loc. Est. 152,206
CZ-ABC: (70) 177,358; (82) 208,400
RTZ-ABC: (70) 688,042; (82) 809,000
County 80 Cen. 317,154; Loc. Est. 311,467
SMSA 80 Cen. 827,385; Loc. Est. 817,524
City & RTZ-ABC: (70) 865,400; (82) 1,017,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,702; Loc. Est. 57,067
CZ-ABC: (70) 53,688; (82) 73,900
RTZ-ABC: (70) 210,422; (82) 289,200
County 80 Cen. 114,084; Loc. Est. 115,318
SMSA 80 Cen. 298,667; Loc. Est. 303,842
City & RTZ-ABC: (70) 264,110; (82) 363,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	8	$619,490,000
Commercial	10	$604,505,000
Credit Unions	31	$55,100,000

6 - PASSENGER AUTOS: City 120,434; County 182,420

7 - ELECTRIC METERS: Residence 82,671

8 - GAS METERS: Residence 30,845

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 30,786; Lumber & Wood 1,050; Furn. & Fixtures 5,124; Stone, Clay & Glass 840; Primary & Fab. Metals 1,344; Non-Electrical Mach. 1,470; Other Durable Goods 3,759; Food & Kindred 1,323; Textiles 7,203; Apparel 2,247; Paper & Allied 735; Other Nondurable Goods 4,116; Non-Manufacturing 48,363; Construction 3,255; Trans., Comm. & Public Util. 4,387; Trade 15,981; Fin., Ins. & Real Estate 3,633; Service & Misc. 11,340; Gov't 9,765.

10 - CLIMATE: Avg. Temp.-Spring 60; Summer 76; Fall 60; Winter 42. First kiling frost, Oct. 30. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battleground(9)	4	Kroger
Bessemer(6)	2	Winn Dixie, Revco
Best(7)	2	
Caldwell(13)	3	Bestway, Shoetown
Carolina Circle Mall(80)	4	Belk, Montgomery Ward, Ivey's
Coliseum(16)	2	Food Town
Cook's(3)	3	Cook's/Big Star
Cumberland(8)	1	
Florida St.(7)	2	Cosmos II
Forest Oaks(5)	5	Winn-Dixie
Forum VI Mall(120)	3	Montaldos, K&W, La Vouge
Four Seasons Mall(95)	3	Winn-Dixie, J.C. Penney, Belk, Ivey
Friendly Center	3	Big Star/Winn Dixie, Sears, Belk, Roses, Thalhimers
Golden Gate(33)	2	Food Town/Bestway
Holden Road(4)	4	Food Town
King's(19)	4	Ed Kelly/King's
W. Market St.(2)	4	K mart/Food Town
K mart(2)	3	K mart/Food Town
Kroger Ctr.(13)	3	Kroger
Lawndale(26)	2	Revco, Food World
Lawndale No.(9)	3	Food Town, Revco
Liberty Road(13)	3	Bi-Rite
Northeast(14)	2	Food World, Eckerd's, Woolworth
Oakcrest(7)	5	Cosmopolitan Health Spa
O'Henry(6)	2	Winn-Dixie, Zayre
Palmer Plaza(12)	2	Kroger, Lowes
Irving Park Plz(19)	2	Edmonds
Price Center(8)	2	Food World, Eckerd
Pomona Outlet(35)	4	
Quaker Vlg.(26)	6	Bestway, Piecegoods, Sherwin-Williams
Sedgefield(20)	5	Food World
Southgate(8)	3	Kroger
Southside(4)	4	Rite Aid
Spring Valley(23)	2	Sears, Food World, Eckerd's
Summit(26)	2	Bi-Rite, Radio Shack
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Zayre(5)	2	Zayre/Big Star

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Sundays-Drug & Discount; Selected Grocery; Anderson-Little; Sears; Ivey; J.C. Penney; Belk (Carolina Circle Mall and Four Seasons Mall); Montgomery Ward.
Stores Open Evenings-Anderson-Little; Belk; Montgomery Ward; J.C. Penney; Ivey; (Four Seasons Mall); Miller & Rhoads; Roses; Sears; Thalhimers-Mon. thru Sat.; Shopping Centers, Mon. thru. Fri.

13 - RETAIL OUTLETS: Department Stores-Belks 3; Cook's 1; Family Dollar 3; Ivey's 2; K mart 3; King's; Montgomery Ward; J.C. Penney; Sears; Thalhimers 2; Zayre 2; Rose's 1; T. J. Maxx.
Variety Stores-Roses 2; Woolworth 3; McCrory.
Discount Stores-Cook's; King's; K mart 3; Brendles; Best Products; Ellman's; Zayre 2; T.J. Maxx; P.M. Rose 2; Memco.
Chain Drug Stores-Eckerd's 6; Edmonds 4; Rite Aid 7; Lane Rexall 2; Revco 5; Medicine Shoppe; K mart Pharmacy 3; King (Walgreen).
Chain Supermarkets-Bestway 9; Big Star 4; Cook's; Bi-Rite 9; Food Town 6; Food World 4; Kroger 4; Winn-Dixie 6; Food Rite 9; Family Mart; Memco.
Other Chain Stores-Acrobat Shoes; Anderson-Little; Andrews Music; Arby's; Atticus Books; Baker's Shoes; Bardy's Diamonds; Baskin-Robbins; Blue Gem; Brooks; Butler's Shoes; Camera World; Capezio Bottega; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Carlyle & Co. Jewelers; Chess King; Colfax Furniture; County Seat; Darryl's; DeVoe Paint; Diana Shops; Duron Paint; Fine's Men's Shop; Firestone Stores; 5-7-9 Shop; Florsheim Shoes; Frankenberger's; Galeski Optical; General Nutrition; General Tire; Glidden Paint; Goodrich Tire; Goodyear Tire; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hickory Farms; Hofheimer Shoes; The Hub; Hungry Fisherman; J. Riggins; Jack's; Jewel Box; Joseph R. Harris; The Junction; K & K Toys; Kaleidoscope; Kanki Restaurant; Kay's Jewelers; Kinderfoto International; Kinney Shoes; Lady Madonna Maternity; Lerner Shop; Levi's Place; Lillie Rubin; Limited; McCroy; Marilyn Shoes; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Miller & Rhoads; Montaldo's Clothing; Moore's Building; Mousetrap National Shirt Shop; Ole; Ormond Shop; Piece Goods Shops; Pier 1 Imports; Prago-Guyes; Radio Shack; The Ranch; Record Bar; Regis Beauty Salon; Rhodes Furniture; Ridgeway Opticians; Robin's Rosenthal's Bootery; Saslow's Jewelers; Schiffman's Jewelers; Sherwin-Williams; Singer; Spencer Gifts; Stuarts; Thom McAn Shoes; Tuesdays; Tyler House; Waldenbooks; Websters; Western Auto; Will's Book & Stationary; Wrangler Wroost; Wright Clothing.

14 - NEWSPAPERS: NEWS (m) 82,981; RECORD (e) 29,709; Comb. (m&e) 112,690 (S) 115,105; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W.M. Jones, Jr., Nat'l Adv. Mgr., NEWS and RECORD, 200 E. Market St., Greensboro, NC 27420; Tel. (919) 373-7115.
National Representative: Branham.

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk Southern (freight only).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Seashore Trans.

3 - POPULATION:
Corp. City 80 Cen. 35,740; Loc. Est. 36,189
CZ-ABC: (70) 29,063; (82) 38,000

RTZ-ABC: (70) 71,387; (82) 84,300
County 80 Cen. 83,651; Loc. Est. 83,146
City & RTZ-ABC: (70) 100,450; (82) 122,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,472; Loc. Est. 11,790
CZ-ABC: (70) 8,239; (82) 12,600
RTZ-ABC: (70) 20,794; (82) 28,700
County 80 Cen. 27,757; Loc. Est. 28,364
City & RTZ-ABC: (70) 29,033; (82) 41,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$7,248,630,941
Savings	5	$218,651,785

6 - PASSENGER AUTOS: County 41,832

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tobacco Mfg. 2,400; Food & Prod. 400; Textile 350; Lbr. 175; Chemical 125; Elect. 200; Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10. Last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated.

12 - RETAILING:Principal Shopping Center-10 block area in the center of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E. Greenville(8)	NA	A&P, Big Value Drug
Pitt Plaza(26)	NA	Penney, Eckerd, Big Star, Rose's, Kroger
Greenville Sq.(20)	NA	A&P, K mart
Carolina East(74)	NA	Sears, Belk-Tyler, Winn-Dixie

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Pitt Plaza nightly; Food Fri.; Greenville Square, Carolina East nightly.

13 - RETAIL OUTLETS: Department Stores-BlountHarvey Co.; White; Belk-Tyler; J.C. Penney; Rose's; Sears.
Discount Stores-Nichols; K mart.
Chain Drug Stores-Bissette; Hollowell 3; Eckerd's 2; Rite Aid 2; Revco.
Chain Supermarkets-Harris 4; Big Star; A&P; Overton; Winn-Dixie 2; Piggly-Wiggly; Kroger; Food Town.
Other Chain Stores-Brody's; Jewel Box; Zale's; Butler's.

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 16,147; (S) 17,620; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II, Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.
National Representative: General Advertising Service.

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural and mfg. center. On U.S. Hwys. 1 & 85 in northeastern part of state. 43 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound.
Airport-Oxford-Henderson Airport (private).

3 - POPULATION:
Corp. City 80 Cen. 13,522; Loc. Est. 13,114
CZ-ABC: (70) 17,736; (82) 18,500
RTZ-ABC: (70) 41,035; (82) 45,800
County 80 Cen. 36,748; Loc. Est. 36,996
City & RTZ-ABC: (70) 58,771; (82) 64,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,824; Loc. Est. 4,543
CZ-ABC: (70) 5,521; (82) 6,800
RTZ-ABC: (70) 11,255; (82) 14,800
County 80 Cen. 12,239; Loc. Est. 12,686
City & RTZ-ABC: (70) 16,776; (82) 21,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$119,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 17,000

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($175); Tobacco 760 ($168); Stone, Clay, Glass 775 ($390); Public Services 513 ($255); Trans. Equip. 140 ($220).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 70-95; Fall 65-75; Winter 10-50. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corbitt Hill(7)	NA	Montgomery Ward
Henderson Mall(25)	NA	J.C. Penney
Kings Plz.(2)	NA	A&P, King's
Triangle Cntr.(6)	NA	Freeze Maid
Vance Square(4)	NA	Winn-Dixie, Revco

Principal Shopping Days-Thurs. Fri., Sat.
Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays-4 Supermarkets and some retail.

13 - RETAIL OUTLETS: Department Stores-Charles Stores; Penney; Leggett's; E. G. Davis; Baldwin's.
Variety Stores-Rose's; K mart.
Discount Stores-Dollar Store; Family Dollar Store.
Chain Drug Stores-Eckerd's; Henderson 2; Revco 3.
Chain Supermarkets-Save Way; Big Star; Winn-Dixie; 7-Eleven 2; A&P; Buy Rite 2; Fast Fare 218; Byrd's; Food Town.
Other Chain Stores-Larkins (clothing); Star Furniture.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heilig-Myers Furn; The Junction (Clothing); Perry Bros. Goodyear; Firestone Store.

14 - NEWSPAPERS: DISPATCH (e) 9,152; Mar. 31,-1982 ABC.
Local Contact for Advertising and Merchandising Data: W. D. Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative: Landon Associates.

HENDERSONVILLE

1 - LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, S.C.

2 - TRANSPORTATION: Railroads-Southern (Cincinnati to Columbia, S.C.), Terminus HendersonvilleToxaway Div.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.
Airlines-Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 6,862; Loc. Est. 6,631
CZ-ABC: (70) 6,443; (82) 6,800
RTZ-ABC: (70) 36,361; (82) 55,000
County 80 Cen. 58,580; Loc. Est. 59,799
City & RTZ-ABC: (70) 42,804; (82) 61,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,897; Loc. Est. 2,731
CZ-ABC: (70) 2,350; (82) 3,000
RTZ-ABC: (70) 11,816; (82) 21,000
County 80 Cen. 22,389; Loc. Est. 23,539
City & RTZ-ABC: (70) 14,166; (82) 24,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 31,695

7 - ELECTRIC METERS: Residence County 19,451

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: (County) Total Empl. 17,380; Elect. 1400; Paper 900; Textile 1,867; Const. 897; Food 878; Apparel 1,789; Chemicals 800.

10 - CLIMATE: Min. Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Main St.; 2 each of 3rd., 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy S. of Main & Church Sts.
Neighborhood Shopping Centers-Southgate, 1/2 mi. south of city; King's Plaza, 1/2 mile E. of city; Sky City Plaza, 1/2 mi. S. of city.
Principal Shopping Days-Mon.; Fri.; & Sat.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Belk-Simpson; Schulman's; Rose's.
Variety Stores-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets-A&P; Winn-Dixie 2; Community Cash 2; Ingle's; Bilo 2.
Other Chain Stores-Western Auto; SherwinWilliams; Sears (catalog); Lowe's Hdwr.

14 - NEWSPAPERS: TIMES-NEWS (e) 12,744; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Newhouse, Adv. Dir., TIMESNEWS, PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HICKORY

1 - LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, S.C.

2 - TRANSPORTATION: Railroads-Southern (Cincinnati to Columbia, S.C.), Terminus HendersonvilleToxaway Div.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.
Airlines-Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 6,862; Loc. Est. 6,631
CZ-ABC: (70) 6,443; (82) 6,800
RTZ-ABC: (70) 36,361; (82) 55,000
County 80 Cen. 58,580; Loc. Est. 59,799
City & RTZ-ABC: (70) 42,804; (82) 61,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,897; Loc. Est. 2,731
CZ-ABC: (70) 2,350; (82) 3,000
RTZ-ABC: (70) 11,816; (82) 21,000
County 80 Cen. 22,389; Loc. Est. 23,539
City & RTZ-ABC: (70) 14,166; (32) 24,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 31,695

7 - ELECTRIC METERS: Residence County 19,451

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: (County) Total Empl. 17,380; Elect. 1400; Paper 900; Textile 1,867; Const. 897; Food 878; Apparel 1,789; Chemicals 800.

10 - CLIMATE: Min. Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Main St.; 2 each of 3rd., 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy S. of Main & Church Sts.
Neighborhood Shopping Centers-Southgate, 1/2 mi. south of city; King's Plaza, 1/2 mile E. of city; Sky City Plaza, 1/2 mi. S. of city.
Principal Shopping Days-Mon.; Fri.; & Sat.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Belk-Simpson; Schulman's; Rose's.
Variety Stores-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets-A&P; Winn-Dixie 2; Community Cash 2; Ingle's; Bilo 2.
Other Chain Stores-Western Auto; SherwinWilliams; Sears (catalog); Lowe's Hdwr.

14 - NEWSPAPERS: TIMES-NEWS (e) 12,744; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Newhouse, Adv. Dir., TIMESNEWS, PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point SMSA), E&P Map D-2. Center of furniture & hosiery mfg. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; Interstate 85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore; 350 mi. from Atlanta; 736 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Southern; High Point, Thomasville & Denton; C&N.W.
Motor Freight Carriers-49.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.
Airlines-Eastern; Piedmont; United; Delta; Altair; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 64,107; Loc. Est. 61,673
CZ-ABC: (70)72,593; (82)83,000
RTZ-ABC: (70)84,110; (82) 100,200
County 80 Cen. 317,154; Loc. Est. 311,467
SMSA 80 Cen. 827,385; Loc. Est. 817,524
City & RTZ-ABC: (70)156,703; (82)183,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,374; Loc. Est. 23,102
CZ-ABC: (70)22,716; (82)30,400
RTZ-ABC: (70)25,591; (82)35,800
County 80 Cen. 114,084; Loc. Est. 115,318
SMSA 80 Cen. 298,667; Loc. Est. 303,842
City & RTZ-ABC: (70)48,307; (82)66,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$196,000,000
Savings & Loan	4	$74,886,934

6 - PASSENGER AUTOS: County 182,420

7 - ELECTRIC METERS: Residence 22,271

8 - GAS METERS: Residence 11,306

9 - PRINCIPAL INDUSTRIES: Furn. Ind.; Textiles; Food; Chemicals; Machinery; Ore Mfg.; Construction; Fin., Ins. & Real Estate; Services; Fabricated Metals; Lumber & Wood; Printing & Pub.; Trans. Equip.; Trans. Comm. & Pub. Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Sunday-Some drug, food, discount.
Stores Open Evenings-Principal to 9 p.m. nightly.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Cloverleaf Mkt., Allied Radio, Eckerd
East Green Plaza(6)	NA	Food World, Mann Drug, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Mann Drug
Southgate(10)	2	Roses, Food World
Northwood	3	K mart, Foodtown
Westchester Mall(32)	1	Thalhimers, Bell Bros., J.C. Penney, Belk Beck, Foodtown
Eastgate(10)	3	Food World, SupeRx, Family Dollar Store
Southwood Sq.	3	Big Star, K mart, Eckerd
West-Burton, Westchester(32)	3	Zayre's, Eckerd Drug, Food World
High Pt. Mall(27)	NA	Roses, Food World

13 - RETAIL OUTLETS: Department Stores-Penney; Belk-Beck; Sears Roebuck; K mart 2; Rose's 2; Thalhimers.
Variety Stores-One-Dollar; Family Dollar Store 3; Sky City; Zayres.
Chain Supermarkets-Food World 5; Big Star 2; Flash Markets 4; Seven-Eleven Stores; Li'l General Stores 3; Columbia 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Town 3; Tote N'Save.
Drug Stores-Anderson; Arthur's; Calhoun; Cecil's; Eckerds 3; Hoffman; Leonards; Rite-Aid 7; McLarty; SupeRx Washington St 2.; Revco 2.
Other Chain Stores-Shoes: Pic N Pay, PicWay, Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply.

14 - NEWSPAPERS: ENTERPRISE (e) 30,762; (S) 31,110; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lane Oldham, Gen. Adv. Mgr., ENTERPRISE, P.O. Box 1009, High Point, NC 27261; Tel. (919) 885-2161.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Onslow County (SMSA). E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwy. 17 and State Hwys. 24 and 258. 51 mi. N of Wilmington; 37 mi. S of New Bern.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Carolina Trailways; Seashore Trailways, Inc.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 17,056; Loc. Est. 16,963
CZ-ABC: (70) 59,269; (82) 67,100
RTZ-ABC: (70) 43,857; (82) 47,400
County/SMSA 80 Cen. 112,784; Loc. Est. 112,930
City & RTZ-ABC: (70) 103,126; (82) 114,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,108; Loc. Est. 5,821
CZ-ABC: (70) 9,703; (82) 13,300
RTZ-ABC: (70) 13,031; (82) 16,200
County/SMSA 80 Cen. 30,307; Loc. Est. 31,162
City & RTZ-ABC: (70) 22,734; (82) 29,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$146,000,000
Commercial	4	$1,462,000,000

6 - PASSENGER AUTOS: City 24,229; County 42,852

7 - ELECTRIC METERS: Residence 31,412

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($175); Civil Service 3,500 ($220); Military 47,000 ($495 million ann. Payroll); Lumber Plywood Mill ($160); Garment Industry 1,500 ($160); Boating 300 ($190); Tool & Die ($220).
Principal Industry Pay Days-Fri.; Marine Corps-5th & 20th, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18. Last killing frost, Mar. 15.

11 - TAP WATER: Soft, maximum; fluoridated.

12 - RETAILING:Neighborhood Shopping Centers-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brynn Marr (10)	NA	Eckerds, Winn-Dixe
College Plaza	NA	Foodtown, Revco
Jacksonville Mall	NA	Sears, Belk
Kings Plaza(1)	NA	Kings.
New River(38)	NA	Big Star, A&P, Roses
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Big Star, Thrift Drug
Western Blvd.	NA	Winn-Dixie, Eckerds, Roses
West Park(8)	NA	Winn-Dixie, Macks

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Margolis; Belk's; Leader Bros.; Sears; Western Auto; Boomtown; K mart; Furniture Fair; Kings; Brodys; Peebles.
Variety Stores-Rose's 2; Gibson; K mart; Cook's; Kings; Macks.
Discount Drug Stores-Gibson's; Revco.
Chain Drug Stores-Kerr; Johnson's Drug; Rexall 2; Eckerd's; Treasury Drug; Northwood Walgreen Drugs.
Chain Supermarkets-A&P; Big Star 2; Piggly Wiggly 3; Winn-Dixie 2; Pollard's; IGA 3; Foodtown 2.
Other Chain Stores-Butler's; Cato's; Thom McAn; Brooks.

14 - NEWSPAPERS: NEWS (e) 19,884; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Taylor, Adv. Dir., P.O. Box B, Jacksonville, NC 28540; Tel. (919) 353-1171.
National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties, (In Salisbury-Concord, NC SMSA). Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; Interstate I-85.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 23,628; Loc. Est. 28,233
CZ-ABC: (70) 39,943; (82) 45,800
RTZ-ABC: (70) 71,030; (82) 83,100
Counties/SMSA 80 Cen. 185,081; Loc. Est. 190,101
Cabarrus 80 Cen. 85,895; Loc. Est. 89,693
Rowan 80 Cen. 99,186; Loc. Est. 100,408
City & RTZ-ABC: (70) 110,973; (82) 128,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,569; Loc. Est. 10,748
CZ-ABC: (70) 13,161; (82) 17,700
RTZ-ABC: (70) 22,287; (82) 30,500
Counties/SMSA 80 Cen. 66,559; Loc. Est. 70,378
Cabarrus 80 Cen. 30,610; Loc. Est. 32,923
Rowan 80 Cen. 35,949; Loc. Est. 37,455
City & RTZ-ABC: (70) 35,448; (82) 48,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1,282,316,773
Savings & Loan	4	$80,594,154

6 - PASSENGER AUTOS: City 20,427; Counties: Cabarrus 46,094; Rowan 51,773

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days-Tues. and Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1. Last killing frost, Apr. 19.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Centers-10 blocks on Main St., West Ave.; Oak St., West First, West A St.; Chestnut St.
Neighborhood Shopping Centers-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center; Plaza; Landis; Enochville; K mart; Zayre's; N. 29 Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Belks, Eckerds Radio Shack
Cabarrus Shopping City(10)	NA	Clarks, Eckerds
Cloverleaf Plz.(14)	NA	Belks, Brendles
Midway	NA	Rodgers Grocery

Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Fri. Downtown; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Storus-Belk's; Penney; Malone's; Cook's; Sears; Budget Fair; Family Dollar 2; McCrory's.
Variety Stores-Rose's; Family Dollar.
Discount Stores-Cook's; K mart; Zayre.
Chain Drug Stores-Drug Center 2; Eckerd's 2; SupeRx; Revco 2; Medical Center.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 3; Big M; Harris Teeter; Payless Galaxy.
Other Chain Stores-Shoes: Butler's, Phil's, Pic 'N' Pay, Shoe Show; Auto Supply: Advance, Goodyear; Clothing: Diana Shop; Furniture: Sterchi's, K-Town; Building Supplies: Lowe's; Others: Virginia's, Del's, Bon Marche, Cannon Home Fashions.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 13,632; (S) 14,889; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.
National Representative: Landon Associates.

KINSTON

1 - LOCATION: Lenoir County, E&P Map E-2, County Seat. Residential center. 78 mi. SE of Raleigh; on Neuse River, on U.S. Hwys. 258 and 70; State Hwys. 55, 58, 91 and 11.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Southern Ry. (freight).
Motor Freight Carriers-12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines-Queen City Coach; Carolina Coach; Seashore Transp.

3 - POPULATION:
Corp. City 80 Cen. 25,234; Loc. Est. 25,319
CZ-ABC: (70) 22,309; (82) 27,600
RTZ-ABC: (70) 76,201; (82) 81,900
County 80 Cen. 59,819; Loc. Est. 59,401
City & RTZ-ABC: (70) 98,510; (82) 109,500

4 - HOUSEHOLDS:
City 80 Cen. 9,081; Loc. Est. 9,185
CZ-ABC: (70) 7,372; (82) 10,700
RTZ-ABC: (70) 20,737; (82) 25,900
County 80 Cen. 20,674; Loc. Est. 21,137
City & RTZ-ABC: (70) 28,109; (82) 36,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$175,740,000
Savings & Loan	3	$166,079,975

6 - PASSENGER AUTOS: County 28,376

7 - ELECTRIC METERS: Residence 9,952

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal); Chemical Pdts.; Construction; Dacron; Textiles; Foods; Boxes; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Pdts.; Concrete Pdts.; Metal Fabrications; Grocery; Furniture.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20. Last killing frost, Mar. 24.

11 - TAP WATER: Alkaline; very soft, Artesian wells, chemically pure, untreated, unfiltered. Not fluoridated.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kinston Plaza (30)	NA	A&P, Woolco, Eckerd
Kinston Sq.(14)	NA	K mart, Winn-Dixie,
Parkview(14)	NA	Sutton's Foods
Vernon Park Mall(45)	NA	J.C. Penney, Roses, Belk-Tyler
Winn-Dixie	NA	Winn-Dixie, Family Dollar

Principal Shopping Days-Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-H. Stadiem; Coed Shop; Dupree's; Woolco; Man's Store; Brody Bros.; K mart; White's.
Variety Stores-Rose's; Greene's; McCrory.
Discount Stores-United Surplus.
Chain Drug Stores-Scotties; Eckerd's 2; Hood-Rexall 3; Standard 2; Revco 2.
Chain Supermarkets-A&P; Winn-Dixie; Big Star; Piggly Wiggly 3; Pak-A-Sak; King's; Carson's Pioneer Foods; Parkview; Clover Leaf Farm; Rayner's; J.D. Conners; Sutton's.
Other Chain Stores-Diana Stores; Charles II; Kinney Shoe; Glamor Shop; Marilyn Shoes; Cato's; Eleanor Shop; Eckerd's; Firestone; Advance Store; Belk-Tyler; J. C. Penney; Suburban; Erskine's; Dollar Store; Family Dollar Store; Butler's Shoe; Jewel Box; Peggy Ann; Bell's Shoes; Royal Jewelry; Lowe's; K mart.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 13,600; (S) 13,722; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Williams, Pub., FREE PRESS, 2103 N. Queen St., Kinston, NC 28501; Tel. (919) 527-3191.
National Representative: Landon Associates.

LENOIR

1 - LOCATION: Caldwell County, E&P Map B-2, County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - TRANSPORTATION: Railroads-C&NWRR (Southern).
Intercity Bus Lines-Queen City; Greyhound.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 13,748; Loc. Est. 13,048
CZ-ABC: (70) 17,525; (82) 16,700
RTZ-ABC: (70) 30,638; (82) 42,800
County 80 Cen. 67,746; Loc. Est. 68,421
City & RTZ-ABC: (70) 48,163; (82) 59,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,169; Loc. Est. 4,923
CZ-ABC: (70) 5,469; (82) 6,100
RTZ-ABC: (70)8,751; (82) 14,500
County 80 Cen. 23,331; Loc. Est. 24,269
City & RTZ-ABC: (70) 14,220; (82) 20,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$47,063,387
Commercial	3	$980,972,180

6 - PASSENGER AUTOS: County 32,338

7 - ELECTRIC METERS: Residence 14,970

8 - GAS METERS: Residence 1,086

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Furniture 9,000; Textile 1,500; Hosiery 785; Total 22,100 Workers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-[illegible] blocks on Main St., West Ave. West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads (5)	NA	Sears, Lowe's Foods
Fairway No.1 (5)	NA	Super Dollar Store
Food World Plz.(3)	NA	Food World, Kroger
Holly Square(7)	NA	Revco, Holly Farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall(52)	NA	Belks, Woolworth, Rite Aid
Thrift(25)	NA	Family Dollar Store

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Wed. afternoon except Dec.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores-Rose's; Family Dollar; Crest; Stelen's; Village Casuals; Ames; Mack's.
Discount Stores-Variety Discount; Family Dollar; Scotties; Ames.
Chain Drug Stores-Mann.
Chain Supermarkets-A&P 2; Fairway 2; Lenoir & Whitnel; Winn-Dixie; Harris-Teeter; Lowe's 2; William's; Giant Foods; Buck's.
Other Chain Stores-Saslow's; The Gold Shop; Bernard-Seagle; Cato's Jewelers; Sherwin-Williams Paints; Shaw's; Pic 'n Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - NEWSPAPERS: NEWS-TOPIC (e) 11,251, Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James L. Clark, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
National Representative: Landon Associates.

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point SMSA). E&P Map C-2, County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N. of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Winston-Salem Southbound.
Motor Freight Carriers-21.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. C[illegible] 80 Cen. 15,741; Loc. Est. 14,899
CZ-ABC[illegible] 17,205; (82) 15,500
RTZ-ABC: (70) 42,491; (82) 57,500
County 80 Cen. 113,162; Loc. Est. 114,687
SMSA 80 Cen. 827,385; Loc. Est. 817,524
City & RTZ-ABC: (70) 59,696; (82) 73,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,019; Loc. Est. 5,740
CZ-ABC: (70) 5,505; (82) 5,700
RTZ-ABC: (70) 12,885; (82) 20,600
County 80 Cen. 40,010; Loc. Est. 41,872
SMSA 80 Cen. 298,667; Loc. Est. 303,842
City & RTZ-ABC: (70) 18,389; (82) 26,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$38,497,541
Commercial	4	$1,973,000,000

6 - PASSENGER AUTOS: County 57,200

7 - ELECTRIC METERS: Residence 8,412

8 - GAS METERS: Residence 4,814

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Stone, Clay, Glass 800; Textile 3,120; Food 385; Machinery 350; Veneer 540; Apparel 1,000; Furniture 4,500; Electronics 550; Printing 120; Metals 190; Other 235; Total Mfg. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3. Last killing frost, Apr.1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Sq.(12)	NA	Winn-Dixie, Rose's

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Martin; Rose's; Zimmerman's; National Outlet.
Variety Stores-Mack's.
Discount Stores-Towel Town of America; Bargain Center; Family Dollar Store; Sky City; K mart.

Chain Drug Stores-Walgreen; Eckerd; Valu Pak; Lexington 2; Rexall 2; Revco; Rite-Aid; Crown Drugs.
Chain Supermarkets-Winn-Dixie 3; South Lexington; Land-o-Food; Foodtown; Thrifty Mart 2; Guys.
Other Chain Stores-Western Auto; Merit Shoes; Sears (catalog); Advance Stores; Lowe's; Singer; Pic'n Pay Shop; Shumaker's; Dunlop; Carolina Tire (Goodyear); Kimbrell's Firestone; Brittain's Shoes; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e) 13,301; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kit Carson, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
National Representative: Landon Associates.

LUMBERTON

1 - LOCATION: Robeson County, E&P Map D-3, County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; Interstate 95, 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - TRANSPORTATION: Railroads-Seaboard Virginia & Carolina Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Queen City Coach.
Airlines-Piedmont-Fayetteville Airport 25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,340; Loc. Est. 18,117
CZ-ABC: (70) 16,961; (82) 18,400
RTZ-ABC: (70) 79,843; (82) 101,200
County 80 Cen. 101,577; Loc. Est. 102,774
City & RTZ-ABC: (70) 96,804; (82) 119,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,494; Loc. Est. 6,585
CZ-ABC: (70) 5,219; (82) 6,600
RTZ-ABC: (70) 20,350; (82) 30,300
County 80 Cen. 31,370; Loc. Est. 32,666
City & RTZ-ABC: (70) 25,569; (82) 36,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$650,000,000
Savings & Loan	3	$40,000,000

6 - PASSENGER AUTOS: County 42,448

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
Principal Pay Days-Thurs., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 29. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blks. on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St. (21 units).
Neighborhood Shopping Centers-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units), Nichols Discount City (12 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biggs Park(23)	NA	Eckerd's, JC Penney
K mart Plaza	NA	K mart, Revco
Twin Oaks Mall(25)	NA	Maxwell Furniture

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-All Shopping Center Stores; Discount Stores and Food Stores open til 9 p.m.

13 - RETAIL OUTLETS: Department Stores-BelkHensdale; Raylass; Leder Bros.; A. Weinstein; J.C. Penney;
Chain Drug Stores-Eckerds; Hedgpeth 2; Revco; Mann; Medicine Shop.
Discount Stores-Bargain Barn; K mart; Cook's; Nichol's.
Variety Stores-Wood's; Family Dollar.
Chain Supermarkets-A&P 2; Big Star; Red & White 2; Winn-Dixie 2; Food World; Food Town; Bo's 3.
Other Chain Stores-Goodyear; Goodrich; Firestone; Heilig Meyers; Sherwin-Williams; Western Auto; Singer; Homeway Furniture; Maxwell Home Furnishings; Lowe's; Kimbrells.

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 15,878; (S) 17,075; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: B.M. Lewis, Nat. Adv. Mgr., ROBESONIAN, P.O. Box 1162, Lumberton, NC 28358; Tel. (919) 739-4322.
National Representative: Landon Associates.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia SMSA). E&P Map C-2, 25 mi. SE of Charlotte on U.S. Hwy. 74,601; State 207, 75, 200, 84.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-9.
Airlines-Commercial freight and charter.

3 - POPULATION:
Corp. City 80 Cen. 12,639; Loc. Est. 12,349
CZ-ABC: (70) 11,282; (82) 11,700
RTZ-ABC: (70) 43,432; (82) 62,200
County 80 Cen. 70,380; Loc. Est. 70,885
SMSA 80 Cen. 637,218; Loc. Est. 642,053
City & RTZ-ABC: (70) 54,714; (82) 73,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,471; Loc. Est. 4,483
CZ-ABC: (70) 3,612; (82) 4,400
RTZ-ABC: (70) 12,292; (82) 20,700
County 80 Cen. 22,921; Loc. Est. 23,827
SMSA 80 Cen. 226,250; Loc. Est. 235,027
City & RTZ-ABC: (70) 15,904; (82) 25,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$73,000,000
Savings & Loan	2	$381,278,543

6 - PASSENGER AUTOS: County 33,962

7 - ELECTRIC METERS: Residence 4,543

8 - GAS METERS: Residence 1,522

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Textiles 1,953 ($160); Retail Commerce 3,425 ($154); Construction 1,113 (N.A.); Lumber and Wood Prod. 871 ($159); Fabricated Metals 814 ($242); Agriculture (N.A.).
Principal Industry Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; Last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Centers-Downtown-15 blocks on Main, Jefferson and Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe Mall(50)	NA	Belk, J.C. Penney, Woolco, Peebles, World Bazaar, Harris Teeter Mkt.
Monroe Plz.(10)	NA	Sears, Roses, Eckerd
Union County(25)	NA	
Union Village(15)	NA	Winn-Dixie, Maxwell Furn., Sky City Disc.
C & S(2)	NA	Bi-Lo, Sterchi Furniture
Sunset Plaza(3)	NA	Food Town, 3-Guys

Stores Open Evenings-Most Shopping Centers Mon.Sat. til 9:00 p.m.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Belks; Sky City; Roses; Peebles; Sears; K mart; Woolco.
Discount Stores-Family Dollar 2; Griffin 88; Pic-N-Pay Shoes.
Chain Drug Stores-Revco; Eckerd; Rexall; Rite Aid.
Chain Supermarkets-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gambles; Kroger; Sav-on; 3-Guys.
Other Chain Stores-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Walden Books; General Nutrition Center; Lowes; Brand Jewelers; Radio Shack.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 12,266; (S) 12,434; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Whitley, Adv. Dir., ENQUIRER-JOURNAL, 500 W. Jefferson, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Landon Associates.

MORGANTON

1 - LOCATION: Burke County, E&P Map B-2.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763; Loc. Est. 13,484
CZ-ABC: (70) 13,625; (82) 13,700
RTZ-ABC: (70) 46,739; (82) 61,700
County 80 Cen. 72,504; Loc. Est. 74,090
City & RTZ-ABC: (70) 60,364; (82) 75,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,945; Loc. Est. 4,859
CZ-ABC: (70) 3,695; (82) 4,300
RTZ-ABC: (70) 13,932; (82) 21,500
County 80 Cen. 25,338; Loc. Est. 26,690
City & RTZ-ABC: (70) 17,627; (82) 25,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: County 34,087

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Children's Wear; Lingerie; Electronics; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chemical; Upholstery; Custom Marble. 20,485; Emp. Av. Wkly. Wage, $180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Avenue (7)	NA	Harris-Teeter, Family Dollar
Ingle	NA	Bi-Lo, Foodtown, Revco, K mart
Morganton Pl.(10)	NA	Rose's Dept., Eckerd's
Wes-Mor	NA	Sears, Lowe's, Sky City
Catawba Mall(20)	23	Penney, Belk's, K mart
Valley Hill(42)	25	Sears, Belks
Lenoir Mall (52)	15	B. Dalton, Kay Jewelers, Kinney Shoes, Rite-Aid

Principal Shopping Days-Wed. through Sun.

13 - RETAIL OUTLETS: Variety Stores-Rose's; Woolworth's; Belk's; Lazarus; Burands; Family Dollar; John Graham; Sears; K mart; Nichols; Sky City.
Chain Drug Stores-Eckerd; Cornwell 9; Miller's 2; Rite-Aid; Revco.
Chain Supermarkets-Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town; Raders.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,268; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lew Spence, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 77, 601, 52 and 89.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 6,862; Loc. Est. 6,772
County 80 Cen. 59,449; Loc. Est. 61,940

4 - HOUSEHOLDS:
City 80 Cen. 1,836; Loc. Est. 2,804
County 80 Cen. 23,216; Loc. Est. 22,905

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$250,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 30,081

7 - ELECTRIC METERS: Residence 22,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Spencers, Inc. 1,600 ($182); Quality Mills 1,250 ($175); Renfro Industries 1,100 ($172); Proctor-Silex 850 ($220); National-Mt. Airy Furniture 425 ($205); Perry Mfg. Co. 450 ($185).
Principal Industrial Pay Days-Every two weeks.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-Mayberry Mall (27 stores) Hwy 52 North.
Neighborhood Shopping Centers-Plaza Shopping Center (6 stores); Thruway Shopping Center (15 stores); Surry Central Shopping Ctr. (8 stores).

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and Penneys.

13 - RETAIL OUTLETS: Department Stores-Belk; J.C. Penney; Roses; K mart.
Discount Stores-Heck's; Sky City.
Variety Stores-Family Dollar; Dollar General; Super Dollar.
Chain Drug Stores-Eckerd's; Revco.
Chain Supermarkets-Winn-Dixie; Foodtown; Thrift-Mart.
Other Chain Stores-Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,050; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: General Adv. Service.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17 & 70; 176 mi. S of Norfolk, Va., 113 mi. E of Raleigh, 276 mi. N of Charleston S.C. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: Railroads-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557; Loc. Est. 13,996
PMA-ABC: (70) 81,800; (82) 92,800
County 80 Cen. 71,043; Loc. Est. 70,672
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,863; Loc. Est. 5,817
PMA-ABC: (70) 23,100; (82) 30,700
County 80 Cen. 23,499; Loc. Est. 24,028

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$6,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: County 32,978

7 - ELECTRIC METERS: Residence 8,870

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (all timber prods.) (N.A.); Apparel 750 (N.A.); Stone Pdts. 55 (N.A.); Tool Workers 245 ($140); U.S.M. Corps, NAF 2,450 ($200); 63 Mfg. Establishments in County 2,800 Emps.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 73-83; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd., 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin Rivers Mall(60)	NA	Belk's, J.C. Penney
Triangle Plaza(3)	NA	Winn-Dixie, Mont. Ward
Berne(10)	NA	People's, Winn-Dixie
Neuse Village(9)	NA	Maxwell's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri. (No. Sunday Blue Laws).

13 - RETAIL OUTLETS: Department Stores-Belk's; Montgomery Ward; J.C. Penney; Charles; Sears.
Discount Stores-Kings; Clark's; Family Dollar Store; Rose's; Nichols; Lowe's.
Variety Stores-Macks; McLellans; Pope's.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerds.
Chain Supermarkets-Big Star; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3.

14 - NEWSPAPERS: SUN-JOURNAL (e) 15,034; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Hall, Adv. Mgr., SUN-JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory SMSA). E&P Map C-2, County Seat. Manufacturing and agriculture area in West Central Piedmont part of state; 35 miles NW of Charlotte on Hwys. 16,321 and 10. 8 miles SE of Hickory.

2 - TRANSPORTATION: Railroads-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624; Loc. Est. 7,343
County 80 Cen. 105,208; Loc. Est. 105,989
SMSA 80 Cen. 130,207; Loc. Est. 133,125

4 - HOUSEHOLDS:
City 80 Cen. 2,859; Loc. Est. 2,752
County 80 Cen. 37,308; Loc. Est. 38,676
SMSA 80 Cen. 45,836; Loc. Est. 48,242

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$200,637,432
Commercial	3	$339,832,679

6 - PASSENGER AUTOS: County 58,360

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 2,904 ($148); Manufacturing 34,632 (N.A.); Transp. Comm. & Utilities 2,524 ($171); Trade 9,451 (N.A.); Others 4,910 (N.A.) Area mfrs: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber & Furniture. Agriculture includes: Dairy Products; Wheat; Cotton; Corn.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING:Principal Shopping Center-12 blocks on Hwy. 321; smaller shopping center 1 1/2 miles at intersection of Hwys. 321 and 64-70 (combined 23 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	14	J.C. Penney
Sky City	14	Sky City
Hickory	16	Harris Teeter
Springs Rd	16	Harris Teeter
Valley Hills(90)	5	Belk, Sears

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers

13 - RETAIL OUTLETS: Department Stores-Belk; Brumley; Family Dollar; Sears; J.C. Penney; Sky City.
Discount Stores-Dandy; Crown Drug.
Variety Stores-TG&Y; S&H Grand; United; Rose's.
Chain Drug Stores-Crown; Newton Rexall.
Chain Supermarkets-Winn-Dixie; Lowe's; Catawba General (Harris Teeter); Twin City; 3-D.
Other Chain Stores-Pic 'n' Pay; Clark Tire-Auto; Western Auto; Twin City Tire; Thomas Co. Jewelers.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 4,022; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Suzanne Williams, Adv. Dir., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave., Newton, NC 28658; Tel. (704) 464-0221.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham SMSA), E&P Map D-2, State Capital and County Seat. Retail and wholesale center of Eastern and Central N.C. On U.S. Hwys. 1, 401, 70A, 70, 64 and State Hwys. 39, 42, 54. 55, 59. 501 mi. S of N.Y. City; 499 mi. N of Jacksonville; 120 mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Seaboard; Southern.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Carolina Trailways; Carolina Coach; Raleigh City Coach; Southern.
Airlines-Altair; Delta; Eastern; Piedmont; United; USAir; Wheeler; NY Air; Mid-South; AirLift; Sunbird; Air Virginia; Atlantic Express.

3 - POPULATION:
Corp. City 80 Cen. 150,255; Loc. Est. 151,069
CZ-ABC: (70) 135,536; (82) 169,600
RTZ-ABC: (70) 482,940; (82) 612,100
County 80 Cen. 301,327; Loc. Est. 307,450
SMSA 80 Cen. 530,673; Loc. Est. 538,626
City & RTZ-ABC: (70) 618,476; (82) 781,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 54,643; Loc. Est. 52,286
CZ-ABC: (70) 40,401; (82) 59,000
RTZ-ABC: (70) 141,105; (82) 210,000
County 80 Cen. 106,525; Loc. Est. 111,947
SMSA 80 Cen. 189,012; Loc. Est. 197,528
City & RTZ-ABC: (70) 181,506; (82) 269,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	17	$2,904,438,000
Savings & Loan	9	(incl. above)
Credit Unions	27	(incl. above)

6 - PASSENGER AUTOS: County 185,318

7 - ELECTRIC METERS: Residence 58,000

8 - GAS METERS: Residence 42,000

9 - PRINCIPAL INDUSTRIES: Industry, (Number of Firms), Number of Wage Earners (Av. Wkly. Wage)-Construction (860), 8,791 ($251); Food (19), 2,110 ($246); Textiles (12), 1,469 ($226); Apparel (14), 1,266 ($177); Printing & Publ. (79), 1,645 ($264); Chemicals (10), 1,429 ($306); Fab. Metal Prods. (24), 2,368 ($332); Machinery exc. Elect. (34), 1,458 ($303); Elect. Equip. & Supplies (30), 6,531 ($308); Instruments & Related Prods. (12), 1,757 ($363); Trans., Comm., Utilities (171), 8,771 ($385); Wholesale & Retail Sales (2,205), 36,815 ($229); Finance, Insur., Real Estate (666), 10,379 ($271); Services (2,415), 28,518 ($207); Federal Gov't. (53), 2,983 ($444); State Gov't. (108), 23,442 ($308); Local Gov't. (19), 12,545 ($239).
Principal Pay Days-1, 15; 5, 20 & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Wintur 35-50. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Downtown Shopping Area-6 blocks long, 4 blocks wide, starting at the State Capitol.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avent Ferry(24)	2	Food Town, Rite-Aid
Brentwood Sq.(15)	6	Big Star, Rite-Aid
Cameron Vlg.(75)	1	Thalhimer's, JC Penney
Cary Vlg. Mall(61)	5	Hudson-Belk, Ivey's
Cary Vlg. Sq.(24)	7	Winn-Dixie, Kerr Drugs
Colony(14)	6	A&P
Crabtree Valley(156)	7	Hudson-Belk, Sears, Thalhimer's
Eastgate(11)	5	A&P, Kerr Drugs
Falls Village(37)	8	T.J. Maxx, Big Star
Fayetteville Street Mall	0	Hudson-Belk
Forest Hills(14)	5	Treasury Drug, Food Town
Gateway Plaza(29)	3	Piggly Wiggly, Family Dollar
Glenwood Vlg.(10)	4	Harris-Teeter
Holly Park(16)	3	Roses, Winn-Dixie, Eckerd Drug
Kidds Hill Plz.(4)	7	Brendle's, Food Town
Kildaire Plz.(10)	6	Harris Teeter, Revco
Kings Plaza(15)	5	Winn-Dixie, Revco
Lake Boone Trail(16)	4	A&P, Kerr Drugs
Longview Gardens(12)	3	Winn-Dixie, Kerr Drugs
Mission Valley(14)	1	Kerr Drugs
North Boulevard Plaza(22)	8	Winn-Dixie, Kerr Drugs
North Hills Mall & Plaza(61)	5	Ivey's, JC Penney
North Plaza(10)	5	Food Town, Revco
North Ridge(34)	7	Winn-Dixie, Kerr
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	Eckerd Drug
Quail Corners(17)	6	Big Star, Eckerd
Research Triangle Factory Outlet(26)	15	United Outlet, Rack Room
Ridgewood(22)	4	Winn-Dixie, Kerr
Six Forks Sq.(6)	8	Winn-Dixie, Revco
Southgate(5)	3	Fast Fare
South Hills(70)	6	Roses, Kerr Drug
Springdale(2)	11	Springdale Foodlane
Starmount(8)	5	Stylecraft Furn.
Stoneybrook(8)	5	Food World
Tower(28)	5	Food Town, Kerr, Sears Surplus
Towne North(15)	12	Big Star, Kerr Drugs
Townridge(22)	8	K mart, Winn-Dixie, Revco
Tryon(12)	3	Roses, Winn-Dixie, Eckerd
Wakefield Vlg.(6)	4	Big Star, Revco
Western Blvd.(8)	3	A&P, Best Prods.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food Mon.-Sat., Dept. Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Ivey's; Hudson-Belk; Sears; Boylan-Pearce; Penney; K mart; Thalhimers.
Variety Stores-Woolworth 2; G.C. Murphy; Rose's.
Discount Stores-K mart; Rose's; Super Dollar; Best Products; Brendles 2; Family Dollar.
Chain Drug Stores-Eckerd's 6; Treasury Drug 2; Kerr 14; Rite Aid 2; Revco 9.
Chain Supermarkets-Winn-Dixie 15; A&P 7; Piggly Wiggly 2; Big Star 11; Food World 2; Food Town 6; IGA 2.
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; S&H Green Stamps; Jarman; Pittsburgh Plate Glass; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Sam Goody; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World.

14 - NEWSPAPERS: NEWS & OBSERVER (m) 129,240; TIMES (e) 33,338; Comb (m&e) 162,578; NEWS & OBSERVER (S) 170,317; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mkt. Res. Dir., NEWS & OBSERVER and TIMES, P.O. Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.
National Representative: Branham.

REIDSVILLE

1 - LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, Va.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 80 Cen. 12,492; Loc. Est. 11,899
County 80 Cen. 83,426; Loc. Est. 84,324

4 - HOUSEHOLDS:
City 80 Cen. 4,743; Loc. Est. 4,497
County 80 Cen. 29,616; Loc. Est. 30,888

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 42,559

7 - ELECTRIC METERS: Res./Ind. 17,797

8 - GAS METERS: Res./Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Canning ($360); Tobacco 2,000 ($240); Textile 900 ($180); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage ($165).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. Annual average temp. 56.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Penrose Mall(21)	NA	Eckerd, Winn-Dixie
Southwood Vlg.	NA	Revco, K mart
TG&Y Plaza(2)	NA	Colonial Mkt., TG&Y

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; J.C. Penney; Sears; Rose's; TG&Y; Family Dollar; Super Dollar.
Variety Stores-Rose's; K mart.
Chain Drug Stores-Eckerd's; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Big Star; Bestway; Food Town; Daniel 2; Food World.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 7,700; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Michael DeLapp, Adv. Dir., REVIEW, P.O. Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
National Representative: Landon Associates.

ROANOKE RAPIDS

1 - LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, N.C., in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Air Transportation-At Rocky Mount, N.C., (43 mi.) and Raleigh, N.C. (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 14,702; Loc. Est. 14,516
CZ-ABC: (70) 13,508; (82) 14,300
RTZ-ABC: (70) 38,035; (82) 36,700
County 80 Cen. 55,286; Loc. Est. 53,762
City & RTZ-ABC: (70) 51,543; (82)51,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,491; Loc. Est. 5,286
CZ-ABC: (70) 4,391; (82) 5,400
RTZ-ABC: (70) 9,970; (82) 11,200
County 80 Cen. 18,286; Loc. Est. 18,281
City & RTZ-ABC: (70) 14,361; (82) 16,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$64,000,000
Savings & Loan	4	$40,000,000

6 - PASSENGER AUTOS: County 23,661

7 - ELECTRIC METERS: Residence 6,904

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry Number of Employees-Textiles 3,100; Paper 710; Lumber & Wood Prod 715; Elect. Transformers & Molded Products 260; Pub. 40; Chip Board 105; Const. 240; Service 160; Retail & Wholesale Trade 1,100; Trans. Comm. and Util. 110; Gov. 210; Tourist Services 240; Milk Prod. 35; Concrete Prod. 24, Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Hills(20)	NA	Stacy's
Franklin St.(7)	NA	Little Star
Oakland(28)	NA	Clark's, Sears, Winn-Dixie
Park Plaza(8)	NA	Bestway, TG&Y
Roanoke Rapids(28)	NA	Eckerd, Big Star, Rose's, Peebles
Becker Village Mall(31)	NA	Leggett, J.C. Penney, K mart, Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Peeble's; J. C. Penney; Baldwin's; Rose's; Clark's; TG&Y.
Discount Stores-Dollar; Drug Barn; Clark's; Rite-Aid; Treasury Drug; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K Mart.
Chain Supermarkets-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Safeway; Bestway.
Other Chain Stores-Western Auto; Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Advance; Heilig-Meyers; Pic & Pay; Wicke's Lbr.; Firestone; Fines; Fashion Bug; Kinneys; Radio Shack; Waldenbooks; Musicland; Hallmarks; The Junction; Endicott Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's; Wise Fashions; Goldmine; Kay Jewelers; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,758; (S) 10,866; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative: None.

ROCKINGHAM

1 - LOCATION: Richmond County, E&P Map D-2.

2 - TRANSPORTATION: Railroads-Seaboard Airline.
Intercity Bus-Queen City Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,300; Loc. Est. 9,011
CZ-ABC: (70) 10,477; (82) 13,500
RTZ-ABC: (70) 29,[illegible]; (82) [illegible]
County 80 Cen. 45,4[illegible]; Loc. Est. 47,21[illegible]
City & RTZ-ABC: (70) 39,88[illegible]; (82) 46,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,039; Loc. Est. 3,344
CZ-ABC: (70) 3,436; (82) 5,200
RTZ-ABC: (70) 8,600; (82) 11,300
County 80 Cen. 15,809; Loc. Est. 16,9[illegible]3
City & RTZ-ABC: (70) 12,026; (82) 16,[illegible]00

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$10,254,388
Savings & Loan	3	$11,216,201

6 - PASSENGER AUTOS: County 19,570

7 - ELECTRIC METERS: Residence 10,776

8 - GAS METERS: Residence 1,075

9 - PRINCIPAL INDUSTRIES: Textiles; Timber; Automotive Transmissions; Farming; Paper; Furniture; R.R.; Total 7,300 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; Last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING:Shopping center 2 mi. from central business district, open nightly; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Richmond Plaza (36)	NA	Belks, Revco, J.C. Penney
Tri-City(21)	NA	K mart, A&P, Eckerds
Westside Sq.(6)	NA	Bi-Lo, Woods

13 - RETAIL OUTLETS: Department Stores-K mart; Belks; J.C. Penney; R.W. Goodman; Guddy's; Lupeg's; Long's; Kay's; Ego Ltd.
Discount Stores-Wickes; Lowe's; Family Dollar.
Variety Stores-Rose; Wood's.
Chain Drug Stores- Eckerd's; Revco.
Chain Supermarkets-A&P; Big Star; Big M; Piggly Wiggly; Bi-Lo; Winn-Dixie; Lowe's.
Other Chain Stores-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Three Sisters; Jewel Box; Firestone; Sherwin-Williams; Pic'n Pay; Sears.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 7,378; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W.T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, P.O. Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.
National Representative: Landon Associates.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond and 51 mi. E of Raleigh. On U.S. I-95 and U.S. 64.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Carolina Trailways; Seashore Transp.
Airlines-Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 41,283; Loc. Est. 41,858
CZ-ABC: (70) 34,284; (82) 43,100
RTZ-ABC: (70) 120,822; (82) 127,600
Counties 80 Cen. 123,141; Loc. Est. 123,180
Edgecombe 80 Cen. 55,988; Loc. Est. 55,979
Nash 80 Cen. 67,153; Loc. Est. 67,201
City & RTZ-ABC: (70) 155,106; (82) 170,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,138; Loc. Est. 15,387
CZ-ABC: (70) 11,210; (82) 16,500
RTZ-ABC: (70) 32,278; (82) 39,600
Counties 80 Cen. 41,867; Loc. Est. 43,093
Edgecombe 80 Cen. 18,397; Loc. Est. 18,901
Nash 80 Cen. 23,470; Loc. Est. 24,192
City & RTZ-ABC: (70) 43,488; (82) 56,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$6,800,000,000
Savings & Loan	5	$2,500,000,000

6 - PASSENGER AUTOS: Nash 33,500; Edgecombe 24,495

7 - ELECTRIC METERS: Residence 21,500

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food & Drug Prod. 1,500; Tobacco Processing (seasonal) 800; Textile Mill Prod. & Apparel 2,500, Lumber & Wood, Furn. 950; Printing & Pub. 160; Chemicals & Prod. 850; Stone, Clay, Glass & Concrete 165; Fabricated Metal Prod. 1,200; Transportation 400; Construction 1,950; Electrical Equip. & Supplies 175; Av. Weekly Wages $271.
Principal Pay Days-1, 15 & 30; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-39; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks Main St.; 3 blocks Washington St.; Tarrytown Mall (73 units) Hwy. 64 at 301; Oakwood (18 units).
Neighborhood Shopping Centers-Peddler's Village Hwy 301 S. (12 units); Falls Rd. at Ridge St. (7 units); Englewood (8 units); Fairview (6 units); Walnut; Winn-Dixie; Wellongate; Raleigh Road; Englewood Square on Sunset Ave. (10 units); K mart Plaza (15 units); West End Plaza (8 units); Westridge Village (33 units).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; J.C. Penney; Rosenbloom-Levy; Baldwin's; Montgomery Ward; Sears Roebuck; K mart.
Variety Stores-McCrory-McLellan; Pope's Dollar Stores; Rose 2; Macks.
Discount Stores-K mart; Bailey's Discount Jewelry; Family Dollar Stores.
Chain Drug Stores-Almands 3; Kerr 3; Eckerd's 2; Raper's 2.
Chain Supermarkets-Big Star 2; A&P; Gurganus 2; Piggly-Wiggly 2; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Safeway; Food World; Expressway 8.
Other Chain Stores-Cato's; Low's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Family Dollar Store; Lowe's; Moores; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e) 12,258; (S) 14,488; Mar. 31 1982 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Publisher, TELEGRAM, Rocky Mount, NC 27801; Tel. (919) 446-5161.
National Representative: Thomson Newspapers.

SALISBURY-SPENCER-EAST SPENCER

1 - LOCATION: Rowan County (In Salisbury-Concord, NC SMSA). E&P Map C-2, County Seat. Center of rich industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 350 mi. from Washington; 290 mi. from Atlanta. On U.S. Hwys. 70, 29, 52, 601; State Hwy 150; Interstate 85.

2 - TRANSPORTATION: Railroads-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Carolina Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765; Loc. Est. 27,400
Salisbury 80 Cen. 22,677; Loc. Est. 22,430
Spencer 80 Cen. 2,938; Loc. Est. 2,865
East Spencer 80 Cen. 2,150; Loc. Est. 2,105
CZ-ABC: (70) 35,617; (82) 40,000
RTZ-ABC: (70) 226,466; (82) 268,000
County 80 Cen. 99,186; Loc. Est. 100,408
SMSA 80 Cen. 185,081; Loc. Est. 190,101
City & RTZ-ABC: (70) 262,083; (82) 308,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 10,290; Loc. Est. 10,155
Salisbury 80 Cen. 8,398; Loc. Est. 8,267
Spencer 80 Cen. 1,178; Loc. Est. 1,177
East Spencer 80 Cen. 714; Loc. Est. 711
CZ-ABC: (70) 11,415; (82) 15,000
RTZ-ABC: (70) 71,568; (82) 99,200
County 80 Cen. 35,949; Loc. Est. 37,455
SMSA 80 Cen. 66,559; Loc. Est. 70,378
City & RTZ-ABC: (70) 82,983; (82) 114,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$211,815,000
Savings & Loan	4	$186,719,811

6 - PASSENGER AUTOS: County 51,773

7 - ELECTRIC METERS: Residence 36,005

8 - GAS METERS: Residence 5,943

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food 782; Stone, Clay & Glass 504-Mach. & Metal 987; Textile 6,500; Railroad 300; Communications (Radio-Tel.) 145; Utilies 360; Furn. & Fixtures 630; Lumber & Wood 128; Chemicals 144; Mobile Homes 600; Paper Prods. 235; Rubber Prods. 152; VA Hosp. 1,000 (Av. Wkly. Wage-$165).
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-90; Fall 48-73; Winter 32-53.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main; 2 on Innes; 1 on Council.
Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 South Main, Salisbury; Ketner Cntr., W. Innes & Mahaley, 3 blocks in Spencer; Park Shopping Center, Spencer, 6 Stores; 2 blocks in East Spencer; S. Main at Mooresville Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ketner Ctr.(12)	1	Food Town
Mid Carolina(5)	2	Winn-Dixie, Eckerd
Rowan Mall(10)	1 1/2	Rose's, Eckerd Drug
Towne Mall(28)	1	Sky City
Park-Plaza(7)	2	A&P
Southgate(6)	1 1/2	Mark Drug

Principal Shopping Days-Fri., Sat.
Stores Close-Furniture-Wed. aft. all year.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Belk-Harry; J. C. Penney; Rose's; Zimmerman's.
Variety Stores-Woolworth; Family Dollar; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd's 3; Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores-Shoes: Pic 'n Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W. H. Leonard, Friedman; Furniture: Hometown Furniture; K-Town; Rustin's; Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward (catalog), Radio Shack, Firestone, Sherwin-Williams, New York Carpet; Ed Kelly's.

14 - NEWSPAPERS: POST (e) 24,849; (S) 24,779; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Stiller, Nat'l Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28144; Tel. (704) 633-8950.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County, E&P Map D-2, County Seat. Shipping and Industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwy. 1, 15, 501, 421; N.C. 87.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773; Loc. Est. 14,790
CZ-ABC: (70) 11,716; (82) 15,600
RTZ-ABC: (70) 77,958; (82) 97,300
County 80 Cen. 36,718; Loc. Est. 36,761
City & RTZ-ABC: (70) 89,674; (82) 112,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,545; Loc. Est. 5,634
CZ-ABC: (70) 3,772; (82) 5,800
RTZ-ABC: (70) 23,185; (82) 33,800
County 80 Cen. 12,914; Loc. Est. 13,359
City & RTZ-ABC: (70) 26,957; (82) 39,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$214,796,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 19,950

7 - ELECTRIC METERS: Residence 6,775

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Sanford trade area) Total Wage Earners 14,765 ($205); Construction 1,375 ($275); Mfg. 6,790 ($214); Trans., Comm., Util. 654 ($216); Trade 3,693 ($180)
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Average Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.; Kendale 35 Stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kendale(36)	3	A&P, Winn-Dixie, Sears
Sanford Sq.	NA	Food Town, Revco
Zayre	1	Zayre, Big Star, Revco

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food-Thurs. & Fri.; Dept. & Furniture Stores-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-WilliamsBelk; Avent & Thomas; Penney; Moore's; Sears; Montgomery Ward; Zayre.
Discount Stores-Family Dollar; Zayre; Revco; Advance; K mart.
Variety Stores-Macks 3; Pope's.
Chain Drug Stores-Rite-Aid 2; Revco 2; Medicine Shoppe; Eckard's.
Chain Supermarkets-A&P 2; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; The Pantry 8; Big Star; Byrd's LoMark; Foodtown.
Other Chain Stores-Saslow's Jewelry; Banks Clothing; Sears Roebuck; H&H Auto Parts; Lowe's; Dossenbach's Finer Furniture 3; Kimbrell's Furniture; Diana Shops; Moore's; Macks 3; Firestone; Advance; Pic 'N Pay; Montgomery Ward; Sew 'n Save; Heilig-Meyers; Revco; Radio Shack; Pantry 16; Rich Girls, Catos; Cheap Joes; Tucker Jones Furniture.

14 - NEWSPAPERS: HERALD (e) 12,136; Mar. 31 1982 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch Adv. Mgr.; HERALD, 208 St. & Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County, E&P Map B-2, County Seat. Situated on State Hwys. 18 and 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, S.C.

2 - TRANSPORTATION: Railroads-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,310; Loc. Est. 15,081
CZ-ABC: (70) 29,384; (82) 33,100
RTZ-ABC: (70) 66,295; (82) 78,400
County 80 Cen. 83,435; Loc. Est. 86,621
City & RTZ-ABC: (70) 95,679; (82) 110,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,731; Loc. Est. 5,688
CZ-ABC: (70) 8,984; (82) 11,800
RTZ-ABC: (70) 19,717; (82) 27,300
County 80 Cen. 28,458l; Loc. Est. 30,463
City & RTZ-ABC: (70) 28,701; (82) 39,100

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: County 40,048

7 - ELECTRIC METERS: Residence 7,081

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Mfg. 16,370 ($202); Construction 1,293 ($189); Trades 5,085 ($164).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Center-City Sq.; 3 blocks radius around square.
Neighborhood Shopping Centers-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bilo Plaza; Cleveland Mall.
Principal Shopping Days-Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Wray's 2; Penney; Belk's; Wise.
Variety Stores-Rose's; Blanton's; Towel Town; Scottie's.
Discount Stores-Kings; Sky City; Family Dollar 2; K mart; Woolco.
Chain Drug Stores-Cornwell Drug (Rexall); Eckerd's 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; A&P; Winn-Dixie 2; Lowe's 2; Ingle's; Bi-Lo; Kroger.
Other Chain Stores-Sears; Lowe's Wickes; Kings; Goodyear.

14 - NEWSPAPERS: STAR (e) 17,359; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Mgr., STAR, P.O. Box 48, Shelby, NC 28150; Tel. (704) 484-7041.
National Representative: Landon Associates.

SPENCER

See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County, E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 21, 90, 115; 40 mi. N of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622; Loc. Est. 18,418
PMA-ABC: (70) 85,339; (82) 102,700
County 80 Cen. 82,538; Loc. Est. 86,101

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,056; Loc. Est. 6,856
PMA-ABC: (70) 26,375; (82) 37,100
County 80 Ccn. 29,128; Loc. Est. 31,307

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$210,976,000
Savings & Loan	5	$237,400,000

6 - PASSENGER AUTOS: City 25,621; County 43,476

7 - ELECTRIC METERS: City Residence 9,829

8 - GAS METERS: Residence 6,774

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 5,180 ($187); Apparel 3,280 ($158); Furniture 2,220 ($180); Fab. Metals 910 ($256); Non-electric Machy. 800 ($236); Paper 540 ($216); Trades 6,150 ($142); Construction 1,770 ($196); Food & Agri-business 850 ($190); Heavy Metal 550 ($268).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30. Last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Centers-8 blocks on 3 central streets.
Neighborhood Shopping Centers-2 blocks on W. Front St.; 1 at Boulevard and Western Ave.; 1 on N. Center St.; 2 on Davie Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale Sq.(14)	NA	Food Town
Forest Hts.(12)	NA	Harris-Teeter Mkt.
Newtowne Plz.(12)	NA	Roses, Harris-Teeter Mkt.
Signal Hill Mall(35)	NA	Belk, Woolworth, J.C. Penney, Winn-Dixie
Westgate(7)	NA	Lowe's Mkt.
Sout'iland(5)	NA	Family Dollar, Food Town
Westpark(8)	NA	Mack's, Winn-Dixie

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Some Wed. afternoons.
Stores Open Evenings-Thu., Fri.
Stores Open Sundays-Grocery, drug, & variety.

13 - RETAIL OUTLETS: Department Stores-Belk's; Spainhour's; J.C. Penney; Smithey's; Roses; Woolworth; K mart; Mack's.
Discount Stores-Family Dollar; Roses.
Variety Stores-Eagle's; Woolworth.
Chain Drug Stores-Statesville; Eckerd's; Revco 7; Rite Aid.
Chain Supermarkets-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Food Town 2; Ingle's.
Other Chain Stores: Leonard's Jewel Box; Wooten's (Jewelry); Goodrich; Goodyear; Western Auto; Advance Auto; Judi; Smart Shop; Morse Shoes; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner Shops; Mr. Sport; Pearl Vision Centers; White Star; Sky City.

14 - NEWSPAPERS: RECORD & LANDMARK (e) 17,744; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kiser, Adv. Dir., RECORD & LANDMARK, 220 East Broad Street, Statesville, NC 28677; Tel. (704) 873-1451.
National Representative: Landon Associates.

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-ACL; Seaboard Coast Line.
Motor Freight Carriers-12.
Intercity Bus Lines-Carolina Trailways.
Airlines-Sunbird (at Rocky Mt., 15 mi.)

3 - POPULATION:
Corp. City 80 Cen. 8,634; Loc. Est. 8,281
County 80 Cen. 55,988; Loc. Est. 55,979

4 - HOUSEHOLDS:
City 80 Cen. 3,243; Loc. Est. 3,056
County 80 Cen. 18,397; Loc. Est. 18,901

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$947,643,000

6 - PASSENGER AUTOS: County 25,465

7 - ELECTRIC METERS: Residence 4,340

8 - GAS METERS: Bottled 710; Natural 775

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plastic Pdts. 1,150; Power Tools 550; Textile Pdts. 2,000; Farm Machy. 1,000; Formica Pdts. 100; Misc. 100; Communications 500. Av. Wkly. Wage $170.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: First killing frost, Oct. 31. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview (15)	NA	Super Dollar, Harris
Parkhill Mall (15)	NA	Belk-Tyler, A&P
Tarboro (9)	NA	Winn-Dixie, Ben Franklin

Principal Shopping Days-Mon., Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Clark's; Alder's; Shugar's.
Variety Stores-Williams; McCrory; Rose's; Ben Franklin; Dollar Stores; K mart; TG&Y; G.C. Murphy.
Discount Stores-Brill's; Dollar Store; Family Dollar Store.
Chain Drug Stores-Cley's Walgreen; People's; Kerr; Revco.
Chain Supermarkets-A&P; Winn-Dixie; Harris; Piggly-Wiggly; Big Star.
Other Chain Stores-Firestone; Goodyear; Western Auto; Cato's; Wise Fashions; Heilig Meyers.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,189; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative: General Adv. Service.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston Salem-High Point SMSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: Railroads-Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers-20.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,144; Loc. Est. 13,472
CZ-ABC: (70) 23,462; (82) 22,300
RTZ-ABC: (70) 72,165; (82) 94,600
County 80 Cen. 113,162; Loc. Est. 114,687
SMSA 80 Cen. 827,385; Loc. Est. 817,524
City & RTZ-ABC: (70) 95,627; (82) 116,900
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,164; Loc. Est. 4,827
CZ-ABC: (70) 7,248; (82) 8,000
RTZ-ABC: (70) 22,230; (82) 34,200
County 80 Cen. 40,010; Loc. Est. 41,872
SMSA 80 Cen. 298,667; Loc. Est. 303,842
City & RTZ-ABC: (70) 29,478; (82) 42,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: City 17,937; County 57,200

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp. (Av. Wkly. Wage $147.67).

10 - CLIMATE: Av. annual temp.-58; Average annual rainfall 48 in.

11 - TAP WATER: Very soft; fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Erwin Heights(3)	NA	Thrifti-Mart, Revco
Randolph St.(5)	NA	A&P, Family Dollar
South Gate(34)	NA	K mart, Eckerds, Winn-Dixie
Thomasville Plz.(5)	NA	A&P, Revco, Family Dollar

Stores Open Sundays-Drug & discount stores.

13 - RETAIL OUTLETS: Chain Drug Stores-Revco 2; Eckerd's; Rite-Aid 2; Sky City.

14 - NEWSPAPERS: TIMES (m) 8,498; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank Atlas, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 475-2151.
National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 1,796; Loc. Est. 1,809
County 80 Cen. 12,984; Loc. Est. 13,739

4 - HOUSEHOLDS:
City 80 Cen. 807; Loc. Est. 816
County 80 Cen. 5,023; Loc. Est. 5,470

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 7,209

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Shopping Center-Tryon Plaza (BiLo Mkt., Sears, Family Dollar Store).

13 - RETAIL OUTLETS: Variety Stores-Peebles; Family Dollar Store; Popes United Variety; The Shop of Earale Thomas; The Tack Shop; Blue Ridge Weavers.
Chain Supermarkets-A&P; Community Cash; Bi-Lo; Smith's; Fast Fare; The Pantry; Cowan's.
Other Chain Stores-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,200; Publisher's statement Feb. 1982.
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Adv. Mgr., BULLETIN, PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152.
National Representative: None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: Railroads-Atlantic-Coast Line; Norfolk Southern.
Motor Freight Carriers-11.
Intercity Bus Lines-Seashore Transp.; Trailways.
Waterways-Pamlico River; Tar River.

3 - POPULATION:
Corp. City 80 Cen. 8,418; Loc. Est. 7,993
CZ-ABC: (70) 9,478; (82) 9,900
RTZ-ABC: (70) 62,387; (82) 72,600
County 80 Cen. 40,266; Loc. Est. 40,020
City & RTZ-ABC: (70) 71,865; (82) 81,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,191; Loc. Est. 2,786
CZ-ABC: (70) 3,077; (82) 3,500
RTZ-ABC: (70) 18,377; (82) 25,000
County 80 Cen. 14,212; Loc. Est. 14,582
City & RTZ-ABC: (70) 21,454; (82) 28,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$30,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 10,521; County 19,275

7 - ELECTRIC METERS: Residence 3,694

8 - GAS METERS: Residence 1,981

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prod. 162; Trans. Equip 65; Phosphate Mining 600; Elec. Appliance 500; Heavy Machinery 100; Boat Building 250; Filters 200.
Principal Industrial Pay Days-Sat., Fri.

10 - CLIMATE: Average Temp.-Spring 62; Summer 77; Fall 64; Winter 47.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Scott's; J.F. Buckman & Sons; Belk-Tyler; Charles White; Rose's.
Variety Stores-McClellans; K mart; Family Dollar; Giant Discount.
Chain Supermarkets-Foodland; Big Star; Leggett's Red & White; Smith's Red & White; Winn-Dixie; Scott's.
Chain Drug Stores-Welch's; White Cross; People's; Taylor's; Hospital Phcy.
Other Chain Stores-Glamor Shop (women's); Kinney (shoes); Mayfair Shoppe; Charles Stores; Thrift Shop (women's); King's (women's); Helig-Myers Furn; Maxwell Furniture.

14 - NEWSPAPERS: NEWS (e) 9,836; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marvin A. Pike, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Hanover County (SMSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.
Airlines-Piedmont; Sonbird.

3 - POPULATION:
Corp. City 80 Cen. 44,000; Loc. Est. 42,015
CZ-ABC: (70) 77,883; (82) 101,800
RTZ-ABC: (70) 142,236; (82) 173,500
County 80 Cen. 103,471; Loc. Est. 103,304
SMSA 80 Cen. 139,238; Loc. Est. 138,698
City & RTZ-ABC: (70) 220,119; (82) 275,300
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,418; Loc. Est. 19,467
CZ-ABC: (70) 24,888; (82) 38,100
RTZ-ABC: (70) 41,101; (82) 58,800
County 80 Cen. 37,691; Loc. Est. 43,574
SMSA 80 Cen. 50,100; Loc. Est. 64,679
City & RTZ-ABC: (70) 65,989; (82) 96,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$286,812,000
Savings & Loan	6	$366,700,000

6 - PASSENGER AUTOS: County 55,168

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber & Wood 490; Metals 1,390; Machinery 1,090; Food 610; Textiles 700; Apparel 1,250; Chemicals 5,590; Construction 4,020; Trans., Comm., & Pub. Util. 4,870; Trade 12,380; Fin., Ins., & Real Estate 1,820; Service 7,080; Gov't 11,740; Agriculture 480.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers-Castle St.; N. 4th St.; 17th & Market; 17th & Dawson; 5th & Red Cross; Glen Meade; Port city; S. Front.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Azalea Plaza(5)	3	Winn-Dixie
Cape Fear(8)	3	Family Dollar, Parkers
College Sq.(12)	4	Winn-Dixie, Revco
Cotton Exchange (33)	0	
Hanover Ctr.(23)	3	Parker's, Roses, Eckerds
Independence Mall(70)	NA	Belk-Berry, Sears, J.C. Penney
Kings Plaza(3)	3	Kings, Revco
Long Leaf Mall (40)	4	Radio Shack, Woolco, Winn-Dixie, Eckerd
Market Plaza(18)	3	Parkers, Radio Shack
Market Street(7)	1	
North 17(30)	3	Family Dollar, Foodtown

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Berry; J.C. Penney; K mart.
Discount Stores-King's; Family Dollar Store 3; Woolco; Buy-Rite; TG&Y; Rose's.
Variety Stores-Mack's; Rose's

Chain Drug Stores-Eckerds 4; Rexall 4; Revco 7.
Chain Supermarkets-Winn-Dixie 4; Parker's 8; Wilson's 4; Harris-Teeter 2; Foodtown; Krogers Sav-On.
Other Chain Stores-Western Auto; Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Singer Co.; Cloth World; Wicke's; Rhodes; Pic-Way; Lerner Stores; Radio Shack 5; Thom Mcan; Best Products Inc. Hahn Shoes; Hickory Farms; Kinney Shoes; Thomplinson.

14 - NEWSPAPERS: STAR (m) 41,035; STAR NEWS (S) 48,073; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ron Shook, STAR/STAR-NEWS, P.O. Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative: Branham.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2, County Seat. Agricultural and Manufacturing Center. 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, Va. On U.S. Hwys. 301, I-95; 264 and 117; State Hwys. 42 and 58.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk & Southern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Carolina Trailways; Seashore Transportation.
Airlines-Air Care.

3 - POPULATION:
Corp. City 80 Cen. 34,424; Loc. Est. 34,178
CZ-ABC: (70) 29,347; (82) 35,800
RTZ-ABC: (70) 63,353; (82) 69,200
County 80 Cen. 63,123; Loc. Est. 62,681
City & RTZ-ABC: (70) 92,700; (82) 105,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; Loc. Est. 12,276
CZ-ABC: (70) 9,041; (82) 12,900
RTZ-ABC: (70) 17,656; (82) 22,400
County 80 Cen. 21,549; Loc. Est. 22,087
City & RTZ-ABC: (70) 26,697; (82) 35,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$40,237,070
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 31,070

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Processing; Textile Fabrication; Meat Processing; Auto Tire Mfg.; Feed and Grain Processing; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown 8 Blks. on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers. Downtown: Belk-Tyler's; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stantonburg	12	Bakers, Bailey's Gardners
Elm City	6	McKeel's Cobb's
Bailey	13	W.H. Farmer, Clarks, Hagwood's
Brentwood	NA	Food Town, Eckerd's
Sims	9	Whitley's Boykins
Lucama	6	Bass Bros.
Nichols City	NA	Nichols Discount Store, Food World
Kenly	26	J. Dobbin Bailey, Cook's, IGA
Boulevard Plz.(13)	NA	Eckerd, Colonial
Gold Park(11)	NA	Family Dollar Store, Food World, Revco
King's Plaza(10)	NA	A&P, King's, Maxwell's
Parkwood Mall (72)	NA	J.C. Penney, Winn-Dixie, Roses, Belk-Tyler
Village	NA	Countryside Furniture, Village Grocery
Winoca(18)	NA	Sears, Carpetland
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Leder's, Inc.; Belk-Tylers; Sears.
Discount Stores-Cook's; S. E. Nichols; King's.
Variety Stores-Rose's; Value Pak.
Chain Drug Stores-Eckerd's 2; Kerr Drugs; Revco 2.
Chain Supermarkets-A&P; Big Star 2; Food Town; Winn-Dixie 2; Piggly Wiggly; Food World 2.
Other Chain Stores-Firestone Stores; Goodyear Service Stores; Western Auto Stores; Kinney Shoes; Heilig-Meyers Furniture; Tucker's Furniture; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Scotties; Zales; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Burton's; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Swiss Colony; Baskin-Robbins; Cato's; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 17,143; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 117 N. Goldsboro, Wilson, NC 27893; Tel. (919) 243-5151.
National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point SMSA). E&P Map C-2, County Seat. Center of important tobacco market. Retail trading, college and medical center; half-way bet. Washington, D.C. and Atlanta. On U.S. Hwys. 421, 52, 311, 158, Interstate 40 and State Hwys. 150, 8, 66, 109 and 67.

2 - TRANSPORTATION: Railroads-Southern; Norfolk & Western; Winston-Salem Southbound.
Motor Freight Carriers-63.
Intercity Bus Lines-Greyhound; Piedmont; Trailways.
Airlines-Piedmont; Eastern; United; Delta.

3 - POPULATION:
Corp. City 80 Cen. 131,885; Loc. Est. 123,029
CZ-ABC: (70) 162,970; (82) 186,300
RTZ-ABC: (70) 402,543; (82) 502,000
County 80 Cen. 243,683; Loc. Est. 235,360
SMSA 80 Cen. 827,385; Loc. Est. 817,524
City & RTZ-ABC: (70) 565,513; (82) 688,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 50,338; Loc. Est. 48,443
CZ-ABC: (70) 51,806; (82) 69,200
RTZ-ABC: (70) 124,165; (82) 181,200
County 80 Cen. 90,146; Loc. Est. 89,604
SMSA 80 Cen. 298,667; Loc. Est. 303,842
City & RTZ-ABC. (70) 175,971; (82) 250,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$1,391,484,733

6 - PASSENGER AUTOS: County 140,926; City 106,808

7 - ELECTRIC METERS: Residence 119,345

8 - GAS METERS: 18,472

9 - PRINCIPAL INDUSTRIES: Metropolitan Area Reporting Units, ESC-Industry, Number of Wage Earners-Tobacco, Petroleum, Rubber & Leather 20,500; Textile 32,000
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Avg. Temperature-Spring 66; Summer 74; Fall 46; Winter 47. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hanes Mall(125)	NA	Sears, Penney, Belk
Cardinal(17)	NA	
Cloverdale Plz.(15)	NA	Zayre, Kroger
Club Haven(26)	NA	
College Plaza(9)	NA	Food World
Northside(36)	NA	Eckerd's
Old Town(20)	NA	Food Fair
Parkview(24)	NA	Rose's, Winn-Dixie
Parkway Plz.(46)	NA	Kroger, Food Fair
Pine Ridge Plz.(9)	NA	Rose's, Thrifti-Mart
Reynolda Manor (31)	NA	Brendle's, Davis
Sherwood Plz.(22)	NA	Food Fair, Food Town
Stratford(13)	NA	Lowes Hardware
Thruway(52)	NA	Rose's, Food Fair, Winn-Dixie
West Salem(29)	NA	Crown Drug

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; K mart; Davis; Penney; Sears; Thalhimers; Zayre; Peebles; Cooks; Rose's.
Discount Stores-King's, Zayre; Brendle's; Ardan; K mart; Cooks; Rose's.
Variety Stores-Woolworth; McCrory; Rose's.
Chain Drug Stores-Bobbitt's 2; Eckerd 8; Revco 10; Crown 8; SupeRx 2.
Chain Supermarkets-Food Fair 10; Food World 5; Kroger 3; Winn-Dixie 5; Food Town 7; Thrifti Mart 5; Mount Tabor 3.
Other Chain Stores-Mother and Daughter 4; Advance 3; Goodrich; Western Auto 4; Firestone; Goodyear 3.

14 - NEWSPAPERS: JOURNAL (m) 71,681; SENTINEL (e) 34,478; Comb. (m&e) 106,159; JOURNAL (S) 97,511; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Mgr., Gen. Adv., JOURNAL and SENTINEL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bismarck-Burleigh and Morton Counties
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D.; Clay County, Minn.
Grand Forks, N.D.-Minn.-Grand Forks County, N.D.; Polk County, Minn.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	51	55	56
5-14 Years	135	100	103
15-24 Years	114	133	136
25-44 Years	130	168	172
45-64 Years	122	116	119
65 and Over	66	81	83
TOTAL	618	653	669

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	122	244	356
General Mdse	142	217	348
Food	230	370	675
Automobiles	289	559	773
Gasoline Stations	123	202	409
Apparel	67	130	206
Furniture	57	97	146
Eat-Drink Places	100	190	354
Drugs	44	69	119
TOTAL	1,274	2,250	3,722

BISMARCK

1 - LOCATION: Burleigh County (SMSA). E&P Map B-3. State Capital and County Seat. Electrical Generation. Manufacturing, distribution, wholesale and educational center. 200 mi. W of Fargo, ND; 108 Mi. W of Jamestown, ND; 410 Mi. W from Minneapolis.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; International Transportation.
Airlines-Northwest Orient; Frontier; Republic; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 44,485; Loc. Est. 45,266
CZ-ABC: (70) 45,796; (82) 62,300
RTZ-ABC: (70) 101,616; (82) 110,800
County 80 Cen. 54,811; Loc. Est. 54,659
SMSA 80 Cen. 79,988; Loc. Est. 81,926
City & RTZ-ABC: (70) 147,412; (82) 173,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,424; Loc. Est. 16,965
CZ-ABC: (70) 13,812; (82) 22,000
RTZ-ABC: (70) 28,817; (82) 36,900
County 80 Cen. 19,420; Loc. Est. 20,497
SMSA 80 Cen. 27,949; Loc. Est. 29,428
City & RTZ-ABC: (70) 42,629; (82) 58,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
State	3	$497,219,000
Savings & Loan	5	$231,756,000
Commercial	4	$203,653,000

6 - PASSENGER AUTOS: County 34,284

7 - ELECTRIC METERS: Residence 16,247

8 - GAS METERS: Residence 12,756

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Printing 165; Trucking 300; Farm Machy. Mfg. 520; Machine Shops 90; Electric Power 420; Govt. 4,500; Wood Working 150; Brick & Tile 200; Railroad 60.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22. Last killing frost, May 8.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Centers-2 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northbrook(45)	2	Red Owl
Arrowhead(18)	1	Dan's Super Valu
Kirkwood Plz(90)	1/4	Woolco, Wards, Target, J.C. Penney
K mart(2)	2	K mart
Gateway Mall	2	Sears, Osco Drug, Gateway, Super Valu

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Dept. Mon.; Food Mon. thru Sat.; Shopping Centers Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-A. W. Lucas: Montgomery Ward; Sears; J. C. Penney; Herberger's; Labelles.
Discount Stores-K mart; Red Owl; White Drug; Osco Drug; Target; Woolco; White Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Lenhart Rexall; Finney's Walgreen; White; Osco.
Chain Supermarkets-Red Owl 2; Super Valu 4; Buy Rite; Jack 'n Jill; Ben's Fairway; Holiday Store.
Other Chain Stores-Bismarck; Coast-to-Coast Hdwr.; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hank.

14 - NEWSPAPERS: TRIBUNE (e) 29,216; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hewitson, Adv. Mgr., TRIBUNE, 707 E. Front, Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative: Branham.

DEVILS LAKE

1 - LOCATION: Ramsey County, E&P Map C-2, County Seat. Agricultural and livestock center. On Lake Ramsey; 95 mi. NNW of Grand Forks.

2 - TRANSPORTATION: Railroads-G. N.; Minneapolis S.P. and S.S.M. (Branch).
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 7,442; Loc. Est. 7,131
County 80 Cen. 13,048; Loc. Est. 12,377
CZ-ABC: (70) 7,078; (82) 7,100
RTZ-ABC: (70) 22,300; (82) 22,100
City & RTZ-ABC: (70) 29,378; (82) 29,200

4 - HOUSEHOLDS:
City 80 Cen. 2,764; Loc. Est. 2,614
County 80 Cen. 4,618; Loc. Est. 4,506
CZ-ABC: (70) 2,142; (82) 2,500
RTZ-ABC: (70) 6,805; (82) 6,900
City & RTZ-ABC: (70) 8,947; (82) 9,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,267

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Milling; Creameries; Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: New Supply, Potable; not fluoridated.

12 - RETAILING:Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-K mart; J. C. Penney; S. & L.; S & H Green Stamps; White Mart; Brauns.
Discount Stores-TBA Wholesalers; Gateway Direct; White Mart; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreen; Rexall; White's.
Chain Supermarkets-Red Owl; Super Valu; Leever's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,186; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: M. R. Graham, Pub., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative: Northwest Dailies.

DICKINSON

1 - LOCATION: Stark County, E&P Map A-3. County Seat. Agricultural, wholesale and educational center. On I-94; U.S. 10; State 22, 300 mi. W of Fargo.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 15,924; Loc. Est. 17,321
County 80 Cen. 23,697; Loc. Est. 25,454

4 - HOUSEHOLDS:
City 80 Cen. 5,473; Loc. Est. 6,150
County 80 Cen. 7,832; Loc. Est. 8,740

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS: County 15,062

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Construction 530 ($225); Mfg. 520 ($215); Trans., Comm. & Public Util. 460 ($230); Wholesale Trade 360 ($175); Retail Trade 1,730 ($175); Finance, Ins. & Real Estate 300 ($275); Services 1,560 ($180); Gov. 1,220 ($225); Oil Related 400 ($375).
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17. Last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on 1st St.; 7 blocks on Villard St.
Shopping Centers-King's Royale Plaza; 4 blocks east; TSC, Anfinsons 1 1/2 mi. East; TSC Store 1 mi. East; Fred's Fairway Ctr. 10 Blks. West; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Sky(13)	1	Tempo, White Drug
Prairie Hills Mall(45)	NA	Herberger's, K mart, J.C. Penney

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Mon.
Stores Open Sundays-Small Grocery 2; Drug store.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; S&L; Sears; Stevenson's; Brauns; Desmonds.
Variety Stores-Woolworth.
Discount Stores-TSC; Anfinson's; K mart.
Chain Drug Stores-White Drug; Walgreen.
Chain Supermarkets-Red Owl; King's; Fred's Fairway; Warehouse Grocery.
Other Chain Stores-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to S) 9,910; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ed Hauck, Pub., PRESS, 127 W. First Dickinson, ND 58601; Tel. (701) 225-8111.
National Representatives: Northwest Dailies.

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN SMSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN: E&P Map D-3. Manufacturing; distributing and retail; wholesale, processing & medical center on Eastern boundary of N.D. Sugar beet plant, manufacturing, wholesale & college center on Western boundary of Minn. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and Interstate Routes 94 and 29 serve both cities; 250 mi. NW of Minneapolis, St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Jack Rabbit; Doyle.
Airlines-Northwest Orient; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 91,306; Loc. Est. 90,889
  Fargo 80 Cen. 61,308; Loc. Est. 64,549
  Moorhead 80 Cen. 29,998; Loc. Est. 26,340
CZ-ABC: (70) 83,052; (82) 89,500
RTZ-ABC: (70) 136,502; (82) 150,100
Counties 80 Cen. 137,574; Loc. Est. 137,627
  Cass Co. ND 88,247; Loc. Est. 93,782
  Clay Co. MN 49,327; Loc. Est. 43,845
SMSA 80 Cen. 134,574; Loc. Est. 137,627
City & RTZ-ABC: (70) 219,554; (82) 239,600

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 33,371; Loc. Est. 33,891
  Fargo 80 Cen. 23,567; Loc. Est. 25,316
  Moorhead 80 Cen. 9,804; Loc. Est. 8,575
CZ-ABC: (70) 24,829; (82) 31,500
RTZ-ABC: (70) 41,358; (82) 53,300
Counties 80 Cen. 48,812; Loc. Est. 50,336
  Cass Co. ND 32,613; Loc. Est. 35,718
  Clay Co. MN 16,199; Loc. Est. 14,618
SMSA 80 Cen. 48,812; Loc. Est. 50,336
City & RTZ-ABC: (70) 66,187; (82) 84,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$408,482,082
Commercial	9	$621,852,000

6 - PASSENGER AUTOS: Cass County 54,457; Clay County 21,113

7 - ELECTRIC METERS: Residence 35,626

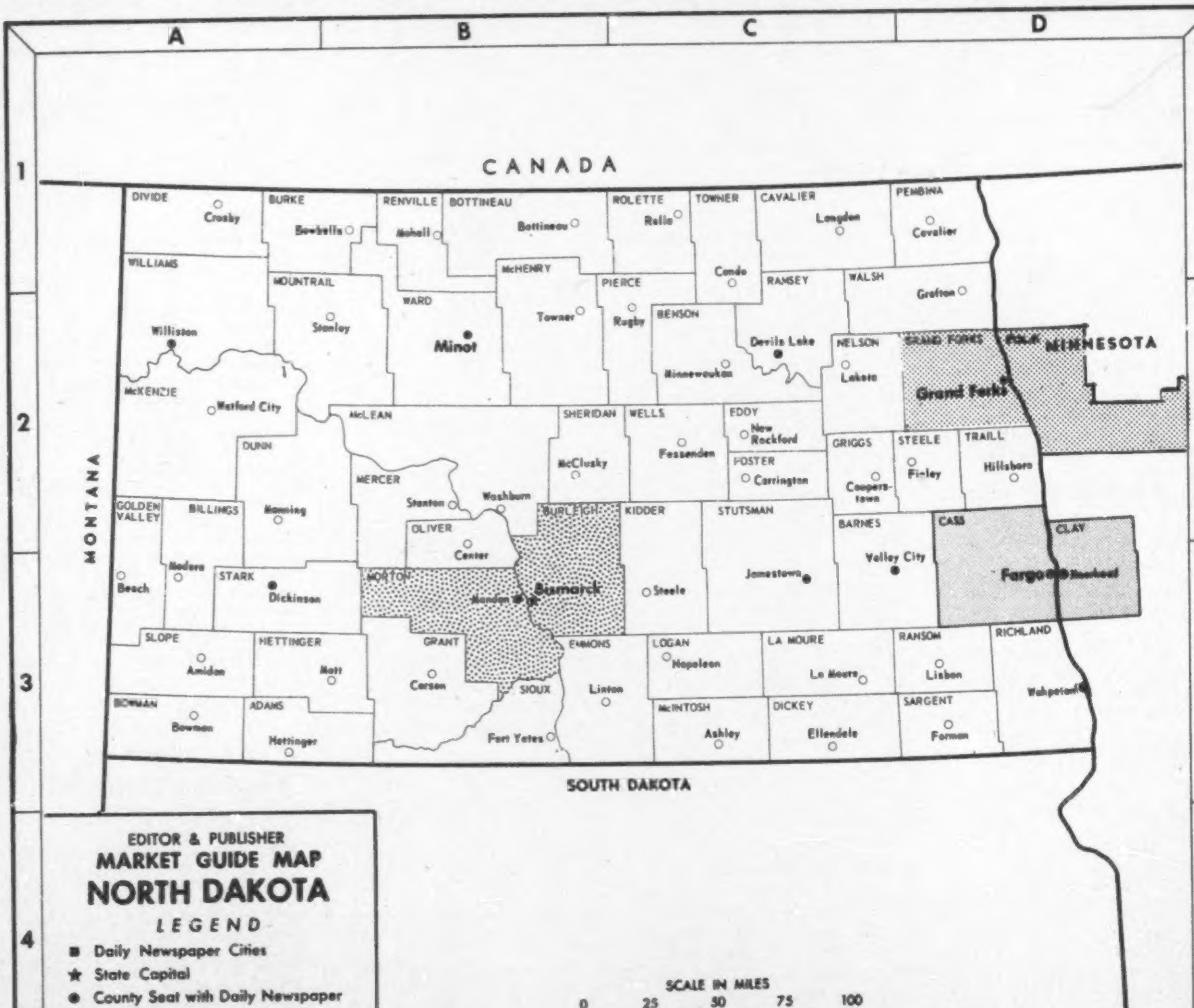
8 - GAS METERS: Residence 13,233

9 - PRINCIPAL INDUSTRIES: Creameries; Newspapers; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25. Last killing frost, May 12.

11 - TAP WATER: Fargo-Alkaline, soft; flouridated. Moorhead-Alkaline, softened; flouridated.

12 - RETAILING:Principal Shopping Centers-Fargo; 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N.; 2 on 2nd Ave. N. Moorhead; 4 on Center Ave.; 5 on Main Ave.
Neighborhood Shopping Centers-Fargo; K mart Plaza 10; South Plaza 18; Southside 1-13; Southside 2 -14; Park Place Plaza 15, Southgate Area 64; 13 Ave. S. 35. Moorhead: South of the Border 35; K mart.


A
B
C
D
1
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4
CANADA
MONTANA
MINNESOTA
SOUTH DAKOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
Cando
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
BENSON
Minnewaukan
RAMSEY
Devils Lake
WALSH
Grafton
NELSON
Lakota
GRAND FORKS
Grand Forks
POLK
McKENZIE
Watford City
McLEAN
Washburn
SHERIDAN
McClusky
WELLS
Fessenden
EDDY
New Rockford
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
DUNN
Manning
MERCER
Stanton
GOLDEN VALLEY
Beach
BILLINGS
Medora
OLIVER
Center
BURLEIGH
Bismarck
KIDDER
Steele
STUTSMAN
Jamestown
BARNES
Valley City
CASS
CLAY
Fargo
Moorhead
STARK
Dickinson
MORTON
Mandan
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
SIOUX
Fort Yates
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale	2	Northwest Fabrics, Country Store
Buttrey-Osco	3	Buttrey Foods, Osco Drug
Holiday Mall	2	Piggly Wiggly, Foss Drug, Coast-to-Coast
Moorhead Center Mall	0	OK Hardware, Ecksteins
North Port	4	Ben Franklin, Hornbacher's Food
Valley North	4	Piggly Wiggly, White Drug
Village West	5	Hornbacher Foods, Northwest Fabrics, Ben Franklin
West Acres	5	DeLendrecie's, Dayton's, Sears, J.C. Penney

Principal Shopping Days-Mon., Sat. Moorhead; Sunday also.
Stores Open Evenings-Dept.-Mon.; Food.-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Dayton's; DeLendrecie's; Herbst; Scott's; Sears; J.C. Penney; Black's; Vanity 3 & 5; Ecksteins.
Discount Stores-K mart 3; Alco; Target; LaBelle's.
Variety Stores-Woolworth; Ben Franklin 4.
Chain Drug Stores-Osco 3; White; Johnson 2; Foss 2; Walgreen.
Chain Supermarkets-Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu; Hornbacher's 3; Country Store 2; Buttrey 2; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (all day) 56,118; (S) 61,412; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas D. Andersen, Adv. Dir., THE FORUM, Box 2020, Fargo, ND 58107; Tel. (701) 235-7311.
National Representative: Story & Kelly-Smith.

GRAND FORKS, ND-EAST GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (in Grand Forks, ND-MN SMSA) E&P Map D-2, County Seat. Wholesale dist., shipping center for 2-county potato, sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade cente Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwys. 2 and I-29.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Triangle; Star Bus.
Airlines-Northwest; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302; Loc. Est. 53,680
Grand Forks, ND 80 Cen. 43,765; Loc. Est. 45,565
E. Grand Forks, MN 80 Cen. 8,537; Loc. Est. 8,115
CZ-ABC: (70) 46,615; (82) 52,100
RTZ-ABC: (70) 161,698; (82) 162,500
Counties/SMSA 80 Cen. 100,944; Loc. Est. 100,490
Grand Forks, ND 80 Cen. 66,100; Loc. Est. 68,211
Polk, MN 80 Cen. 34,844; Loc. Est. 32,279
City & RTZ-ABC: (70) 208,313; (82) 214,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,602; Loc. Est. 19,349
Grand Forks, ND 80 Cen. 15,577; Loc. Est. 16,561
E. Grand Forks, MN 80 Cen. 3,025; Loc. Est. 2,788
CZ-ABC: (70) 13,529; (82) 17,700
RTZ-ABC: (70) 48,148; (82) 56,700
Counties/SMSA 80 Cen. 34,262; Loc. Est. 35,049
Grand Forks, ND 80 Cen. 22,108; Loc. Est. 23,500
Polk, MN 80 Cen. 12,154; Loc. Est. 11,549
City & RTZ-ABC: (70) 61,677; (82) 74,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$1,900,000,000
Commercial	7	$315,000,000

6 - PASSENGER AUTOS: Counties Grand Forks (ND) 29,500; Polk (MN) 19,000

7 - ELECTRIC METERS: Residence 21,000

8 - GAS METERS: Residence 9,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Sugar Refining 400 ($241); Flour Milling 120 ($290); Potato Prod Mfg. 600 ($240); Air Base 5,558.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25. Last killing frost, May 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Drive, South Forks, 32 blocks on So. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baseview(11)	NA	Millers Super Mkt.
Columbia Mall(80)	NA	Daytons, J.C. Penney
So. Forks Plz(50)	NA	Sears, K mart
Town & Country (12)	NA	Miller's Super Fair
Holiday Mall(6) (E. Grand Forks)	NA	White Mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs.; most shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Dayton's; Norby's; Mary Elizabeth; J. C. Penney; Sears.
Discount Stores-Home of Economy; K mart; White Mart; Target; La Belle's.
Variety Stores-Ben Franklin.
Chain Drug Stores-White 2; Osco.
Chain Supermarkets-Piggly Wiggly 5; Country Store; Miller's Fairway 3; Fairway Village; Warehouse Mkt. (Nash Finch); Warehouse Foods (Super Valu).
Other Chain Stores-Singer Sewing; Sherwin-Williams; Kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurices Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Everson's Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Heizberg Jewelers; Orange Julius; Claire's Boutique; Tiffany Bakery; Shirt Works; Great Hut Dog Experience; The International Restaurant; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo; Firestone; Montgomery Ward; Berman Leather; The Closet; The Better Half.

14 - NEWSPAPERS: HERALD (m-mon to sat) 34,527; (S) 36,905; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marsha Gunderson, Sls. Dev. Mgr., HERALD, 120 North 4th St., Grand Forks, ND 58201; Tel. (701) 775-4211.
National Representative: Knight-Ridder.

JAMESTOWN

1 - LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 52, 281 and Interstate 94.

2 - TRANSPORTATION: Railroads-Burlington.
Intercity Bus Lines-Greyhound.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 16,280; Loc. Est. 16,442
County 80 Cen. 24,154; Loc. Est. 24,186

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,980; Loc. Est. 6,063
County 80 Cen. 8,648; Loc. Est. 8,957

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$25,850,000
Commercial	3	$136,465,000

6 - PASSENGER AUTOS: County 13,620

7 - ELECTRIC METERS: Residence 5,436

8 - GAS METERS: Residence 415

9 - PRINCIPAL INDUSTRIES: Const.; Dairying; Farm Prods.; Western Gear; Haybusters.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jamestown(25)	NA	Super Valu, Leevers
Park Plaza(11)	NA	Tempo, White Drug

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Penney; Fair Store; Bostwick's; Straus; Herbst; Feinstein's; Maurice.
Discount Stores-Tempo; Gibson's.
Variety Stores-Woolworth.
Chain Drug Stores-White Drug 2.
Chain Supermarkets-Red Owl; Miller's Fairways; Super Valu 2.

14 - NEWSPAPERS: SUN (e) 10,294; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St., NW, Jamestown, ND 58401; Tel. (701) 252-3120.
National Representatives: Landon Associates; Northwest Dailies.

MINOT

1 - LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys 2, 52, 83.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Interstate Transportation; JB Shortway; B&B Bus Line; D & J Bus Line; Turtle Mountain Line.
Airlines-Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 32,843; Loc. Est. 33,600
CZ-ABC: (70) 32,290; (82) 30,600
RTZ-ABC: (70) 155,901; (82) 159,600
County 80 Cen. 58,392; Loc. Est. 59,411
City & RTZ-ABC: (70) 188,191; (82) 190,200

4 - HOUSEHOLDS:
City 80 Cen. 12,270; Loc. Est. 12,797
CZ-ABC: (70) 9,696; (82) 10,800
RTZ-ABC: (70) 42,623; (82) 58,300
County 80 Cen. 19,892; Loc. Est. 20,900
City & RTZ-ABC: (70) 52,319; (82) 64,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$317,324,316
Savings & Loan	3	$386,725,290

6 - PASSENGER AUTOS: County 36,312

7 - ELECTRIC METERS: Residence 13,269

8 - GAS METERS: Residence 10,623

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 530; Medical Centers 1,787; Creameries 100; Meat Packing 49; Air Force Base 5,648; (annual payroll $75.16 million); Oil & Grease Compounding; Grain Elevators; Farm Machinery; Plasties; Insulated Windows.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept. Last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING:Principal Shopping Center-Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead(9)	2	Tempo, Piggly Wiggly, White Drug
Oak Park(10)	2	White Drug
Town & Country(34)	2	Sears, Piggly-Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square(80)	3	Penney's, Target

Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Downtown Thurs.; Shpg. Ctrs. & Groc. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; J.C. Penney; Baders; Herbergers.
Discount Stores-K mart; Jupiter; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; United Furniture Sales; Target.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-White's 2; B&B Walgreen; Osco; Arrowhead (McKeson); Minot Rexall; Saunders.
Chain Supermarkets-Red Owl; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart.
Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast to Coast Hdw.; Scheels Hdw.; Pay-Less Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Kaybee Stores; N.W. Fabrics; Maurice's; Robertson Gambles; True Value Hdwe; Great Plains Supply; Better Half; OK Hardware; Gigi; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Hickory Farms; Lerner Shoes; Jeans West; Musicland; Nobil Shoes; Seiferts; Spencer Gifts; Thom McAn; B.Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Evenson Hallmark; Footlocker; K-B Tops; Sno Fro Fabrics; Susies Casuals; Zales Jewelry; Desmonds; Swiss Colony; Mandel's; Rand's Shoes; Music City; Gordon's Jewelry; Mr. Mark; Riddle's Jewelry; Vanity; RCC Western Store.

14 - NEWSPAPERS: NEWS (e) 29,882; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W.P. Seright, Gen. Adv. Mgr., NEWS, 301-4th St. SE, Minot, ND 58701; Tel. (701) 852-3341.
National Representative: Branham.

VALLEY CITY

1 - LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; Interstate 94; U.S. Hwy. 10 & 52; State Hwys. 1 and 9.

2 - TRANSPORTATION: Railroads-Burlington Northern and Soo RR Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest (at Fargo), Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 7,774; Loc. Est. 7,867
County 80 Cen. 13,960; Loc. Est. 13,974

4 - HOUSEHOLDS:
City 80 Cen. 2,987; Loc. Est. 2,886
County 80 Cen. 5,094; Loc. Est. 5,222

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000

6 - PASSENGER AUTOS: County 7,927

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furniture 40 (N.A.); Therapy Tables 12 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20. Last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Centers-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).
Stores Open Evenings-Dept. Mon.; Food every evening.
Principal Shopping Days-Fri., Sat. and Mon.

13 - RETAIL OUTLETS: Department Stores-Pamida; J. C. Penney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores-Woolworth; Ben Franklin.
Discount Store-Pamida.
Chain Drug Stores-Rexall; Foss 2.
Chain Supermarkets-Jack & Jill; J&L; Super Valu; Red Owl.
Other Chain Stores-Gamble's; Ace Hardware; Coast-to-Coast Hdwr.; Goodyear.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 3,956; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. NE, Valley City, ND 80572; Tel. (701) 845-0463.
National Representative: American Newspaper Reps.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County, County Seat, Southeast corner of the state Agricultural, Retail, Wholesale, Manufacturing Area; Junior College 125 acres, $40 million value, 3,600; enrollment, BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County, County Seat. Agriculture; Railroad; Retail; Hospital; Processing; Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to Interstate 94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 west to Interstate I-29; Airport is the BreckenridgeWahpeton Interstate Airport with Charter, Ambulance Service, Instruction Service, hard surface for small multiengine aircraft; 225 miles northwest of Minneapolis-St. Paul, 5 parks, 18 hole golf course.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.
Airlines-Charter Service at BreckenridgeWahpeton Interstate Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973; Loc. Est. 13,462
Wahpeton, ND 80 Cen. 9,064; Loc. Est. 9,464
Breckenridge, MN 80 Cen. 3,909; Loc. Est. 3,998
Counties 80 Cen. 27,589; Loc. Est. 27,713
Richland, ND 80 Cen. 19,207; Loc. Est. 19,232
Wilkin, MN 80 Cen. 8,382; Loc. Est. 8,481

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,264; Loc. Est. 4,341
Wahpeton, ND 80 Cen. 2,816; Loc. Est. 2,857
Breckenridge, MN 80 Cen. 1,448; Loc. Est. 1,484
Counties 80 Cen. 9,322; Loc. Est. 9,648
Richland, ND 80 Cen. 6,413; Loc. Est. 6,577
Wilkin, MN 80 Cen. 2,909; Loc. Est. 3,071

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$117,287,253
Commercial	4	$115,697,014

6 - PASSENGER AUTOS: Counties: Richland, ND 10,139; Wilkin, MN 3,879

7 - ELECTRIC METERS: Wahpeton and Breckenridge 4,980

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture (Wheat; corn; barley; sugar beets; Soybeans; Flax Oats, and sunflower); Fabricating; Printing; Agricultural Machy. Mfg.; College, Bureau of Indian Affairs School; Flax Processing; Sunflower Processing; Sugarbeet Processing; Wholesale Auto Parts; Medical Center.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 26. Last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING:Principal Shopping Center-Wahpeton; 6 blocks. Breckenridge; 3 blocks.
Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Thu.; Pamida Mon. thru Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney.
Discount Stores-Pamida; Holiday; Simonson's.
Variety Store-Ben Franklin.
Chain Drug Stores-Rexall 2; Snyder.
Chain Supermarkets-Fairway; Super Valu; Piggly Wiggly; Warehouse Grocery.
Other Chain Stores-Goodyear; Coast to Coast; Gamble's; Sears Roebuck (Catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Ward's Catalogue.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,568; Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS; 601 Dakota Ave., Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representative: American Newspaper Reps.

WILLISTON

1 - LOCATION: Williams County, E&P Map A-2. In Northwest corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Frontier.
Interstate Bus Lines-Missouri Valley Trails; Interstate Transportation Co.; Herald Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 13,336; Loc. Est. 14,457
County 80 Cen. 22,237; Loc. Est. 23,966

4 - HOUSEHOLDS:
City 80 Cen. 4,879; Loc. Est. 5,096
County 80 Cen. 7,939; Loc. Est. 8,796

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$62,741,707
Savings & Loan	3	$92,210,000

6 - PASSENGER AUTOS: County 15,296

7 - ELECTRIC METERS: Residence 4,128

8 - GAS METERS: Residence 3,453

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad Shops 8 ($180); Oil Well Service 55 ($150); Transp. and Utilities 295 ($150); Oil 70 ($190); Salt Plant 29 ($140); Oil Refinery 28 ($140); Retail & Wholesale 1,280; Govt. 1814; Service 979; Agriculture 210; Construction 185; Fin., Ins. & Real Estate 155; Meat Packing 59; Other Mfg. 171.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter -0.9-22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks.
Neighborhood Shopping Centers-N. Main St.
Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward (catalog); J. C. Penney; G. M. Hederich; Sears (catalog).
Discount Stores-Home of Economy; Family Thrift Center; Gibson's; K mart.
Variety Stores-Woolworth's; Ben Franklin.
Chain Drug Stores-B&B (Walgreen's); Service Drug.
Chain Supermarkets-Red Owl; Family Thrift Center; Ernst Super Value.
Other Chain Stores-Gamble's; Northern Auto; Western Auto; TCS Store; Sherwin-Williams.

14 - NEWSPAPERS: HERALD (e) 9,100 (S) 9,407 sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James B. Holman, Adv. Mgr., HERALD, 14 W. 4th St., Williston, ND 58801; Tel. (701) 572-2165.
National Representatives: Landon Associates; Northwest Daily Press.

OHIO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Akron-Summit and Portage Counties.
Canton-Carroll and Stark Counties.
Cincinnati, O.-Ky.-Ind.-Clermont, Hamilton and Warren Counties, O.; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Columbus-Delaware, Fairfield, Franklin, Madison, and Pickaway Counties.
Dayton-Greene, Miami, Montgomery and Preble Counties.
Hamilton-Middletown-Butler County.
Huntington-Ashland, W. Va.-Ky.-O.-Cabell and Wayne Counties, W. Va.; Boyd and Greenup Counties, Ky.; Lawrence County, O.
Lima-Allen, Auglaize, Putnam and Van Wert Counties.
Lorain-Elyria-Lorain County.
Mansfield-Richland County.
Newark-Licking County.
Parkersburg-Marietta, W. Va.-O.-Wirt and Wood Counties, W. Va.; Washington County, O.
Springfield-Champaign and Clark Counties.
Steubenville-Weirton, O.-W. Va.-Jefferson County, O.; Brooke and Hancock Counties, W. Va.
Toledo, O.-Mich.-Fulton, Lucas, Ottawa and Wood Counties, O.; Monroe County, Mich.
Wheeling, W. Va.-O.-Ohio County, W. Va.; Marshall County, W. Va.; Belmont County, O.
Youngstown-Warren-Mahoning and Trumbull Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Cincinnati-Hamilton, O.-Ky.-Ind.-Includes Cincinnati, O.Ky.-Ind. SMSA; Hamilton-Middletown, O. SMSA.
Cleveland-Akron-Lorain-Includes Cleveland SMSA; Akron SMSA; Lorain-Elyria SMSA.
Dayton-Springfield-Includes Dayton SMSA; Springfield SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	922	787	789
5-14 Years	2,189	1,708	1,712
15-24 Years	1,848	2,013	2,018
25-44 Years	2,517	2,923	2,931
45-64 Years	2,188	2,197	2,203
65 and Over	993	1,169	1,172
TOTAL	10,657	10,797	10,825

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	1,006	1,694	2,033
General Mdse	2,190	5,451	7,193
Food	5,073	7,838	11,788
Automobiles	4,575	7,713	8,789
Gasoline Stations	1,762	3,117	5,212
Apparel	995	1,363	1,781
Furniture	1,078	1,547	1,910
Eat-Drink Places	1,905	3,105	4,775
Drugs	693	1,043	1,488
TOTAL	22,889	35,563	49,262

AKRON

1 - LOCATION: Summit County (In Akron SMSA). E&P Map C-2, County Seat. Rubber capital of world, College center; NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpk; on U.S. Hwys 224, I-77, I-76, I-71; State Hwys. 5, 18, 8 and 91.

2 - TRANSPORTATION: Railroads-Conrail; Akron & Barberton Belt Line; Chessie System; Akron; Canton & Youngstown (freight); Norfolk & Western.
Motor Freight Carriers-157.
Intercity Bus Lines-Greyhound; Akron; Metropolitan Regional Transit Authority.
Airlines-Eastern; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 237,177; Loc. Est. 230,761
CZ-ABC: (70) 541,102; (82) 510,900
RTZ-ABC: (70) 276,197; (82) 322,800
County 80 Cen. 524,472; Loc. Est. 524,267
SMSA 80 Cen. 660,328; Loc. Est. 665,108
City & RTZ-ABC: (70) 817,299; (82) 833,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 90,576; Loc. Est. 92,063
CZ-ABC: (70) 170,448; (82) 188,300
RTZ-ABC: (70) 74,888; (82) 103,000
County 80 Cen. 189,850; Loc. Est. 195,600
SMSA 80 Cen. 234,064; Loc. Est. 242,927
City & RTZ-ABC: (70) 245,336; (82) 291,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$1,974,137,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 299,990

7 - ELECTRIC METERS: Residence 265,846

8 - GAS METERS: Residence 86,198

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 72,000 ($406); Trans. Utilities 13,700 ($417); Constr. 6,600 ($490); All Industries Total Employment 255,400.
Principal Industrial Pay Days-Daily, Friday.

10 - CLIMATE: Min. & Max. Temp.Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 4. Last killing frost, May 1st.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-Downtown: 14 blocks, Main St.
Neighborhood Shopping Centers-6 blocks on W. Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W. Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W. Exchange St.; 7 on Wooster Rd. Bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S. Main St.; 3 on Mapledale & S. Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S. Arlington St.; 11 on E. Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square(15)	6	Gray Drug, Mont. Ward, World's Best Dist.
Arlington Plz.(30)	5	Kresge, Acme, Penney
Belden Village(63)	15	Sears, O'Neil's, Halle's Higbee's, Fazio's
Chapel Hill(75)	4	Sears, Woolworth, O'Neil's, Zayre's, Penney, Kroger
Coventry Plaza(7)	10	Sparkle, Homestead
Eastgate Plaza(14)	6	Woolworth
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(26)	19	The Bootery, Hood & Hoover
Fairlawn Plaza(37)	7	Acme, Woolworth, Home Center. Bisson's, Scott's
Great Oaks(22)	15	Fisher's Big Wheel, Buehler's Super Market
Hawkins Plaza(20)	3	Raases Bakery, Acme
Hudson Plaza(13)	15	Acme, Youngfellow Drug
Lakemore Plaza(24)	9	Gray Drug, Penney
Liberty Commons(18)	4	Falls Savings & Loan, Carnaby Street Inn
Magic City Plz.(18)	10	Woolworth, Acme
Midway Plaza(24)	5	Home Center, Star Mkt.
Northfield Plz.(22)	14	Gray Drug, Kresge's, J.C. Penney
Norton Village(22)	15	Acme, Kresges
Quaker Sq.(55)	NA	Central Bank, Tavern In the Square
Rolling Acres Mall (134)	5	Sears, Penney, O'Neil's, Mont. Ward
South Plaza(16)	4	Home Center, Kroger, Sparkle, Woolworth
State Road(38)	5	Kroger, Mont. Ward, Penney, Firestone, Scott's
Stow Kent(25)	12	O'Neil's, IGA
Streetsboro Plz.(19)	17	Sparkle, Fisher's Big Wheel
Summit Mall(87)	5	Halle's, O'Neil's, Woolworth
University Plz.(22)	13	Acme, Western Auto

Principal Shopping Days-Dept. stores-Mon. evenings, Thurs., Sat.; Food-Fri, and Sat.
Stores Open Evenings-Dept.-Mon., Thurs.; Food-Thurs., Fri., Sat.; Some open every evening until 9. Shopping Centers open till 9:30.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; O'Neil's; J.C. Penney; Sears; Higbees.
Variety Stores-Kresge; Woolworth.
Discount Stores-Click 9; K mart 13; Zayre 3; Gold Circle 7.
Chain Drug Stores-Aid Drug 11; Family Discount 6; Fazios 5; Gray Discount 9; Gold Circle 2; Revco Discount 22; Union Prescription Centers 3; Youngfellow 17.
Chain Supermarkets-Acme/Click 21; Fisher-Fazio 7; IGA 26; Kroger 14; Betsy Ross 21; Sparkle 17; May Bros. 2; Valu King 3; Darrows 3.
Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's; Zayre's.

14 - NEWSPAPERS: BEACON JOURNAL (e) 163,409, (S) 225,667; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward Lynch, Gen. Adv. Mgr., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8570.
National Representatives: Knight-Ridder; Metropolitan Publishers Representatives.

ALLIANCE

1 - LOCATION: Stark County (In Canton SMSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: Railroads-Conrail; C&P.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315; Loc. Est. 23,778
CZ-ABC: (70) 34,862; (82) 32,600
RTZ-ABC: (70) 47,288; (82) 50,500
County 80 Cen. 378,823; Loc. Est. 381,731
SMSA 80 Cen. 404,421; Loc. Est. 407,133
City & RTZ-ABC: (70) 82,150; (82) 83,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,099; Loc. Est. 9,231
CZ-ABC: (70) 11,190; (82) 12,300
RTZ-ABC: (70) 13,644; (82) 17,200
County 80 Cen. 134,094; Loc. Est. 139,133
SMSA 80 Cen. 142,674; Loc. Est. 147,958
City & RTZ-ABC: (70) 24,854; (82) 29,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: County 210,065

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: City Zone-Alumium Prods.; Machinery; Electrical Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alliance Plz.(4)	NA	Gray Drug, Murphy's
Carnation City(9,	[illegible]	Ward's
College Plz.(22)	NA	Sear's, Woolworth

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-J. C. Penney; Sears; Schwartz's; Roberts; Family Center.

BEST AVAILABLE COPY

Discount Stores-Jupiter; Murphy; King's; Heck's.
Variety Store-Woolworth.
Chain Drug Stores-Gray; Schuman; Cunningham.
Chain Supermarkets-Kroger, Sparkle 2; Quaker City; Buckeye; Super Duper.

14 - NEWSPAPERS: REVIEW (e) 14,008; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave., Alliance, OH 44601; Tel. (216) 821-1200.
National Representative: Landon Associates.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 71, 250, 42 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,326; Loc. Est. 20,309
CZ-ABC: (70) 23,989; (82) 25,400
RTZ-ABC: (70)22,708; (82) 25,000
County 80 Cen. 46,178; Loc. Est. 46,645
City & RTZ-ABC: (70) 46,697; (82) 50,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,346; Loc. Est. 7,777
CZ-ABC: (70) 7,510; (82) 9,300
RTZ-ABC: (70) 6,877; (82) 8,800
County 80 Cen. 15,913; Loc. Est. 17,094
City & RTZ-ABC: (70) 14,387; (82) 18,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$151,897,488
Savings & Loan	3	$110,497,862

6 - PASSENGER AUTOS: County 26,780

7 - ELECTRIC METERS: Residence 12,179

8 - GAS METERS: Residence 6,174

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber 1,499; Printing 650; Pipe Fittings 990; Water Systems 875; Other 1,608.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost. Oct. 7. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashland Plz.(2)	NA	Giant
K mart	NA	K mart, Kroger
Luray(4)	NA	Kroger, SupeRx

Principal Shopping Days-Mon., Tues., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Brooking's Shops.
Discount Stores-Jupiter; Harlows; United Store; K mart; Fisher's Big Wheel.
Chain Drug Stores-Rexall; SupeRx; Peoples; Valu-Rite.
Chain Supermarkets-Kroger; Kash 'n Karry (Seaway Foods); Young's; IGA Foodliner; Hawkins Mkts. 2; Lawson 2; Quick Chek 2.
Other Chain Stores-Ashland Tire; Sears; K mart; Mode O'Day; J.C. Penney; United Dept. Store.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,825; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Connie S. Kittle, Adv. Dir., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 323-1581.
National Representative: Landon Associates.

ASHTABULA

1 - LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South snore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers-14.
Freight Steamship Lines-28. 5 Docks; Great Lakes/ International import/export shipping.
Intercity Bus Lines-Greyhound; Lake Front Lines.

3 - POPULATION:
Corp. City 80 Cen. 23,449; Loc. Est. 23,009
CZ-ABC: (70) 35,010; (82) 37,200
RTZ-ABC: (70) 63,227; (82) 68,100
County 80 Cen. 104,215; Loc. Est. 104,925
City & RTZ-ABC: (70) 98,237; (82) 105,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,679; Loc. Est. 8,184
CZ-ABC (70) 11,010; (82) 13,700
RTZ-ABC: (70) 18,943; (82) 23,800
County 80 Cen. 35,825; Loc. Est. 37,157
City & RTZ-ABC: (70) 29,953; (82) 37,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$568,658,900
Savings & Loan	3	$1,395,947,414

6 - PASSENGER AUTOS: County 53,232

7 - ELECTRIC METERS: Residence 3,240

8 - GAS METERS: Residence 12,942

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Chemical 22,000 ($260); Plastic 10,500 ($260); Mach. Parts 4,563 ($240); Railroad 368 ($500); Docks 328 ($400); Utility 288 ($250).
Principal Industrial Pay Days-Thurs., Fri.

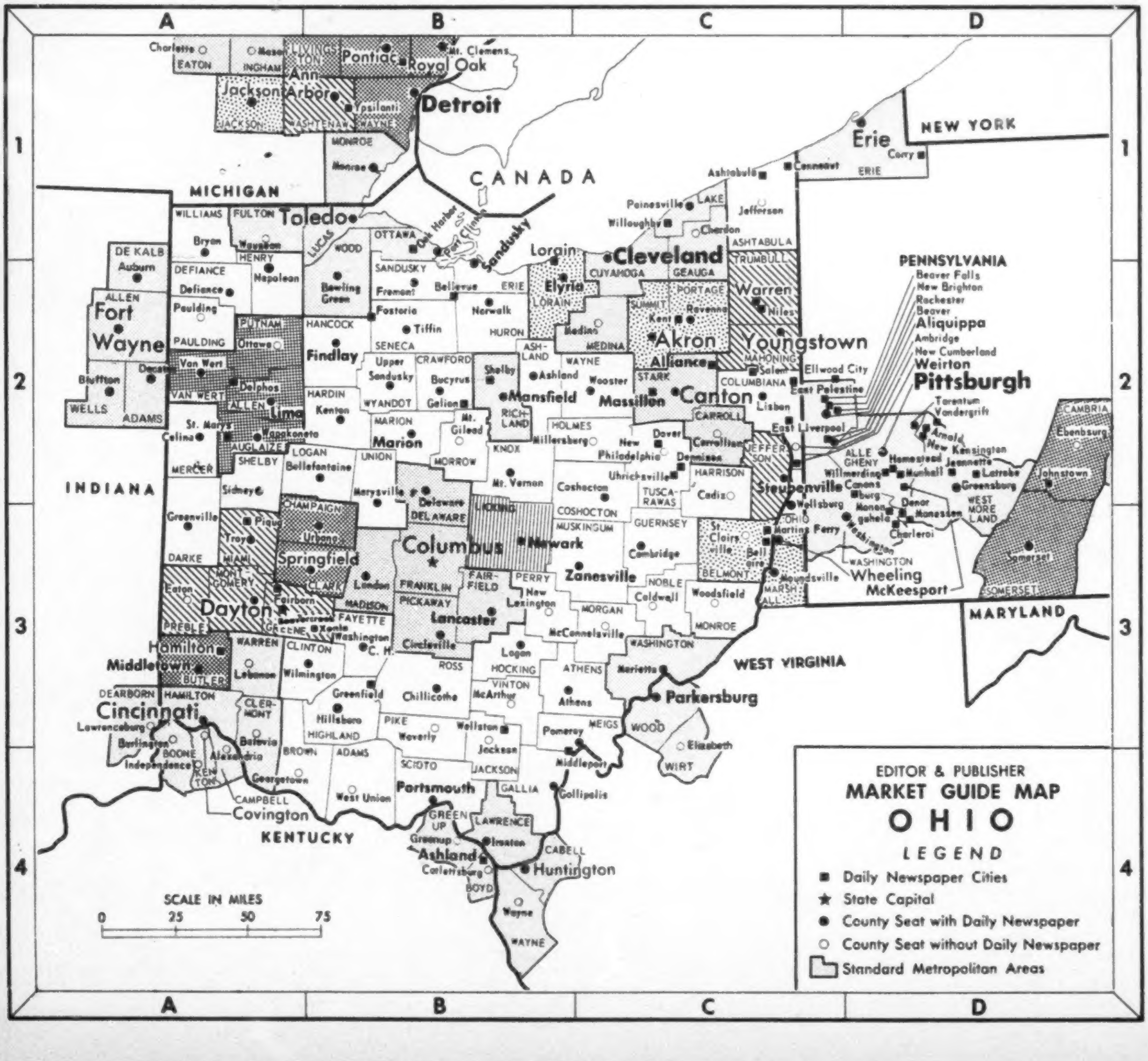
10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 11. Last killing frost, May 16.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING:Principal Shopping Centers-Main Ave.; W. 46th, Park Ave.; Center St.-140 stores.
Neighborhood Shopping Centers-(Number of Stores) Lake Ave. and 5th St. in Harbor 72; Columbus Ave. on block 8; Station Ave. W. 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W. 11th & Thayer 3; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 10; W. Prospect and W. Ave. 16; Edwards Plaza 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saybrook Plz.(24)	2	Kroger, Hill's Dept., J.C. Penney
Ashtabula Plz.(16)	NA	Valu King, Kresge's
N. Kingsville Plz.(5)	8	Conley's, Golden Dawn
Conneaut Plz.(15)	15	Fisher's Big Wheel, Valu King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1
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EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
MICHIGAN
CANADA
NEW YORK
PENNSYLVANIA
INDIANA
WEST VIRGINIA
KENTUCKY
MARYLAND
Detroit
Pontiac
Royal Oak
Ann Arbor
Jackson
Toledo
Sandusky
Lorain
Elyria
Cleveland
Akron
Youngstown
Warren
Canton
Alliance
Massillon
Mansfield
Ashland
Findlay
Lima
Fort Wayne
Marion
Columbus
Newark
Zanesville
Springfield
Dayton
Hamilton
Middletown
Cincinnati
Covington
Lancaster
Portsmouth
Ashland
Huntington
Parkersburg
Steubenville
Wheeling
McKeesport
Pittsburgh
Weirton
Aliquippa
Erie
Ashtabula
Conneaut

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Downtown.-Mon., Fri.; Shopping Centers-Mon. thru Sunday.

13 - RETAIL OUTLETS: Department Stores-Carlisle's; Sears; J. C. Penney; Hills; K mart; Stambaugh's; Dahlkempen.
Variety Stores-Woolworth; Thompson.
Discount Stores-Anderson's; Nichol's Discount City; K mart; Jupiter.
Chain Drug Stores-Gray 2; Revco 2; Valu Drug; Walgreen.
Chain Supermarkets-Kroger's; Edwards Warehouse; Golden Dawn 2; Super Duper 2; Valu-King 2; Convenient Food 6; Lawson's 9.
Other Chain Stores-Fashion Bug; Dairy Queen; Betty Dixon Candy; Nobil Shoes; Firestone; Goodyear; Pic-Way Shoes; Joanne Fabric; Radio Shack; Fashion Barn; Payless Shoes; Shoe World; Elaine Powers; GNC; B4 Lumber; Stambaugh; Fashion Barn; J.C. Penney; Sears.

14 - NEWSPAPERS: STAR BEACON (all day) 19,956; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ronald Anthony, Adv. Mgr., STAR BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On Rte. 33 & Johnson Rd., 3 mi. N of Athens.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,743; Loc. Est. 18,623
CZ-ABC: (70) 27,810; (82) 25,800
RTZ-ABC: (70) 34,388; (82) 39,800
County 80 Cen. 56,399; Loc. Est. 56,431
City & RTZ-ABC: (70) 62,198; (82) 65,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,496; Loc. Est. 5,145
CZ-ABC: (70) 6,497; (82) 7,100
RTZ-ABC: (70) 11,046; (82) 14,500
County 80 Cen. 18,356; Loc. Est. 18,921
City & RTZ-ABC: (70) 17,543; (82) 21,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$113,441,000

6 - PASSENGER AUTOS: County 22,220

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Business Machines and Systems; Printing; Hand and Bench Tools; Dairy Processing.

10 - CLIMATE: Min. & Max. Temp. Recorded, -20 to 95. Coldest month, Jan. (Avg. 31). Warmest month, July (Avg. 75). First killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline, softened.

12 - RETAILING:Shopping Centers-Athens Mall: Murphy's Mart; Kinney Shoes; B. Dalton Bookseller; Radio Shack; Fashion Bug; JoAnn Fabrics; Ford's Jewelers; SupeRx Drugs; Kroger; Kimball Music; Plaza Center; Big Wheel; AutoGar; Steppe's Beauticians; Food for Less; Century 21.
Neighborhood Shopping Centers-Stimson Ave. and Kern St. (Farm Bureau, Cunningham's, Stop-N-Go Foods); Hagens Super Super.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon.; Sears-Mon. & Fri.; Buckeye Mart, Heck's, Athens Mall-6 nights & Sun.

13 - RETAIL OUTLETS: Department Stores-Marting's; Elberfeld's (Logan & Pomeroy).
Variety Store-Woolworth.
Discount Stores-Big Wheel; Elberfeld's; Heck's; Murphy's Mart.
Chain Drug Stores-Revco; SupeRx; Gray Drug.
Chain Supermarkets-Kroger 4; Big Bear; Athens; Glouste Nelsonville; Logan; Pomeroy; Penney; Fair 2.
Other Chain Stores-Sherwin-Williams; Robert's Men's Shop; Steppe's Beauticians 2; Sears 2; Athens; Logan; Radio Shack; B. Dalton Bookseller; JoAnn Fabrics; Kinney Shoes; Ford's Jewelers; Fashion Bug.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 13,972; (S) 15,993; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Fred Bolles, Adv. Mgr., MESSENGER, Rte. 33 North, Athens, OH 45701; Tel. (614) 592-6612.
National Representative: None.

BEAVERCREEK

1 - LOCATION: Greene County, E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of Ohio, on U.S. Hwy 35 and I-675. 4 miles E of Dayton, 4 miles W of Xenia.

2 - TRANSPORTATION: Railroads-Chessie; Conrail.
Motor Freight Carriers-96.
Airlines-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.
Intercity Bus Lines-Greyhound (Dayton); Dayton-Xenia (Beavercreek).

3 - POPULATION:
Corp. City 80 Cen. 31,589; Loc. Est. 33,186
County 80 Cen. 129,769; Loc. Est. 131,961

4 - HOUSEHOLDS:
City 80 Cen. 9,922; Loc. Est. 10,576
County 80 Cen. 43,078; Loc. Est. 45,161

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loans	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: County 72,112

7 - ELECTRIC METERS: Residence and Business 13,212

8 - GAS METERS: Residence and Business 1,571

9 - PRINCIPAL INDUSTRIES: Research and Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72, Summer 61-85, Fall 34-77, Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING:Principal Shopping Center-One block, Beaver Square Shopping Village (15 stores).
Neighborhood Shopping Center-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beavercreek Plz.(20)	NA	Kroger, Goldman's
Beaver Valley(27)	1	Lofinos Mkt., Radio Shack
Spicer	3	Beavercreek Food Gallery
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dunnigans Hardware; Garden Center.
Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.
Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.
Other Chain Stores-Goldenrod; Main Auto; Wrangler Ranch; Wear House; Famous Recipe; Cassanos; El Bee; Jo Ann Fabrics; Lawsons 2; Foto Fair 3; Mr. Gatti's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Wickes Lumber; Perry & Derrick; Roderer Shoes; Dunkers Delight; Warehouse Paint; Radio Shack; Jeds; PIP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast to Coast Hardware; Buck Stove; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,936; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Beavercreek, OH 45432; Tel. (513) 426-5222.
National Representatives: American Newspaper Service; General Advertising Service.

BELLAIRE
See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County, E&P Map B-2, County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Airlines-Community Airport.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,888; Loc. Est. 12,310
CZ-ABC: (70) 11,255; (82) 11,200
RTZ-ABC: (70) 24,099; (82) 29,000
County 80 Cen. 39,155; Loc. Est. 41,098
City & RTZ-ABC: (70) 35,354; (82) 40,200

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,576; Loc. Est. 4,031
CZ-ABC: (70) 3,852; (82) 4,500
RTZ-ABC: (70) 7,790; (82) 11,000
County 80 Cen. 14,261; Loc. Est. 15,456
City & RTZ-ABC: (70) 11,642; (82) 15,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$103,038,360
Savings & Loan	3	$111,280,000

6 - PASSENGER AUTOS: County 21,218

7 - ELECTRIC METERS: Residence 4,698

8 - GAS METERS: Residence 3,599

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rail Term. 220 ($488); Elec. Mot. & Cir. Brks. 901 ($208); Power Tools 466 ($172); Commercial Ptg. & Pub 221 ($221); Alum. Extrusions & Plat. 80 ($301); Sleeve Bearings 771 ($202); Food 408 ($268), Industrial Rubber Hose 251 ($231).
Principal Industrial Pay Days-Thurs.; Fri. 12 & 27.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23. Last killing frost, April 21.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontaine Plz.(14)	NA	Kroger, Murphy's Mart
Hyland Hills Plz.(15)	NA	A&P, Sears

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon during Summer.
City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Uhlman's; United
Variety Stores-Murphy and Murphy Mart.
Discount Stores-United; Rink's Bargain City; Gray's.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; A&P; Great Scot (2); IGA Voluntary Chain 3; Food Mart.
Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Montgomery Ward (catalog); Quality Farm and Fleet; TSC Store.

14 - NEWSPAPERS: EXAMINER (e) 10,355; Mar 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carrier-10

3 - POPULATION:
Corp. City 80 Cen. 8,817; Loc. Est. 8,282
Counties 80 Cen. 117,875; Loc. Est. 121,177
Huron Co. 80 Cen. 54,608; Loc. Est. 57,404
Sandusky Co. 80 Cen. 63,267; Loc. Est. 63,773

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,997; Loc. Est. 3,033
Counties 80 Cen. 40,243; Loc. Est. 42,653
Huron Co. 80 Cen. 18,690; Loc. Est. 20,261
Sandusky Co. 80 Cen. 21,553; Loc. Est. 22,392

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$80,685,000
Savings & Loan	2	$86,372,465

6 - PASSENGER AUTOS: Counties: Huron 27,772; Sandusky 33,951

7 - ELECTRIC METERS: Residence 4,927

8 - GAS METERS: Residence 4,906

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Railroads 1,200; Light Bulbs 850; Safes; Toys 250; Bean Processing 200; Plastic 200.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandusky	18	Ontario, Sears, Gray's, Mr. Wiggs, K mart, Penney, Pick 'N Pay
Fremont	18	Buckeye Mart, Gray's, Mr. Wiggs
Norwalk	12	Masons

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Ben Franklin; Rinks.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Hogue Super Mkt.; Kroger; Whitelys Cardinal.

14 - NEWSPAPERS: GAZETTE (e) 4,081; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Tom Waldsmith, Adv. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative: Landon Associates.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo, OH-MI SMSA). E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-At Wood County Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,728; Loc. Est. 26,497
CZ-ABC: (70) 21,760; (82) 27,700
RTZ-ABC: (70) 57,624; (82) 70,500
County 80 Cen. 107,372; Loc. Est. 110,884
SMSA 80 Cen. 791,599; Loc. Est. 803,339
City & RTZ-ABC: (70) 79,384; (82) 98,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,130; Loc. Est. 7,423
CZ-ABC: (70) 5,085; (82) 7,600
RTZ-ABC: (70) 17,497; (82) 25,100
County 80 Cen. 43,078; Loc. Est. 37,814
SMSA 80 Cen. 277,564; Loc. Est. 290,246
City & RTZ-ABC: (70) 22,582; (82) 32,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$267,000,000
Savings & Loan	3	$152,000,000

6 - PASSENGER AUTOS: County 55,059

7 - ELECTRIC METERS: Residence, Est. 7,714

8 - GAS METERS: Residence 4,251

9 - PRINCIPAL INDUSTRIES: Power floor machines; potato chips; auto and sport parts; rubber parts for autos; liquid filtration equipment; electrical terminal blocks and fuse holders; metal assembly stampings. Average hourly rate, $6.70. Education: BGSU; 2,160 full time employees, annual salaries more than $32,100,000.

10 - CLIMATE: Min. & Max. Temp.Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct. Last killing frost, early May.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks; 4 on Main St, 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers-1000 block of N Main St., 800 and 1100 block of South Main; 1600 block of E. Wooster St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
G. C. Murphy Plaza(14)	NA	Murphy's Mart
B.G. Center(8)	NA	Rink's, Kroger
Stadium Plz.(12)	NA	Gray Drug
Crossroads Plz.(6)	NA	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Food & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Lasalle's; J. C. Penney; Uhlman's; G. C. Murphy Mart.
Discount Stores-Rink's Bargain City; G. C. Murphy Mart; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Lane's; Gray's; Revco.
Chain Supermarkets-A&P; Kroger; Food Town; Centre.
Other Chain Stores-Sears; Uhlman's (clothing); Sterling (dairy); Monique Fabrics; Lawson's Dairy;

Baskin-Robbins; Fashion Bug; Jo-Ann Fabrics; Convenient Mart.

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 14,162; Mar. 31, 1982 ABC.
Local Contact for Advertising Data: R. M. Reider, Gen. Mgr., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.
National Representative: Landon Associates.

BRYAN

1 - LOCATION: Williams County, E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak Pass Station.
Motor Freight Carriers-3.
Airlines-Bryan Airport, 3 mi. from city; BryanDefiance Airport, 12 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 7,879; Loc. Est. 8,734
County 80 Cen. 36,369; Loc. Est. 37,195

4 - HOUSEHOLDS:
City 80 Cen. 3,139; Loc. Est. 3,251
County 80 Cen. 12,896; Loc. Est. 13,554

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$213,000,000
Savings & Loan	4	$80,000,000

6 - PASSENGER AUTOS: County 19,678

7 - ELECTRIC METERS: Residence 3,942

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furniture; Condensed Milk; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; Hawks; Dancers.
Discount Stores-K mart; Murphys Mart; Lanes Discount; Food Mart; Dollar General.
Chain Supermarkets-Chief; Super Valu 3; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,803; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506; Tel. (419) 636-1111.
National Representative: Landon Associates.

BUCYRUS

1 - LOCATION: Crawford County, E&P Map B-2, County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,433; Loc. Est. 13,388
CZ-ABC: (70) 13,111; (82) 13,800
RTZ-ABC: (70) 43,027; (82) 42,200
County 80 Cen. 50,075; Loc. Est. 49,501
City & RTZ-ABC: (70) 56,138; (82) 56,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,221; Loc. Est. 5,449
CZ-ABC: (70) 4,479; (82) 5,500
RTZ-ABC: (70) 13,284; (82) 15,200
County 80 Cen. 18,167; Loc. Est. 18,670
City & RTZ-ABC: (70) 17,763; (82) 20,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$129,900,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 26,110

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Machy; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Machy.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks., Hydraulic Precision Components; Whole Poultry & Beef Processing; Boats; Computer Sensing Equip.; Jewelry; Transportation Seats; File Bindery; Pattern Making.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-Southern Lights; Marion Road-Murphy's Mart; Revco; Fashion Bug; Ponderosa; Cassanos; Jo-Ann Fabrics; Foodtown; K mart-E. Mansfield Road; Bucyrus Plaza-N. Sandusky Ave., Rt. 4-Radio Shack; Strubles Walgreen; Bucyrus Ice Co.; Velvet Ice Cream; Suburban, Hopley Ave.-Geyer's Super Value; Conley's Fotomat; Route 4/98 Fischer's; Revco; Lawsons.
Principal Shopping Days-Thurs. & Fri.
Stores Close-Wed. afternoon.
Stores Open Evenings-K mart; Murphys Mart; Conleys.-Fri.; Corner Grocery; Geyer's Mkt.; Foodtown; 7-Eleven; Lawsons-Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Conley's.
Variety Stores-Murphy's Mart; K mart; Conleys.
Chain Drug Stores-Revco 2; Struble's; Walgreen 2; Foulk's Rexall; Cladys Drug (FOMAC).
Chain Supermarkets-Geyer's Super Valu; Corner Grocery; Foodtown 2.
Other Chain Stores: Sherwin-Williams; K mart; Conley's; True Value; TSC; Goodyear; Int. Harv.; JoAnn Fabrics; Radio Shack; Foto Mat; Fashion Bug; Cassanos; 7-Eleven; Perkin's.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 8,267; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Publisher, TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.
National Representative: Landon Associates.

CAMBRIDGE

1 - LOCATION: Guernsey County, E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: Railroads-Chessie System.

Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,573; Loc. Est. 13,666
CZ-ABC: (70) 23,345; (82) 25,100
RTZ-ABC: (70) 60,549; (82) 66,500
County 80 Cen. 42,024; Loc. Est. 43,584
City & RTZ-ABC: (70) 83,894; (82) 91,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,508; Loc. Est. 5,629
CZ-ABC: (70) 7,423; (82) 9,300
RTZ-ABC: (70) 19,097; (82) 24,800
County 80 Cen. 15,048; Loc. Est. 16,058
City & RTZ-ABC: (70) 26,520; (82) 34,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$170,000,000
Savings & Loan	2	$165,000,000

6 - PASSENGER AUTOS: County 20,327

7 - ELECTRIC METERS: Residence 15,000 (County)

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Fall 13-88; Summer 28-99; Winter 7-77. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-6 blocks on Wheeling Ave. (60 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart
Dewey Avenue(5)	NA	Riesbeck's Food
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Zayre's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JC Penney.
Variety Stores-S. S. Kresge.
Discount Stores-Rink's; Zayre; K mart; Dollar General.
Chain Drug Stores-Nelson's; Revco.
Chain Supermarkets-Super Duper; Kroger; IGA Foodliners; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue; Riesbeck Food Stores.
Other Chain Stores-Singer Co.; Sherwin-Williams; Sears (catalog); Wards (catalog).

14 - NEWSPAPERS: JEFFERSONIAN (e) 15,461; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Anderson, Adv. Dir., JEFFERSONIAN, 821 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.
National Representative: Landon Associates.

CANTON

1 - LOCATION: Stark County (In Canton SMSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western. (freight); Nickel Plate (freight).
Motor Freight Carriers-58.
Intercity Bus Lines-Greyhound; RTA.
Airlines-United; USAir; Flying Tiger (freight).

3 - POPULATION:
Corp. City 80 Cen. 94,730; Loc. Est. 91,198
CZ-ABC: (70) 214,938; (82) 205,900
RTZ-ABC: (70) 243,244; (82) 274,900
County 80 Cen. 378,823; Loc. Est. 381,731
SMSA 80 Cen. 404,421; Loc. Est. 407,133
City & RTZ-ABC: (70) 458,182; (82) 480,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,394; Loc. Est. 36,535
CZ-ABC: (70) 68,119; (82) 76,000
RTZ-ABC: (70) 71,958; (82) 96,100
County 80 Cen. 134,094; Loc. Est. 139,133
SMSA 80 Cen. 142,674; Loc. Est. 147,958
City & RTZ-ABC: (70) 140,077; (82) 172,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$1,317,774,040
Savings & Loan	4	$1,424,968,454

6 - PASSENGER AUTOS: County 210,065

7 - ELECTRIC METERS: Residence 41,000

8 - GAS METERS: Residence 44,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Metal 15,100 ($392); Fabricated Metal 9,893 ($427); Fabricated Structural Metal 3,100 ($295); Stone, Clay and Glass 1,814 ($316); Food 4,200 ($373); Utilities 3,000 ($415); Nondurable Goods 11,258 ($333).
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Downtown Shopping Center-64 square blocks located in center of Canton.
Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W Tuscarawas (Route 30) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 30) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 30; 14 units on Cleveland Ave. S (Rte. 800) at 30 St. 70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair(29)	NA	Josef's Furniture, Carm's, Fleischers
Plaza, 30th St.	NA	O'Neil, Kroger, Stern & Mann, Stambaugh Thompson
Gold Circle(25)	NA	Gold Circle
Tip Top Mart(13)	NA	Ben Franklin, People's Drug
Mahoning(15)	NA	Gray's, Jays' TV & Appl.
Lake Plaza(34)	NA	Cloth World, People's Drug, A&D Foodarama, Stambaugh Thompson
Mellett Mall(70)	NA	Penney, Radio Shack, Goodyear, O'Neil's, Gray, Mont. Ward
North Canton(8)	NA	Acme-Click, Stambaughs
Southgate(20)	NA	Kroger, Ben Franklin
Belden Village(65)	NA	Sears, Higbee, Fazio's, Stern & Mann, O'Neils
Buckeye Plaza(8)	NA	Peoples Drug, HF Auto
Harmont Plaza(11)	NA	Radio Shack, Firestone
Hillsdale(10)	NA	Acme-Click, Carm's
Kimco(6)	NA	Zayre
North Plaza(18)	NA	Miller Sales

Stores Open Evenings-Department Stores Mon. thru Sat. Food Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-O'Neils 3; Stern & Mann 3; Penney; Sears; Gold Circle.
Discount Stores-Stambaugh's 2; K mart 3; Zayres; Click 2.
Variety Stores-Woolworth; McCrory; Kresge; Ben Franklin.
Chain Drug Stores-Gray's 5; Norman 2; Finney's 2; Kings 2; Davies 2; Rice 2; Peoples Drug 11.
Chain Supermarkets-Kroger 4; Fisher 4; IGA Foodliner 8; Carm's 2; Country Cupboard 2; Fazio's 2; Edwards; Acme.
Other Chain Stores-Bakers; Cleveland Fabric; Petri's; Parisian 2; Stern & Mann 3; Rapport's; Mindy's; Petri's; George Ann's 3; Harvard 2; Walker's 2; Richman Bros; Mr. Ted 3; Jon's Clothiers; Harry's; Gray Hosiery; Park Lane; Hudson; Singer Co.; Rogers Jewelry 2; Zale's; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet.

14 - NEWSPAPERS: REPOSITORY (e) 62,099; (S) 76,860; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Steven Lake, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.
National Representative: CWO&O.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 60 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127 and State Hwy. 29.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 9,137; Loc. Est. 9,433
County 80 Cen. 38,334; Loc. Est. 39,098

4 - HOUSEHOLDS:
City 80 Cen. 3,416; Loc. Est. 3,324
County 80 Cen. 12,166; Loc. Est. 12,814

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$228,080,452
Savings & Loan	2	$76,521,368

6 - PASSENGER AUTOS: County 21,113

7 - ELECTRIC METERS: Residence 5,620

8 - GAS METERS: Residence 4,925

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furniture 550 ($218); Insurance 452 ($150); Lithography 470 ($201); Bicycles 2,000 ($240).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-10 blocks on 4 streets; Plus A Plaza-10 stores.
Shopping Centers-Plaza-Scranton's; Sears; Brown Drugs; Monique; Hip Pocket; Zimfer Jewelers; Barber Shop; Beauty Shop; Laundromat; Radio Shack.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. & Mon. til 9 p.m.; Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: Department Stores-Goldstein's; J.C. Penney; Remaklus; Little Treasures; Style Shop; Pogue's; Male Fashions.
Variety Stores-The Barr; Rankin's; Dollar General.
Discount Stores-Jack's Surplus City; Harts.
Chain Drug Stores-Walgreen; Bi-Rite; Hooks; Rite Aid.

14 - NEWSPAPERS: STANDARD (e) 10,110; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchadising Data: Jean Clifton, Nat'l. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.
National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County, (In Cleveland SMSA). E&P Map C-1, County Seat. Manufacturing, agriculture, & maple products. NE portion of state; 30 mi. E. of Cleveland.

2 - TRANSPORTATION: Railroads-B&O RR.
Motor Freight Carriers-1.
Airport-2 mi. South; New County Airport, Middlefield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434; Loc. Est. 4,451
SMSA 80 Cen. 1,898,720; Loc. Est. 1,910,977
County 80 Cen. 74,474; Loc. Est. 75,848

4 - HOUSEHOLDS:
City 80 Cen. 1,589; Loc. Est. 1,615
County 80 Cen. 22,880; Loc. Est. 24,014
SMSA 80 Cen. 694,324; Loc. Est. 719,457

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$34,500,170
Savings & Loan	1	$7,300,000

6 - PASSENGER AUTOS: County 42,458

7 - ELECTRIC METERS: Residence 1,609

8 - GAS METERS: Residence 2,845

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Products; Mining (construction materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 60-40; Winter 22-35.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-Chardon (38 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burton	9	IGA
Chardon	NA	Kresses, Bi-Rite
Chesterland	8	IGA, Western Auto
Grant Plaza	7	Fishers Big Wheel, Valu King, Revco
Great Lakes(100)	14	Higbee's, Mays, Sears, Penney, Fisher Food, Newberry, Kroger
Middlefield	12	A&P, White's, Western Auto, Value King, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwick's; Fishers Big Wheel.
Variety Store-Woolworth.
Discount Store-Conley's.
Chain Drug Stores-Rexall 2; Revco 3.
Chain Supermarkets-A&P, Golden Dawn; Lawsons; Convenient Food Stores; Valu-King.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 7,230; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Patrick Taylor, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St., Chardon, OH 44024; Tel. (216) 286-6101.
National Representative: Landon Associates.

CHILLICOTHE

1 - LOCATION: Ross County, E&P Map B-3, County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,384; Loc. Est. 23,459
CZ-ABC: (70) 31,655; (82) 32,200
RTZ-ABC: (70) 55,347; (82) 63,700
County 80 Cen. 65,004; Loc. Est. 64,470
City & RTZ-ABC: (70) 87,002; (82) 95,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,759; Loc. Est. 9,431
CZ-ABC: (70) 10,216; (82) 10,200
RTZ-ABC: (70) 16,157; (82) 21,800
County 80 Cen. 22,042; Loc. Est. 23,788
City & RTZ-ABC: (70) 26,373; (82) 34,000

5 - BANKS:	**NUMBER**	**DEPOSITs**
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTOS: County 33,268

7 - ELECTRIC METERS: County 18,602

8 - GAS METERS: 10,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 3,060; Concrete 40; Gov't 1,870; Paper Making 2,600; Shoes 490; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Weekly Wages $270).
Principal Pay Days-Thurs., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1. Last killing frost, May 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers-N. High St.; S. Paint St.; E. Main St.; Eastern Ave.; Central Center; Zane Plaza; Chillicothe Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Center(38)	NA	Big Bear, Glick Furn., Woolworth, Gray's
Zane Plaza(25)	NA	Britt's, Mont. Ward
Chillicothe Mall(18)	NA	Sears, Big Bear, Penney's, Woolworth, Zale's
Western Ave. Plz(5)	NA	Kroger, SupeRx
K mart Plaza(14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Centers Mon., Thurs., Fri., Sat.
Stores Open Evenings-Downtown Dept. Fri.; Food 7 days; Shopping Centers Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-M. Schachne; Penney's; Elberfeld's; Sears; Elder-Beerman.
Variety Stores-Woolworth 2.
Discount Stores-Bargain City; K mart; Harts.
Chain Drug Stores-Revco; Gray's; Rexall; Thrift Drug; SupeRx.
Chain Supermarkets-Big Bear 2; Kroger Superstores 2; Corner Market; McCambridge; Foodtown; Super Duper; IGA Foodliner 2; Gateway Foods; Great Scot.
Other Chain Stores-Wurlitzer (music); Singer Co.; Goodyear; Firestone; Pic-Way; Montgomery Ward (catalog); Nationwise (automotive); Zale Jewelry; Mogul's (mens); Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 16,458; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
National Representative: Gannett.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN SMSA). E&P Map A-3, County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (Ohio) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (Ky.) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, -275, -71, & -75.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies-42.
Motor Freight Carriers-85.
Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines-American; Delta; Piedmont; Wright; TWA; North Central; USAir; Pan American.
Intercity Bus Lines-Queen City Metro; Transit Authority of No. Ky.; Greyhound; Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 385,457; Loc. Est. 370,114
CZ-ABC: (70) 1,124,601; (82) 1,058,800
RTZ-ABC: (70) 653,597; (82) 802,300
County 80 Cen. 873,136; Loc. Est. 863,027
SMSA 80 Cen. 1,401,403; Loc. Est. 1,405,359
City & RTZ-ABC: (70) 1,778,198; (82) 1,861,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 157,677; Loc. Est. 160,928
CZ-ABC: (70) 357,781; (82) 394,100
RTZ-ABC: (70) 192,320; (82) 276,200
County 80 Cen. 322,199; Loc. Est. 328,143
SMSA 80 Cen. 498,649; Loc. Est. 514,775
City & RTZ-ABC: (70) 550,101; (82) 670,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. & Savings	180	$3,243,294,000
Savings & Loan	205	$3,900,000,000

6 - PASSENGER AUTOS: County 466,978

7 - ELECTRIC METERS: Residence 497,704

8 - GAS METERS: Residence 366,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 170,000 ($287); Construction 26,300 ($397); Trans & Util. 33,100 ($298); Whlse. Trade 36,700 ($239); Retail Trade 100,400 ($134); Fin., Ins. & R. E. 30,500 ($149); Trans. Equip. 25,800 ($405); Mach. non-elect. 25,700 ($275); Food 18,200 ($327); Chem. 21,900 ($293); Fab. Metals 16,600 ($256); Ptg. & Pub. 13,000 ($261).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. Year Average 54. First frost, Sept. 28. Latest frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Area-61 blocks on 19 Sts. Bounded by Central Pkway. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area: Anglewood Mall; Beechmont Mall; Beechmont; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; London Village; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza, Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: Department Stores-John Shillito; H. & S. Pogue; Sears; Elder-Beerman; McAlpin; J. C. Penney.
Discount Stores-Gold Circle; Meijer; Rink's; Swallen's; Zayre; K mart; Van Leunan's; Value City; Service Merchandise; G. C. Murphy Co.
Variety Stores-S.S. Kresge; Woolworth; J. J. Newberry; Ben Franklin.
Chain Drug Stores-Gray; Walgreen; SupeRx; Milo; Discepoli; Revco; Lomark; Becker.
Chain Supermarkets-Kroger's; IGA; Thriftway; Liberal; Marsh; King Kwik Minit Mkts.; United Dairy Farmers 63; Convenient 23; IGA 28; Thriftway 16; King Kwik; U-Tote-M.
Other Chain Stores-Thom McAn; Bond's; Franklin Simon; National Shirt Shops; Richman Bros.; Hill Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Barricini; Firestone; Goodyear; Nobil Shoes; Harolde's; Model Shoes; Sherwin-Williams; Montgomery Ward (catalog); Levitz Furn.; Wickes Furn.; Henrys Pants; Foxmoor Casuals; Dunlop Nadlers; Thayer McNeil; Bottom Half; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; 5-7-9 Shops; Gallenkamp Shoes; Carriage Trade; Shutter Bug; Children's Palace; Walden Books; Family Tree; Jo-Ann Fabrics; The Limited; Hickory Farms of Ohio.

14 - NEWSPAPERS: ENQUIRER (m) 193,090; (S) 298,257; Mar. 28, 1982 ABC; POST (e) 147,560; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Temmen, Promotion Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representative: Gannett.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus SMSA). E&P Map B-3, County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-N&W; C&O.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700; Loc. Est. 11,534
SMSA 80 Cen. 1,093,293; Loc. Est. 1,110,540
County 80 Cen. 43,662; Loc. Est. 43,993

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,371
County 80 Cen. 14,156; Loc. Est. 14,733
SMSA 80 Cen. 397,027; Loc. Est. 415,649

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$89,006,000
Commercial	6	$140,000,000

6 - PASSENGER AUTOS: County 22,073

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Containers 512; Feed 213; Elec. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes, 500. (Av. Wkly. Wage $200).

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Centers-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Wacker(14)	2	Hecks, Lowes, Farm Fleet & Supply
North End(11)	1 1/2	Big Ben, Murphy's, Super Duper

Principal Shopping Days-Mon. to Sat.
Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney.

Need to reach someone in the newspaper industry?

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Editor & Publisher

Variety Stores-Murphy Mart; Sundry Store.
Chain Drug Stores-Risch; SupeRx; Revco.
Chain Supermarkets-Kroger; Royal Blue; Super Duper; Big Bear.
Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack.

14 - **NEWSPAPERS:** HERALD (e) 8,792; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Thomas W. Rodenfels, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.
National Representative: Landon Associates.

CLEVELAND

1 - **LOCATION:** Cuyahoga County, (Cleveland SMSA) E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway, 6 mi. breakwater protects harbor, 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - **TRANSPORTATION: Railroads**-Passenger ServiceAmtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Erie Lackawana; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines-Regional Transit Authority supported by Cuyahoga County Sales Tax. 99 Motor Coach Routes include 19.1 mi. Cleveland Rapid Transit & Shaker Heights (suburb) Rapid Transit direct to Cleveland Terminal. Other bus lines are Lorain Hwy. Coach, Trailways, Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve-Astabula Bus Line; Cleve. Southeastern Trails; Garfield Hts. Coach; Maple Hts. Transit.
Airlines-Air Canada; USAir; Midway; Air Wisconsin; Freedom Air.; American; Delta; Eastern; New York Air; Northwest; Republic; TWA; United; Wright; Texas International; Ozark.

3 - **POPULATION:**
Corp. City 80 Cen. 573,822; Loc. Est. 552,018
CZ-ABC: (70) 1,721,300; (82) 1,451,900
RTZ-ABC: (70) 753,820; (82) 839,200
County 80 Cen. 1,498,295; Loc. Est. 1,492,868
SMSA 80 Cen. 1,898,720; Loc. Est. 1,910,977
City & RTZ-ABC: (70) 2,475,120; (82) 2,291,100
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 218,297; Loc. Est. 224,726
CZ-ABC: (70) 554,239; (82) 547,800
RTZ-ABC: (70) 209,309; (82) 272,600
County 80 Cen. 563,401; Loc. Est. 578,533
SMSA 80 Cen. 694,324; Loc. Est. 719,457
City & RTZ-ABC: (70) 763,548; (82) 820,400

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	9	$10,837,098,977
Savings & Loan	28	$9,789,480,584

6 - **PASSENGER AUTOS:** County 916,464

7 - **ELECTRIC METERS:** Residence 600,000

8 - **GAS METERS:** Residence & Comm. 566,286

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Employees, (Avg. Wkly. Wage)-Primary Metals Industries 27,600 ($480); Fabricated Metals 36,700 ($406); Non-Electrical Machinery 42,000 ($410); Electric Equipment & Supplies 25,000 ($351); Transportation Equipment 20,900 ($510); Food Products 8,200 ($347); Printing & Publishing 15,600 ($380); Construction 24,100 ($575); Transportation & Utilities 43,600 ($444); Wholesale & Retail Trade 193,100 ($242).
Principal Pay Days-Thu., Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 36-56; Summer 62-80; Fall 42-59; Winter 20-36. First killing frost, Nov. 2. Last killing frost, Apr. 21.

11 - **TAP WATER:** Alkaline, hard; fluoridated.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beechwood Place(110)	11	Higbee, Saks Fifth
BroadviewPleasant Valley(41)	10 1/4	Fazio's, Pic 'N Pay
Cedar Ctr.(93)	7 3/4	May Co., Stop & Shop, Bi-Rite
Eastgate(46)	13 1/2	Pic 'N Pay, Fazio's, Stop & Shop
Euclid Sq.(84)	12	Higbee, May Co., Fazio's
Great Lakes(92)	21	Higbee, May Co., Sears, J.C. Penney, Fazio's
Great Northern(80)	13	May Co., J.C. Penney, Sears, Pic 'N Pay
Lake Shore & E. 222nd(100)	11 3/4	Fisher Foods, Bi-Rite, Pic 'N Pay
Parmatown(112)	9	Higbee, May Co., Fazio's, J.C. Penney, Pic 'N Pay
Randall Park Mall(142)	9 1/2	JC Penney, Higbee, May Co., Pic 'N Pay, Sears, Horne
Richmond(84)	11	JC Penney, Sears,
Severance(65)	7 1/2	Higbee, Fazio's
Shaker Sq.(49)	5	Heinen's
Shoregate(67)	15	Sears, Fazio's, Pic 'N Pay
Southgate(106)	11	May Co., Pic 'N Pay, Fazio's, Stop & Shop
Southland(158)	10 1/2	Sears, Pic 'N Pay, Fazio's, Stop & Shop
Warrensville/ Van Aken(55)	8	Fazio's
Westgate(74)	9	Halle, Higbee

Principal Shopping Days-Downtown In order of buying traffic: Thurs., Sat. & Mon. Neighborhood Fri. & Sat.
Stores Open Evenings-Downtown 7:00 P.M. Mon. & Thu. Neighborhood centers Most stores every night till 9:30 P.M. Food stores to 9 P.M. Thurs. & Fri.

13 - **RETAIL OUTLETS: Department Stores**-Halle's; Higbee; Horne; May; Sears; J.C. Penney; Saks Fifth Avenue.
Discount Stores-Value City; Uncle Bill's; Zayre; Gaylord's; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; US Merchandise; Basco.
Variety Stores-Woolworth; Kresge; Scott; Neisner; Murphy; Newberry.
Chain Drug Stores-Gray 51; Revco 49; Leader 14; Medic 11; Discount Drug 6.
Chain Supermarkets-Fazio's 41; Pick 'N Pay 49; Heinens 10; Acme/Click 22; Kroger 2; Goldberg 7; Buehler 2; Valu King 7; Barney 3; Bilo 11; Stop 'N Shop 34.
Voluntary Food Chains-Sav Mor 20; Square Deal 16; Super Valu 5; Sparkle 23; Star 13; Eagle 31; Stop-N-Shop 31; Bi-Rite 32; IGA 31; BiLow/Barney 13.
Other Chain Stores-Women's: Lane Bryant, Winkleman's, Red Robin, Casual Corner, Petrie's, Kelly-Kitt, Lerner's, I. J. Fox; Men's: Richman Bros., Bunce Bros., Diamond's, Davidson's; Shoes: Hanover, Hughes & Hatcher, Flagg Bros., Nunn-Bush, Regal, Thom McAn, Holiday, Hahn's, Cole, Florsheim, Chandler's, Kinney, Red Cross, Naturalizer, Nobil, Faflik, Pic-Way Shoe Mart; Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Harvey's, Singer Co., Spiegel (catalog), Montgomery Ward (catalog), Uniroyal, Western Auto, General Tire.

14 - **NEWSPAPERS:** PLAIN DEALER (m) 405,842, (S) 448,219; Mar. 31, 1982 ABC.
The Cleveland Press (eS) ceased publication June 17, 1982.
Local Contact for Advertising and Merchandising Data: Neil Van Deventer, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.
National Representative: Newhouse Newspapers.

COLUMBUS

1 - **LOCATION:** Franklin County, (SMSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - **TRANSPORTATION: Railroads**-Norfolk & Western; Conrail; Chessie.
Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; TWA; Eastern; USAir; Republic; Delta; United; Wright; Air Wisconsin; Aeromech; People Express.

3 - **POPULATION:**
Corp. City 80 Cen. 564,871; Loc. Est. 573,871
CZ-ABC: (70) 833,249; (82) 872,700
RTZ-ABC: (70) 452,543; (82) 542,300
County 80 Cen. 869,109; Loc. Est. 883,178
SMSA 80 Cen. 1,093,293; Loc. Est. 1,110,540
City & RTZ-ABC: (70) 1,285,792; (82) 1,415,000
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 217,150; Loc. Est. 230,565
CZ-ABC: (70) 259,321; (82) 318,200
RTZ-ABC: (70) 137,738; (82) 193,200
County 80 Cen. 322,810; Loc. Est. 338,113
SMSA 80 Cen. 397,027; Loc. Est. 415,649
City & RTZ-ABC: (70) 397,059; (82) 511,400

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Savings & Loan	18	$5,406,216,000
Commercial	9	$17,298,671,000
		(statewide banking system)

6 - **PASSENGER AUTOS:** County 491,053

7 - **ELECTRIC METERS:** Residence 325,450

8 - **GAS METERS:** Residence 170,065

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners-Manufacturing 79,087; Retail 80,986; Wholesale 27,065; Insurance Co. Home Office 56; Hotel/Motel 112; Schools, Colleges, Universities 235; Finance, Insur., Real Estate 29,871; Services 73,932; Heavy concentration of Gov't Offices, City, County, State and Federal.
Principal Pay Days-Fri.; 15th & 30th.

10 - **CLIMATE:** Avg. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31. Last killing frost, Apr. 16.

11 - **TAP WATER:** Alkaline, soft.

12 - **RETAILING:Principal Shopping Center**-54 blocks on 17 streets.
Neighborhood Shopping Centers-42 different locations throughout the ABC City Zone.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amos(20)	6	Kroger, K mart
Berwick	7	Big Bear
Central Point(32)	3	J.C. Penney, Kroger, Food World
Eastland(65)	7	Lazarus, Sears, Penney
Graceland(63)	6	Woolco, Big Bear, JC Penney
Great Eastern(10)	7	Woolworth, Zayres
Great Southern(65)	7	Big Bear, JC Penney, Woolco, Kroger
Great Western(62)	5	Woolco, Kroger
Kenny Center	5	Food World
Southland Mall(45)	4	Gold Circle
Kingsdale(26)	5	Lazarus, Big Bear
Lincoln Vlg.(27)	7	Big Bear, Wright Drugs
Northern Lights(52)	6	Big Bear, Kroger, JC Penney
Northland(70)	6	Lazarus, Woolworth, Sears, JC Penney
Northwest(21)	5	Big Bear, Lazarus
Lane Ave.(41)	4	Big Bear
Olentangy Plz.(13)	7	Big Bear, K mart
The Continent	9	The French Market
The Colony Bazaar	7	The Market
Town & Country(87)	6	Kroger, Big Bear JC Penney
Tremont(19)	4	Tarpys
University City(24)	6	Kroger
Westerville Mall(35)	13	Gold Circle Thom McAn
Westerville Sq.(23)	13	Big Bear, Lazarus
Westland(59)	6	Lazarus, Penney's, Sears
Worthington Sq.(41)	11	Kroger
Columbus Sq.(20)	9	Woolco
Granville Plaza	9	Harts, Big Bear
Ohio Center Mall	1	The Market

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Sundays-Most in major shopping areas.
Stores Open Evenings-Mon. to Sat.

13 - **RETAIL OUTLETS: Department Stores**-F&R

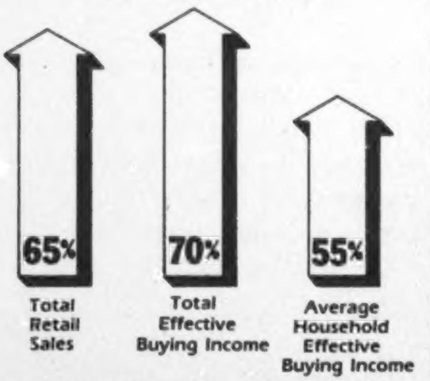
Discover Columbus

Our steady, healthy economy reflects a balanced blend of commerce and industry, education, research and agribusiness. What's more, while most areas in the Northeast quadrant of the United States are losing population to the Sun Belt, Columbus, Ohio is growing.

$22,681 Average Household Effective Buying Income
$9,169,774,000 Total Effective Buying Income
$4,941,214,000 Total Retail Sales

Source: Survey of Buying Power, 1981

1985 Projected Growth

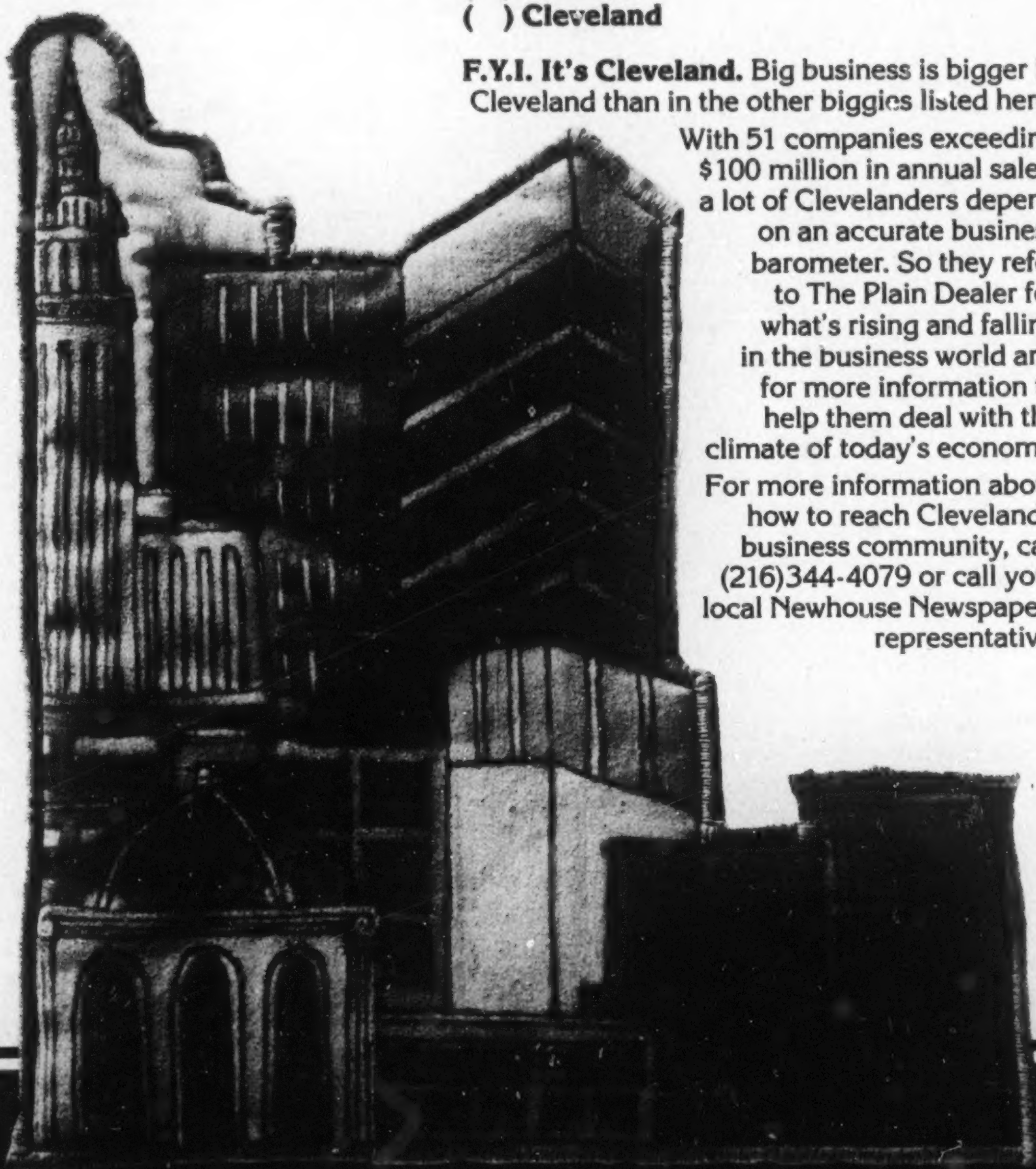


Columbus, a city of progress and innovation, is on the grow.

The Columbus Dispatch/Columbus Citizen-Journal
EVENING & SUNDAY
MORNING

Which city has the largest concentration of corporate headquarters?

- ( ) **Los Angeles**
- ( ) **Boston**
- ( ) **Atlanta**
- ( ) **Cleveland**



F.Y.I. It's Cleveland. Big business is bigger in Cleveland than in the other biggies listed here. With 51 companies exceeding $100 million in annual sales, a lot of Clevelanders depend on an accurate business barometer. So they refer to The Plain Dealer for what's rising and falling in the business world and for more information to help them deal with the climate of today's economy.

For more information about how to reach Cleveland's business community, call (216)344-4079 or call your local Newhouse Newspapers representative.

The Plain Dealer Makes it big with business.

Lazarus 10; Penney 8; Schottenstein 2; Sears 3; Madison 3.
Discount Stores-Gold Circle 6; Harts 4; Rinks 6; K mart 9.
Variety Stores-Kresge; Woolworth 6; Scotts 7; Wooico 8.
Chain Drug Stores-Gray Rexall 21; Culter 4; Cochran 5; SupeRx 15; Revco 11; Crosbys 3; Harts 4; Rite-Aid 7; Gold Circle 5; K mart 6; Super Valu 11; Big Bear 2; Columbus Prescription Pharmacies 3; Dane 5; Drug Emporium 2; Lynn Walgreen 6; Mediplex 9; Neil Pharmacies 4.
Chain Supermarkets-Kroger 31; Big Bear 30; Super Duper 11; IGA 16; Stump's 7; Gateway 8; Lawson's 57; Food World 5; Kash N Karry 4; Tom Tarpy's 3; Stop-N-Go 10; Open Pantry 5; Convenient Food Mart 17; United Daily Farmers 6; 7-Eleven 30; Cardinal 23; Little Giant 4; Red & White 5; Creco & Creco 27.
Other Chain Stores-Martha Jane 2; Firestone 9; Goodyear 7; Goodrich 3; Western Auto 3; Florsheim 3; Regal 2; Flagg Bros; Thom McAn 6; Hanover; Baker's 4; Mary Jane; Gallenkamp 7; Dr. Scholl; Singer Co. 4.

14 - NEWSPAPERS: DISPATCH (e) 202,220; (S) 340,484; CITIZEN-JOURNAL (m) 117,178; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Gen. Adv. Mgr., or David Weltner, Adv. Dir., DISPATCH and CITIZEN-JOURNAL, 34 S. Third St., Columbus, OH 43215; Tel. (614) 461-5000.
National Representative: CWO&O.

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; R.R. div. point, iron ore and coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large farm area surrounding. On Hwys. 20, 7; nr. Cinn. Freeway.

2 - TRANSPORTATION: Railroads-Main div. point; N&W; Conrail; B&LE main lines.
Motor Freight Carriers-All main line firms operating between Cleveland-Buffalo.
Freight Steamship Lines-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,835; Loc. Est. 13,524
County 80 Cen. 104,215; Loc. Est. 104,925
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,062; Loc. Est. 4,963
County 80 Cen. 35,825; Loc. Est. 37,157

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$183,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 53,332

7 - ELECTRIC METERS: Residence 5,920

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Plastics and Rubber Mfg., Docks; Railroad.
Principal Industrial Pay Days-15 and 30

10 - CLIMATE: Min. & Max. Temp.Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov. Last killing Frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-5 blocks on four streets; Conneaut Shopping Plaza. Harbor Area; East Conneaut.
Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Whitney; J. C. Penney.
Variety Stores-P&J Variety Center; Fisher Big Wheel; Western Auto.
Chain Supermarkets-Value King; Kroger; Golden Dawn.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,810; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Darryl Hicks, Mgr. NEWS-HERALD, 182-184 Broad St., Conneaut, OH 44030; Tel. (216) 593-1166.
National Representative: Landon Associates.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2, County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 271 and 83.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405; Loc. Est. 13,587
CZ-ABC: (70) 16,052; (82) 16,600
RTZ-ABC: (70) 36,988; (82) 43,300
County 80 Cen. 36,024; Loc. Est. 37,476
City & RTZ-ABC: (70) 53,040; (82) 59,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; Loc. Est. 5,557
County 80 Cen. 13,064; Loc. Est. 14,000
CZ-ABC: (70) 5,654; (82) 6,800
RTZ-ABC: (70) 11,329; (82) 15,600
City & RTZ-ABC: (70) 16,983; (82) 22,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$78,060,807
Savings & Loan	2	$7,728,689

6 - PASSENGER AUTOS: County 18,214

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Electrical 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers-Five.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtowner Plaza (24)	NA	G.C.Murphy Co., Radio Shack, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Thurs. afternoon.
Stores Open Evenings-All Stores-Fri.; Food-Fri. Sat.; Some Mon.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; Penney; Montgomery Ward; Newberry.
Discount Stores-Big Wheel; Murphy's Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Riverside IGA; Buehlers.
Other Chain Stores-Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,891; (S) 8,508; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Daniel L. Osborn, Adv. Mgr., TRIBUNE, 115 N. 6th St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County, (SMSA), E&P Map A-3, County Seat. Industrial, wholesale center. On Miami River, U.S. Hwys. 75, 70, 675, 25, 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Moraine City Lines; Regional Transit Authority.
Airlines-TWA; United; Delta; USAir; Republic; Com Air; Wright; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 193,444; Loc. Est. 196,951
CZ-ABC: (70) 507,233; (82) 446,800
RTZ-ABC: (70) 457,930; (82) 511,400
County 80 Cen. 571,697; Loc. Est. 571,283
SMSA 80 Cen. 830,070; Loc. Est. 833,527
City & RTZ-ABC: (70) 965,163; (82) 958,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 84,185; Loc. Est. 80,762
CZ-ABC: (70) 161,572; (82) 166,000
RTZ-ABC: (70) 135,501; (82) 178,300
County 80 Cen. 211,857; Loc. Est. 218,205
SMSA 80 Cen. 300,025; Loc. Est. 310,610
City & RTZ-ABC: (70) 297,073; (82) 344,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	179	$2,443,761,000
Savings & Loan	107	$2,685,025,000

6 - PASSENGER AUTOS: County 324,726

7 - ELECTRIC METERS: City 73,325
County 216,635, SMSA 293,897

8 - GAS METERS: City 61,313
County 157,146, SMSA 203,362

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Machinery 29,700 ($436); Nondurable Goods 28,200 ($386); Durable Goods 62,600 ($406); Printing & Publishing 8,500 ($370); Paper Products 5,500 ($324); Total Manufacturing 90,800 ($400); Food Products 3,100 ($412); Total Nonmanufacturing 255,700; Wholesale & Retail Trade 72,100; Total Government 69,700; Federal Gov. 25,500; State Gov. 6,700; Local Gov. 37,400.

10 - CLIMATE: Min. & Max. Temp. + 28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Frost-free period, May 15-Oct. 28.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main Street downtown (110); Arcade-Enclosed Mall (20).
Neighborhood Shopping Centers-Airway Center 24; Breitenstrator Square 20; Broadmoor Plaza 11; Centerville Place 18; Country Squara 25; East Plaza 7; Eastown 27; Fairmont Plaza 9; Forest Park Plaza 26; Hills & Dales 29; Huber Heights 24; Rikes Kettering 20; Kimco 7; K mart Plaza 11; Knollwood 10; Beaver Valley Mall 30; Marian Meadows 15; McCook 10; Miamisburg 22; Miracle Lane 12; North Plaza 8; Northtown 20; Oak Creek Plaza 24; Ole Spanish Village 20; Page Manor 10; Salem Plaza 10; Salem Square 5; Skyway Plaza 18; Spin Kemp 10; Van Buren 26; Westown 18; Washington Square 32; Woodlane 21.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dayton Mall(122)	11	Rike's, Penney's, Sears, Metropolitan
Northwest Plaza(32)	6	Elder-Beerman, Kroger
Salem Mall(112)	8	Rike's, Sears, Penney's, Metropolitan
Town & Country(63)	6	Penney's, Kroger, Metropolitan
South Town Centre (38)	11	K mart, E.F. MacDonald, Children's World
Towne Mall(57)	21	Elder-Beerman, McAlpins, Sears

Principal Shopping Days-Wed., Thu., Fri., Sat., Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores-Rike's 4; Elder-Beerman 10; JC Penney 4; Sears 4.
Variety Stores-Woolworth 4; Kresge; McCrory's 3; Ben Franklin 2.
Discount Stores-K mart 10; Gold Circle 3; Concord City; Murphy Mart 2; Kroger Sav-on 3.
Chain Drug Stores-Revco 15; Gray Drug 12; Rite Aid 2; Medicine Shoppe 3; Fidelity Prescriptions 10.
Chain Supermarkets-Kroger 23; Dorothy Lane; Fulmers 7; IGA 23; Imperial Foodtown 7; Stump's 10; Lofinos 2; Lawson's 26; United Dairy Farmers 7; King Kwik 23; 7-Eleven 36; Stop-N-Go 22; Utotem 5.
Other Chain Stores-Major Clothing Stores: The Metropolitan, Walker's, Donenfeld's; Shoes: Thom McAn, Dr. Scholl, Florsheim, D. C. Beck, Baynham's, Baker's, Harris, Nobil, Butler's Shoe Market, Pick-Way, Regal, El-Bee, Hanover, Footlites, Kayser's, Nunn-Busch, Red Wing; Automotive: Western Auto Supply, Standard Auto Parts, Benny's Kar Parts Outlet, Nationwise, Fleenor's, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Spare Change, National Shirts, Brooks, Casual Corner, Thals, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, Bottom Half, Clothing Clearance Center; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds; Fabrics: Jo-Ann Fabrics, Monique, National Fabric, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward (catalog), E.F. MacDonald, Best Products, Children's Palace.

14 - NEWSPAPERS: JOURNAL-HERALD (m) 103,452; NEWS (e) 131,511; (S) 221,799; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth P. Tinderholm, Gen. Adv. Mgr. NEWS and JOURNAL-HERALD, PO Box 1287, Dayton, OH 45401; Tel. (513) 225-2089.
National Representative: Sawyer-Ferguson-Walker.

DEFIANCE

1 - LOCATION: Defiance County, E&P Map A-2, County Seat. Industrial and dairy products center, 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-B&O; N&W.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,810; Loc. Est. 17,468
County 80 Cen. 39,987; Loc. Est. 42,070

4 - HOUSEHOLDS:
City 80 Cen. 5,839; Loc. Est. 6,311
County 80 Cen. 13,306; Loc. Est. 14,456

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$366,417,106
Commercial	2	$121,082,000

6 - PASSENGER AUTOS: County 21,074

7 - ELECTRIC METERS: Residence 6,640

8 - GAS METERS: Residence 4,208

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Primary & Fabricated Metals 7,300; Food Products 735; Misc. Mfg. 2,510; Non Mfg. 1,870.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Average Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Clinton St.; 2 blocks on 2nd St.
Neighborhood Shopping Centers-Baltimore Rd.; Clinton & High; Plaza Center, E. Second St.; Hopkins & Douglas; N. Clinton at bypass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Family(12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Murphy's, Rinks
Sun Rise Plaza(5)	NA	Haag Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Charles.
Variety Stores-G.C. Murphy; Stop 'N Shop.
Discount Stores-Fleet Line; Rinks; TG&Y; Murphy Mart.
Chain Drug Stores-Revco; Toledo HRC; Lane's.
Chain Supermarkets-Kroger; Chief 6; Goldenetz 2; Luthers Supervalu; Lawson's.
Other Chain Stores-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward (catalog); Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 17,454; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Alvin J. Geitgey, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: Landon Associates.

DELAWARE

1 - LOCATION: Delaware County (In Columbus SMSA). E&P Map B-2, County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780; Loc. Est. 19,169
County 80 Cen. 53,840; Loc. Est. 54,988
SMSA 80 Cen. 1,093,293; Loc. Est. 1,110,540

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,310; Loc. Est. 6,552
County 80 Cen. 17,624; Loc. Est. 18,557
SMSA 80 Cen. 397,027; Loc. Est. 415,649

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$165,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 30,094

7 - ELECTRIC METERS: Residence 9,800

8 - GAS METERS: Residence 8,600

9 - PRINCIPAL INDUSTRIES: Truck Bodies; Mach-y.; Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks;

Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-50; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Georgetowne (15)	NA	Buehlers, Ben Franklin
Delaware Plz. (10)	NA	K mart
Troy Rd.	NA	IGA

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Harts; Sears.
Variety Store-Ben Franklin.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Delaware Discount Food; Kroger; Buehlers; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 9,302; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: H.C. Thomson, Pub., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative: Landon Associates.

DELPHOS

1 - LOCATION: Allen & Van Wert Counties, E&P Map A-2 (In Lima SMSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314; Loc. Est. 7,248
Counties 80 Cen. 142,699; Loc. Est. 144,453
Allen 80 Cen. 112,241; Loc. Est. 112,948
Van Wert 80 Cen. 30,458; Loc. Est. 31,505
SMSA 80 Cen. 218,244; Loc. Est. 220,667

4 - HOUSEHOLDS:
City 80 Cen. 2,498; Loc. Est. 2,469
Counties 80 Cen. 49,107; Loc. Est. 52,220
Allen 80 Cen. 38,168; Loc. Est. 40,580
Van Wert 80 Cen. 10,939; Loc. Est. 11,640
SMSA 80 Cen. 74,749; Loc. Est. 77,869

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$101,154,236
Savings & Loan	2	$24,822,291

6 - PASSENGER AUTOS: Counties: Allen 60,518; Van Wert 17,368

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Juvenile Furniture & Toys; Galvanized Roofing & Siding; Soy Bean Prod.; Axle Manufacturing; Egg Processing; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prod.; Electrical Harness Assembly; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; T.V. Towers; Grain Hauling Bodies; Pizza Mfg. Co.

10 - CLIMATE: Min. Temp.-Summer 74; Fall 53; Winter 30.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 1,865 Meters; not fluoridated.

12 - RETAILING:Principal Shopping Days-Thu.; Fri.; Sat.

13 - RETAIL OUTLETS: Variety Stores-Bargain World; Val Discount.
Chain Drug Stores-Rexall Family Independent Phcy.; Bi-Rite Discount Center.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2.

14 - NEWSPAPERS: HERALD (e) 4,100; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Sales Dir., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 692-5050.
National Representative: Landon Associates.

DENNISON

See UHRICHSVILLE

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County, E&P Map C-2. Situated on U.S. Hwys. 21, 250; State 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,409; Loc. Est. 28,731
Dover 80 Cen. 11,526; Loc. Est. 11,470
New Philadelphia 80 Cen. 16,883; Loc. Est. 17,261
CZ-ABC: (70) 36,840; (82) 39,300
RTZ-ABC: (70) 49,328; (82) 57,100
County 80 Cen. 84,614; Loc. Est. 86,210
City & RTZ-ABC: (70) 86,168; (82) 96,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,096; Loc. Est. 11,422
Dover 80 Cen. 4,353; Loc. Est.4,403
New Philadelphia 80 Cen. 6,743; Loc. Est. 7,019
CZ-ABC: (70) 12,132; (82) 15,200
RTZ-ABC: (70) 15,152; (82) 20,500
County 80 Cen. 30,485; Loc. Est. 31,943
City & RTZ-ABC: (70) 27,284; (82) 35,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$277,989,000

6 - PASSENGER AUTOS: County 46,171

7 - ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 1,300 ($275); Wood Prods. 419 ($270); Elect. Appl. 200 ($270); Chemicals 345 ($275); Machine & Fab. 1,355 ($273); Apparel 187 ($148); Plastics 300 ($271); Clay 750 ($217); Agri-forestry 124 ($143); Mining 653 ($334); Mfg. 9,571 ($273); Finance/Ins./Real Estate 798 ($183); Service 3,556 ($164); State/local Gov. 3,772 ($187); Const-Building 1,230 ($273); Trans. Utility 1,151 ($271); Retail-Whls N.A. ($148).
Principal Pay Days-Tues., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.)

12 - RETAILING:Principal Shopping Center-(Dover)-3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.)-2 blocks each way on 4 streets.
Neighborhood Shopping Centers-Dover-Boulevard, 2 blocks; Miracle Lane; 25 unit Plaza; New Phila.-W. High & 7th; E. High & 9th; S. Bway & Commerce; La Costa Mall; Goshen Dairy Mini Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza(27)	NA	JC Penney, Mont. Ward
Village Square(6)	NA	Peoples Drug, TG&Y
Monroe Mall(30)	NA	Radio Shack, Village Store

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri. (Dover); Thu. & Fri. (New Phila.)

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Daniels'; Jaffe's; Sears; Allen-Warren; Schwartz-Kline's.
Discount Stores-Hart's Family Store; S. E. Nichol's; Conley's; Rink's Bargain City; K mart.
Variety Stores: Dollar General; La Fontaine's; TG&Y; Nichols; Radio Shack; Toy World; Fisher Big Wheel.
Chain Drug Stores-People's Drug, Nichol's, Gray's; Hart's; Marlowe's 3; Barr Drug; Prescription Shop; K mart; SupeRx.
Chain Supermarkets-Buehler's; Kroger; Hart's; Stallard's Foodliner; Stoll's AG Foods; Beaber's IGA 2; AG.
Other Chain Stores-Nobil Shoes; Lawson Milk; House of Stones; Williams Furniture; Quik Shop; Firestone 2; Harry's Outlet; Tire America; Roberts Men's Stores; Moore's Center; Quality Farm; Fleet; Ziegler Tire; Sale's Dept. Store; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing.

14 - NEWSPAPERS: TIMES-REPORTER (e) 29,300; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Nat. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia OH 44663; Tel. (216) 364-5577.
National Representative: Branham.

EAST LIVERPOOL

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, Pa.) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30 and State Hwys. 7, 11, 39 and 139, Bridges to Chester and Newell, W. Va.

2 - TRANSPORTATION: Railroads-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (5 with local terminals).
Intercity Bus Lines-Interstate; Greyhound; All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687; Loc. Est. 15,976
CZ-ABC: (70) 42,931; (82) 45,600
RTZ-ABC: (70) 51,770; (82) 53,700
County 80 Cen. 113,572; Loc. Est. 115,608
City & RTZ-ABC: (70) 94,701; (82) 99,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,323; Loc. Est. 6,363
CZ-ABC: (70) 14,189; (82) 17,600
RTZ-ABC: (70) 15,531; (82) 18,800
County 80 Cen. 39,996; Loc. Est. 41,921
City & RTZ-ABC: (70) 29,720; (82) 36,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	N.A.	$75,064,473
Savings & Loan	N.A.	$116,563,378

6 - PASSENGER AUTOS: County 59,966

7 - ELECTRIC METERS: Residence 15,988

8 - GAS METERS: Residence 10,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Pdts. 4,400 ($151); Steel & Fabric. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Plaza (10)	3	Hills Discount Dept. Store, Foodland, Sears (Catalog)
Skyview Plaza(12)	3	Krogers, Radio Shack

Stores Open-Thu. evenings.
Principal Shopping Days-Sat., Thu., Mon., Fri.

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13 - RETAIL OUTLETS: Department Stores-Ogilvie; Penney; Montgomery Ward.
Variety Stores-McCrory's;
Discount Stores-Thrifty-City; K mart; Hills.
Chain Drug Stores-Thrift; Lane Drugs; Hershe-Bloor 3; Medicine Shoppe; Rite Aid.
Chain Supermarkets-Valu King 4; IGA Stores 4; Foodland 2; Kroger.
Other Chain Stores-Gallenkamp Shoe; Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: REVIEW (e) 13,895; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Scott L. Swanson, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria SMSA). E&P Map B-2, County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy 20; the Ohio Tpk.; State Hwys. 113, 57, 10, 58, 76, 301, 254, I-90.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504; Loc. Est. 57,504
PMA-ABC: (70) 152,765; (82) 163,000
County/SMSA 80 Cen. 274,909; Loc. Est. 284,315
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,600; Loc. Est. 22,246
PMA-ABC: (70) 43,249; (82) 54,000
County/SMSA 80 Cen. 90,819; Loc. Est. 96,805

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$525,000,000
Savings & Loan	7	$159,000,000

6 - PASSENGER AUTOS: County 170,515

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 19,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($300); Plastics 433 ($290); Screw Machine Prods. 1,037 ($325); Foundry 1,155 ($250); Furnace Mfg. 876 ($250); Spring Mfg. 394 ($250); Chemicals 485 ($300).
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12. Last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.
Neighborhood Shopping Areas-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheffield(34)	4	May Co., Edwards
Midway Mall(62)	2	Higbee, Sears, JC Penney
Westgate	15	Higbee, Kroger, Halles, Pick 'N Pay
Oakwood Plaza	6	Fishers
Ridgeview(22)	1	Edwards
W'gate(Lorain)(17)	8	Fishers
Shoreway(28)	8	Woolworth, Krogers
Great Northern	12	Penney, Pick 'N Pay, Fishers, Sears, May Co.
Elyria Plaza(15)	NA	
Northgate(9)	2	Zayre, Revco

Principal Shopping Days-Mon., Thu., Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Mon., Thurs., Fri.
Stores Open Sundays-Sears; Penney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Sears; The May Co.; Hill's; Higbees; K mart 2.
Discount Stores-Elyria City Discount; Big Town; Zayre; J & B; Discount Drug Mart; Gold Circle; Ontario Stores.
Variety Store-Woolworth.
Chain Drug Stores-Hess & Hess; Revco 3; Gray's 2.
Chain Supermarkets-Fisher-Fazio 4; Kroger 2; Edwnros 2; Sparkle; IGA; Foodliner; N. Central Ohio Convenient Food Mart 20.
Other Chain Stores-Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery 2; Jewelry: Hart's, Rose Jewelers; Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2, Mary Carter, Pittsburgh; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal, Betley Tires; Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Lane Bryant; Winkleman's; 3 Sisters; Ted Jacobs; Foxwood Casuals; Tweed Shop; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Faflik Regal, Boulevard Juvenile; Leather Goods & Gifts: Spencer's Gifts, Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist; Carek's; Automobiles: Dertz, J.R. Dall, Spitzer, Earl Lance, Stang, Prout, Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn.: Powers & Dawley, Harry's Men's Wear, Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 38,853; (S) 38,641; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, CHRONICLE-TELEGRAM, 225 East Ave., Elyria, OH 44036; Tel. (216) 329-7000.
National Representative: Branham.

FAIRBORN

1 - LOCATION: Greene County (In Dayton SMSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. Hwy. 444 and State Hwy. 235.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,702; Loc. Est. 29,240
SMSA 80 Cen. 830,070; Loc. Est. 833,527
County 80 Cen. 129,769; Loc. Est. 131,961
PMA-ABC: (70) 49,192; (82) 49,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,050; Loc. Est. 11,330
County 80 Cen. 43,078; Loc. Est. 45,161
SMSA 80 Cen. 300,025; Loc. Est. 310,610
PMA-ABC: (70) 14,042; (82) 16,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$59,773,000
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 72,112

7 - ELECTRIC METERS: Residence 10,721

8 - GAS METERS: Residence 10,528

9 - PRINCIPAL INDUSTRIES: Cement 282 emp. ($220); Wright-Patterson Air Force Base 23,500 emp.; Wright State University.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bonomo Plaza (4)	NA	Village Fair
Fairborn Plaza (18)	NA	Gray Drugs, Fulmers
Skyway Plaza (13)	NA	Hook's, McCrory, Elder Beerman
Five Points (7)	NA	Kroger, K mart, Five Points Pizza, Marsh, Rite Aid

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every night.
Stores Open Sunday-Grocery and drug.

13 - RETAIL OUTLETS: Variety Stores-Foy's; McCrory; Woolworth; Handyman K mart; Elder Beerman.
Chain Drug Stores-Gray's; Sloan's; Hook's; Revco; Rite-Aid.
Chain Supermarkets-Kroger; Marsh; Fulmer.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,927; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: C. R. Bonkofsky, HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives: Landon Associates; USSPI.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 35,594; Loc. Est. 35,109
CZ-ABC: (70) 35,800 (82) 39,900
RTZ-ABC: (70) 81,135; (82) 85,900
County 80 Cen. 64,581; Loc. Est. 64,720
City & RTZ-ABC: (70) 116,935; (82) 125,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,466; Loc. Est. 13,618
CZ-ABC: (70) 11,646; (82) 15,200
RTZ-ABC: (70) 23,502; (82) 29,000
County 80 Cen. 23,058; Loc. Est. 23,853
City & RTZ-ABC: (70) 35,148; (82) 44,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$299,266,027
Savings & Loan	3	$232,390,574

6 - PASSENGER AUTOS: County 36,726

7 - ELECTRIC METERS: Residence 17,249

8 - GAS METERS: Residence 15,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,400 ($280); Gas & Oil 2,130 (NA); Integrated Circuits 1,100 ($335); Photographic Proc. 190 (NA); Plastics 160 ($321); Plastic Tile 217 ($260); Appliances 1,500 ($325); Can Mfg. 385 ($394); Plastic Fabrication 280 ($352); Farm Drainage & Excavating Equipment 130 ($300); Rubber-Plastic Appliances 150 ($235).
Principal Pay Days-Fri.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; Ft. Findlay Village (26 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Patterson's; Macey's; Sears; Montgomery Ward (catalog).
Discount Stores-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Meijer Square; American Discount; Rink's Bargain City; Hill's; K mart.
Variety Stores-TG&Y.
Chain Drug Stores-Gray; Lane's 2; Revco.
Chain Supermarkets-IGA; Foodtown 2; Kash N Karry; Great Scot 4; Sur-Sav; Kroger.
Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 26,502; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Dir., COURIER, 701 W. Sandusky, Findlay, OH 45840; Tel. (419) 422-5151.
National Representative: Landon Associates.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo, OH-MI SMSA). E&P Map B-2, NW of center of state.

2 - TRANSPORTATION: Railroads-C&O; N&W; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Buckeye Stages.

3 - POPULATION:
Corp. City 80 Cen. 15,743; Loc. Est. 15,514
Seneca County 80 Cen. 61,901; Loc. Est. 61,690
Hancock County 80 Cen. 64,581; Loc. Est. 64,720
Wood County 80 Cen. 107,372; Loc. Est. 110,884
SMSA 80 Cen. 791,599; Loc. Est. 803,339

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,775; Loc. Est. 5,922
Seneca County 80 Cen. 20,818; Loc. Est. 21,369
Hancock County 80 Cen. 23,058; Loc. Est. 23,853
Wood County 80 Cen. 35,477; Loc. Est. 37,814
SMSA 80 Cen. 277,564; Loc. Est. 290,246

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$55,266,341

6 - PASSENGER AUTOS: Counties: Hancock 36,726; Wood 55,059; Seneca 32,523.

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Number Emp.; Carbon 907; Foundry; Steel Wire 250; Grain Milling 94; Meat Packers 98; Railroad Signals 25; Rubber Prod. Mach. tools 94; Elevators, Steel Fabrication 35; Mach. Shops; Aluminum Fabricators 24; Grain Processing 47; Fertilizer 71; Crankshifts 950; Local Lighting & Infrared Fixtures 172; Soybean Oil 51; Cement Blocks 500; Gray Iron Casting 650; Ptg. 158; Jet Blades 18; Refrigeration 900; Ford Motor Company 1,000.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shopping area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fostoria Plaza(12)	NA	Radio Shack, Lane Drug
K mart Center	NA	NA

Principal Shopping Days-Thurs., Fri., & Sat.
Stores Open Evenings-Dept., Mon. & Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores-K mart; Ahlenius; Sears Roebuck; J.C. Penney.
Variety Stores-S.S. Kresge; Goodyear; Firestone.
Discount Stores-Edison Discount; Buckeye Mart.
Chain Drug Stores-Toledo HRC 1.
Chain Supermarkets-Kroger; Nye's; Great Scott; Seaway Food Town; Don's IGA; White Front; Sav-Mor 4; Colonial Mkt.
Other Chain Stores-Western Auto; Sherwin-Williams; Singer.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,341; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: T.L. Bickel, Adv. Dir., REVIEW TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative: Landon Associates.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,834; Loc. Est. 17,626
PMA-ABC: (70) 73,650; (82) 77,400
County 80 Cen. 63,267; Loc. Est. 63,773

4 - HOUSEHOLDS:
City 80 Cen. 6,559; Loc. Est. 6,513
County 80 Cen. 21,553; Loc. Est. 22,392
PMA-ABC: (70) 22,095; (82) 27,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$225,226,000
Savings & Loan	3	$62,859,751

6 - PASSENGER AUTOS: County 33,951

7 - ELECTRIC METERS: Residence 20,557

8 - GAS METERS: Residence 14,060

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners. (Av. Weekly Wage)-Total 21,479 ($245); Agriculture 424 ($130); Mining 165 ($469); Construction 948 ($326); Manufacturing 9,355 ($300); Trans. 611 ($350); Whls. & Ret. 3,962 ($168); Finance 602 ($182); Service 2,788 ($175); Govt. 2,624 ($201).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Witner 21-37. Avg. annual rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W.

State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Plaza(12)	3	Gray Drugs, Murphy Mart
Potter Village(35)	3	Foodtown, Great Scot, Heck's, Fishers Big Wheel

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Most stores-Fri.: Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: Department Stores-Joseph's; J. C. Penney; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Associated Buyers; Joseph's; Heck's; Fishers Big Wheel; Jupiter Discount; Murphy Mart.
Chain Drug Stores-Revco; Gray's 2; Lane's.
Chain Supermarkets-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Singer; Radio Shack; Crosby Shoes; Shoe World.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 15,281; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Randolph N. Chapman, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett.

GALION

1 - LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On Ohio Rtes. 309 and 61.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391; Loc. Est. 12,080
County 80 Cen. 50,075; Loc. Est. 49,501

4 - HOUSEHOLDS:
City 80 Cen. 4,852; Loc. Est. 4,987
County 80 Cen. 18,167; Loc. Est. 18,670

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$40,132,000
Savings & Loan	3	$51,430,000

6 - PASSENGER AUTOS: County 26,110

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Truck bodies hydraulic hoists 734 ($184); Environmental Control Equipment 465 ($190); Telephonetics 2,300 ($192); Road Machinery 745 ($193); Metallic vaults 210 ($170); Custom tool 330 ($167); Printing 275 ($148); Hydraulic components 120 ($140); Custom uniforms 95 ($136); Annual Payroll $63,000,000
Principal Industrial Pay Days-14th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20. Last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on 3 streets (Harding Way).
Neighborhood Shopping Centers-Galion; Murphys Mart Shopping Center; West Shopping Center.
Principal Shopping Days-Mon., Thu., Sat.
Stores Close-Small stores Wed. P.M.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdw.; Galion Sentry Hdw.; Murphy Mart.
Variety Store-Dean's.
Discount Store-Murphy Mart.
Chain Drug Stores-Quay; SupeRx; H-K Drugs.
Chain Supermarkets-Kroger; FoodTown; Geyer's; Charlie's; Neff Bros; Cains-Way Market.

14 - NEWSPAPERS: INQUIRER (e) 6,141; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4, County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State 7, 141, 160, 218.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,576; Loc. Est. 4,949
CZ-ABC: (70) 7,490; (82) 6,400
RTZ-ABC: (70) 36,238; (82) 24,800
County 80 Cen. 30,098; Loc. Est. 30,150
City & RTZ-ABC: (70) 43,728; (82) 31,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,067; Loc. Est. 1,881
CZ-ABC: (70) 2,082; (82) 2,100
RTZ-ABC: (70) 11,059; (82) 8,600
County 80 Cen. 10,278; Loc. Est. 10,584
City & RTZ-ABC: (70) 7,401; (82) 10,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$160,000,000
Savings & Loan	2	$27,000,000

6 - PASSENGER AUTOS: County 14,126

7 - ELECTRIC METERS: Residence 5,131

8 - GAS METERS: Residence 3,204

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electric Prod. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Cntr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-Second Ave.; State St.; Third Ave.; Court St., Silver Bridge Plaza; K mart.
Principal Shopping Days-Fri., Sat.
Stores Close-Thurs. afternoon.
Stores Open Evenings-Some on Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gallipolis; Knight's; Cox's.
Variety Stores-G.C. Murphy 2.
Discount Stores-Jones Boy (with Super Mkt.); K mart.
Chain Drug Stores-Revco, Rite Aid.
Chain Supermarkets-A&P; Kroger; Foodland 2; Pic 'N Pac.
Other Chain Stores-Sears (Catalog); Montgomery Ward (Catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,530; TIMES-SENTINEL (S) 13,226 Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Skinner, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative: Branham.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 127 & 49.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio.
Airlines-Dayton International Airport, 25 mi.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 12,999; Loc. Est. 12,899
CZ-ABC: (70) 12,380; (82) 13,200
RTZ-ABC: (70) 40,756; (82) 47,200
County 80 Cen. 55,096; Loc. Est. 55,583
City & RTZ-ABC: (70) 53,136; (82) 60,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,009; Loc. Est. 5,060
CZ-ABC: (70) 4,218; (82) 5,300
RTZ-ABC: (70) 12,407; (82) 16,800
County 80 Cen. 18,864; Loc. Est. 19,562
City & RTZ-ABC: (70) 16,625; (82) 22,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$152,162,000
Savings & Loan	3	$1,158,230,544

6 - PASSENGER AUTOS: County 28,703

7 - ELECTRIC METERS: City 5,832

8 - GAS METERS: City 4,483

9 - PRINCIPAL INDUSTRIES: Industry, (Number of Wage Earners)-Oil Filters (1200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Products (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-covers ten blocks.
Neighborhood Shopping Centers-Harts; Murphy's Mart; K mart (8 units). Open eves. until 9 and Sundays.
Nearby Shopping Centers-Salem Mall (Dayton)-Rike's, Sears.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri. & Sat.; Foods and Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Harts; Murphy's Mart; Uhlman's; K mart.
Variety Store-Murphy.
Discount Stores-Murphy Mart; Harts; K mart.
Chain Drug Stores-Revco; SupeRx; Bonfiglio's; Medicine Sh
Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.
Other Chain Stores-Sears; Cato; Endicott-Johnson Shoes; Gallenkamp Shoes; Montgomery Ward (catalog); Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Holthouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 9,304; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Carter, Pub., or Tom Stultz, Adv. Mgr., ADVOCATE, PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.
National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In HamiltonMiddletown SMSA). E&P Map A-3, County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State 4, 129, 177 and 138.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-All major lines.

3 - POPULATION:
Corp. City 80 Cen. 63,189; Loc. Est. 62,198
CZ-ABC: (70) 97,771; (82) 114,900
RTZ-ABC: (70) 79,952; (82) 105,000
CountySMSA 80 Cen. 258,787; Loc. Est. 268,870
City & RTZ-ABC: (70) 177,723; (82) 219,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,793; Loc. Est. 24,199
CZ-ABC: (70) 30,346; (82) 40,900
RTZ-ABC: (70) 20,807; (82) 33,600
CountySMSA 80 Cen. 88,130; Loc. Est. 94,401
City & RTZ-ABC: (70) 51,153; (82) 74,500

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	5	$436,356,000
Commercial	3	$328,412,000

6 - PASSENGER AUTOS: County 138,599

7 - ELECTRIC METERS: Residence 23,641

8 - GAS METERS: Residence 22,256

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper Mfg. 4,800; Auto Bodies 3,000; Machy. 2,000; Sales 1,500; Steel 700; Fdry. 800
Principal Pay Days-1st & 2nd Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Plaza(12)	NA	Twin Fair Dept., Marsh Mkt.
Hamilton Plaza(19)	NA	Kroger, Ontario
Hamilton West (15)	NA	Woolco, SupeRx Drug
Town & Country (18)	NA	Woolworth, Marsh Mkt.
Hicks Manor(15)	NA	Kroger, SupeRx
Tri-County(60)	NA	Sears, Shillitos
Northgate(47)	NA	Sears, McAlpins

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; Sears Roebuck; J. C. Penney.
Discount Stores-K mart; Ontario; Rink's; Twin Fair; Woolco.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Revco 3; SupeRx.
Chain Supermarkets-Kroger 4; Marsh Foodliners 4.
Other Chain Stores-Shoes: Thom McAn; Nobils; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, National; Singer Co.; Spiegel (Catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 30,317; (S) 29,585; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ray Pike, Adv. Dir. JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.
National Representatives: Branham.

HILLSBORO

1 - LOCATION: Highland County, E&P Map B-3, County Seat. Agricultural and industrial area; 65 mi. E. of Cincinnati; on U.S. Hwy. 50 at 62.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,356; Loc. Est. 6,644
County 80 Cen. 33,477; Loc. Est. 35,108

4 - HOUSEHOLDS:
City 80 Cen. 2,504; Loc. Est. 2,581
County 80 Cen. 11,915; Loc. Est. 12,885

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Savings	3	$80,621,000

6 - PASSENGER AUTOS: County 16,356

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, Number employed-Electrical Switches Relays 400; Vaults & Safety Boxes 15; Iron Castings 50; Men's Slacks 150; Business Forms 175; Food Service Equipment 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 59-83; Fall 34-54; Winter 25-44. First killing frost, Nov. 19. Last killing frost, May. 17.

11 - TAP WATER: Reservoir.

12 - RETAILING:Principal Shopping Center-2 blocks on Main St.; 2 Blocks on High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland Plaza(7)	NA	Kroger, Revco Drugs
K Mart Plaza(4)	NA	Savway Shoes, Rite-Aid

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Town & Country; Murphy; Kroger; Steen IGA; Convenient; Great Scot; Revco; Haines; K mart.

13 - RETAIL OUTLETS: Department Stores-Haines; United; Litt's.
Discount Stores-Town & Country, K mart.

The Community
Information
Center In
Hamilton,
Ohio.

The
Journal-News
A Harte-Hanks
NEWSPAPER

Variety Stores-Murphy; Western Auto.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-Kroger, Great Scot; Steen IGA; Convenient; United Dairy Farmers.
Other Chain Stores-Fairley; Holthouse; Hallmark; Landmark; Radio Shack; Sherwin-Williams; Dean & Berry.

14 - NEWSPAPERS: PRESS GAZETTE (e-mon to fri) 4,961; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James R. Hardin, Mgr., PRESS GAZETTE, 209 S. High, Hillsboro, OH 45133; Tel. (513) 393-3456.
National Representative: Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In HuntingtonAshland, WV-OH SMSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: Railroads-DT&I (freight); Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-American, Eastern; Piedmont; USAir; Lake Central.

3 - POPULATION:
Corp. City 80 Cen. 14,290; Loc. Est. 14,177
CZ-ABC: (70) 18,067; (82) 16,500
RTZ-ABC: (70) 56,409; (82) 73,600
County 80 Cen. 63,849; Loc. Est. 66,143
SMSA 80 Cen. 311,350; Loc. Est. 312,677
City & RTZ-ABC: (70) 74,476; (82) 90,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,658; Loc. Est. 5,767
CZ-ABC: (70) 6,188; (82) 6,600
RTZ-ABC: (70) 16,650; (82) 25,800
County 80 Cen. 22,041; Loc. Est. 23,529
SMSA 80 Cen. 110,793; Loc. Est. 114,550
City & RTZ-ABC: (70) 22,838; (82) 32,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$97,353,000
Savings & Loan	4	$72,113,289

6 - PASSENGER AUTOS: County 30,823

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Transp. & Util. 763 ($270); Wholesale 299 ($202); Retail 2228 (N.A.).
Principal Pay Days-15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING:Principal Shopping Centers: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Center & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(17)	NA	Woolco Krogers
Ashland Plaza(25)	NA	Hills, Radio Shack
K mart Plaza	NA	K mart
Wheelersburg Mall (7)	NA	Rink's, Krogers
Greenup Mall(15)	NA	G.C. Murphy, K mart
Huntington Mall (23)	NA	Sears, Penney, Lazarus

Principal Shopping Days-Mon., Fri, Sat.
Stores Open Evenings-Dept. Stores-Mon. & Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; The Village Store.
Variety Store-S.S. Kresge.
Discount Store-Shoppers.
Chain Drug Stores-Revco; Staley's 2.
Chain Supermarkets-A&P; Kroger; Foodland; Little Giant; Key; Tradewell.
Other Chain Stores-Walkers Shoes; Williams Shoes; Merrill (Women's); Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,094; (S) 10,457; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: C.T. Dowling, Adv. Mgr., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.
National Representative: Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron SMSA). E&P Map C-2, Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 59, 14, 43, 44, 18. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: Railroads-Ravenna and KentConrail; Chessie System. Kent-Norfolk & Western.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. Cities 80 Cen. 38,151; Loc. Est. 38,293
Kent 80 Cen. 26,164; Loc. Est. 26,057
Ravenna 80 Cen. 11,987; Loc. Est. 12,236
CZ-ABC: (70) 55,135; (82) 60,400
RTZ-ABC: (70) 73,940; (82) 82,000
County 80 Cen. 135,856; Loc. Est. 140,841
SMSA 80 Cen. 660,328; Loc. Est. 665,108
City & RTZ-ABC: (70) 129,075; (82) 142,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,147; Loc. Est. 13,509
Kent 80 Cen. 8,655; Loc. Est. 8,809
Ravenna 80 Cen. 4,492; Loc. Est. 4,700
CZ-ABC: (70) 15,110; (82) 19,400
RTZ-ABC: (70) 19,328; (82) 25,100
County 80 Cen. 44,214; Loc. Est. 47,327
SMSA 80 Cen. 274,001; Loc. Est. 242,927
City & RTZ-ABC: (70) 34,438; (82) 44,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$350,207,512
Savings & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 71,889

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Warehouse; Steel Fabrication. Also Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Area-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.
Neighborhood Shopping Centers-Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brimfield Plz.(10)	NA	Sparke Mkt.
University Plz.(26)	NA	Dollar General
Stow-Kent Plz.(28)	3	IGA, Revco
Streetsboro Plz.(22)	8	A&P, Western Auto

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores-Wright's; Kertscher's; O'Neil's.
Discount Stores-Dollar General; Click Murphy's; Big Wheel; TG&Y; Gold Circle.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Revco 3; Gray.
Chain Supermarkets-Acme 3; Kroger; Sparkle 4; I.G.A.; Valu King 5.
Other Chain Stores-Singer Co.; Wright; Co-op Foods; Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e) 26,400; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ray Drotor, Adv. Dir., RECORD-COURIER, 206 E. Erie St., Kent, OH 44266; Tel. (216) 673-3491.
National Representative: Landon Associates.

KENTON

1 - LOCATION: Hardin County, E&P Map B-2, County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68 and State Hwys. 31, 53 and 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,605; Loc. Est. 8,652
CZ-ABC: (70) 8,315; (82) 8,000
RTZ-ABC: (70) 27,368; (82) 30,400
County 80 Cen. 32,719; Loc. Est. 33,122
City & RTZ-ABC: (70) 35,683; (82) 38,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,306; Loc. Est. 3,392
CZ-ABC: (70) 2,946; (82) 3,300
RTZ-ABC: (70) 8,084; (82) 10,600
County 80 Cen. 11,131; Loc. Est. 11,602
City & RTZ-ABC: (70) 11,030; (82) 13,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$60,253,795
Savings	1	$27,816,000
Savings & Loan	2	$74,208,689

6 - PASSENGER AUTOS: County 15,194

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, Number Emp.-Machine Tools 205; Gasoline Truck Tanks 100; Truck and Trailer Axles 1,200; Plastic 200; Automotive Switches 400; Signs 75; Railroad Cabooses 200; Ornamental Iron 30; Dies and Molds 40; Fertilizer 20; Picture Frames 100; Metal Forgings 200; Paper Cup 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenton	9	J.C. Penney, TG&Y, Krogers, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; United Discount; TG&Y.
Variety Stores-Woolworth; Barr.
Discount Stores-United Discount; Allen Wholesale.
Chain Drug Stores-Walgreen; Rexall; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Great Scot; I.G.A.
Other Chain Stores-Sears (mail order); K mart; Cato; Goodyear; Sherwin-Williams; Montgomery Ward (mail order); J.C. Penney (mail order).

14 - NEWSPAPERS: TIMES (e) 8,411; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Bus. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland SMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90 and State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2 - TRANSPORTATION: Railroads-Conrail; Nickel Plate.
Intercity Bus Lines-Lake Front Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394; Loc. Est. 63,580
Willoughby 80 Cen. 19,329; Loc. Est. 19,699
Mentor 80 Cen. 42,065; Loc. Est. 43,881
PMA-ABC: (70) 197,200; (82) 215,500
County 80 Cen. 212,801; Loc. Est. 219,506
SMSA 80 Cen. 1,898,720; Loc. Est. 1,910,977

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,082; Loc. Est. 22,389
Willoughby 80 Cen. 7,434; Loc. Est. 7,804
Mentor 80 Cen. 13,648; Loc. Est. 14,585
PMA-ABC: (70) 55,801; (82) 71,300
County 80 Cen. 72,064; Loc. Est. 76,631
SMSA 80 Cen. 694,324; Loc. Est. 719,457

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	16	N.A.

6 - PASSENGER AUTOS: County 133,321

7 - ELECTRIC METERS: CountyResidence 60,628

8 - GAS METERS: CountyResidence 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Products; Cranes; Dies and Gauges; Chemicals; Heavy Machinery; Precision Tools; Electronic; Quartz Products; Wire Cloth; Key Cutting Machines; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Lakes Mall(100)	NA	May Co., Sears, J.C. Penney
Mentor (20)	NA	Higbees, Zayres, Radio Shack
New Market(40)	NA	Carlisles, Revco Drug
Painesville(32)	NA	Krogers, Gray Drugs
Richmond Mall(81)	NA	Sears, J.C. Penney
Euclid Square Mall(80)	NA	Higbee Co., May Co., Revco
Willo Plaza(32)	NA	Pic-N-Pay, Gray Drugs
Shoregate(67)	NA	Sears, Lerners, Pick-N-Pay

Principal Shopping Days-Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry's; Penney; May Co.; Carlise-Allen; Higbee's; Joseph Horne.
Discount Stores-Zayre's; Uncle Bills; K mart; Gold Circle; Forest City.
Chain Drug Stores-Cunningham's 8; Revco; Gray's; Medic 3; Dorsey-Rexall 2; Baker's; Bernie Shulman.
Chain Supermarkets-Pick-N-Pay 5; Fisher-Fazio 5; Kroger 2; Rogers; Bi-Rite 2; Stop N Shop 3; Valu-King 2.

14 - NEWSPAPERS: NEWS-HERALD (e) 32,114; (S) 38,299; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Adv. Dir., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Branham.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus SMSA). E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Lake Shore, Inc.

3 - POPULATION:
Corp. City 80 Cen. 34,953; Loc. Est. 33,968
CZ-ABC: (70) 32,911; (82) 35,200
RTZ-ABC: (70) 48,511; (82) 70,400
County 80 Cen. 93,678; Loc. Est. 94,958
SMSA 80 Cen. 1,093,293; Loc. Est. 1,110,540
City & RTZ-ABC: (70) 81,422; (82) 105,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,345; Loc. Est. 13,175
CZ-ABC: (70) 11,061; (82) 13,400
RTZ-ABC: (70) 14,054; (82) 24,800
County 80 Cen. 31,776; Loc. Est. 33,162
SMSA 80 Cen. 397,027; Loc. Est. 415,649
City & RTZ-ABC: (70) 25,115; (82) 38,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$186,405,000
Savings & Loan	3	$167,000,000

6 - PASSENGER AUTOS: County 52,460

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elec. Machinery 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equipment 1,150 (N.A.); Food Processing 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15. Last, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Main(4)	NA	SupeRx, Kroger Mkt.
Hocking Vally Mall (13)	NA	K mart, Krogers
Harts(2)	NA	Big Bear, Harts Mkt.
Center Point(2)	NA	King's, Anchor Hocking
Town & Country (10)	NA	Hecks
Memorial Drive Plaza(25)	NA	Penneys, Big Bear Mkt, Sears, Woolworths

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept. Fri.; Food nitely.

13 - RETAIL OUTLETS: Department Stores-Hickle's; J. C. Penney; Sears Roebuck.
Variety Stores-S.S. Kresge; Woolworth.
Discount Stores-Lancaster Sales; Buckeye Mart; King's; Harts.

Chain Drug Stores-Gray's; SupeRx; Heritage Walgreen; Beiter & Flege Rexall 2.
Chain Supermarkets-Big Bear 2; Lancaster; IGA; Kroger 2; Bay's R&W 2; Sheridan 2.
Other Chain Stores-Moore's; Lowes; Quality Fleet; Peoples Shoe; Jean Frock's; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 4.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,712; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Mickey Henry, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St., Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima SMSA). E&P Map A-2, County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 30S; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); N & W (Nickel Plate) (freight); Conrail (freight); Detroit; Toledo & Ironton (freight).
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 47,827; Loc. Est. 45,915
CZ-ABC: (70) 81,753; (82) 81,400
RTZ-ABC: (70) 210,441; (82) 228,800
County 80 Cen. 112,241; Loc. Est. 112,948
SMSA 80 Cen. 218.244; Loc. Est. 220,667
City & RTZ-ABC: (70) 292,194; (82) 310,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,096; Loc. Est. 17,810
CZ-ABC: (70) 25,339; (82) 29,600
RTZ-ABC: (70) 62,689; (82) 79,900
County 80 Cen. 39,168; Loc. Est. 41,887
SMSA 80 Cen. 74,749; Loc. Est. 60,518
City & RTZ-ABC: (70) 88,028; (81) 109,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$313,195,196
Savings & Loan	5	$493,836,203

6 - PASSENGER AUTOS: County 82,525

7 - ELECTRIC METERS: Residence 19,607

8 - GAS METERS: Residence 20,701

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Trans. Equip. 4,600 ($420); Elec. Equip. 1,500 ($354); Other Mchy. 4,000 ($319); Oil Pdts. $1,150 ($394).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-1 block on 6 sts. Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North; Main & Kibby.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Mall(31)	NA	Mont. Ward, Kings
K mart Plaza(7)	NA	K mart, Lane Drug, Warehouse Paint
Lima Mall(84)	NA	Penney, Lazarus Dept., Woolworth, Sears, Elder Beerman
Northland Plz.(43)	NA	Kings, Pangles
Eastgate(43)	NA	Rinks, Pangles

Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Dept. Mon. thru Sat.
Stores Open Sundays-Mall Stores and K mart Plaza.

13 - RETAIL OUTLETS: Department Stores-Elder Beerman; K mart; Greggs; J. C. Penney; Montgomery-Ward; Sears; Kings; Lazarus; Rinks.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Revco Drug; Lanes; Rite-Aid.
Chain Supermarkets-Kroger 2; Pangles 3; A&P; Harris IGA; Wright's IGA; Clyde Evans Mkts. 5.
Discount Stores-Kings 2; Rinks 2; Lima Bargain Ctr.; K mart.
Other Chain Stores-Abrahams; Richman Bros.; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Hickory Farms; Jo-Ann Fabrics; So Fro Fabrics; Goodyear; Neumode Hosiery; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn Shoes; Walden Books; Sills Shoes; Singer Co.; Carpetland U.S.A.; Nobil Shoes; Musicland; Century House, Inc.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; A.S. Beck Shoes; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Plaza U; Fox More; Brooks; Petries; Lemers; Cedar Point Gifts; The Bottom Half; National Records; National Shirt; Wrangler Wranch; Woman Aware; Stretch & Sew; Petland; Hair Happening; Hello Shop; Air Step Shoes.

14 - NEWSPAPERS: NEWS (e) 40,302; (S) 47,053; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative: CWO&O.

LISBON

1 - LOCATION: Columbiana County E&P Map C-2. County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Village 80 Cen. 3,159; Loc. Est. 3,080
County 80 Cen. 113,572; Loc. Est. 115,608
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Village 80 Cen. 1,197; Loc. Est. 1,197
County 80 Cen. 39,996; Loc. Est. 41,921

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 59,966

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equipment & Medical Service Equipment; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop, Bridge Construction Fabrication; Electric Hoists; Buffing Wheels for Belt Sanders; Building Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plaza(10)	12	Stambaugh's, Radio Shack, Thorofare
Skyview Plz.	15	K mart, Fashion Factory
St. Clair Plz.(10)	15	Kelly & Cohen. Sears
Southern Park Mall(106)	24	Sears, Penney's, Horne's
Columbiana Plaza	10	Golden Dawn, Ben Franklin, Fisher's Big Wheel, Sparkle Mkt.

Nearby Shopping Areas

Rt. 164, 46, & 14, Columbiana	10	Fisher's Big Wheel
State St., Salem	12	Penney's, G.C. Murphy, Kroger, Perskey's, Foodland
2nd St., Salem	12	Walgreen Drug
Lundy, Salem	12	A&P
Rt. 45, Salem	12	IGA
Main St., Salineville	IGA	
E.5th, E.Liverpool	15	J.C. Penney, Ogilvies
S.E. Blvd.; E. Ellsworth, Salem	12	Ideal(2)
Fairfield Ave. Columbiana	10	Super Duper
East Liverpool	NA	Super Duper
New Garden	8	Super Duper
Leetonia	6	Ideal

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-The Mart.
Variety Stores-Ben Franklin, Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
Chain Drug Stores-Hamilton/Rexall; Morgans/McKesson
Chain Supermarkets-Value King; Hillyer's; Lincoln Way IGA.
Other Chain Stores-Western Auto; Lawsons.

14 - NEWSPAPERS: MORNING JOURNAL (m) 15,600; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joyce Barnes, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44432; Tel. (216) 424-9541.
National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93 and 664.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557; Loc. Est. 6,646
County 80 Cen. 23,304; Loc. Est. 25,442
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,615; Loc. Est. 2,566
County 80 Cen. 8,591; Loc. Est. 9,230

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 11,524

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Goodyear 800; Carborundum 392; Metalbestos 126; Smead Mfg. 170; Clay Products 214; Oil Drilling 200; Wolsky Stair Co. 103; General Electric 157; Metal Products 100.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Main St., 5 on Hunter.
Neighborhood Shopping Centers-West Hunter St. & E. Front St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; J. C. Penney.
Discount Stores-Leon's; Jack's Department Store; Super Dollar.
Variety Stores-Murphy's; Logan's.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores-Sears; Stop-N-Go; Open Pantry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 6,380; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dan Rodenfel, Gen. Mgr., NEWS, 72 E. Main, Logan, OH 43138; Tel. (614) 385-2107.
National Representative: American Newspaper Reps.

LONDON

1 - LOCATION: Madison County, E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958; Loc. Est. 6,908
County 80 Cen. 33,004; Loc. Est. 33,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,631; Loc. Est. 2,687
County 80 Cen. 10,661; Loc. Est. 10,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 16,210

7 - ELECTRIC METERS: Residence 3,087

8 - GAS METERS: Residence 2,457

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Products; Ohio Criminal Identification Bureau; Printing; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$4.85; Semi-skilled $4.00/$6.00; Skilled $5.95/$10; Wages-Mfg. $232 wk (1979); ofc. Retail $165 (1979); Ins. R.E.; Finance $178; Serv. Occup $187.

10 - CLIMATE: Average Annual Temp.-51.5; Mean Max. Temp. 62.1; Mean Min. Temp. 40.9; First killing frost, Oct. 12; Last killing frost, Apr. 16.

11 - TAP WATER: 924,000 gallons daily; Soft (140 mg. per litre). Natural fluoridation (.8 mg. per litre after treatment)

12 - RETAILING:Stores Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety-Woods Shoe Store; Dwyers Hdw.; Farm Bureau; TV Stores 3; Blackers Hdw.; Meade Tires; Auto Firms 4; Susan's Stitchery; Wood Shed; Singer Sewing Center; Days Drugs; London Rexall Phcy.; Youth Center; Montgomery Ward; Outlet Store-Pet Shoppe; Sister's General Store; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts.
Discount Store-Revco.
Chain Supermarkets-IGA; Gateway; Kroger; Stumps; Cardinal; Super Duper; Super Valu.
Other Chain Stores-Lawsons; Barnharts; Firestone; Rinks; McDonalds; Burger Chef; K mart; Ky. Chicken; SupeRx; Dominoes Pizza; Quality Farm & Fleet; Rexall; Revco; NAPA; Carter Lumber.
Independent Food-Carters; Davis Market; Zelmo's.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,430; sworn Mar. 31, 1982.
Local Contact for Advertising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Landon Associates.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria SMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry, Northcentral part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6 and State Hwy. 57, 58, 254, 301, 611, 2 and 90 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers-20.
Freight & Steamship Lines-15.
Intercity Bus Lines-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport. All main lines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416; Loc. Est. 75,855
PMA-ABC: (70) 146,391; (82) 159,200
County/SMSA 80 Cen. 274,909; Loc. Est. 284,315
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,999; Loc. Est. 27,594
PMA-ABC: (70) 41,857; (82) 53,400
County/SMSA 80 Cen. 90,819; Loc. Est. 95,953

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$331,593,000
Savings & Loan	6	$224,681,876

6 - PASSENGER AUTOS: County 151,257

7 - ELECTRIC METERS: Residence 25,789

8 - GAS METERS: Residence 35,550

9 - PRINCIPAL INDUSTRIES: Manufacturing (more than 120,000 emp. Annual payroll over $900,000,000). Auto Trucks; Passenger Cars; Steel; Pipe; Building Products; Bearing; Foods; Screw Machine Products; Electronics; Chemicals Water Purification Equipment, Traffic Signals, and Stud Welding Guns.
Principal Pay Days-Mon., Tues., Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 12. Last killing frost, May 5.

11 - TAP WATER: Alkaline, 7. 6 hardness; fluoridated.

12 - RETAILING:10 Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Mall(65)	6	Higbee, Sears, Fisher Fazio, Woolworth, Goodyear, JC Penney
Westgate(14)	2	Fisher-Fazio, Gray Drug
Sheffield(25)	3	May Co.
Oakwood Plaza(14)	3	Fisher-Fazio, Gray Drug
Shoreway(15)	5	Gray Drug, Kroger
Ridgeview Ctr(22)	14	Edward's Food Big Town
Lorain Plaza(16)	3	Kroger, Sparkle Mkt., Revco, T.J. Maxx
South Shore(21)	10	Geyer's, Kroger, Fisher's Big Wheel

Avon Lake(17)	8	Fisher-Fazio, IGA
Amherst Plaza(22)	5	K mart, Fisher-Fazio, Petries, Hills
North Ridge(6)	17	Revco, Fisher's Big Wheel

Principal Shopping Days-Department Stores Mon., Fri., and Sat. Food Stores Thu., Fri. and Sat.
Stores Open Evenings-All major stores.
Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Sears; May Co.; Higbee Co.
Discount Stores-Ontario Co.; Hill's; Elyria City; K mart; Zayre; Bigtown; Gold Circle; Fisher's Big Wheel.
Variety Stores-Woolworth.
Chain Drug Stores-Gray's 6; Revco 5; Discount Drug Mart 4.
Chain Supermarkets-Geyer's 2; Kroger 6; I. G. A. 6; Eagle 6; Edwards 2; Fisher-Fazio 8; Sparkle 10.
Other Chain Stores-Shoes: Nobils 2, Merit, Baker's; Men's Clothes: Richman's, Jax, Sam Klein; Women's Clothes: Ted Jacobs; Paints: Sherwin-Williams 2, Pittsburgh; Auto Supplies: Goodrich 2, Goodyear 3, Firestone 3; Jewelry: Hart's, Zales, J.B. Robinson Jewelry; Bakeries: Hough's 2, Nichols, Wonder Bread; Furniture: Alpert's, T.N. Molas, Reidy-Scanlan; Others: Spiegel (Catalog), Montgomery Ward (Catalog) 2; Grocery: Lawsons 20, Convenient Food Mart, 7-Eleven, Open Pantry.

14 - NEWSPAPERS: JOURNAL (e) 40,085; (S) 42,914; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052; Tel. (216) 245-6901.
National Representative: Branham.

MANSFIELD

1 - LOCATION: Richland County (SMSA). E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Erie-Lackawanna.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound.
Airlines-USAir; G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927; Loc. Est. 52,954
CZ-ABC: (70) 91,684; (82) 92,700
RTZ ABC: (70) 97,180; (82) 102,000
CountySMSA 80 Cen. 131,205; Loc. Est. 129,898
City & RTZ-ABC: (70) 188,864; (82) 194,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,702; Loc.Est. 21,481
CZ-ABC: (70) 28,749; (82) 34,000
RTZ-ABC: (70) 29,460; (82) 36,300
CountySMSA 80 Cen. 46,408; Loc. Est. 47,360
City & RTZ ABC: (70) 58,209; (82) 70,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$482,873,000
Savings & Loan	4	$569,690,000

6 - PASSENGER AUTOS: County 71,642

7 - ELECTRIC METERS: Residence 23,053

8 - GAS METERS: Residence 18,564

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 908 ($254); Metal Industries 2,028 ($271); Fabricated Metal Products 4,487 ($290); Machinery 1,455 ($275); Electrical 1,340 ($243); Printing & Publishing 1,016 ($225); Rubber & Plastic Products 659 ($275); Transp. & Utilities 2,400 ($254); Wholesale 1,349 ($250); Retail 7,508 ($140); Banks, Securities & Finance 610 ($195); Insurance 982 ($225); Services 3,158 ($154).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St. 5 on Park Ave.; 3 on Third & 4th. Lex.-Springmill Rd & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansfield Sq.(24)	3	Mont. Ward, Penney
Johnny Appleseed(31)	4	Neff's
West Park(40)	3	Neff's
Richland Mall(52)	5	Sears, O'Neil's, Lazarus
Eastgate(6)	3	Big Bear

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon.-Sat.; Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; Sears; Montgomery Ward; J.C. Penney; H.L. Reed; Lazarus.
Discount Stores-Five Cousins; Uncle Bills; King's; Conley's; Zayre's; Swallens; K mart 2.
Variety Store-Woolworth.
Chain Drug Stores-Gray's 4; Shaw & Ott 2; SuperRx 2.
Chain Supermarkets-Kroger 3; Foodtown 4; Big Bear; Super Dollar 4; Neff's Cardinal Mkts. 2.
Other Chain Stores-Thom McAn Shoe; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richmans Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Gray Drugs; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode-O-Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Walden Books.

14 - NEWSPAPERS: NEWS JOURNAL (e) 36,487; (S) 46,027; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Orville E. Kemper, Adv. Dir., NEWS JOURNAL, 70 West 4th St., Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative: Branham.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH SMSA). E&P Map C-3, County Seat. Agricultural, mfg. and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

2 - TRANSPORTATION: Railroads-C & OChessie system.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.
Airlines-USAir; Christman Air Service.

3 - POPULATION:
Corp. City 80 Cen. 16,467; Loc. Est. 16,278
CZ-ABC: (70) 19,604; (82) 20,600
RTZ-ABC: (70) 47,258; (82) 56,000
County 80 Cen. 64,266; Loc. Est. 65,877
SMSA 80 Cen. 162,836; Loc. Est. 164,637
City & RTZ-ABC: (70) 66,862; (82) 76,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,204; Loc. Est. 6,347
CZ-ABC: (70) 6,335; (82) 7,700
RTZ-ABC: (70) 14,508; (82) 20,100
County 80 Cen. 22,358; Loc. Est. 23,606
SMSA 80 Cen. 57,841; Loc. Est. 60,347
City & RTZ-ABC: (70) 20,843; (82) 27,800

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	3	$57,267,398
Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 32,501

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Alloys & Metals 1,256; Plastics, Chemicals 1,224; Office Equipment 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fabricating 406; Oil, Gas, Driling 265; Trucking 269; Concrete 194; Utilities 141; Dairy 170; Other 689. Average Weekly Wage $215.20.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost Oct. 7-15. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier(17)	NA	Big Bear, Revco, Woolworth
K mart Plaza	NA	K mart

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Kremer's.
Variety Stores-Woolworth; Kresge.
Discount Stores-Stripe; Hart's; Rink's; Heck's; K mart.
Chain Drug Stores-Revco; Nelson's 2; Harts; Stripe Discount
Chain Supermarkets-Kroger; Marietta Frozen Food; B Bear; Penney Fare; Warren's IGA Foodliner.
Other Chain Stores-Wun-der Shoe; Jean Frocks; Sherwin-Williams; Singer; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Irenes Fashions.

14 - NEWSPAPERS: TIMES (e) 14,555; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative: Gannett.

MARION

1 - LOCATION: Marion County. E&P Map B-2, County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 37,040; Loc. Est. 37,350
CZ-ABC: (70) 47,413; (82) 49,400
RTZ-ABC: (70) 53,826; (82) 62,800
County 80 Cen. 67,974; Loc. Est. 70,273
City & RTZ-ABC: (70) 101,239; (82) 112,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,764; Loc. Est. 14,486
CZ-ABC: (70) 14,804; (82) 18,000
RTZ-ABC: (70) 16,628; (82) 22,800
County 80 Cen. 23,798; Loc. Est. 25,384
City & RTZ-ABC: (70) 31,432; (82) 40,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$248,545,000
Savings & Loan	3	$230,000,000

6 - PASSENGER AUTOS: County 39,747

7 - ELECTRIC METERS: Residence 23,133

8 - GAS METERS: Residence 15,120

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Power Shovels 2,200; Refrigerators 2,147; Dryers, Airconditioners 1,416; Brakes, Axles 588; Steel 490; Road Graders 414; Mobile Doors; Charcoal Briquettes 115; Dog Food 406; Steel Products; Industrial Hose 483; Conveyors 260; Soybean Products 123.

10 - CLIMATE: First Killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delco Plaza(3)	NA	Hills
Marion Plaza(18)	NA	Revco, Meijer Square, Big Bear
Southland Mall(52)	NA	Food Town, Penney, Sears, G.C. Murphy
The Forum(9)	NA	Kroger, Rink's, SupeRx, K mart

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.; Kroger 24 hrs.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; J.C. Penney; Uhler's; Sutton & Lightner Co., Union.
Variety Stores-Woolworth; Murphy.
Discount Stores-Hills; K mart; Meijer Square; Rinks.
Chain Drug Stores-Henney & Cooper (Walgreen) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Supermarkets-IGA; Big Bear; Kroger 2; Town & Country; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'n Karry Warehouse.
Other Chain Stores-Shoes: Nobil's; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's Lowe Bros., Dupont, Dutch Boy, Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Cashway Lumber; Ohio Edison; Spiegel (catalog); Ward's (catalog).

14 - NEWSPAPERS: STAR (e) 19,333; (S) 18,784; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Tressler, Adv. Mgr., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.
National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH SMSA), E&P Map C-3. Industrial, residential center. 2 mi. W of Wheeling, WV. On U.S. Hwys. 40, 250; I-70; State Hwy. 7.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Conrail.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.
Airlines-Pittsburgh.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572; Loc. Est. 16,894
  Martins Ferry 80 Cen. 9,331; Loc. Est. 8,988
  Bellaire 80 Cen. 8,241; Loc. Est. 7,906
CZ-ABC: (70) 103,297; (82) 95,700
  In OH (70) 29,422; (82) 25,800
  In WV (70) 73,875; (82) 69,900
RTZ-ABC: (70) 86,762; (82) 92,700
County 80 Cen. 82,569; Loc. Est. 83,105
SMSA 80 Cen. 185,566; Loc. Est. 186,445
City & RTZ-ABC: (70) 190,059; (82) 188,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,964; Loc. Est. 6,990
  Martins Ferry 80 Cen. 3,789; Loc. Est. 3,740
  Bellaire 80 Cen. 3,175; Loc. Est. 3,250
CZ-ABC: (70) 35,418; (82) 38,300
  In OH (70) 10,283; (82) 10,500
  In WV (70) 25,135; (82) 27,800
RTZ-ABC: (70) 27,326; (82) 34,400
County 80 Cen. 30,250; Loc. Est. 31,388
SMSA 80 Cen. 67,532; Loc. Est. 69,994
City & RTZ-ABC: (70) 62,744; (82) 72,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$348,436,000
Savings	4	$302,000,000

6 - PASSENGER AUTOS: County 41,425

7 - ELECTRIC METERS: Residence 28,102

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Glass; Coal Mining; Transp.; Women's Sportswear; Castings; Electric Power; Ferro-Alloys; Pipe Couplings.

10 - CLIMATE: Avg. Temp.-Spring 45; Summer 98; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Ohio Valley Mall(150)	NA	Sears, Montgomery Ward, Hills J.C. Penney

13 - RETAIL OUTLETS: Department Stores-Murphy's; Sears; J.C. Penney.
Variety Stores-Woolworth.
Discount Stores-Hart's Big Bear; Big Wheel; Hills.
Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx.
Chain Supermarkets-A&P; Kroger 4; M&K 4; Foodland 2; Harts-Big Bear; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh.

14 - NEWSPAPERS: TIMES-LEADER (e) 24,070; (S) 24,090; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Losey, Adv. Mgr., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Representative: Landon Associates.

MARYSVILLE

1 - LOCATION: Union County, E&P Map B-2, County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; CCC & StL.

3 - POPULATION:
Corp. City 80 Cen. 7,414; Loc. Est. 7,756
County 80 Cen. 29,536; Loc. Est. 30,651

4 - HOUSEHOLDS:
City 80 Cen. 2,862; Loc. Est. 3,302
County 80 Cen. 10,015; Loc. Est. 10,657

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$55,100,000
Savings & Loan	2	$125,647,140

6 - PASSENGER AUTOS: County 15,842

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prod. 900; Powdered Milk Prod. 150; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Const. 64; Elect. Prod. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Truck Axles 400; Motorcycle Production 300; Hydraulic Piston Pumps & Motors 450.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points(3)	NA	
Stocksdale Plz.(9)	NA	Community Markets
Marysville Plz.(10)	NA	Kroger, TG&Y

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Weiss Bros.; Otte's.
Variety Stores-TG&Y; Revco; Rinks; K mart; McAuliffe's.
Chain Supermarkets-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,023; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W.E. Behrens, JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representatives: Landon Associates.

MASSILLON

1 - LOCATION: Stark County (In Canton SMSA), E&P Map C-2. Industrial center. On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport, 10 mi.; 23 mi. S of Akron.

2 - TRANSPORTATION: Railroads-B&O (freight); Norfolk & Western (freight); Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Canton Regional Transit.
Airlines-United; Aeromech; USAir; Christman; Comair; Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,557; Loc. Est. 30,076
PMA-ABC: (70) 111,412; (82) 114,300
County 80 Cen. 378,823; Loc. Est. 381,731
SMSA 80 Cen. 404,421; Loc. Est. 407,133

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,431; Loc. Est. 12,285
PMA-ABC: (70) 32,944; (82) 39,600
County 80 Cen. 134,094; Loc. Est. 139,133
SMSA 80 Cen. 142,174; Loc. Est. 147,958

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$163,229,000
Savings & Loan	3	$153,554,666

6 - PASSENGER AUTOS: County 210,065

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence & Comm'l. 19,311

9 - PRINCIPAL INDUSTRIES: Complete Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Machinery; Baked Products; Wholesale Groceries; Meats.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Neighborhood Shopping Centers-Mayflower; Meadows Plaza; Towne Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amherst Centre (28)	1	Ben Franklin, A&D, Bordner's
Belden Vlg.(64)	7	Higbee, Halle's, Sears, O'Neil
Country Fair(29)	5	Western Auto
Towne Plaza(13)	NA	Gray Drug, Nobil
Mayflower(12)	NA	Ben Franklin, Bordner's
Meadows Plz.(12)	NA	A&D, Radio Shack, Gold Circle
Mellett Mall(70)	5	Penney, O'Neil, Wards

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Close-Dept. 9 p.m.
Stores Open Evenings-Food Thu., Fri.; Dept. Mon. & Thu.; Shopping Center Every night.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; O'Neils; Montgomery Wards; Higbees; Halle's.
Discount Stores-Gold Circle; K mart; Conley; J. Jason; D&K; Zayre.
Variety Store-Ben Franklin.
Chain Drug Stores-Gray; SupeRx; Baltzly 2; Dynamic; Revco; Peoples 2.
Chain Supermarkets-A&D Foodarama 2; Kroger's; Bordner's 2; Schrader's; Valu King; Brians; Fazio; Fisher Foods;

14 - NEWSPAPERS: INDEPENDENT (e) 17,566; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David W. Schultz, Pub., INDEPENDENT, 50 North Ave., N.W., Massillon, OH 44646; Tel. (216) 833-2631.
National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County, (In Cleveland SMSA) E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state, 29 miles SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on Highways U.S. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: Railroads-B&O; AC&Y.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,268; Loc. Est. 16,633
CZ-ABC: (70) 31,503; (82) 57,700
RTZ-ABC: (70) 33,701; (82) 36,700
County 80 Cen. 113,150; Loc. Est. 122,755
SMSA 80 Cen. 1,898,720; Loc. Est. 1,910,977
City & RTZ-ABC: (70) 65,204; (82) 94,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,553; Loc. Est. 6,375
CZ-ABC: (70) 8,430; (82) 18,000
RTZ-ABC: (70) 9,396; (82) 12,200
County 80 Cen. 35,979; Loc. Est. 40,279
SMSA 80 Cen. 694,324; Loc. Est. 719,457
City & RTZ-ABC: (70) 17,826; (82) 30,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 66,935

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 17,500

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prod.; Auto Speed Equipt.; Dairying; Chemical Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost Oct. 24, last killing frost April 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medina(27)	2	Fazio, Siegler's, Sears
Laurel Square(20)	7	Rexall, Fishers Big Wheel, Drug Mart
Summit Mall(94)	12	O'Neil, Halle
Victorian Vlg.(14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills(10)	NA	
Rolling Acres(100)	NA	J.C. Penney, Sears
K mart Plz.(15)		K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Zieglers; Sears; Fishers Big Wheel; K mart.
Discount Stores-Conley's; Uncle Bills; Fisher's Big Wheel; K mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco; I.D.L.; Rexall; Key's; Discount Drug; Scotts Discount Drug.
Chain Supermarkets-Fazio; Buehler's; Stop-N-Go 7; Country Counter; IGA; Kroger.
Other Chain Stores-Auto Accessories; Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 15,651; Mar. 31, 1982 ABC.
Local Contact for Advertising: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty, PO Box 407, Medina OH 44256; Tel. (216) 725-4166.
National Representative: Landon Associates.

MENTOR
See LAKE COUNTY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown SMSA); E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and 122.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-28.

3 - POPULATION:
Corp. City 80 Cen. 43,719; Loc. Est. 42,615
CZ-ABC: (70) 89,268; (82) 95,500
RTZ-ABC: (70) 39,342; (82) 54,100
CountySMSA 80 Cen. 258,787; Loc. Est. 268,870
City & RTZ-ABC: (70) 128,610; (82) 149,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,909; Loc. Est. 17,128
CZ-ABC: (70) 27,333; (82) 33,900
RTZ-ABC: (70) 10,505; (82) 17,500
CountySMSA 80 Cen. 110,790; Loc. Est. 114,500
City & RTZ-ABC: (70) 37,838; (82) 51,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 149,744

7 - ELECTRIC METERS: Residence 16,925

8 - GAS METERS: Residence 13,270

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 7,750 ($669); Paper Making 1,803 ($429); Airplane Parts 655 ($506); Elec. 500 ($365); Other Manufacturing Ind. 2,600 ($501).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 16-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Middletown(42)	2	Elder Beerman, McGees
Target Plaza	1	Target's, Super Valu
Ward's Plaza	2	Montgomery Ward
Wildwood	2	Marsh Foods, Meijer
East Gate	3	K mart, Super Valu
Hill's Plaza(10)	4	Kroger's, Hill's
Towne Mall(59)	4	McAlpin's, Sears Elder Beerman

Principal Shopping Days-Thurs., Fri., Mon.
Stores Open Evenings-Fri. and Mon.; Some Thu.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McAlpin's; Elder Beerman.
Chain Drug Stores-Revco 2; Lewis 2; Rite-Aid 5; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; Larry's.
Discount Stores-Meijer; Rinks; Hills; K mart; Murphy Mart; Swallens; Target.
Other Chain Stores-Sherwin-Williams; Fleenor Auto; Wicke Lumber; Firestone; Goodyear; Steinberg's.

14 - NEWSPAPERS: JOURNAL (e) 24,176; (S) 25,096; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Stanton Miller, Adv. Dir., JOURNAL, First & Broad, Middletown, OH 45042; Tel. (513) 422-3611.
National Representative: Thomson Newspapers.

MOUNT VERNON

1 - LOCATION: Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13 and 36.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,380; Loc. Est. 14,449
CZ-ABC: (70) 15,864; (82) 19,300
RTZ-ABC: (70) 32,314; (82) 34,900
County 80 Cen. 46,309; Loc. Est. 46,875
City & RTZ-ABC: (70) 48,178; (82) 54,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,657; Loc. Est. 5,686
CZ-ABC: (70) 5,562; (82) 7,900
RTZ-ABC: (70) 9,400; (82) 11,900
County 80 Cen. 15,900; Loc. Est. 16,549
City & RTZ-ABC: (70) 14,962; (82) 19,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$65,512,000
Savings	1	$21,759,940
Savings & Loan	3	$198,587,327

6 - PASSENGER AUTOS: County 23,063

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Bottles; Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Soy Bean Prod.; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gloves; Gaskets; Auto Parts (trim, brakes, etc.).

10 - CLIMATE: Mean Annual Temp., 51; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	NA	K mart
Mt. Vernon Plaza(18)	NA	Big Bear, Revco, Woolworths

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; J.C. Penney; J.S. Ringwalt; Sears Roebuck; Woolson's; Hart's.
Discount Stores-Watson's; Murphy Mart; K mart; Conley's.
Variety Stores-Jupiter; Woolworth.
Chain Drug Stores-Revco, SupeRx.
Chain Supermarkets-Kroger; Big Bear; IGA; Foodliner; Wee's Cardinal Markets.

14 - NEWSPAPERS: NEWS (e) 11,706; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Phil Burris, Promotion Mgr.; Robert W. White, Gen. Mgr.; Henry Balsley, Adv. Dir., NEWS, PO BOX 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative: Landon Associates.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Mfg. Center, NW Portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 8,614; Loc. Est. 8,762
County 80 Cen. 28,383; Loc. Est. 28,481

4 - HOUSEHOLDS:
City 80 Cen. 3,270; Loc. Est. 3,258
County 80 Cen. 9,732; Loc. Est. 10,014

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 15,335

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agriculture; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chemical.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on North Scott.
Neighborhood Centers-N. Scott St.; S. Perry St.; Oakwood Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Charles Co.; Crahan's.
Variety Store-G.C. Murphy.
Chain Supermarkets-Chief; Bernicke; Millen's; IGA; County Pride; Super Valu.
Other Chain Stores-Sears Roebuck; Charles Co.; Gambles; Western Auto; Montgomery Ward; Rexall; Lane's; TG&Y; Family Center.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,707; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: William Cahill, Adv. Dir., NORTHWEST SIGNAL, 424 East Riverview, Napoleon, OH 43545; Tel. (419) 592-5055.
National Representative: Landon Associates.

NEW PHILADELPHIA

See DOVER

NEWARK

1 - LOCATION: Licking County (SMSA). E&P Map B-3.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-45.
Intercity Bus Lines-Ashland City Lines.
Airlines-American; Eastern; Delta; United; TWA; Con Air; People Express; Republic; Wright; Aeromech; USAir; thru Columbus, Ohio.

3 - POPULATION:
Corp. City 80 Cen. 41,158; Loc. Est. 40,502
CZ-ABC: (70) 60,760; (82) 63,000
RTZ-ABC: (70) 53,409; (82) 67,400
County/SMSA 80 Cen. 120,857; Loc. Est. 123,011
City & RTZ-ABC: (70) 114,169; (82) 130,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,112; Loc. Est. 16,317
CZ-ABC: (70) 19,280; (82) 23,100
RTZ-ABC: (70) 15,905; (82) 23,900
County/SMSA 80 Cen. 44,520; Loc. Est. 44,258
City & RTZ-ABC: (70) 35,185; (82) 47,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: County 95,000

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fiberglass 3,500; Heavy Machy. 1,800; Aluminum 1,000; Air Force Missile Lab 2,490; Plastics 500; Glass 470. (Av. Wkly Wage $297).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79, Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(33)	3	Big Bear, Kroger, Sears, J.C. Penney
Southgate Corners(8)	4	Gardner's, Kings
Colonial(16)	3	Connell's Furniture, Gray Drug
Indian Valley(14)	4	Kroger, K mart
Plaza(16)	3	Mort's Furniture
Eastland(11)	3	Gardners, Seaway
Dugway(10)	4	Gardner's
Rt. 79 & 30th St. (89)	7	Hecks, Quality Farm & Fleet
21st St.(55)	4	Big Bear, Meijers Super Duper

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food: Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Carroll's; Sears Roebuck, J.C. Penney; Kline's; King's; Value City;
Variety Store-Woolworth.
Discount Stores-Seaway; Meijer; King's; Heck's; Hart's Family Center; K mart; Sav-on.
Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.
Chain Supermarkets-Kroger 2; Big Bear 3; Gardners 6; Super Duper 2; Meijer.
Other Chain Stores-Shoes: Gallenkamp, Picway, El Bee, Thom McAn; Auto Suplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs, Benny's Kar Parts; Women's Apparel: Cato, Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Men's Apparel: Robert's Men's Shop; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 22,475; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: D.L. Lehman, Adv. Mgr., ADVOCATE, 25 West Main Street, Newark, OH 43055; Tel. (614) 345-4053.
National Representative: Thomson Newspapers.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren SMSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: Railroads-Conrail; B&O (freight).
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Youngstown Transit.
Airlines-United (at Youngstown).

3 - POPULATION:
Corp. City 80 Cen. 23,088; Loc. Est. 23,249
County 80 Cen. 241,863; Loc. Est. 242,027
SMSA 80 Cen. 531,350; Loc. Est. 531,560

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,534; Loc. Est. 8,886
County 80 Cen. 84,151; Loc. Est. 86,781
SMSA 80 Cen. 186,711; Loc. Est. 192,423

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$58,000,000
Savings and Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 137,123

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 7,248

9 - PRINCIPAL INDUSTRIES: Steel; Reactive Metals; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furniture; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Metal Lath; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Foundry; Total 8,000 emp.; Av. Wkly. Wage: $225. Paydays staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty Plaza(42)	7	Hills, JC Penney, Stambaugh-Thompson, Strouss, Lustig's
Austintown Plaza(35)	5	Stambaugh-Thompson, Isaly's, Gray Drug
McKinley Hts.(5)	NA	Stambaugh-Thompson
Eastwood Mall(92)	NA	Sears, Mont. Ward, JC Penney, Woolworth, Strouss Dept.
Village Ctr.	NA	Carlisle's, Thrift Drug, Valu King

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Eastwood, Village Center and McKinley Heights every night; Downtown open Friday.

13 - RETAIL OUTLETS: Department Stores-Carlisle-Allen; Montgomery Ward; Sears; Strouss; Reisman's.
Discount Stores-Hills; K mart; Woolco; Best; Jewel Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Gray's; Theis.; Valu Drug.
Chain Supermarkets-Kroger; Costa; Golden Dawn; Valu King; Sparkle Mkt.

14 - NEWSPAPERS: TIMES (e) 4,748; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: G. Anderson, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative: American Newspaper Reps.

NORWALK

1 - LOCATION: Huron County, E&P Map B-2, County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 18 & 61; 6 mi. So. Ohio Tpke. Exit 7.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,358; Loc. Est. 14,994
CZ-ABC: (70) 13,386; (82) 14,800
RTZ-ABC: (70) 43,459; (82) 48,300
County 80 Cen. 54,608; Loc. Est. 57,404
City & RTZ-ABC: (70) 56,845; (82) 63,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,264; Loc. Est. 5,554
CZ-ABC: (70) 4,154; (82) 5,400
RTZ-ABC: (70) 12,863; (82) 16,700
County 80 Cen. 18,690; Loc. Est. 20,261
City & RTZ-ABC: (70) 17,017; (82) 22,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$128,425,000
Savings & Loan	2	$151,000,000

6 - PASSENGER AUTOS: County 27,772

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 4,695

9 - PRINCIPAL INDUSTRIES: Food Products; Plastic Coloring; Truck Bodies; Furniture; Rubber Products; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:Principal Shopping District-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plaza(2)	NA	Kroger, SupeRx Drug
Shoppers Square	NA	Cardinal, Kroger

Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JC Penney.
Variety Store-Woolworth.
Discount Stores-P&R Discount Store; Rinks; K mart.
Chain Drug Stores-SupeRx; Kaiser-Wells; K&H.
Chain Supermarkets-Cardinal; Foodtown; Kroger; Schild's IGA 2; Fast Food 2; Lawson's 2.
Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Wards; Preis; Gift Gallery; Singer; Jean Frocks; White Lumber; Wickes; Wolahan.

14 - NEWSPAPERS: REFLECTOR (e) 8,732; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative: Landon Associates.

PAINESVILLE-MENTOR-ON-THE-LAKE

1 - LOCATION: Lake County (In Cleveland SMSA). E&P Map C-1, County Seat. Residential center on S Shore of Lake Erie at mouth of Grand River 23 mi. ENE of Cleveland. On I-90, U.S. Hwy. 20, and State Hwys. 2, 44, 84, 86, 283.

2 - TRANSPORTATION: Railroads-Conrail; Nickel Plate; Fairport; FP & LE.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 66,375; Loc. Est. 68,382
Painesville 80 Cen. 16,391; Loc. Est. 16,501
Mentor 80 Cen. 42,065; Loc. Est. 43,881
Mentor-on-the-Lake 80 Cen. 7,919; Loc. Est. 8,000
THE SUNDAY PAPER (S):
PMA-ABC: (70) 358,414; (82) 397,500
TELEGRAPH (all day):
PMA-ABC: (70) 197,200; (82) 215,500
SMSA 80 Cen. 1,898,720; Loc. Est. 1,910,977
County 80 Cen. 212,801; Loc. Est. 219,506

4 - HOUSEHOLDS:
Cities 80 Cen. 22,239; Loc. Est. 23,551
Painesville 80 Cen. 6,118; Loc. Est. 6,476
Mentor 80 Cen. 13,648; Loc. Est. 14,585
Mentor-on-the-Lake 80 Cen. 2,473; Loc. Est. 2,490
THE SUNDAY PAPER (S):
PMA-ABC: (70)102,695; (82) 132,900
TELEGRAPH (all day):
PMA-ABC: (70) 55,801; (82) 71,300
SMSA 80 Cen. 694,324; Loc. Est. 719,457
County 80 Cen. 72,064; Loc. Est. 76,631

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	10	$200,000,000
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 133,321

7 - ELECTRIC METERS: Residence 8,917

8 - GAS METERS: Residence 5,611

9 - PRINCIPAL INDUSTRIES: Veneer & Plywood Prods.; Chemicals; Alum. Castings; Paper; Rock Salt Mining; Nursery Prod.; Plastics; Ind. Equip.; Computer Industries; Rubber Prods.; Oil Additives; Welding Rods; Tow Motors.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-88; Summer 55-92; Fall 14-86; Winter 0-48.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Painesville(32)	3	Kroger, Lake Co. Hdwe.
New Market(40)	NA	Carlisle's, Revco
Mentor Headlands	8	Bi-Rite
Mentor	7	Forest City, Fazio Gold Circle
Great Lakes Mall(100)	7	Penney, Higbee, May Co., Sears, J.S. Newberry, Joseph Horne
Chardon Plaza(5)	8	Fisher Big Wheel

Principal Shopping Days-Mon., Tue., Fri., Sat.
Stores Open Evenings-Mon., Tue., Fri.

13 - RETAIL OUTLETS: Department Stores-Carlisle Allen; Sears; Penney's; May's Higbee, Joseph Horne.
Variety Stores-J.J. Newberry.
Chain Drug Stores-Gray's 2; Revco 2; King; Medic 3; Cunningham.
Discount Stores-K mart; L 'n R Discount; Zayre; Fisher Big Wheel; Gold Circle; Uncle Bills; Mr. Wiggs.
Chain Supermarkets-Fazio; Pic 'N Pay; Rogers; Kroger; Convenient 15; Bi-Rite 3; Stop n Shop 2; IGA 2; Valu King 3; 7-Eleven 2.
Other Chain Stores-Goodyear; Firestone; Dairy Queen; Sherwin-Williams; Chess King; Lane Bryant; Richman Bros.; plus 25 other National Chains in Great Lakes Mall.

14 - NEWSPAPERS: TELEGRAPH (all day) 16,228; Mar. 31, 1982 ABC. THE SUNDAY PAPER (S) 44,788; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Mackey, Mgr., TELEGRAPH/THE SUNDAY PAPER, 84 N. State St., Painesville, OH 44077; Tel. (216) 354-4333.
National Representative: Landon Associates.

PIQUA

1 - LOCATION: Miami County (In Dayton SMSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: Railroads-Penna.; B&O.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; United; Eastern; Delta; Lake Central; USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,480; Loc. Est. 20,238
CZ-ABC: (70) 22,402; (82) 21,600
RTZ-ABC: (70) 56,726; (82) 65,800
County 80 Cen. 90,381; Loc. Est. 91,285
SMSA 80 Cen. 830,070; Loc. Est. 833,527
City & RTZ-ABC: (70) 79,128; (82) 87,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,515; Loc. Est. 7,725
CZ-ABC: (70) 7,412; (82) 8,400
RTZ-ABC: (70) 17,445; (82) 23,800
County 80 Cen. 31,968; Loc. Est. 33,387
SMSA 80 Cen. 300,025; Loc. Est. 310,610
City & RTZ-ABC: (70) 24,857; (82) 32,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$147,571,389
Savings & Loan	2	$109,995,196

6 - PASSENGER AUTOS: County 52,034

7 - ELECTRIC METERS: Residence 8,811

8 - GAS METERS: Residence 9,817

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfrs.; Industrial Fans; Veneer; Propellors; Business Papers & Gift Wrapping; Electronics; Tool & Die; Armco Quarrie. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Areas-5 blocks on Main St. (downtown); 4 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piqua East(35)	NA	Sears, Woolworth
Sunset Mall(9)	NA	Elder Beerman, Marsh
Parkridge(5)	NA	Fisher's Big Wheel

Piqua Plaza(15)	NA	K mart, Save On, Kroger

Stores Open Evenings-Downtown Mon. to Fri.; Shopping; Food & Drug on Sun.; Shopping Centers 6 nights and 7 days.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; J. C. Penney; Fisher's Big Wheel; Elder Beerman; Sears; Woolworth; McCrory's; Jupiter; Kresge; Mr. Wiggs; G.C. Murphy; K mart.
Variety Stores-G.C. Murphy; Jupiter; K mart.
Discount Stores-Mr. Wiggs; Jupiter.
Chain Drug Stores-Revco 2; Crosby's; Krogers Save On.
Chain Supermarkets-Kroger; Marsh Foodliner; IGA 3; Super Dollar.
Other Chain Stores-Walker Shoes; Goodyear; Sherwin-Williams; Spiegels; Paul Harris; Mode O' Day; Fashion Bag.

14 - NEWSPAPERS: CALL (e) 10,838; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ralph J. Martin Adv. Dir., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representative: Thomson Newspapers.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs county, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.

3 - POPULATION:
Villages 80 Cen. 5,699; Loc. Est. 5,822
Pomeroy 80 Cen. 2,728; Loc. Est. 2,770
Middleport 80 Cen. 2,971; Loc. Est. 3,052
CZ-ABC: (70) 5,456; (82) 5,900
RTZ-ABC: (70) 14,343; (82) 18,500
County 80 Cen. 23,641; Loc. Est. 24,941
City & RTZ-ABC: (70) 19,799; (82) 24,400

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235; Loc. Est. 2,349
Pomeroy 80 Cen. 1,040; Loc. Est. 1,105
Middleport 80 Cen. 1,195; Loc. Est. 1,244
CZ-ABC: (70) 1,953; (82) 2,500
RTZ-ABC: (70) 4,512; (82) 6,800
County 80 Cen. 8,412; Loc. Est. 9,131
City & RTZ-ABC: (70) 6,465; (82) 9,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$68,230,000

6 - PASSENGER AUTOS: County 11,148

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Electrical Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Pomeroy Plaza(2)	NA	Kroger

13 - RETAIL OUTLETS: Department Stores-Eberfeld's; Stifflers 2; Middleport Dept. Store.
Chain Supermarkets-Mark V; Kroger; Twin City Gateway; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,476; TIMES-SENTINEL (S) 13,226; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tim Halstead, Adv. Dir., SENTINEL, 111 Court St., Pomeroy, OH 45769; Tel. (614) 922-2156.
National Representative: Branham.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County (In Toledo, OH-MI SMSA). E&P Map B-1, County Seat. Resort, mfg., industrial, fishing, mining, hunting, agriculture. Heart of Lake Erie Vacationland. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads-Conrail; E&W.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901; Loc. Est. 9,697
Port Clinton 80 Cen. 7,223; Loc. Est. 7,100
Oak Harbor 80 Cen. 2,678; Loc. Est. 2,597
PMA-ABC: (70) 37,099; (82) 40,700
County 80 Cen. 40,076; Loc. Est. 40,167
SMSA 80 Cen. 791,599; Loc. Est. 803,599

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471; Loc. Est. 2,449
Port Clinton 80 Cen. 2,703; Loc. Est. 1,771
Oak Harbor 80 Cen. 1,038; Loc. Est. 678
PMA-ABC: (70) 11,521; (82) 14,800
County 80 Cen. 14,202; Loc. Est. 14,694
SMSA 80 Cen. 277,564; Loc. Est. 290,246

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 22,641

7 - ELECTRIC METERS: 14,736

8 - GAS METERS: 5,313

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Canned Vegetables; Gypsum Prod.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prod.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Avg. Rainfall 28.72"

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping District-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Heck's Plaza (3 stores).
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thu.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: Department Stores-Appel's Fashion Shop; Uhlman's; Sneary's Dress Shop.
Variety Stores-W.R. Thomas; Heck's.
Drug Stores-Green; Perry's; Dean's; Revco; Portage Park Pha
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Bergeman's Men's Wear; Clinton Men's Wear; Wolf Furniture; Leo Marks Jewelry; Western Auto; Mizener-Drynan Hdwr.; Bistley Jewelers; Young's Floor Covering; Shoe Dock.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri; m-sat) 6,259; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Rusincovitch, Adv. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. Site of Ohio State Penitentiary. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio; Baltimore & Ohio; The Chessie System. Boat connections.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943; Loc. Est. 25,712
CZ-ABC: (70) 38,765; (82) 35,700
RTZ-ABC: (70) 97,788; (82) 123,800
County 80 Cen. 84,545; Loc. Est. 87,345
City & RTZ-ABC: (70) 136,553; (82) 159,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,530; Loc. Est. 10,760
CZ-ABC: (70) 13,746; (82) 14,800
RTZ-ABC: (70) 29,628; (82) 44,500
County 80 Cen. 29,534; Loc. Est. 31,404
City & RTZ-ABC: (70) 43,374; (82) 59,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$149,359,072
Savings & Loan	3	$99,087,173
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 40,129

7 - ELECTRIC METERS: Residence 25,010

8 - GAS METERS: Residence 15,380

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); Railroad 1,020 ($190); Brick 468 ($190); Packaging 150 ($170).
Principal Pay Days-N&W RR: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Rinks-ShopRite Shpg. Ctr. at Gallia St. & Mabert Rd.; Hart's Family Center, Rt. 23 North; Wheelersburg Shopping Center on Rte. 52 east; Rink's Bargain City; Kroger and additional retail outlets.
Shopping Centers-Rinks; K mart (one of 12 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
New Boston Mall (9)	NA	K mart, Revco

Principal Shopping Days-Department stores-Mon., Fri., Sat.; Food-Wed., Thu., Fri.
Stores Open Evenings-Dept.-Fri.; Super markets-every evening.

13 - RETAIL OUTLETS: Department Stores-Marting's; Sears; J. C. Penney.
Variety Stores-S. S. Kresge; H. L. Green.
Discount Stores-Hart's; Heck's; Rink's Bargain City; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreen; Union Prescription Center; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2; Rink's Bargain City.
Chain Supermarkets-Kroger 2; Royal Blue 7; Foodland 2; Super Value 5.
Other Chain Stores-Nobils 2.

14 - NEWSPAPERS: TIMES (e) 20,050; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Stahler, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

RAVENNA

See KENT

ST. MARYS

1 - LOCATION: Auglaize County (In Lima SMSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 8,414; Loc. Est. 8,492
County 80 Cen. 42,554; Loc. Est. 43,039
SMSA 80 Cen. 218,244; Loc. Est. 220,667

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,956; Loc. Est. 3,030
County 80 Cen. 14,532; Loc. Est. 15,201
SMSA 80 Cen. 74,749; Loc. Est. 77,869

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$93,092,500
Savings & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 23,249

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber Prod. 1,800; Foundry 150; Canning 60; Hydraulic Prod. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Canal Square(24)	NA	Sherwin Williams
K mart	NA	K mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets; 2 Dept.

13 - RETAIL OUTLETS: Department Stores-Buchanan's; Montgomery Ward (mail order); J. C. Penney.
Variety Stores-Murphys.
Discount Stores-Jamesway; K mart.
Chain Supermarkets-Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,489; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dennis DeRossett, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-5127.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial and farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland and Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton, U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558. 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869; Loc. Est. 12,582
CZ-ABC: (70) 18,178; (82) 17,900
RTZ-ABC: (70) 55,652; (82) 65,900
County 80 Cen. 113,572; Loc. Est. 115,608
City & RTZ-ABC: (70) 73,830; (82) 83,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,974; Loc. Est. 5,252
CZ-ABC: (70) 5,934; (82) 7,100
RTZ-ABC: (70) 16,919; (82) 23,600
County 80 Cen. 39,996; Loc. Est. 41,921
City & RTZ-ABC: (70) 22,853; (82) 33,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$154,490,000
Savings & Loan	2	$879,679,454

6 - PASSENGER AUTOS: County 59,966

7 - ELECTRIC METERS: Residence 5,606

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fab. Metal Prods. 800; Machine Mfg. Tool & Die 250; Furn. & Fixt. 75; Printing, Publishing 369; Primary Metals Fdy. 300; Utilities 200; Construction 175; Food Processing 100; Total Industrial Employment 4,000; ($170).
Principal Pay Days-Thu. and Fri.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plaza(10)	2	Rite-Aid, Foodland, Stambaugh, Heck's
Southeast Plaza(8)	NA	Southeast Food Market

Principal Shopping Days-Department Stores-Mon., Thu., Fri., Sat. Groceries-Thu. and Fri.
Stores Open Evenings-Food-Mon. thru Sun. All others-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-McCulloch; J. C. Penney; Strouss Hirshberg; Sears.
Variety Stores-G. C. Murphy; Murphy's Mart; Heck's.
Discount Store-Consolidated.
Chain Drug Stores-Rexall; Lane's; Walgreen; Rite-Aid.
Chain Supermarkets-IGA; A&P; Kroger; Foodland.
Other Chain Stores Firestone; Stambaugh; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 10,440; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: L. Morris, Adv. Mgr., NEWS, 161 N. Lincoln Ave., PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1, County Seat. Industrial Center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 250, 6; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: Railroads-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airport-Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360; Loc. Est. 31,179
CZ-ABC: (70) 51,766; (82) 52,700

RTZ-ABC: (70) 93,071; (82) 103,000
County 80 Cen. 79,655; Loc. Est. 81,135
City & RTZ-ABC: (70) 144,837; (82) 155,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,955; Loc. Est. 11,976
CZ-ABC; (70) 16,132; (82) 19,200
RTZ-ABC: (70) 27,907; (82) 36,300
County 80 Cen. 27,740; Loc. Est. 29,164
City & RTZ-ABC: (70) 44,039; (82) 55,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 44,686

7 - ELECTRIC METERS: Residence 23,218

8 - GAS METERS: Residence 18,079

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Salary)-Mfg. 12,000 ($310); Whsle. Ret 7,716 ($140); Non-Mfg. 2350 ($170); Transp. & Util. 988 ($210); Const. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20. Last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Downtown Shopping Center-10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St., 14 blocks on Perkins Ave. Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Perkins Plaza(20)	2	Sears, Hill's
Sandusky Pl(27)	2	Pick'N Pay
Sandusky Mall(80)	3 1/2	J. C. Penney, Mont. Ward, May Co., K mart, Pic 'N Pay, Halles

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thurs., Fri.; Shpg. ctr. & groc. every night.
Stores Open Sundays-Penney; Hill's; Mr. Wiggs; Ontario; Jupiter; Kroger; Pick 'N Pay; Foodland; Foodtown; Lawson's; Revco; K mart; Sears; Montgomery Ward; May Co.; Halles.

13 - RETAIL OUTLETS: Department Stores-Lasalle's; Penney; Sears; Montgomery Ward; May Co.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Mr. Wiggs; Hill's; Ontario; K mart.
Chain Drug Stores-Gray 3; Revco.
Chain Supermarkets-Kroger; Pick 'N Pay 3; Foodtown 2; Foodland 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; PicWay-Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Inn Circus World; Rogers Jewelry; Pearl Vision; Walden Books; Hickory Farms; Thom McAn.

14 - NEWSPAPERS: REGISTER (e) 24,671; (S) 27,556; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Berry, Retail Adv. Mgr.; Dennis Simecek, Cl. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield SMSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio; and truck lines.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 9,645; Loc. Est. 9,471
County/SMSA 80 Cen. 131,205; Loc. Est. 129,898

4 - HOUSEHOLDS:
City 80 Cen. 3,624; Loc. Est. 3,615
County/SMSA 80 Cen. 46,408; Loc. Est. 47,360

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: County 71,642

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Business & Residence 3,402

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Tubing 725; Bus. Forms 300; Bowling Equip. 150; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 300; Home Hdwe. 75; Household Prod. 80; Warehousing 120; Packing & Shipping 50.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers: 3 1/2 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-K-H Drugs; Struble's.
Chain Supermarkets-Cornell's IGA; Great Scot; Herick's Scot Farm Market.
Other Chain Stores-True Value Hdwe.

14 - NEWSPAPERS: GLOBE (e) 4,525; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W.M. Carleton, Nat. Adv. Mgr., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative: Landon Associates.

SIDNEY

1 - LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,657; Loc. Est. 18,102
CZ-ABC: (70) 17,890; (82) 21,800
RTZ-ABC: (70) 34,860; (82) 39,400
County 80 Cen. 43,089; Loc. Est. 44,772
City & RTZ-ABC: (70) 52,750; (82) 61,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,373; Loc. Est. 6,590
CZ-ABC: (70) 5,616; (82) 8,000
RTZ-ABC: (70) 9,989; (82) 13,200
County 80 Cen. 14,184; Loc. Est. 15,170
City & RTZ-ABC: (70) 15,605; (82) 21,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$180,000,000
Savings & Loan	4	$122,000,000

6 - PASSENGER AUTOS: County 22,381

7 - ELECTRIC METERS: County 15,881

8 - GAS METERS: County 8,106

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes. Av. household income 1979-$16,865.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-2 city blocks surrounding Court House Square, west end of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sidney Plaza(8)	NA	Pangles, Heck's
Rink's Plaza(3)	NA	Kroger, Rink's

Principal Shopping Days-Fri., Sat.
Stores Close-Thu. evening.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Heck's.
Discount Stores-Rink's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-SupeRx; Revco; Hooks.
Chain Supermarkets-Kroger; Sidney; IGA; Dorsey's; Liberty Foods.
Other Chain Stores-Western Auto; Singer Co.; Rinks; Radio Shack; Warehouse Paint.

14 - NEWSPAPERS: NEWS (e) 12,523; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hoying, Adv. Dir., NEWS, 911 Vandemark Rd., Sidney, OH 45367; Tel. (513) 498-2111.
National Representative: Landon Associates.

SPRINGFIELD

1 - LOCATION: Clark County (In Springfield SMSA). E&P Map B-3, County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: Railroads-Conrail; DT&I.
Airlines-American; TWA; United; Delta; USAir; North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers-32 (10 local terminals).
Intercity Bus Lines-Greyhound; Continental; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 72,563; Loc. Est. 71,027
CZ-ABC: (70) 103,609; (82) 92,500
RTZ-ABC: (70) 142,879; (82) 152,700
County 80 Cen. 150,236; Loc. Est. 150,226
SMSA 80 Cen. 183,885; Loc. Est. 185,529
City & RTZ-ABC: (70) 246,488; (82) 245,200
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,384; Loc. Est. 28,072
CZ-ABC: (70) 33,262; (82) 34,800
RTZ-ABC: (70) 41,755; (82) 52,600
County 80 Cen. 53,376; Loc. Est. 55,027
SMSA 80 Cen. 65,171; Loc. Est. 67,729
City & RTZ-ABC: (70) 75,017; (82) 87,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$471,499,377
Savings & Loan	5	$378,983,469

6 - PASSENGER AUTOS: County 80,862

7 - ELECTRIC METERS: County 51,400

8 - GAS METERS: County 39,651

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,690 ($200); Manufacturing 17,017 ($216); Transportation 2,702 ($258); Wholesale-Retail 9,576 (N.A.); Fin., Ins. & Real Estate 2,081 ($151); Services 7,545 (N.A.).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Hardness, 7 grains per gal.; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall (68)	NA	Penney's, Sears, Rike's
Southern Vlg.(30)	NA	Kings, Big Bear
Park Shopping	30	Harts
Burnett Rd. Plz.(18)	NA	Meijer Square, Fulmers
Northridge(17)	NA	IGA
Western Plaza(8)	NA	Baugh's Furn.
Bushnell Sq.(9)	NA	Pic Way Shoes
Circus Plaza(8)	NA	Rinks, Fulmers
Moorfield Sq.(5)	NA	Kroger, SupeRx
Springfield Plz.(10)	NA	Gold Circle, Hills, Fulmers
Northland(19)	NA	Big Bear, K mart

Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Penney; Sears; Wren's Allied; Rike's.
Discount Stores-Rinks; Meijer Square; Hart's; Kings; Hills; Gold Circle; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Revco 2; SupeRx 3; Brown 2; Whitacre's 4.
Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 3.
Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Singer Co.; Western Auto; Lowe Bros.; Springfield Rug & Furn.; Goodyear; Jo-Ann Fabrics; Kinney Shoes; National Shirt; Wickes; Metropolitan; Nationwise Auto Parts; Warehouse Paint.

14 - NEWSPAPERS: SUN (m) 17,838; NEWS (e) 26,078; (S) 42,466; Mar. 31, 1982 ABC.
(The SUN (m) & NEWS (e) merged into an all day publication May 3, 1982.)
Local Contact for Advertising and Merchandising Data: William R. Saylor, Adv. Dir. or C.E. Sauers, Natl. Adv. Mgr. NEWS & SUN, 202 N. Limestone, Springfield, OH 45501; Tel. (513) 323-3731.
National Representative: Sawyer-Ferguson-Walker.

Editor & Publisher
NEWS OF NEWSPAPERS
52 WEEKS A YEAR

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV SMSA). E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Western.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; American; Cooperative; Continental Trailways.
Airlines-TWA; Northwest; USAir; American; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400; Loc. Est. 25,404
CZ-ABC: (70) 42,454; (82) 36,200
RTZ-ABC: (70) 132,957; (82) 136,100
County 80 Cen. 91,564; Loc. Est. 90,585
SMSA 80 Cen. 163,099; Loc. Est. 163,665
City & RTZ-ABC: (70) 175,411; (82) 171,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,137; Loc. Est. 10,146
CZ-ABC: (70) 13,850; (82) 13,800
RTZ-ABC: (70) 40,336; (82) 48,400
County 80 Cen. 32,705; Loc. Est. 33,328
SMSA 80 Cen. 57,577; Loc. Est. 59,525
City & RTZ-ABC: (70) 54,186; (82) 62,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$466,042,000
Savings & Loan	3	$221,219,000

6 - PASSENGER AUTOS: County 54,016

7 - ELECTRIC METERS: Residence 11,305

8 - GAS METERS: Residence 17,282

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)-Steel 8,898 ($444); Titanium 700 ($360); PWR Generation 1,167 ($321); Paper Products 118 ($335); Fabricated Materials 1,088 ($285); Metal Stamping 250 ($272); Cans 225 ($272); Oil & Chemicals 557 ($232); Railroads 600 ($223); State & Local Gov't 3,199 ($208); Stone, Clay or Glass 320 ($272); Retail & Wholesale Trade 7,270 ($152); Trans. & Public Util. 2,714 ($321).
Principal Industrial Pay Days-Wed., Thu., Fri; 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd.; Sunset Blvd. Extension, out Route 22, West; 7th St. (Washington to North).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weirton Hgts.(9)	NA	Thift Drug, A&P, Kroger
K mart Plaza(8)	NA	K mart
Kusic Center(6)	NA	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall(75)	NA	Kaufmann's, Sears, Carlisle's, Woolworths
Hart's Family Ctr(2)	NA	Big Bear, Hart's
Heck's Plaza	NA	Heck's
Steuben Plaza(2)	NA	Kroger, Treasure Island
Hollywood Plaza(9)	NA	Wiggs, Kroger's, SupeRx

Principal Shopping Days-Mon., Thu., Sat. & Sun.
Stores Open Evenings-Department-Mon. & Thurs.; Food & Discount every nite.

13 - RETAIL OUTLETS: Department Stores Kaufmann's; Carlisles; Woolworths; Sears; Penney; Denmark's; Mr. Wiggs; Myer & Stone (Men's).
Discount Stores-Treasure Island; Mr. Wiggs; Harts Family Center; Heck's.
Variety Stores-McCrory; Woolworth's
Chain Drug Stores-Thrift 2; SupeRx; Rite Aid.
Chain Supermarkets-Kroger 2; Foodland 4; Harts (Big Bear); Gaudio's.
Other Chain Stores-Diana Shop; Richman Bros.; Thom McAn; Kinney Shoes; Top Value Enterprise; Singer Co.; Firestone; Sherwin-Williams; Pic Way Shoes; Goodyear; Nationwise Auto Parts; Fishers Big Wheel; Jo-Ann Fabrics; Kelly & Cohen; Susie Casuals; Regal Shoe; Kay Jewelers; Butler Shoes; Nobils Family Shoe; Standard Sports Wear; Marlinn Shoe; Zales; Fashion Bug; Rogers Jewelry; Just Pants; Hickory Farms; So Fro Fabrics; General Nutrition: County Seat; Standard Sportwear; House of Cards; Radio Shack; Photo Corral; Listening Booth; Gap; National Record Mart; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 22,411; (S) 21,261; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ralph J. Martin, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative: Thomson Newspapers.

TIFFIN

1 - LOCATION: Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224 and State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound.
Airlines-General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549; Loc. Est. 18,857
CZ-ABC: (70) 27,214; (82) 26,600
RTZ-ABC: (70) 29,581; (82) 31,800
County 80 Cen. 61,901; Loc. Est. 61,690
City & RTZ-ABC: (70) 56,795; (82) 58,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,998; Loc. Est. 6,918
CZ-ABC: (70) 7,833; (82) 8,900
RTZ-ABC: (70) 8,336; (82) 10,600
County 80 Cen. 20,818; Loc. Est. 21,369
City & RTZ-ABC: (70) 16,169; (82) 19,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: County 32,523

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; Inplant Cranes 135; Electrical Wire and Cable 160; Food Processing 100; Solar Heating Devices 60; Hermetically Sealed Electric Motors 1000; Ferrous and Aluminum Automotive Castings 500; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Machinery 760; Sheet Metal Fabrication, Lockers 185; Hardboard & Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Average weekly earnings (Seneca County): (1981) All industries $311; Construction $399; Manufacturing $415; Trans. & Utilities $420; Wholesale & Retail $221; Fin., Ins. & Real. $283; Services $243; State & Local Govt. $269.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Mean annual temperature, 50.6. Average rainfall, 36,44". Altitude, 777 feet above sea level.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Washington St.; 2 blocks each way from Washington on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Village(32)	NA	Kresge, Sears, Foodland, Heck's, Joseph's
Tiffin Mall(47)	NA	J.C. Penney, K mart, Kroger, Rite Aid

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Joseph's.
Variety Stores-Kresge.
Chain Drug Stores-Lane's; Rite Aid.
Discount Stores-Murphy Mart; Heck's; K mart.
Chain Supermarkets-Foodtown, Kroger; IGA.
Other Chain Stores-Uhlman's; Sherwin-Williams; Firestone; Merit; Hello Shop; Olan Mills; Radio Shack; American Discount; Jo-Ann Fabrics; Women Aware; Osterman Jrs.; Petrie's; Royce Shoes; Kinney Shoes; Nobil Shoes; Zale Jewelers; Fashion Bug; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Music land; Manhattan Clothing; Athletic Attic.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,312; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Sherer, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative: None.

TOLEDO

1 - LOCATION: Lucas County, (In Toldeo, OH-MI SMSA). E&P Map B-1, County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center. Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24, 25; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: Railroads-Amtrak; Ann Arbor; Chessie System; Conrail; Detroit Toledo & Ironton; Detroit & Toledo Shore Line; Norfolk & Western; Toledo Terminal.
Motor Freight Carriers-120.
Intercity Bus Lines-Greyhound; Short Way; Continental Trailways; TARTA (Toledo Area Regional Transit Authority).
Airlines-Delta; United; USAir; Air Wisconsin; Frontier Airlines; Air Florida; Comair; Liberty.

3 - POPULATION:
Corp. City 80 Cen. 354,635; Loc. Est. 351,110
CZ-ABC: (70) 514,033; (82) 505,800
RTZ-ABC: (70) 672,016; (82) 746,600
County 80 Cen. 471,741; Loc. Est. 474,110
SMSA 80 Cen. 791,599; Loc. Est. 803,339
City & RTZ-ABC: (70) 1,186,049; (82) 1,252,400
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,042; Loc. Est. 136,309
CZ-ABC: (70) 162,737; (82) 187,300
RTZ-ABC: (70) 198,038; (82) 257,400
County 80 Cen. 172,239; Loc. Est. 178,384
SMSA 80 Cen. 277,564; Loc. Est. 290,246
City & RTZ-ABC: (70) 360,775; (82) 444,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$53,188,778,291
Savings & Loan	4	$1,762,669,827

6 - PASSENGER AUTOS: County 256,225

7 - ELECTRIC METERS: Residence 268,338

8 - GAS METERS: Residence 145,435

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 12,000 ($477); Trans. & Util. 18,900 ($453); Machy. 6,100 ($409); Primary Metal 3,900 ($407); Fabricated Metal 7,000 ($431); Constr. 10,500 ($607); Petroleum Refining 1,700 ($639).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12. Last killing frost, May.

11 - TAP WATER: From Lake Erie; Fluoridated.

12 - RETAILING:Principal Shopping Centers-Over 30 blocks bounded roughly by Maumee River, Washington, Michigan and Cherry Sts. Great Eastern complex at Woodville Rd. & City Limits; about 8 blocks on Main and Starr streets. River East Complex; Strip stores at Broadway between Segur and South; Central at Cherry, Central at Detroit, Central at Alisdale; Sylvania at Phillips and Lewis; Byrne and Heatherdowns; Galena and Ontario; Dorr and Detroit; Bancroft and Ashland; Merchant's Landing, N. Summit at Shoreland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony(47)	NA	Krogers, Uniroyal Tire
Deveaux(7)	NA	Foodtown, Lane Drugs
Dorr-Secor(15)	NA	
Franklin Park	NA	J.C. Penney, Hudsons Jacobsons
Golden Gate(12)	NA	IGA, Picway
Greenwood(27)	NA	Wards, Radio Shack
N. Towne Sq.(90)	NA	Wards, Lasalles, Lions
Parkway Plz.(26)	NA	Lamsons, Radio Shack
Southland(36)	NA	Kroger, Radio Shack
Southwyck(112)	NA	Wards, Lions, Lane Drug
Swayne Field(12)	NA	Kroger, Lane Drug
Toledo Miracle Mile(50)	NA	J.C. Penney, Woolworth
Westgate Village(44)	NA	Sears, Kresges, Lions
Woodville Mall(87)	NA	J.C. Penney, Hudsons, Jacobsons

Stores Open Evenings-Mon. & Thurs. Downtown; Shopping Centers and Malls, Daily to 9:30; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-Macy's 4; Value City Stores 3; Lion 3; Sears 2; Penney's 4; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores-Woolworth 4; Kresge.
Discount Stores-Rink's 8; K mart 5; Woolco 3; TG&Y Stores; The Anderson's.
Chain Drug Stores-Lane's 43; Rexall 14; Ace Drug 3; Collins & Parker 3; Fairmont 3; Sharpers; Baron's 2; Kenwood 3; Lenga's 2; Modern 2; Drug Center; Orchard; Sam's Lagrange Street 4; Toledo HRC Phcy. 9; Von Ewegen 2; Westhaven 4; Family Independent Pharmacies 27 (FIP); Gray Drug 3; Medicine Shoppe 3; Revco.
Chain Supermarkets-A&P 4; Kroger 14; Joseph's 3; Foodtown 59; Five Star 9; IGA; Contre 6; Churchill's 4 Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 5.
Other Chain Stores Damschroder 2; Sprenger; Richman 2, Hughes & Hatcher; Al Thomas 4; Shiff 4; Florsheim; Thom McAn; Pic Way 6; Nobil 5; Stein's 5; Mark Klaus; Winkleman's 2; Lisa Stevens; Elizabeth Jeanne Shoppe; Micki Lane; Alberts; Marlyn Shoppe; Baker; Foot Saver; Kinney 2; Nobil 4; Al Thomas 2; Phillips 2; Western Auto 4; Franklin Ice Cream Co. 14; Sterling Milk 13; Lawson's 12; Open Pantry 13; 7-Eleven 8.

14 - NEWSPAPERS: BLADE (e) 165,034; (S) 208,527; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Leslie R. Roby, Gen. Adv. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6409.
National Representative: None.

TROY

1 - LOCATION: Miami County, (In Dayton SMSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; Delta; United; USAir.; Eastern; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 19,086; Loc. Est. 19,445
CZ-ABC: (70) 17,186; (82) 19,600
RTZ-ABC: (70) 68,803; (82) 73,900
County 80 Cen. 90,381; Loc. Est. 91,285
SMSA 80 Cen. 830,070; Loc. Est. 833,527
City & RTZ-ABC: (70) 85,989; (82) 93,500
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,148; Loc. Est. 7,489
CZ-ABC: (70) 5,590; (82) 7,500
RTZ-ABC: (70) 21,472; (82) 27,100
County 80 Cen. 31,968; Loc. Est. 33,387
SMSA 80 Cen. 300,025; Loc. Est. 310,610
City & RTZ-ABC: (70) 27,062; (82) 34,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$200,090,888
Savings & Loan	3	$890,462,270

6 - PASSENGER AUTOS: County 52,034

7 - ELECTRIC METERS: Residence 6,117

8 - GAS METERS: Residence 4,383

9 - PRINCIPAL INDUSTRIES: Kitchen Equip.; Meat; Paper Prod.; Arc Welders; Aviation Prod.; Tube Products; Farm Equip.; Ice Cream; Polstyrene Foam Prod.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 10-40. First killing frost, Oct. 23. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:Principal Shopping Centers-14 blocks on Square. Also 4 Shopping Centers, one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(14)	NA	McCrory, Coast-to-Coast
Trojan Vlg.(30)	NA	Radio Shack, Revco

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department, Discount, Food-every evening.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-McCrory; Scott.
Discount Stores-Ontario; K mart.
Chain Drug Stores-M&R 2; Revco; Gray Drug.
Chain Supermarkets-Marsh; Kroger; Pangles; Cardinal Markets.
Other Chain Stores-Uhlman's; El Bee Shoes; House of Fabrics; Lawson's-Stop 'n Go; Radio Shack; Goodyear Tire; Goodrich Tire; Little Professor; Coast to Coast.

14 - NEWSPAPERS: NEWS (e) 10,796; (S) 13,437; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Thokey, NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative: Landon Associates.

UHRICHSVILLE-DENNISON

1 - LOCATION: Tuscarawas County, E&P Map C-2. East central part of state on U.S. Hwys. 36, 250; State Hwys. 8, 16, 86 mi. S of Cleveland; 105 mi. E of Columbus; 100 mi. W of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Intercity Bus Lines-Greyhound; Short Way.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Communities 80 Cen. 9,654; Loc. Est. 9,454
Uhrichsville 80 Cen. 6,130; Loc. Est. 6,208
Dennison 80 Cen. 3,234; Loc. Est. 3,352
County 80 Cen. 84,614; Loc. Est. 86,210

4 - HOUSEHOLDS:
Corp. Communities 80 Cen. 3,479; Loc. Est. 3,689
Uhrichsville 80 Cen. 2,293; Loc. Est. 2,449
Dennison 80 Cen. 1,186; Loc. Est. 1,240
County 80 Cen. 30,485; Loc. Est. 31,943

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$50,500,000
Savings & Loan	2	$24,500,000

6 - PASSENGER AUTOS: County 46,171

7 - ELECTRIC METERS: Residence 6,050

8 - GAS METERS: Residence 3,476

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Clay 2,420 ($175); Railroad 120 ($250); Aluminum Smelter 75 ($175); Coated Fabrics 72 (N.A.); Glove Mfg. 50 (N.A.); Coal ($449); Industrial Equip. 60 ($200); Steel Ring Mfg. 20 ($175); Food Wholesaling 97 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-82; Summer 50-100; Fall 20-80; Winter 10-70. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Centers blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza(27)	15	J.C. Penney, Fashion Bug
Monroe Mall(30)	15	Schwartz-Kline,

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sales; United; Sears; Harts; Dollar General; Fisher's Big Wheel; Dynamic Discount.
Variety Stores-H. L. Green.
Chain Supermarkets-Stoll's 2; Clayland IGA; Foodliner; Lawson's.

14 - NEWSPAPERS: CHRONICLE (e) 4,076; sworn Mar. 31, 1981. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Maynard Buck, Pub./Pres., CHRONICLE, 109 N. Water, Uhrichsville, OH 44683; Tel. (614) 922-1321.
National Representative: Landon Associates.

UPPER SANDUSKY

1 - LOCATION: Wyandot County, E&P Map B-2, County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 199, 30N and State Hwys. 53 and 67.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio R.R.
Intercity Bus Lines-Great Lakes; Greyhound; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,967; Loc. Est. 5,932
County 80 Cen. 22,651; Loc. Est. 22,416

4 - HOUSEHOLDS:
City 80 Cen. 2,282; Loc. Est. 2,315
County 80 Cen. 7,838; Loc. Est. 8,008

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$175,000,000
Savings & Loan	2	$177,000,000

6 - PASSENGER AUTOS: County 12,087

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Pdts.; Dairy Pdts.; Fabricated Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Principal Shopping Days-Thurs., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Artz Bros.; Dible's; Armstrong's.
Variety Stores-Ben Franklin; Lee's.
Chain Drug Stores-Rexall.
Chain Supermarkets-Cardinal; Scot Lad; IGA; Gateway; Bestmart.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,868; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Dir., CHIEF-UNION, PO Box 180, Upper Sandusky, OH 43351; Tel. (419) 294-2333.
National Representative: Landon Associates.

URBANA

1 - LOCATION: Champaign County (In Springfield SMSA), E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus, On U.S. Hwys. 36 and 68; State Hwys. 29, 54, 55, 56 and 296.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762; Loc. Est. 10,878
SMSA 80 Cen. 183,885; Loc. Est. 185,529
County 80 Cen. 33,649; Loc. Est. 35,303
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,174; Loc. Est. 4,388
County 80 Cen. 11,795; Loc. Est. 12,702
SMSA 80 Cen. 65,171; Loc. Est. 67,729

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$79,500,000
Savings	3	$127,000,000

6 - PASSENGER AUTOS: County 17,450

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Eqpt.; Machine Tools, Dies, Jigs, Fixtures: Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Products; Electric Controls and Distribution Equipment; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-1 block east, 2 south, 3 west and 3 north of Monument Square.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(80)	14	Sears, J.C. Penney, Rike

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-K mart; TG&Y; Revco; Crosby.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Boston.
Variety Stores-Bargain World; TG&Y; K mart.
Chain Drug Stores-Revco; Crosby.
Chain Supermarkets-Kroger; Stump's; Troutwine's (Super Valu).
Other Chain Stores-Barnhart Oil; Western Auto; Gamble's; Wards; Shield's; Dean & Barry; Idea Shop; Lawson's.

14 - NEWSPAPERS: CITIZEN (e) 7,413; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Barbara Lewis, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative: Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County (In Lima SMSA). E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: Railroads-Conrail (freight only).
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035; Loc. Est. 11,208
County 80 Cen. 30,458; Loc. Est. 31,505
SMSA 80 Cen. 218,244; Loc. Est. 220,667
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,363; Loc. Est. 4,530
County 80 Cen. 10,939; Loc. Est. 11,640
SMSA 80 Cen. 74,749; Loc. Est. 77,869

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$139,274,000
Savings & Loan	3	$58,263,029

6 - PASSENGER AUTOS: County 20,160

7 - ELECTRIC METERS: Residence 8,646

8 - GAS METERS: Residence 3,756

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Packaging 548; Machinery Parts 1,877; Food 201; Specialities 240: Insurance 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9. Last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING:Principal Shopping Center-3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Summit(17)	NA	Fisher's Big Wheel, Wards
Van Wert Plaza	NA	Heck's

Principal Shopping Days-Fri., Sat.
Stores Open-Fri. & Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-Heck's; Montgomery Ward; J. C. Penney; Fishers Big Wheel; Sears.
Chain Drug Stores-Revco; Derry's; Hook's.
Variety Stores-G. C. Murphy; Fishers Big Wheel; Revco.
Chain Supermarkets-Marsh; Pangle's; Triangle Super-Dollar; Cardinal; IGA.
Other Chain Stores-Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast to Coast Hardware; Ace Hardware; Quality Farm & Fleet.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 7,821; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima SMSA). E&P Map A-2, County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S Hwys. 25, 33, 75.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,379; Loc. Est. 8,578
County 80 Cen. 42,484; Loc. Est. 43,039
SMSA 80 Cen. 218,244; Loc. Est. 220,667
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,226; Loc. Est. 3,196
County 80 Cen. 15,504; Loc. Est. 15,201
SMSA 80 Cen. 74,749; Loc. Est. 77,869

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$50,000,000

6 - PASSENGER AUTOS: County 23,249

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fabricating; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild; Grain Meat Packer; Automotive & Airplane Interiors; Rubber Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandview Plz.(12)	NA	Ben Franklin,

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Penney; Sears; Ward's; Rink's; Val Corp.; Uhlman's.
Chain Supermarkets-Pantry Pride; IGA Kelley's; Lansens; Gerber's.

14 - NEWSPAPERS: NEWS (e) 4,925; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: L. R. Shaull, Pub/Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Trumbull County. (In Youngstown-Warren SMSA). E&P Map C-2, 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers-58.
Intercity Bus Lines-Ohio Greyhound; Continental Trailways.
Airlines-USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 56,629; Loc. Est. 54,353
CZ-ABC: (70) 75,801; (82) 68,600
RTZ-ABC: (70) 133,636; (82) 151,600
County 80 Cen. 241,863; Loc. Est. 242,027
SMSA 80 Cen. 531,350; Loc. Est. 531,560
City & RTZ-ABC: (70) 208,717; (82) 220,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,068; Loc. Est. 21,134
CZ-ABC: (70) 23,323; (82) 24,700
RTZ-ABC: (70) 38,216; (82) 51,200
County 80 Cen. 84,151; Loc. Est. 86,781
SMSA 80 Cen. 186,711; Loc. Est. 192,423
City & RTZ-ABC: (70) 61,539; (82) 75,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$386,702,171
Savings & Loan	2	$222,512,817

6 - PASSENGER AUTOS: County 137,123

7 - ELECTRIC METERS: Residence 51,447

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fab. 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Emp. (Annual Payroll $650,450,200).
Principal Pay Days-10th & 25th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Alkaline, soft; fluoridated

12 - RETAILING:Principal Shopping Centers-6 on W. Market; 8 on E. Market; 4 on N. Park; 5 on High NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McKinley Hts(5)	NA	Stambaugh-Thompson
Warren Plaza(34)	NA	Stambaugh
Trumbull Plaza(24)	NA	Western Auto
Village Plaza(13)	NA	Carlisle
Ridgeview(14)	NA	Hills, Sparkle Market
Eastwood Mall (100)	NA	Sears, Montgomery Ward, Strauss, Woolworth, J. C. Penney
Trumbull Plaza(24)	NA	K mart
Plaza West(7)	NA	Murphy Mart
Champion Plaza(10)	NA	
Austin Village(20)	NA	Woolworth
Gretchen Village(16)	NA	Murphy Mart

Principal Shopping Days-Department Stores-Mon. & Thurs. night.
Stores Open Evenings-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: Department Stores-Strouss; Carlisle; Hills; K mart; Turney's; Rappold's; Rite Aid; Murphy Mart.
Discount Stores-Diamond Wholesale; Republic Wholesale; Rackett Store; Mickey's; Woolco; Best.
Variety Stores-Woolworth.
Chain Drug Stores-Gray 3; Revco 2; King's; Kare; Eastgate; Big A 2; Pryce's Champion 3; Rite-Aid 3.
Chain Supermarkets-Golden Dawn 2; Sparkle Markets 5; Value King 5; Ideal 4; Bi-Lo 2.
Other Chain Stores-Stambaugh-Thompson; Richman Bros.; Western Auto; Neal's Shoes; Nobil's Shoes; Hart Jewelry; Firestone; Fashion Barn; Thom McAn.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 42,050; (S) 46,725; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Sekella, Mkt. Dir., TRIBUNE-CHRONICLE, 240 Franklin St., SE, Warren, OH 44482; Tel. (216) 841-1620.
National Representative: Landon Associates.

WASHINGTON-COURT HOUSE

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 42 mi. E of Dayton. Many pure-bred cattle, swine, & horse farms in county.

2 - TRANSPORTATION: Railroads-Grand Trunk Western; Chessie System.
Intercity Bus Lines-Pennsylvania Greyhound.
Motor Freight Carriers-8.
Air Travel-Commercial jets available 40 mi. away. Public airport with 4,400 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682; Loc. Est. 13,017
County 80 Cen. 27,467; Loc Est. 28,632

4 - HOUSEHOLDS:
City 80 Cen. 4,898; Loc. Est. 5,122
County 80 Cen. 9,781; Loc. Est. 10,453

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$111,648,000
Savings & Loan	3	$56,017,136

6 - PASSENGER AUTOS: County 13,673

7 - ELECTRIC METERS: County 18,320

8 - GAS METERS: Residence 8,634

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fertilizer 100; Steel Building 461; Limestone Prod. 50; Staircases 120; Paper Board Containers 140; Toolmaking 800; Commercial Bakery 240; Plastic Wood Panels 98; Plastic Tubes, Caps, etc. 480; Hog Feeders & Cattle Feeders 150; Meat Packing & Processing 225; Top Weekly Wages-Unskilled ($160); Semiskilled ($210); Skilled ($325).

10 - CLIMATE: Annual average temp.-52, max. 94, min.-10. First killing frost, Oct. 23. Last killing frost, April 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (2 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Square(13)	NA	Radio Shack, Fisher Big Wheel, K mart, Murphy Mart

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. stores-Mon. & Fri.; Food, discount & drug-Nightly and Sun.

13 - RETAIL OUTLETS: Department Stores-Craig; Ulman/Steen's; J.C. Penney; Kaufman; Foster-Haines.
Discount Stores-Fisher Big Wheel; K mart; Murphy Mart.
Variety Stores-Murphy; TSC; K mart; Sundry Store.
Chain Drug Stores-Medicine Shoppe; Downtown; Revco.
Chain Supermarkets-Kroger's; Sack-n-Save.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Ross Jeweler; Firestone; Goodyear; Ulman/Steen's.

14 - NEWSPAPERS: RECORD-HERALD (e) 7,193; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John Scott, Adv. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 41360; Tel. (614) 335-3611.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: Clinton County, E&P Map B-3; County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22 and 68, 1-71; State Hwys. 3, 73 and 730. In fine agricultural section.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport, 35 mi. (Comm.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express.

3 - POPULATION:
Corp. City 80 Cen. 10,431; Loc. Est. 10,236
County 80 Cen. 34,603; Loc. Est. 34,446

4 - HOUSEHOLDS:
City 80 Cen. 4,018; Loc. Est. 3,988
County 80 Cen. 12,148; Loc. Est. 12,502

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$81,324,315
Savings & Loan	3	$90,960,000

6 - PASSENGER AUTOS: County 17,736

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Mfg. 1,500; Retail 625; Services 455; Construction 150; Utilities 100; Quarry 40. Also Tubing & Valves for Jet Motors; Air & Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Pts. & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furniture and Equipment: Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Airplane Propellers; Paper Bags.

10 - CLIMATE: Average Temp.-Annual 49; Min. 10; Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost. Nov. 1. Last killing frost, May 10. Rainfall: Annual-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilmington Plz(18)	NA	Kroger, Revco Drugs
Southridge(9)	NA	K mart, Radio Shack

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Shopping center every evening; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-United Department Store; Sears; Syndicate Stores; Foster-Haines; Murphy-Benham; Fairley Hardware; Heck's.
Variety Stores-G. C. Murphy; Sheeter's; K mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger: Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,375; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Gene Hook, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45146; Tel. (513) 382-2574.
National Representatives: Landon Associates.

WOOSTER

1 - LOCATION: Wayne County, E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron: 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289; Loc. Est. 19,694
CZ-ABC: (70) 22,590; (82) 25,200
RTZ-ABC: (70) 94,070; (82) 112,900
County 80 Cen. 97,408; Loc. Est. 101,502
City & RTZ-ABC: (70) 116,660; (82) 138,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,105; Loc. Est. 7,580
CZ-ABC: (70) 7,304; (82) 9,500
RTZ-ABC: (70) 26,290; (82) 37,000
County 80 Cen. 32,233; Loc. Est. 34,673
City & RTZ-ABC: (70) 33,594; (82) 46,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$152,076,000
Savings & Loan	3	$412,849,000

6 - PASSENGER AUTOS: County 49,381

7 - ELECTRIC METERS: Residence 8,123

8 - GAS METERS: Residence 6,527

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Brass couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab 261; Common Carriers 150; Construction 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Publishing 123; Bank Equip. 194; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agricultural Research 512; Colleges 760. (Average net yearly income per family in '79-$23,436)
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost. Oct 15. Last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping CentersU.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Hills(15)	NA	Sears, Woolworth
Portage Sq.(5)	NA	K mart, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. Food-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-H. Freedlander; Wm Annat; Sears; Buehler's.
Variety Stores-Newberry; Woolworth; Retzler.
Discount Stores-Heck's; Nichols; Fisher Big Wheel; K mart.
Chain Drug Stores-Crum Walgreen; Revco; Gray's.
Chain Supermarkets-A&D Foodarama; Buehler 3; Hawkin's; Smith's 2; Lawson's 4; Convenient Food; Stop-N-Go; IGA 3; Youngs 2.
Other Chain Stores-Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Jean Frocks; Sherwin-Williams; Goodrich; Walkers; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14 - NEWSPAPERS: RECORD (e) 26,303; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R. Victor Dix, Pub., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Landon Associates.

XENIA

1 - LOCATION: Greene County (In Dayton SMSA). E&P Map B-3, County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light mfg.; agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, -71 and -75.

2 - TRANSPORTATION: Railroads-Main line; Junction point; Conrail; branch of Chessie System.

Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Dayton & Southeastern: Daybrook Lines; Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653; Loc. Est. 24,619
CZ-ABC: (70) 33,285; (82) 31,700
RTZ-ABC: (70) 91,772; (82) 60,000
County 80 Cen. 129,769; Loc. Est. 131,961
SMSA 80 Cen. 830,070; Loc. Est. 833,527
City & RTZ-ABC: (70) 125,057; (82) 91,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,703; Loc. Est. 9,034
CZ-ABC: (70) 9,297; (82) 10,900
RTZ-ABC: (70) 25,786 (82) 18,900
County 80 Cen. 43,078; Loc. Est. 45,161
SMSA 80 Cen. 300,025; Loc. Est. 310,610
City & RTZ-ABC: (70) 35,083; (82) 29,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 72,112

7 - ELECTRIC METERS: Residence County 34,566

8 - GAS METERS: County 20,864

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force ($225 av. wkly wage).
Principal Industrial Pay Days-Fri.,Wed.

10 - CLIMATE: Average Temp. 50.3F. Max: 94 Min: -6. Annual rainfall 35.87 in. Average snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; King's Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S.Bellbrook & 35 Bypass (West) 7 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ledbetter Rd.(6)	NA	Kings, Revco
Xenia Plz.(12)	NA	Sears, Revco
Xenia Town Sq.(40)	NA	Fashion Bug, Rite Aid

Principal Shopping Days-Mon., Thu., Fri, Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Sears.
Discount Stores-Rink's; Bi-Rite; K mart.
Variety Stores-Scott's; King's
Chain Drug Stores-Revco; Gray; Buck's 2.
Chain Supermarkets-Super Valu 3; IGA; Stop N' Go 3; U-Totem 2; Fulmer's; Kroger.
Other Chain Stores-Cato; Singer Co.; Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 11,290; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Steve Bash, Adv. Mgr. GAZETTE, 37 S. Detroit St., Xenia, OH 45385; Tel. (513) 372-4444.
National Representative: Thomson Newspapers.

YOUNGSTOWN

1 - LOCATION: Mahoning County, (with part extending into Trumbull County). (In Youngstown-Warren SMSA). E&P Map C-2. County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpk.; I-80 & 80S; U.S. Hwys. 422, 62 and 224; State Hwys. 170, 11, 18, 616 and 164.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers-72.
Intercity Bus Lines-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines-United; Allegheny Commuter; Beaver Aviation (BAS).

3 - POPULATION:
Corp. City 80 Cen. 115,436; Loc. Est. 110,782
CZ-ABC: (70) 245,051; (82) 221,300
RTZ-ABC: (70) 334,379; (82) 345,800
Counties:
Mahoning 80 Cen. 289,487; Loc. Est. 289,533
Trumbull 80 Cen. 241,863; Loc. Est. 242,027
SMSA 80 Cen. 531,350; Loc. Est. 531,560
City & RTZ-ABC: (70) 579,430; (82) 567,100
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,990; Loc. Est. 42,156
CZ-ABC: (70) 76,502; (82) 80,900
RTZ-ABC: (70) 100,647; (82) 121,500
Counties:
Mahoning 80 Cen. 102,560; Loc. Est. 105,642
Trumbull 80 Cen. 84,151; Loc. Est. 86,781
City & RTZ-ABC: (70) 177,149; (82) 202,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1,209,275,000
Savings & Loan	3	$946,097,122

6 - PASSENGER AUTOS: City 65,322; County 175,495

7 - ELECTRIC METERS: Residence 36,732

8 - GAS METERS: Residence 88,446

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av Wkly Wage)-Total All Industries 7,200; ($292); Const. 43,000 ($496); Mfg. 37,000 ($231); Transp. & Utilities 3,920 ($239); Whsle & Ret. 21,000; Fin., Ins., Real Estate 3,325 ($226).
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-88; Summer 44-92; Fall 8-81; Winter 0-71; First killing frost-Oct. 21. Last killing frost-Apr. 30. Annual Precipitation 42.16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Area-Southern Park Mall and 5 blocks on Federal. Plaza East and West; Belmont Ave. Rte. 193.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boardman Plaza(52)	5	Hill's, Sparkle, Jewel Mart
Struthers	5	Stambaugh, Gray Drug
Plaza(17)	3	Murphy's, Penney
McGuffey Mall(30)	3	Consolidated, Sparkle
Lincoln Knolls Plaza(30)	4	Hill's, Stambaugh's
Liberty Plaza(42)	4	Strouss, Penney, Hills, Stambaugh Thompson
Austintown Plaza(35)	6	Strouss, Hills, Stambaugh Thompson
Canfield Colonial(17)	8	Sparkle, Ben Franklin
Struthers 5th Street(16)	7	Sparkle, Valu-King
Village Square	10	Carlisles, Valu-King
Southern Park Mall(106)	5	Sears, Strouss, Horne's, Penney
Eastwood Mall(135)	12	Sears, Strouss, J.C. Penney, Mont. Ward
Belmont Plaza(8)	NA	Patient Care
Cornersburg Plaza(8)	NA	Valu-King, Rite Aid
Valley View Plz.	NA	Valley View Dept.
Kirkmere Plaza(12)	NA	
Markinola(5)	NA	Gray Drug
Marwood(8)	NA	Yum Yum Tree
Union Square Plaza(24)	NA	Jo-Ann, Radio Shack, Sparkle
Wedgewood Plaza(15)	NA	Sparkle, Gray Drug, Consolidated

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon. & Thu.; Food, Shopping Plazas and Malls every evg. Some Food Stores open 24 hours per day.

13 - RETAIL OUTLETS: Department Stores-Higbee's; Strouss-Hirshberg 5; Horne's; Penney 3; Sears Roebuck; Montgomery Ward.
Discount Stores-Hill's 5; Bargain Port 2; Cook's; Consolidated 3; King's Tip-Top Sales; K mart 3; Valley View; Woolco 2; Murphy Mart 2.
Variety Stores-Woolworth 2; McCrory; G.C. Murphy; Ben Franklin 3.
Chain Drug Stores-Gray 11; Thrift; Kings Discount; Revco 7; Valu Drug 4; Sterling; Rite Aid 4; Allen's 7; Lester's 2; Redshield.
Chain Supermarkets Lawsons 20; Lil Shopper 4; Valu-King 23; United Family 18; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc 2; Bi-Lo Foods 3; 7-Eleven 10.
Other Chain Stores-Thom McAn; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney's; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abrahm's; Country Casuals; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's; Richmans 2; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; Fanny Farmer 3; King's (jewelry) 3; Jo-Ann Fabrics; Kelly & Cohen 3; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Hughes and Hatcher; Joan Bari Bags; Mode O'Day; National Shirt; Neumode Hosiery; Ormonds; Parklane Hosiery; Petris; Spencer Gifts; Walden Books; B. Dalton Bookseller; Zale; Minnesota Fabrics; Garment Center; Homemaker Shops; Maacao Auto; Wallpaperama, Wallpaper-to-Go; Tempo Fashions; World Wide Auto Stores.

14 - NEWSPAPERS: VINDICATOR (e) 100,222; (S) 150,222; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Mgr. Gen. Adv., VINDICATOR, Vindicator Sq., Youngstown, OH 44501: Tel. (216) 747-1471.
National Representative: Story & Kelly-Smith.

ZANESVILLE

1 - LOCATION: Muskingum County, E&P Map C-3, County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22 & I-70.

2 - TRANSPORTATION: Railroads-N&W, Chessie, Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655; Loc. Est. 28,082
CZ-ABC: (70) 43,137; (82) 39,300

RTZ-ABC: (70) 62,040; (82) 76,900
County 80 Cen. 83,340; Loc. Est. 86,484
City & RTZ-ABC: (70) 105,177; (82) 116,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,211; Loc. Est. 11,423
CZ-ABC: (70) 14,518; (82) 15,200
RTZ-ABC: (70) 18,502; (82) 27,500
County 80 Cen. 29,442; Loc. Est. 31,523
City & RTZ-ABC: (70) 33,020; (82) 42,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: County 46,217

7 - ELECTRIC METERS: Residence 29,218

8 - GAS METERS: Residence 17,950

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Mfg. ($226); Trans. & Utilities ($2:0); Const. ($262).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Square Mall(60)	5	Penney's, Gray Drug, Sears, Horne's
Country Fair(25)	4	Kroger, Woolworth, Century House, Thrift Drug
Sunrise Center	2	Heck's, IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon. & Fri. Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Nader & Sons; Sears.
Discount Stores-Rink's Bargain City; Dollar Saver; Hart's; K mart; Heck's; Century House.
Variety Stores-Kresge; Woolworth; Hart's; Scott's.
Chain Drug Stores-Revco 2; Thrift; SupeRx; Hart's; Gray.
Chain Supermarkets-Kroger 3; Big Bear 3.
Other Chain Stores-Moore's; Sherwin-Williams; Pittsburgh Plate Glass; Singer Co.; Margaretta Hat; Gallenkamp; Pic-Way; Rafield's; Artwill Dress; Robert's Men Store.

14 - NEWSPAPERS: TIMES RECORDER (m) 25,646; (S) 22,943; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir. TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	331	542	873
General Mdse	684	1,093	1,934
Food	1,197	2,096	4,227
Automobiles	..306	2,884	3,48
Gasoline Stations	438	655	1,469
Apparel	342	549	963
Furniture	266	423	700
Eat-Drink Places	370	715	1,474
Drugs	158	211	404
TOTAL	5,527	9,228	16,943

OKLAHOMA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Enid-Garfield County.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Le Flore and Sequoyah Counties, Okla.
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, McClain, Olkahoma and Pottawatomie Counties.
Tulsa-Creek, Mayes, Osage, Tulsa, Rogers, and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	197	233	248
5-14 Years	492	460	490
15-24 Years	449	563	600
25-44 Years	586	813	866
45-64 Years	537	580	618
65 and Over	299	376	400
TOTAL	2,560	3,025	3,222

Based on U.S. Census

ADA

1 - LOCATION: Pontotoc County, E&P Map E-3, County Seat. Industrial, education, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of OK City.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Oklahoma Transp.

3 - POPULATION:
Corp. City 80 Cen. 15,902; Loc. Est. 16,414
CZ-ABC: (71) 14,759; (82) 14,600
RTZ-ABC: (70) 54,454; (82) 70,000
County 80 Cen. 32,598; Loc. Est. 34,362
City & RTZ-ABC: (70) 69,313; (82) 84,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,440; Loc. Est. 6,875
CZ-ABC: (70) 5,568; (82) 6,400
RTZ-ABC: (70) 18,132; (82) 27,500
County 80 Cen. 12,268; Loc. Est. 13,339
City & RTZ-ABC: (70) 23,700; (82) 33,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 16,369

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Glass Containers 440 ($265); Cement 165 ($320); Concrete Products 15 ($150); Meat Packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic Cups 450 ($165); Plastic and rubber products 350 ($225); Manufacture and service of oilfield drilling tools 100 ($275); Trap & Skeet Targets 50 ($175); Overhead Door Mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Area-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington: 800 Arlington Blvd.; Mini Mall, 119 N. B'dwy., 15 units, 600 N. B'dwy.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Dillon's; Katz; C. R. Anthony; TG&Y Family Center.
Variety Stores-Duke & Ayres; TG&Y.
Discount Stores-Wal-Mart; Wall's; Dollar General; K mart.
Chain Supermarkets-Humpty Dumpty; Safeway.
Other Chain Stores-Otasco; Goodyear; Singer Co.; S&Q Clothiers; Sears (catalog); Mode O'Day; Sherwin-Williams; Montgomery Ward Order-Auto Stores; Coast-to-Coast Hdwre.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,623; (S) 10,225; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Todd Olive, Adv. Dir., NEWS, 112-120 N. Broadway, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Southwest Dailies.

ALTUS

1 - LOCATION: Jackson County, E&P Map C-3, County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midcontinent.
Airlines-Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 23,101; loc. Est. 23,557
County 80 Cen. 30,356; Loc. Est. 30,881

4 - HOUSEHOLDS:
City 80 Cen. 7,918; Loc. Est. 8,199
County 80 Cen. 10,543; Loc. Est. 11,041

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$112,976,000
Savings & Loan	N.A.	$94,560,000

6 - PASSENGER AUTOS: County 14,325

7 - ELECTRIC METERS: Residence 7,660

8 - GAS METERS: Residence 6,585

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ave. Wkly. Wage)-Chemical Fertilizer 18 ($160); Feed Mfg. 30 ($150); Cotton Seed Processing 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 (N.A.); Altus AFB 4,183 ($265); Western Oklahoma State College 650 ($288); Ladies Garments 90 ($135).

10 - CLIMATE: First killing frost, Nov. 7. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza(24)	NA	Penney, Safeway, Zales, Revco, Caprig Otasco
Bunker Hill(12)	NA	Anthony, United, Ward
Park Lane(8)	NA	Winn's, Ashley's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Sundays-Supermarkets; Winn's; Treasure City; Surplus City; TG&Y; K mart; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Penney; Watkins.
Discount Stores-Altus Surplus City; K mart; Base Exchange; Wal-Mart.
Variety Stores-Winn's 2; Dollar General; TG&Y; Wal-Mart.
Chain Drug Stores-Bunker Hill; United Discount; Altus Drug; Revco.
Chain Supermarkets-United 2; Safeway.
Other Chain Stores-White's; Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Wards.

14 - NEWSPAPERS: TIMES (e-mon to fri; S) 7,921; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising

ALVA

1 - LOCATION: Woods County, E&P Map C-1, County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. Northwestern State College. 160 mi. from Okla City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: Railroads-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416; Loc. Est. 6,705
County 80 Cen. 10,923; Loc. Est. 11,614

4 - HOUSEHOLDS:
City 80 Cen. 2,584; Loc. Est. 2,756
County 80 Cen. 4,425; Loc. Est. 4,912

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$71,093,000

6 - PASSENGER AUTOS: County 6,518 (All vehicles)

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Meat Packing ($115); Tractors; Radio Airplane Repair & Rebuilding ($110); Northwestern State College 2,601 students.
Principal Pay Days-Sat.; 1 & 15; 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. first killing frost, Oct. 30. Last killing frost, April 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-21 blocks on Shopping Center.
Neighborhood Shopping Centers-12 blocks at College & Okla. Blvd.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Anthony's; E. W. Tanner; Montgomery Ward; Sears.
Variety Stores-TG&Y, Wal-Mart.
Discount Stores-Gibson's
Chain Drug Stores-Schumacher's Rexall; Holder-Southern; Ideal Pharmacy.
Chain Supermarkets-Safeway; Ideal; IGA; Magnuson's; Ed's Mart; Independent.

14 - NEWSPAPERS: REVIEW-COURIER (e-tues to fri; S) 3,600; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Garry Edwards, Adv. Mgr., REVIEW-COURIER, 622 Choctaw, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Southwest Dailies.

ANADARKO

1 - LOCATION: Caddo County, E&P Map D-2, County Seat. 70 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,378; Loc. Est. 6,121
County 80 Cen. 30,905; Loc. Est. 30,576

4 - HOUSEHOLDS:
City 80 Cen. 2,355; Loc. Est. 2,269
County 80 Cen. 11,069; Loc. Est. 11,312

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$83,003,000
Savings & Loan	1	$65,648,313

6 - PASSENGER AUTOS: County 15,389

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,740

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Carpet Mfg. 365; Elect. Generation 389; Peanut Shelling 135; Bureau of Indian Affairs; 756 Wage Earners; City employees 124. (Gross payroll yearly 14 million dollars).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Shopping Centers-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days-Fri., Sat.; Food, Wed.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; TG&Y; Dollar General Stores.
Chain Supermarkets-Safeway; Bestyet Discount Foods; Warehouse Discount Foods.
Other Chain Stores-Otasco; Wag-A-Bag; Ashley's Outlet; Montgomery Ward Catalog; Sears Catalog.
Other Stores-Jay's Jewelry; Allen Western Wear; Brenda's Tot' n' Teen; The Linen Chest; Terry Lynn's; Jazzy's; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,339; (wknd.) 6,339; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Joe W. McBride, Jr., Pub., NEWS, 117-119 E. Bdwy, Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives: Southwest Dailies; Oklahoma Press Service.

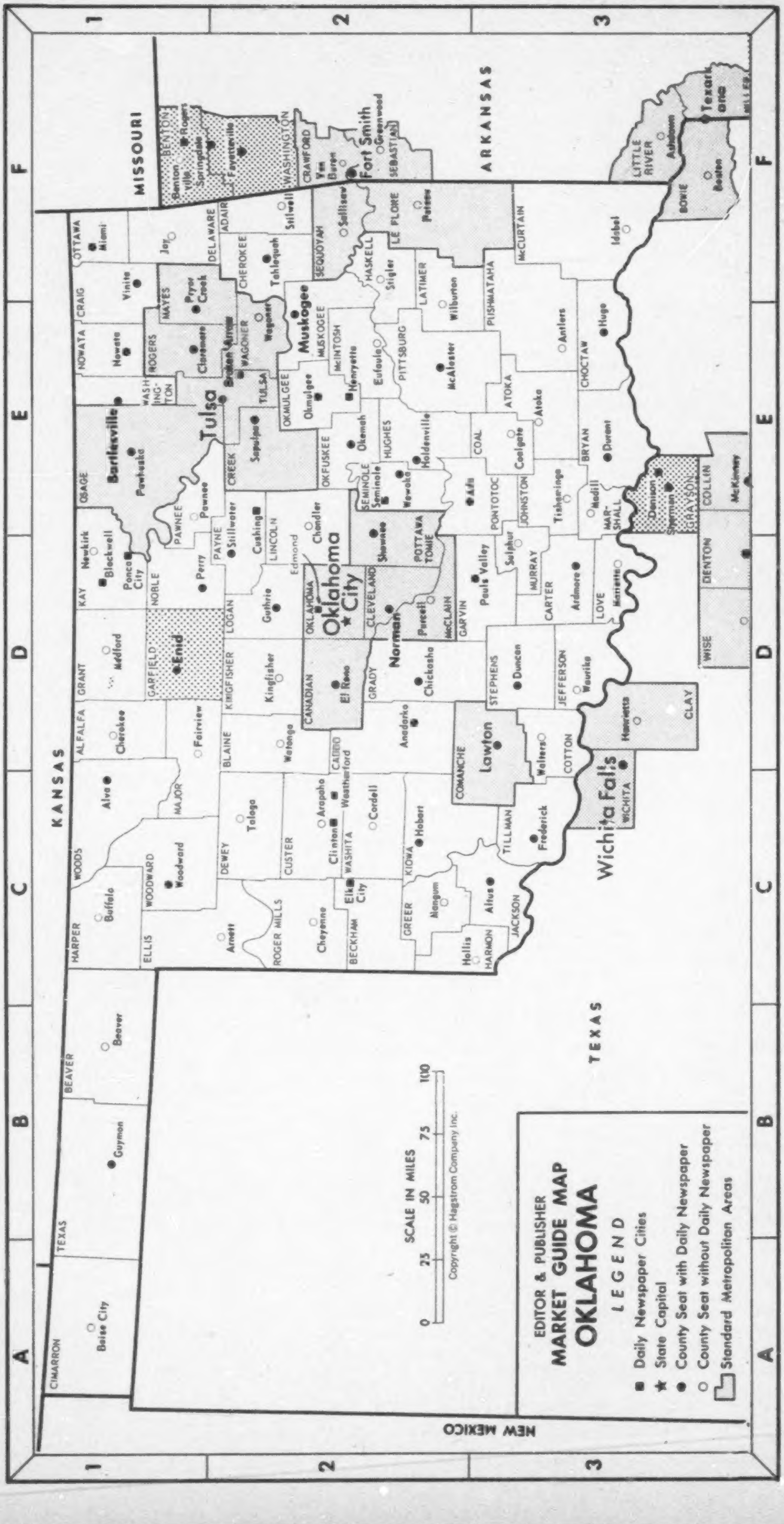
ARDMORE

1 - LOCATION: Carter County, E&P Map D-3, County Seat. In Southern part of state, 45 mi. from Texas border; 100 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Transportation; Continental; Denco; Jordan; S.W. Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,465; Loc. Est. 24,641
CZ-ABC: (70) 20,881; (82) 26,000
RTZ-ABC: (70) 45,609; (82) 57,500
County 80 Cen. 43,528; Loc. Est. 45,678
City & RTZ-ABC: (70) 66,490; (82) 83,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,261; Loc. Est. 9,802
CZ-ABC: (70) 7,520; (82) 11,000
RTZ-ABC: (70) 15,670; (82) 23,000
County 80 Cen. 16,296; Loc. Est. 17,559
City & RTZ-ABC: (70) 23,190; (82) 34,000


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
KANSAS
MISSOURI
ARKANSAS
TEXAS
NEW MEXICO
Oklahoma City
Tulsa
Bartlesville
Enid
Lawton
Norman
Muskogee
Fort Smith
Wichita Falls

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5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	5	$300,500,724
Savings & Loan	3	$55,883,270

6 - **PASSENGER AUTOS:** County 25,000

7 - **ELECTRIC METERS:** Residence 10,724

8 - **GAS METERS:** Residence 8,226

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Leather Gds. Mfg. 200; Tires 1,300; Electronic Eqpt.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon., Sat.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - **TAP WATER:** Neutral, soft; not fluoridated.

12 - **RETAILING:Principal Shopping Center**-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 2 on N. Wash.; 4 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardmore Mall(9)	NA	IGA, TG&Y, Mont. Ward
Broadlawn(10)	NA	Draper's, Red & White
Mid-Way(13)	NA	T&M Phmcy., Larrys
Tiffany Plaza(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Bealls, J.C. Penney

Principal Shopping Days-Tues., Thu., Fri., Sat.
Stores Open Evenings-Dept. Mon.; Food Fri., Sat.

13 - **RETAIL OUTLETS: Department Stores**-Daube's; J.C. Penney; Montgomery Ward; C. R. Anthony; Beall's.
Variety Stores-TG&Y; Frank's Variety.
Discount Stores-Wal-Mart; K mart; TG&Y.
Chain Drug Stores-Rexall; I.D.L.; Reavis; Family Drugs.
Chain Supermarkets-Foodway; Safeway; Dicus; Lukes IGA; Standard Humpty Dumpty; Draper's; Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores-White's Auto; The Automotive; Singer Co.; Goodrich; Goodyear; Firestone; Babcock.

14 - **NEWSPAPERS:** ARDMOREITE (e-mon to fri) 13,312; (S) 15,767; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway, Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative: Southwest Dailies.

BARTLESVILLE

1 - **LOCATION:** Washington County (In Tulsa SMSA). E&P Map E-1, County Seat. Center of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy 123; 49 miles N of Tulsa, Okla.; 306 miles NE of Dallas, TX; 199 miles S of Kansas City, MO.

2 - **TRANSPORTATION: Railroads**-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines-K. G. Lines, Inc.
Motor Freight Carriers-5.
Airlines-Air Central.

3 - **POPULATION:**
Corp. City 80 Cen. 34,568; Loc. Est. 36,161
CZ-ABC: (70) 35,577; (82) 41,600
RTZ-ABC: (70) 25,391; (82) 32,300
County 80 Cen. 48,113; Loc. Est. 50,331
SMSA 80 Cen. 689,628; Loc. Est. 748,064
City & RTZ-ABC: (70) 60,968; (82) 73,906

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 13,761; Loc. Est. 14,800
CZ-ABC: (70) 12,348; (82) 16,900
RTZ-ABC: (70) 9,052; (82) 13,500
County 80 Cen. 90,742; Loc. Est.20,231
SMSA 80 Cen. 258,002; Loc. Est. 288,342
City & RTZ-ABC: (70) 21,400; (82) 30,400

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	4	$328,123,636
Savings & Loan	3	$184,624,279

6 - **PASSENGER AUTOS:** County 32,923 (All vehicles)

7 - **ELECTRIC METERS:** Residence 14,140

8 - **GAS METERS:** 14,593

9 - **PRINCIPAL INDUSTRIES:** Oil co. employees (clerical, engineering, research, plastics) 7,404; Retail selling 6,060; Oil field supply and manufacturing 1,627; Zinc smelting 394: Payroll est. $1,316,225.
Principal Industrial Pay Days-1st & 15th.

10 - **CLIMATE:** Seasonal Averages Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone: 5 on Frank Phillips Blvd.; 85 retail stores including Zales, Martin's, Otasco, Piper Furniture, Brown's Shoe Fit; Open Thurs. evenings. Main Shopping days Mon., Sat.
Shopping Center-Eastland (38 stores)Montgomery Ward, J.C. Penney, Vandevens, C.R. Anthony, Vandivort's, Furr's Cafeteria, Kinney Shoes, Zales Jewelry, Radio Shack, Siegel Sound, Fantastic Sam's, Rathbone Hallmark, ERA Realty, State Farm Insurance, Godfather Pizza, Pat Walkers Salon. The Quarters (15 stores)-The Personal Touch, The Harvest, Barbara's, Western World, Tenniski Plus, Steak and Tail, Nomis Fitness. Pennington Hills Plaza-Peter's Department Store, IGA Foodliner, Otasco, Needlewoman, Thomas Jewelry, Singer Co., Mays Drug, Phil's Photo, The Cheese Keg; Mels Discount store
Neighborhood Shopping Centers-Limestone Complex -H and H Foodcenter, Sooner Rental, The Fish Farm. East Bartlesville Complex-(22 stores) including, K mart, TG&Y Family Center, Bestyet Foods, Revco Drug. Tuxedo Junction-Tuxedo Radio, Arby's, Pizza Hut, Tripletts Furniture, H&G Phamacy, Nine Brand Clothing, Flair Flowers & Gifts, Rathbones Hallmark Shop.
Stores Open Sundays-9 Food; 6 Drug. Shopping Centers open Thurs. evenings & Sundays.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Martin's; Montgomery Ward; J.C. Penney; Sears; Peters; Vandevers.
Discount Stores-Wal mart; K mart; TG&Y.
Chain Drugstores-Rexall 2; Revco; Mays.
Chain Supermarkets-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; H & H Foodcenter.
Other Chain Stores-Ostasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S & H Green Stamps; Radio Shack; Sherwin-Williams; Fantastic Sam's; County Killarney; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER ENTERPRISE (e-mon to fri) 13,942; (S) 15,875; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R. F. Porter, Adv. Dir., EXAMINER-ENTERPRISE, 300 E. Frank Phillips Blvd., Bartlesville, OK 74003; Tel. (918) 336-1600.
National Representative: Southwest Dailies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400; Loc. Est. 8,124
CZ-ABC: (70) 8,645; (82) 7,900
RTZ-ABC: (70) 20,442; (81) 21,200
County 80 Cen. 49,852; Loc. Est. 48,873
City & RTZ-ABC: (70) 29,087; (82) 29,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344· Loc. Est. 3,404
CZ-ABC: (70) 3,086; (82) 3,300
RTZ-ABC: (70) 7,442; (82) 9,100
County 80 Cen. 19,431; Loc. Est. 19,647
City & RTZ-ABC: (70) 10,528; (82) 12,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$80,809,743
Savings & Loan	1	$8,629,000

6 - PASSENGER AUTOS: County 29,937

7 - ELECTRIC METERS: Residence 3,452

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Acme Fdry. 175; Cities Services Gas 54; Electron Corp. 75; International Multi Foods 44; Oil 250; Speed King 10; United Fabricators 40; Southwest Corset 170; C.F.M. Corp. 57; Ramsey's Fabrication 150; O.I.C.C. 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Graves Drug; Hutton Rexall; Safeway; United; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony's; Peters.
Chain Drug Stores-Hutton Rexall; Graves.
Chain Supermarkets-Fey's; Safeway; United of Oklahoma.
Other Chain Stores-Wal-Mart; Otasco; Radio Shack.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 4,056; (S) 4,152; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representatives: Southwest Dailies; Oklahoma Press Service.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa SMSA), E&P Map E-2, County Seat. 18 mi. SE of Tulsa, NE portion of state.; on I-44; U.S. Hwys. 66, 69; State Hwy. 33.

2 - TRANSPORTATION: Railroads-Missouri; Kansas; Texas.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761; Loc. Est. 38,058
County 80 Cen. 470,593; Loc. Est. 500,817
SMSA 80 Cen. 689,628; Loc. Est. 748,064

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,618; Loc. Est. 12,946
County 80 Cen. 181,620; Loc. Est. 199,339
SMSA 80 Cen. 258,002; Loc. Est. 288,342

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$1,288,653,873
Commercial	3	$95,162,263

6 - PASSENGER AUTOS: County 296,950

7 - ELECTRIC METERS: Residence 11,175

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas boxes; Gas fittings; Boat parts; Ambulances; Electronic structure; Atmosphere coolers; Thermoweld products; Cultured marble. Agriculture-Pecans; Grain; Dairy Cattle; Quarterhorses.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Areas-400 block N. Main St.; 1600 block S. Main St.; 1802-1822 S. Main St.; SWC81 St. Elm Pl.; 1300 N. Elm Pl.; 91st. St. Elm Pl.; 81st S. Elm Pl.; 1400 E. Kenosha; 800 block W. Kenosha; 8100 S. Lynn Lane.
Neighborhood Shopping Centers-Sequoyah; Boardwalk; Vandever; Downtown; Arrow Village; Broken Arrow Mall (38 stores); Broken Arrow Plaza (15 stores); Central Park Mall; Lynn Lane Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Main Plz.(9)	NA	Martin's, Pacific Finance
Oakcrest(15)	NA	Thrif-T-Wise
Sequoyah Ctr.	NA	
South Main Plz.(11)	NA	U-Tote-M, R.L. Burdette
Towne East	NA	Planned
Woodland Hills Mall	NA	Sears, Diliards, John Brown

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-Peter's; Anthony's.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ross; Chandler-Hewitt Rexall; Eckerds.
Chain Supermarkets-Safeway 2; Family Market; Thrif-T-Wise; IGA.
Other Chain Stores-Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e) 7,522; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John Brown, Adv. Dir., LEDGER, 524 S Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative: Southwest Dailies.

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2, County Seat. On Washita River (tributary of Red River), 50 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19.

2 - TRANSPORTATION: Railroads-C.R.I. & P.; St. L.S.F.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Transp.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828; Loc. Est. 17,015
CZ-ABC: (70) 14,194; (82) 15,900
RTZ-ABC: (70) 19,751; (82) 31,200
County 80 Cen. 39,490; Loc. Est. 44,180
City & RTZ-ABC: (70) 33,945; (82) 47,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,229; Loc. Est. 6,865
CZ-ABC: (70) 5,133; (82) 6,700
RTZ-ABC: (70) 6,611; (82) 12,400
County 80 Cen. 14,302; Loc. Est. 16,481
City & RTZ-ABC: (70) 11,744; (82) 19,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$134,668,000
Savings & Loan	1	$24,048,056

6 - PASSENGER AUTOS: County 18,590 (All vehicles)

7 - ELECTRIC METERS: Residence 5,905

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machine Shops 37; Foods 125; Mobile Homes 200; Trailers 350; Maremont Corp. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING:Principal Shopping Center-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shopping Center at 9th & Grand; Shopping Center 4th & Grand.
Principal Shopping Days-Department Stores-Thurs., Sat.; Food-Fri., Sat.
Stores Open Evenings-Thurs.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Dixie; Montgomery Ward; J.C. Penney; Anthony; Hick's.
Variety Stores-Ben Franklin; TG&Y; Dollar General.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-Rexall; Family Drugs.
Chain Supermarkets-Safeway; Humpty Dumpty; Red Bud.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,853; (S) 6,386; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Brenda Haney, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.
National Representative: Southwest Dailies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa SMSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Frisco.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,085; Loc. Est. 13,144
County 80 Cen. 46,436; Loc. Est. 52,327
SMSA 80 Cen. 689,628; Loc. Est. 748,064

4 - HOUSEHOLDS:
City 80 Cen. 4,460; Loc. Est. 5,064
County 80 Cen. 15,650; Loc. Est. 18,152
SMSA 80 Cen. 258,002; Loc. Est. 288,342

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$115,625,159
Savings & Loan	2	$70,284,602

6 - PASSENGER AUTOS: County 27,794 (All vehicles)

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Luggage 135 (N.A.); Coal Mining 120 ($150); Mfg. Farm Machy. ($150); Commercial Pump & Submersible Pumps 400 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12. Last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Re-Mar (29)	NA	Otasco, Sears, Humpty Dumpty
Plaza Ctr.(4)	NA	TG&Y, Wal-Mart

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Thu.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; C.R. Anthony; Discount City.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart;
Chain Drug Stores-Family Drugs; Wal-Mart; Humpty-Dumpty; Warehouse Mkt.
Chain Supermarkets-Safeway; Warehouse; Humpty-Dumpty; Giant.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 7,584; (S) 7,784; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr/Ed., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101.
National Representatives: Southwest Dailies; Oklahoma Press Service.

CLINTON

1 - LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 66, 183 and I-40.

2 - TRANSPORTATION: Railroads-C.R.L. & Pac. St. San Fran. (Frisco); AT&SF-Santa-Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796; Loc. Est. 9,146
County 80 Cen. 25,995; Loc. Est. 27,726

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,360; Loc. Est. 3,617
County 80 Cen. 9,482; Loc. Est. 10,468

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$71,484,563
Savings & Loan	2	$38,754,798

6 - PASSENGER AUTOS: County 14,177 (All vehicles)

7 - ELECTRIC METERS: Residence 3,598

8 - GAS METERS: Residence 3,559

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 588 ($210); Precision Instr. 64 ($225); Mach. Shops 198 ($215); Brick & Tile 120 ($200); Soft Goods 685 ($180); Food Processing 410 ($175); Other 995 ($199).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING:Neighborhood Shopping Centers-J.C. Lane; Darko Square West, K mart.
Principal Shopping Days-Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores-Simon's; C. R. Anthony; J.C. Penney; Guthrie's; Sears; Montgomery Ward.
Discount Stores-Gibson's; TG&Y; K mart.
Variety Stores-TG&Y Family Center.
Chain Drug Stores-S & D 2.
Chain Supermarkets-Safeway; United; Puckett's.
Other Chain Stores-White Auto; Otasco; S & H Green Stamps.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,394; (S) 5,545; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Editor, NEWS, 522 Avant Ave., Clinton, OK 73601; Tel. (405) 323-5151.
National Representative: None.

CUSHING

1 - LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33; 58 mi. W of Tulsa, 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; MKT.
Motor Freight Carriers-4.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720; Loc. Est. 7,967
County 80 Cen. 62,435; Loc. Est. 67,299

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,222; Loc. Est. 3,510
County 80 Cen. 22,119; Loc. Est. 24,686

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: County 28,666

7 - ELECTRIC METERS: Residence 3,153

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil 1,275 ($150); Food 300 (N.A.); Metal Casting 225 (N.A.); Trucking 180 ($150); Boats 25 (N.A.).
Industrial Pay Days-9th & 24th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard; chlorinated.

12 - RETAILING:Principal Shopping Centers-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge (east edge of city).
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Peters; Montgomery Ward; Sears.
Variety Stores-TG&Y Family Center.
Discount Stores-Brittain's; Wal-Mart.
Chain Drug Stores-Vee (IDL); City (IDL); Revco.
Chain Supermarkets-Escott's; IGA.
Other Chain Stores-Otasco Supply; Payne County Creamery; Hughes Lumber; Meadow Gold Dairy; Coast-to-Coast.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 3,818; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Donald L. McAlister, Assoc. Pub., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representative: Southwest Dailies.

DUNCAN

1 - LOCATION: Stephens County, E&P Map D-3, County Seat. Industrial and residential center. 92 mi. SW of Okalahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Oklahoma Transport.

3 - POPULATION:
Corp. City 80 Cen. 22,517; Loc. Est. 23,762
CZ-ABC: (70) 20,496; (82) 23,300
RTZ-ABC: (70) 20,439; (82) 28,100
County 80 Cen. 43,419; Loc. Est. 46,414
City & RTZ-ABC: (70) 40,935; (82) 51,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,981; Loc. Est. 9,718
CZ-ABC: (70) 7,378; (82) 9,800
RTZ-ABC: (70) 7,267; (82) 11,700
County 80 Cen. 16,512; Loc. Est. 18,215
City & RTZ-ABC: (70) 14,645; (82) 21,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$266,604,854
Savings & Loan	3	$98,400,000

6 - PASSENGER AUTOS: County 25,459

7 - ELECTRIC METERS: Residence 11,900

8 - GAS METERS: Residence 9,929

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Oil field services, Research, Development & Equip. Mfg. 3,850 ($360); Refinery 320 ($460); Clothing Mfg. 320 ($200); Meat Packing 80 ($275); Farm Eqpt. Mfg. 30 ($225); Horse Trailer Mfg. 20 ($270); Foundry 151 ($320); Oil Co. Area Office 42 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 3 blocks on Bois D-Arc; 1 on Peach; 1 on Beech; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Jones (Cardinal), Mont. Ward, Woolworth's
Elk Plaza(10)	NA	Goodner's, TG&Y, C.R. Anthony, R&S Drug
Sledge Center(3)	NA	Goodners, TG&Y, R&S Drug

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Most Thu., some Sat.
Stores Open Sundays-Food and Drug; some in Ward Mall; K mart, TG&Y; Surplus City.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C. R. Anthony; J. C. Penney; Crutcher's; Sears; Woolworth; Watkins.
Discount Stores-Surplus City; Gibson's; K mart; TG&Y.
Chain Drug Stores: R & S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Stores-Dollar General; TG&Y 2.
Chain Supermarkets-Goodner's (Scrivner Inc.) 3; Safeway; Jones (Cardinal).
Other Chain Stores-Okla. Tire; Zale's; Jewel Box; Firestone, Jarold Shop; White Auto; Gallenkamp Shoes; Dollar General; Fabrific; Pay-Less Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,667; (S) 13,073; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Carl Bowers, Adv. Mgr., BANNER, PO Box 1268, Duncan, OK 73533; Tel. (405) 255-5354.
National Representatives: Southwest Dailies; Oklahoma Press Service.

DURANT

1 - LOCATION: Bryan County, E&P Map E-3, County Seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 70E; U.S. 69, 70, 75.

2 - TRANSPORTATION: Railroads-MK&T, main line Frisco; KO&G.
Motor Freight Carriers-10
Intercity Bus Lines-Greyhound; Jordan; Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,972; Loc. Est. 12,500
County 80 Cen. 30,535; Loc. Est. 32,652

4 - HOUSEHOLDS:
City 80 Cen. 4,769; Loc. Est. 4,933
County 80 Cen. 11,619; Loc. Est. 12,761

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$125,190,000
Savings & Loan	2	$43,552,558

6 - PASSENGER AUTOS: County 14,112

7 - ELECTRIC METERS: Residence 8,500

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Processing; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prod.; Oil Field Spec. Equip.; Toys; Women's Clothing.

10 - CLIMATE: Average Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood	1/2	TG&Y, Bestyet, Anthonys
Northwest Heights	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; J.C. Penney; Naifeh's; Durant Mercantile.
Variety Stores-Winn's; TG&Y; K mart.
Chain Drug Stores-Swinney Rexall.
Chain Supermarkets-Safeway; Piggly Wiggly; Best Yet Foods; Winn-Dixie.
Other Chain Stores: Goodyear; Babcock's; Western Auto; Ray's Discount Shoes; Otasco; Dollar General Store; Sears (catalog); Wards.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,123; (S) 6,478; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beach, Durant, OK 74701; Tel. (405) 924-4388.
National Representative: Southwest Dailies.

EDMOND

1 - LOCATION: Central Oklahoma, Oklahoma County (In Oklahoma City, OK SMSA), E&P Map D-2; 15 miles north of Oklahoma City at the Junction of U.S. Hwys. 66,77 & I-35.

2 - TRANSPORTATION: Railroads-Amtrak; Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Braniff Int'l.; Continental; TWA; Southwest; Frontier; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637; Loc. Est. 36,026
County 80 Cen. 568,933; Loc. Est. 591,900
SMSA 80 Cen. 834,088; Loc. Est. 887,277
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831; Loc. Est. 12,453
County 80 Cen. 220,580; Loc. Est. 236,518
SMSA 80 Cen. 312,132; Loc. Est. 341,741

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$102,247,132
Savings	5	$68,523,902

6 - PASSENGER AUTOS: County 376,364 (All vehicles)

7 - ELECTRIC METERS: Residence 12,523

8 - GAS METERS: Residence 11,385

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Education 1,362 ($201); Furniture/Fixtures 197 ($172); Food 320 ($183); Light Industry 250 ($148); Warehouse 148 ($168).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edmond Plaza(17)	1/2	Mont. Ward, TG&Y
Bryant Sq.(33)	1	
Kickingbird Plz.(8)	1	
Broadway South(20)	NA	
Shepherd Mall (83)	14	TG&Y, J.C. Penney, Sears, Dillards
Quail Springs (180)	NA	J.C. Penney, Sears, Dillards
Penn Square(50)	11	Wards, John A. Brown
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-TG&Y; Bealls; J.C. Penney; Wards; John A Brown; Safeway; Sears; Every Evening to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Wards; Sears; Dillards; John A Brown; C.R. Anthony; Bealls.
Discount Stores-TG&Y 3; Wal-mart.
Chain Supermarkets-Safeway 2; Humpty; IGA 2; Red Bud.
Other Chain Stores-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Otasco; Ramsey Fabrics; Payless Cashways; Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri;-S) 7,416; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Ed Livermore, Jr., Pub., SUN, PO Box 2470, Edmond, Ok 73083; Tel. (405) 341-2121.
National Representatives: USSPI; Oklahoma Press Service.

ELK CITY

1 - LOCATION: Beckham County, E&P Map C-2. Midway on Will Rogers U.S. 66 (I-40) Hwy. bet. Okla. City and Amarillo.

2 - TRANSPORTATION: Railroads-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579; Loc. Est. 10,657
County 80 Cen. 19,243; Loc. Est. 21,410

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,749; Loc. Est. 4,218
County 80 Cen. 7,476; Loc. Est. 8,570

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$135,000,000
Savings & Loan	3	$158,000,000

6 - PASSENGER AUTOS: County 11,257

7 - ELECTRIC METERS: Residence 4,176

8 - GAS METERS: Residence 4,621

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Industry 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.)
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10. Last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.; South Main.
Neighborhood Shopping Centers-Westgate Shopping Center 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart; TG&Y; K mart.

13 - RETAIL OUTLETS: Department Stores-Wal-Mart; Dollar General; Penney; C. R. Anthony; Saied's; Jones; Khouries; Ryan & Elliott's; K mart; Atwood's; Fashion Corner; June's.
Variety Stores-TG&Y.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Family Drugs; Puckett's; United; Safeway.
Chain Supermarkets-Safeway; Johnson Superette; Puckett's; United Super.
Other Chain Stores-White's Auto; Midwest Farms Supply (John Deere); Elk City Lbr. (Higgambotham-Barlett); Okla Tire & Supply; S&H Green Stamps; Case Power & Equip.; Lad n' Lassie; Ewen's; McKesson's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,015; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway, Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Landon Associates; Oklahoma Press Service.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City SMSA). E&P Map D-2, County Seat. 30 mi. W of Oklahoma City at Intersection of U.S. 66, 81 & 270; I-40.

2 - TRANSPORTATION: Intercity Bus Lines-Southwest Trailways; Greyhound; Mid-Continent Trailways.
Airlines-30 minutes fron Will Rogers airport connecting with American, Continental, Eastern, Frontier, Pan Am, Southwest, Texas Int'l., TWA, United; Mustang Charter Service, Mustang Field, El Reno.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 15,486; Loc. Est. 16,200
County 80 Cen. 56,452; Loc. Est. 64,687
SMSA 80 Cen. 834,088; Loc. Est. 887,277
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521; Loc. Est. 5,943
County 80 Cen. 18,648; Loc. Est. 22,195
SMSA 80 Cen. 312,132; Loc. Est. 341,741

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	3	$78,750,000

6 - PASSENGER AUTOS: County 31,266

7 - ELECTRIC METERS: Residence 5,383

8 - GAS METERS: Residence 4,792

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Govt. 480 ($177); Mfg. 600 ($196); Constr. 279 ($172); Mining-Oil & Gas 100 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St., Canadian Square Shopping Center, Rt.66 & Rt.81, (15 stores), Country Club Square Shopping Center, I-40 & Country Club Dr. (12 stores).
Neighborhood Shopping Centers-Elm Plaza; 3 blks on Elm and 3 blks on Choctaw (12 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's
Plaza	NA	Humpty-Dumpty

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 6, Drugs, Variety 2; Downtown open Thu. evgs.
Stores Open Sundays-1 Drugs, 4 Groceries.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Beall's; Don's; Wal-Mart; C. R. Anthony.
Variety Stores-TG&Y.
Chain Drug Stores-Humpty-Dumpty; Revco Drug; Wal-Mart.
Chain Supermarkets-Safeway; IGA; Thrif-T-Wise; Humpty-Dumpty; Best Yet; Grider's.
Other Chain Stores-Goodyear; Davis Paint; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; Payless Shoes; Sears; Radio Shack; Braums.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 5,281; (S) 5,481; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Charles Woolard, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representatives: Southwest Dailies; Oklahoma Press Service.

ENID

1 - LOCATION: Garfield County (SMSA). E&P Map D-1, County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads-Sante Fe; Frisco; Rock Island.
Intercity Bus Lines-Mid-Continent; MK&O Lines.
Airlines-Metro.
Motor Freight-13 Lines.

3 - POPULATION:
Corp. City 80 Cen. 50,360; Loc. Est. 52,926
CZ-ABC: (70) 46,719; (82) 54,800
RTZ-ABC: (70) 54,967; (82) 57,600
County/SMSA 80 Cen. 62,820; Loc. Est. 66,017
City & RTZ-ABC: (70) 101,686; (82) 112,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,463; Loc. Est. 21,024
CZ-ABC: (70) 15,731; (82) 21,700
RTZ-ABC: (70) 19,451; (82) 24,200
County/SMSA 80 Cen. 23,844; Loc. Est. 25,870
City & RTZ-ABC: (70) 35,182; (82) 45,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$384,155,922
Savings & Loan	4	$749,509,687

6 - PASSENGER AUTOS: County 37,784

7 - ELECTRIC METERS: Residence 19,600

8 - GAS METERS: Residence 16,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($340); Construction 1,180 ($320); Mfg. 2,700 ($290); Public Utilities 210 ($260); Trades 5,860 ($200); Finance and Insurance 800 ($240); Service Industries 2,630 ($210); Misc. 1,080 ($180).
Principal Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Nov. 4. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Van Buren Sq.	2	Okla. Tire, Boys Mkt.
Indian Hills(13)	2	Phillips Drugs
West Gate	2	Evans Drug, Wacker's
Sunset Plaza(33)	2	Woolco, Safeway, Mode O'Day, TG&Y, Zales, Merle Norman
North Gate	2	Evans Drug, United Food
Varsity Square	3	Best Yet, TG&Y, United Food, K mart

Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Newman's; C.R. Anthony; J.C. Penney; Coldiron's; Montgomery Ward; Sears.
Discount Stores-TG&Y; Family Center; Woolco; K mart.
Variety Stores-Woolworth; Dollar General Store; TG&Y.
Chain Drug Stores-Evans 3; Scheffe's 3; Family Phcy; Scrivo.
Chain Supermarkets-Safeway 3; Roy's; United 3; Boy's; Bestyet 2.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zale Jewelers; Bell Jewelers; Davis Paint; Lerner; National Building Center; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams, Hughes Lumber Co.

14 - NEWSPAPERS: NEWS (m-tues to fri) 20,592; EAGLE (e-mon to fri) 9,886; Comb. (m&e) 30,478; (sat) 27,168; (S) 28,934; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., EAGLE-NEWS, PO Box 1192, Enid, OK 73701; Tel. (405) 233-6600.
National Representative: Southwest Dailies.

FREDERICK

1 - LOCATION: Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state. on U.S. Hwy. 183 and State Hwys. 5 and 24. 55 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,163; Loc. Est. 6,664
County 80 Cen. 12,398; Loc. Est. 13,278

4 - HOUSEHOLDS:
City 80 Cen. 2,384; Loc. Est. 2,608
County 80 Cen. 4,681; Loc. Est. 5,159

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$49,368,000
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 5,424

7 - ELECTRIC METERS: Residence 2,612

8 - GAS METERS: Residence 2,514

9 - PRINCIPAL INDUSTRIES: Industry, Number of Earners-Cooper Airmotive Inc. 190; Centra Leather Goods 260; Century Granite 31; Cotton Proc. 100; Cotton Seed 40; Coake & Quam Feed Lots 26; Ffybrandt 55; Brantly Mfg. 65; Brantly Hynes Helicopter 6; Tillman Co. Hospital 98; Bag Scene 23; Schlegel Corp.; W.B. Dunavant Cotton.
Principal Industrial Pay Days-Wed., Thu., Sat.

10 - CLIMATE: First killing frost, Nov. 9. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING:Principal Shopping Days-Wed., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Variety Stores-TG&Y.
Chain Supermarkets-United; Jiffy; Puddin Lane; Coy's.
Other Chain Stores-Gibson Discount Center; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,282; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert Y. Copeland, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.
National Representatives: Southwest Dailies; Oklahoma Press Service.

GUTHRIE

1 - LOCATION: Logan County, E&P Map D-2, County Seat. 37 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-Santa Fe; M.M.K.O.; Guthrie-El Reno Truck.

3 - POPULATION:
Corp. City 80 Cen. 10,312; Loc. Est. 10,737
CZ-ABC: (70) 9,575; (82) 10,400
RTZ-ABC: (70) 10,399; (82) 18,500
County 80 Cen. 26,881; Loc. Est. 29,493
City & RTZ-ABC: (70) 19,974; (82) 28,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,790; Loc. Est. 4,053
CZ-ABC: (70) 3,164; (82) 4,000
RTZ-ABC: (70) 3,402; (82) 7,100
County 80 Cen. 9,414; Loc. Est. 10,627
City & RTZ-ABC: (70) 6,566; (82) 11,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$54,264,000

6 - PASSENGER AUTOS: County 11,955 (All vehicles)

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Furn.; RR Shops; Grain Elevator; Steel Fabr. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lintz; C.R. Anthony; J.C. Penney; S&H Green Stamps; Mode O'Day; Sears.
Variety Stores-S.H. Kress; Ben Franklin.
Discount Stores-Wal-Mart Stores.
Chain Supermarkets-Safeway; Guthrie; Red & White; Winn-Dixie Foodway.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,783; (S) 4,083; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dale Himes, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Southwest Dailies.

GUYMON

1 - LOCATION: Texas County, E&P Map B-1, County Seat. feed lot cattle center. Nation's fifth largest line cattle delivery points. Agricultural center. 100 mi. N of Amarillo, 250 mi. E of Wichita. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: Railroads-Rock Island.
Intercity Bus Lines-Santa Fe Trailways.
Airlines-Frontier; Rigby Airmotive Air Charter & Rental Sevice.
Motor Freght-Mistletoe Express; Hofferber Truck Lines (hone office); Graves Truck Lines: King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - POPULATION:
Corp. City 80 Cen. 8,492; Loc. Est. 9,060
County 80 Cen. 17,727; Loc. Est. 18,803
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSIHOLDS:
Corp. City 80 Cen. 3,084; Loc. Est. 3,328
County 80 Cen. 6,332; Loc. Est. 6,919

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$63,929,000
Savings & Loans	2	$105,000,000

6 - PASSEIGER AUTOS: County 10,307 (All vehicles)

7 - ELECTRIC METERS: Residence 3,201

8 - GAS METERS: Residence 3,213

9 - PRINCIPAL INDUSTRIES: Chemicals; Irrigation Equipment; Feed & Fertilizer Mfg.; Heavy Construction; Natural Gas; Gas Well Services; Farm Machinery and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Processing & Packing; Commercial Cattle Feed Lots (Avg. wkly. wage, all industries; $176) (County Avg. farm family income, $22,432, highest in Okla., USDA Census).

10 - CLIMATE: Average Temp-Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard, (city owned wells).

12 - RETALING:Village (5 Stores-Big B Market); Northridge (7 Stores-United Supermarket, TG&Y, Wards, Gibson's, Anthony's, Ashley's); Oakcrest (5 Stores-Safeway, Sprouse-Reitz).
Principal Shopping Days-Mon., Wed., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores-J. M. McDonald; C.R. Anthony; D&J Store; Montgomery Ward; Sears; The Vogue.
Discount Stores-Gibson's; Ashley's.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Supermarkets-United Supermarkets; Safeway; Ideal Supermarkets; Wag-A-Bag; 4; Love's 3.
Other Chain Stores-Otasco; Western Auto; Mode-O-Day; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 5,696; (S) 5,807; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dave Story, Ed./Gen. Mgr. HERALD, 515 N. Ellison St, Guyman, OK 73942; Tel. (405) 338-3355.
National Representative: Southwest Dailies.

HENRYETTA

1 - LOCATION: Okmulgee County, E&P Map E-2. 85 mi. E. of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Turnpike; Tulsa Bee-Line; US 62, 75, 266; State 52 & 124.

2 - TRANSPORTATION: Railroads-Main line St. Louis; San Fran and Kansas; Okla. & Gulf.
Intercity Bus Lines-Trailways; Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,432; Loc. Est. 6,586
County 80 Cen. 39,169; Loc. Est. 41,161
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,613; Loc. Est. 2,761
County 80 Cen. 14,314; Loc. Est. 15,546

5 - BANKS:	**NUMBER**	**EST. DEP.**
City	2	$72,000,000
County	6	N.A.

6 - PASSENGER AUTOS: County 18,575

7 - ELECTRIC METERS: Residence 5,114

8 - GAS METERS: Residence 3,767

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersGlass Mfg. 500; Tourism 550; Petroleum Refining 300; Foundry 100; Plastics Mfg. 100; Trucking 150; Fiberglass Products 30; Pipeline X-Ray 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Center-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.
Neighborhood Shopping Center-Creek Village, north of city (4 large units).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; Archer's; Wal-Mart.
Chain Drug Stores-Rexall; Associated Druggists.
Discount Stores-Gibson's; Dollar General; Wal-Mart.
Chain Supermarkets-Safeway; Roger's (IGA); Warehouse Market.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri) 3,336; (S) 3,519; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Don Barnes Gen. Mgr., or Bess Reid, Adv. Mgr., FREELANCE, PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311.
National Representatives: Southwest Dailies; Oklahoma Press Service.

HOBART

1 - LOCATION: Kiowa County, E&P Map C-2, County Seat. 128 mi. SW of Oklahoma City on State Hwys. 44 and 9; U.S. 1 and 183.

2 - TRANSPORTATION: Railroads-CRI&P; Frisco.

3 - POPULATION:
Corp. City 80 Cen. 4,735; Loc. Est. 4,802
County 80 Cen. 12,711; Loc. Est. 12,877

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,937; Loc. Est. 1,951
County 80 Cen. 5,042; Loc. Est. 5,264

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 6,371

7 - ELECTRIC METERS: Residence 1,860

8 - GAS METERS: Residence 1,902

9 - PRINCIPAL INDUSTRIES: Feed & Seed; Fertilizers; Rock Quarriers; Produce; Oil Seal Mfg. (CR Industries); Oil Seal Machine Shops.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Levine's Main Fair.
Discount Stores-Gibson's.
Chain Drug Stores-Grinnell's 2.
Chain Supermarkets-United; Toma Bros; IGA.
Other Chain Stores-TG&Y.

14 - NEWSPAPERS: DEMOCRAT-CHIEF (e-tues to fri; S) 3,147; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives: Southwest Dailies; Oklahoma Press Service.

HOLDENVILLE

1 - LOCATION: Hughes County, E&P Map E-2, County Seat. Center of dairy, agricultural, oil & mfg. area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - TRANSPORTATION: Railroads-Frisco; Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - POPULATION:
Corp. City 80 Cen. 5,469; Loc. Est. 5,862
County 80 Cen. 14,338; Loc. Est. 15,479

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,329; Loc. Est. 2,845
County 80 Cen. 5,588; Loc. Est. 6,205

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$88,000,000
Savings & Loan	N.A.	$25,000,000

6 - PASSENGER AUTOS: County 5,832

7 - ELECTRIC METERS: Residence 3,942

8 - GAS METERS: Residence 2,087

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 800; Furn. 15; Housing 150.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sharpe's; Dollar General Store; La Valley's.
Variety Stores-Wal-Mart.
Chain Supermarkets-Larry's Red Bud; M&P; Robert's IGA.
Other Chain Stores-Otasco; Western Auto; Wal-Mart.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 3,560; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., NEWS, 112 S Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative: Southwest Dailies.

HUGO

1 - LOCATION: Choctaw County, E&P Map E-3, County Seat.

2 - TRANSPORTATION: Railroads-Frisco.
Motor Freight Carriers-2.
Intercity Bus Lines-Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172; Loc. Est. 7,610
County 80 Cen. 17,203; Loc. Est. 18,452

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,799; Loc. Est. 3,022
County 80 Cen. 6,366; Loc. Est. 7,085

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$60,000,000

6 - PASSENGER AUTOS: County 5,842 (All vehicles)

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Mach. Shop 7 ($200); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumbr. Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail car repair 80 ($200); Elec. Generating, 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27. Last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING:Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores People's; Woody-Williams; Sherman's.
Variety Stores-Perry's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Ford; Safeway.
Other Chain Stores-Goodyear; Babcock Bros. Auto; Perrys; White's Auto; Automotive, Inc.; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,170; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative: Oklahoma Press Service.

IDABEL

1 - LOCATION: McCurtain County, E&P Map F-3, County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: Railroads-St. Louis; San Francisco.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,622; Loc. Est. 7,642
County 80 Cen. 36,151; Loc. Est. 36,246

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,870; Loc. Est. 2,937
County 80 Cen. 12,366; Loc. Est. 12,778

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$61,764,000

6 - PASSENGER AUTOS: County 13,133 (All vehicles)

7 - ELECTRIC METERS: 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Egg Processing; Wood Preserving; Home Construction; Garment Mfg.; Poultry Processing; Steel Fabrication.

10 - CLIMATE: Min. & Max Temp.-Average Annual Temp. 63.79 F; Average Annual Rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING:Shopping Centers-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 6,370; (S) 8,700; Sep. 30, 1981.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative: Oklahoma Press Service.

LAWTON

1 - LOCATION: Comanche County (In Lawton SMSA). E&P Map D-3, SW section of State. 92 mi. from Oklahoma City. Wholesale distributing center; Fort Sill (U.S. Army); Goodyear Tire Plant; Light mfg.; cattle raising & shipping center. On U.S. Hwys. 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: Railroads-Burlington.
Motor Freight Carriers-14.
Intercity Bus Lines-Okla. Transp.
Airlines Serving City-Metro.

3 - POPULATION:
Corp. City 80 Cen. 80,054: Loc. Est. 80,223
CZ-ABC: (70) 75,003; (82) 82,800
RTZ-ABC: (70) 84,366; (82) 83,700
County/SMSA 80 Cen. 112,456; Loc. Est. 112,693
City & RTZ-ABC: (70) 159,369; (82) 166,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,129; Loc. Est. 28,829
CZ-ABC: (70) 23,735; (82) 30,700
RTZ-ABC: (70) 22,481; (82) 25,900
County/SMSA 80 Cen. 35,142; Loc. Est. 36,095
City & RTZ-ABC: (70) 46,216; (82) 56,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$267,558,000
Savings & Loan	7	$119,518,000

6 - PASSENGER AUTOS: County 49,427

7 - ELECTRIC METERS: Residence 33,274

8 - GAS METERS: Residence 24,716

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Tire manufacturer, 1,400 ($306); Clothing manufacturer 300 ($190); Metal assembly 50 ($200); Fort Sill 27,601 military and civilian personnel.
Principal Pay Days-15th; 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(45)	NA	Sears, JC Penney, Dillards
Cache Rd. Sq.(25)	NA	Cloth World
Sheridan Mall(4)	NA	Wards, TG&Y, Anthony's
Erwin Acres(13)	NA	Scott's, Meadors
Lee Blvd.(8)	NA	Wacker's
Regency Sq.(20)	NA	Wal-Mart, Winn-Dixie, Kinney Shoes
Willow Tree	NA	TG&Y, Herbs

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Dept.-Mon. & Thu.; Food-nightly; Central Mall-nightly.

13 - RETAIL OUTLETS: Department Stores- Perkins; Montgomery Ward; J.C. Penney; C.R. Anthony 3; Sears; Meadors; Dillards; Bealls.
Discount Stores-K mart; Gibson's; Surplus City; Wal-Mart.
Variety Stores-Wacker's; TG&Y.
Chain Drug Stores-Compton's Rexall; Osco.
Chain Supermarkets-Safeway 3; Herbs 7; Humpty Dumpty; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Zale's Jewelry; PayLess; Anthony's 3.

14 - NEWSPAPERS: PRESS (m-tues to sat) 15,446; CONSTITUTION (e-mon to fri) 19,240; Comb. (m&e) 34,686; CONSTITUTION-PRESS (S) 30,365; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS, 3rd & A Ave., Lawton, OK 73501; Tel. (405) 353-0620.
National Representative: Southwest Dailies.

McALESTER

1 - LOCATION: Pittsburg County, E&P Map E-2, County Seat. 90 mi. S.E. of Tulsa on U.S. 69 & Indian Nations Turnpike, 110 mi. E. of Okla. City, 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpk. On So. Shore Lake Eufaula (160 sq. miles hydro electric navigation project).

2 - TRANSPORTATION: Railroads-MKT; CRIP.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound & Santa Fe; Trailways; Oklahoma Transportation Co.; Continental Trailways.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 17,255; Loc. Est. 16,902
CZ-ABC: (70) 20,317; (82) 19,200
RTZ-ABC: (70) 29,495; (82) 36,800
County 80 Cen. 40,524; Loc. Est. 41,483
City & RTZ-ABC: (70) 49,812; (82) 56,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,526; Loc. Est. 6,074
CZ-ABC: (70) 6,471; (82) 7,200
RTZ-ABC: (70) 9,766; (82) 14,100
County 80 Cen. 15,036; Loc. Est. 15,854
City & RTZ-ABC: (70) 16,237; (82) 21,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$300,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 18,077

7 - ELECTRIC METERS: Residence 8,102

8 - GAS METERS: Residence 6,511

9 - PRINCIPAL INDUSTRIES: Mfg.; 5,923 (Ann. Payroll $34,268,124).
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp., 62,6 deg. F.; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carl Albert Parkway(3)	NA	Gibson's Discount Center, Wal-Mart, Howard's Discount
Red Bud(11)	NA	Day & Night
Tandy Town(25)	NA	Ben Franklin, Sears, JC Penney, Nichols
No. McAlester(4)	NA	Hutchinson Groc., J.J. McAlester Merc. Co.
Downtown Plz.(11)	NA	Stivers Fashions, Men's Shop
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. (downtown).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; C. R. Anthony; Hunt's.
Discount Stores-Howard's; Dollar General; Gibson's; Wal-Mart.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Rexall; Wood's 2; Clinic Rx; Family Drugs; Medicine Shoppe.
Chain Supermarkets-Safeway; Standard Humpty-Dumpty; AG 2; IGA 2; Nichols Super Saver.
Other Chain Stores: Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 11,982; (S) 12,257; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: A. A. Allegretti, Pub., NEWS-CAPITAL & DEMOCRAT, 500 South 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Southwest Dailies.

MIAMI

1 - LOCATION: Ottawa County, E&P Map F-1, County Seat. Residential center.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,237; Loc. Est. 14,763
CZ-ABC: (70) 22,478; (82) 24,300
RTZ-ABC: (70) 23,833; (82) 29,000
County 80 Cen. 32,870; Loc. Est. 34,721
City & RTZ-ABC: (70) 46,311; (82) 53,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,480; Loc. Est. 5,605
CZ-ABC: (70) 7,772; (82) 9,800
RTZ-ABC: (70) 8,497; (82) 12,200
County 80 Cen. 12,244; Loc. Est. 13,344
City & RTZ-ABC: (70) 16,269; (82) 22,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$161,521,598
Savings & Loan	1	$45,900,000

6 - PASSENGER AUTOS: County 18,317

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Tire Mfg.; Caskets; Mattresses & Pillows; Furnaces; Mops; Metal Containers; Brick & Stone Mfg.; Motor Coaches Canoes; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furniture; Leather Goods; Eagle Picher Industries.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Average Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 100 stores.
Neighborhood Shopping Centers-Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses).
Principal Shopping Days-Mon., Thurs., Sat.
Stores Open Evenings-Grocery; Gibson; TG&Y; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Belk's; Jeanie's; Ramsey's; Kemph's; Hunt's Men's Wear & Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furniture; Home Annex; True Value Economy Lumber.
Discount Stores-Ken's Furniture & Home; Oklahoma Furn.; Gibson; TG&Y; Wal-mart.
Chain Drug Stores-Osborn; Rexall; Wal-Mart Pharmacy; Gibson Pharmacy; Vista Pharmacy.
Chain Supermarkets-Consumers 2; Safeway; Reasor's; Sav-Mor; Quik-Trip.
Other Chain Stores-J. C. Penney; Montgomery Ward (catalog); Oklahoma Tire; Western Auto; Sears (catalog); Miami Sales Co.; C. R. Anthony; Terrace Clothing; Tom's Waterbeds; Firestone; Goodyear; Rider Cabinet.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 9,105; (S) 9,701; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74354; Tel. (918) 542-5533.
National Representative: Southwest Dailies.

MUSKOGEE

1 - LOCATION: Muskogee County, E&P Map E-1, County Seat. Agricultural & industrial center. 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: Railroads-MK&T (freight); Missouri Pacific (freight); Frisco (freight).
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011; Loc. Est. 43,204
CZ-ABC: (70) 40,670; (82) 44,100
RTZ-ABC: (70) 76,314; (82) 111,200
County 80 Cen. 66,939; Loc. Est. 73,143
City & RTZ-ABC: (70) 116,984; (82) 155,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,605; Loc. Est. 17,491
CZ-ABC: (70) 14,316; (82) 18,300
RTZ-ABC: (70) 24,359; (82) 41,600
County 80 Cen. 24,736; Loc. Est. 27,939
City & RTZ-ABC: (70) 38,675; (82) 59,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$163,935,136
Savings & Loan	2	$213,866,156

6 - PASSENGER AUTOS: County 34,562

7 - ELECTRIC METERS: Residence 18,282

8 - GAS METERS: Residence 17,249

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Automotive Products 213; Glass 748; Food Processing 834; Feed Processing 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated shipping containers 156; Ventilating & Cooling 371; Zapata Industries 100; Green Country Castings 30; Ft. Howard Paper 1000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82, First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway; 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(13)	NA	S&H Green Stamps, Weddle's Mkt.
Curt's(55)	NA	Beall's, Gibson's, TG&Y, JC Penney
Honor Heights Plaza(20)	NA	TG&Y
Lakeland(16)	NA	Otasco, TG&Y
Wal-Mart(12)	NA	Wal-Mart

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Dept.-Thu.; Food-every evening; Shpg. cntrs.-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores Hunt's; J. C. Penney; Sears; C. R. Anthony 3; Beall's; Montgomery Ward.
Discount Stores-Wall's Discount; Gibson's; K mart; Wal-Mart; TG&Y Family Center.
Variety Stores-TG&Y 2; Frix.
Drug Stores-Pierce's 2; Kirk's 4; East Side; West Side; Family Drugs; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets-Safeway 2; Git N-Go 7; Humpty Dumpty 2; Milgram; Quick-Trip 2; Walker's; Weddle 3; Best Yet 2; Gibson's; U-Totem; Johnsons Foods 2; 7-Eleven 4.
Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; TG&Y 2; Felt Family Shoes; Muskogee Shoe Center; Big J Store; S&H Green Stamps; Mode O'Day; Zales; Hobby Lobby; Burls Tires; Kinney Shoes.

14 - NEWSPAPERS: PHOENIX and TIMES-DEMOCRAT (m) 20,989; (S) 21,976; March 30, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Lind, Adv. Dir., PHOENIX and TIMES-DEMOCRAT, 214 Wall, Muskogee, OK 74401; Tel. (918) 682-3311.
National Representative: Gannett.

NORMAN

1 - LOCATION: Cleveland County (In Oklahoma City SMSA). E&P Map D-3. County seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma; Central State Hospital; Mental Health Center; Cerebral Palsy Center. On I-35; U.S. Hwy. 77; State Hwys. 9 & 74.

2 - TRANSPORTATION: Railroads-Railpax (Santa Fe).
Motor Freight Carriers-7.
Intercity Bus Lines-Denco; Continental; Oklahoma Transp.; American.

3 - POPULATION:
Corp. City 80 Cen. 68,020; Loc. Est. 74,000
CZ-ABC: (70) 54,521; (82) 77,300
RTZ-ABC: (70) 12,478; (82) 29,000
County 80 Cen. 133,173; Loc. Est. 148,703
SMSA 80 Cen. 834,088; Loc. Est. 887,277
City & RTZ-ABC: (70) 66,999; (82) 106,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,831; Loc. Est. 27,590
CZ-ABC: (70) 16.493; (82) 27,700
RTZ-ABC: (70) 4,095; (82) 10,600
County 80 Cen. 45,776; Loc. Est. 52,731
SMSA 80 Cen. 312,132; Loc. Est. 341,741
City & RTZ-ABC: (70) 20,588; (82) 38,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$556,976,241

6 - PASSENGER AUTOS: County 70,982

7 - ELECTRIC METERS: Residence 22,318

8 - GAS METERS: Residence 19,606

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners & Av. Wkly. Wage-Food Processing 225 ($166); Univ. of Okla. 3,678 ($215); Research and Development 630 ($160); Light Mfg. 1,700 ($155); Construction 900 ($190); State Hospital 1,400 ($140); Shaklee Corp. 200 ($240); Totco Industries 150 ($200); Borg-Warner 400 ($300).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Estates Mall(17)	NA	Safeway, SupeRx
Downtown(13)	NA	TG&Y, Zales
Heisman Sq.(26)	NA	TG&Y
Hollywood(24)	NA	Otasco, Safeway
Normandy Creek(19)	NA	Safeway
Sooner Fashion Mall(70)	NA	Dillards, JC Penney, Sears, Wilsons
Sooner Fashion Mall River Oaks(57)	NA	Dillards, Sears
Stubbeman Vlg.(10)	NA	Fashion Tree
Target(5)	NA	Target, Kinneys

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores Wacker's; Low's; Junior Miss; Brown's College Corner; C.R. Anthony 3; Sears; J.C. Penney; TG&Y; Family Center 2; Target; Dillard's; Wal-Mart; Wilson's Jewelry Dist.
Variety Stores-TG&Y 4.
Chain Drug Stores-Hyde's; Taylor; Treasury Drugs 2.
Chain Supermarkets-Safeway 4; Bestyet; Sterr's; 7-Eleven 5; Wright's IGA 2; McCall's; Greenleaf; Grider's; J. Boties 5; Mr. Shortstop 5.
Other Chain Stores-Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; Pay-Less Shoes; Acme Paints; Oliver's Shoes.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 16,377; (S) 17,365; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Harraway, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.
National Representatives: Landon Associates; USSPI; Oklahoma Press Service.

NOWATA

1 - LOCATION: Nowata County, E&P Map E-1, County Seat. 50 mi. NE of Tulsa.

2 - TRANSPORTATION: Railroads-M.P.

3 - POPULATION:
Corp. City 80 Cen. 4,270; Loc. Est. 4,479
County 80 Cen. 11,486; Loc. Est. 12,073
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,709; Loc. Est. 1,824
County 80 Cen. 4,327; Loc. Est. 4,658

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$52,491,000

6 - PASSENGER AUTOS: County 5,943 (All vehicles)

7 - ELECTRIC METERS: Residence 1,798

8 - GAS METERS: Residence 1,995

9 - PRINCIPAL INDUSTRIES: Petroleum Refg.; Men's Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-105; Fall 30-60; Winter 10-50.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sharpe's.
Variety Stores-Ben Franklin; Dollar General; Wesco; U-Save Mart.

14 - NEWSPAPERS: STAR (e-mon to fri) 2,986; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Wallace Goodman, Jr., Pub., STAR, 215 N. Maple, Nowata, OK 74048; Tel. (918) 273-2446.
National Representative: Oklahoma Press Assn.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (SMSA). E&P Map D-2, State Capital, County Seat. Wholesale & distribution center. Geographical, retail financial transp. center of state. Operational hdqtrs. for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita; 200 mi. from Dallas.

2 - TRANSPORTATION: Railroads-Santa Fe; Frisco; MKT; Katy.
Motor Freight-41 regular routes & more than 150 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions. National hdqtrs. of Mistletoe Exp. Serv. and Lee Way, Inc.
Intercity Bus Lines-Trailways; Greyhound; MK&O; Mid-Continent and Oklahoma Transportation Co.
Airlines-American; Continental; Frontier; TWA; South West; Trans-Central; Eastern; Metro; Texas International; United; Pan American; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 403,484; Loc. Est. 420,829
CZ-PMA-ABC: (70) 587,077; (82) 687,500
Bal. in PMA-ABC: (70) 1,006,880; (82) 1,174,200
Total PMA-ABC: (70) 1,705,060; (82) 2,040,000
County 80 Cen. 568,933; Loc. Est. 591,900
SMSA 80 Cen. 834,088; Loc. Est. 887,277
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 160,002; Loc. Est. 173,792
CZ-PMA-ABC: (70) 192,745; (82) 262,000
Bal. in PMA-ABC: (70) 335,192; (82) 459,400
Total PMA-ABC: (70) 564,488; (82) 789,900
County 80 Cen. 220,580; Loc. Est. 236,518
SMSA 80 Cen. 312,132; Loc. Est. 341,741

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	32	$7,224,051,434
Savings & Loan	8	$1,716,800,000

6 - PASSENGER AUTOS: County 376,364

7 - ELECTRIC METERS: 320,555

8 - GAS METERS: 252,966

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 56,400; Mining 26,500; Construction 21,200; Transportation 12,000; Utilities 12,000; Retail 77,100; Wholesale 27,500; Finance-Real Estate 26,400; Service 72,900; Govt. 90,300.
Principal Pay Days-1st, 15th, 30th; Fri. and Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49. First killing frost, Nov. 7. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft: fluoridated.

12 - RETAILING:Nearby Shopping Centers (No. of Stores)Airline (30); Almonte (14); Casady Sq. (45); Coronado Sq. (18); Crossroads (120); Del Crest (16); Downtown Tinker; Eastgate (9); Economy Sq. (14); Esplanade (20); French Mkt. (22); Glenbrook (20); Grandview (9); Grant Sq. (50); Heritage Park (62); Lakewood (12); May Sq. (20); Meridian (29); North Park Mall (40); Northeast (22); Penn Sq. (50); Penn 74 (45); Quail Plz. (40); Quail Springs (60); Reding (32); Shepherd (83); Shields So. (30); S. Lakeshore (21); Southwestern (25); Springdale (29); Uptown (33); Westoaks (19); Windsor Hills (22).
Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon., Thu.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-John A. Brown 4; Montgomery Ward 3; Sears 6; J.C. Penney 6; C. R. Anthony 29; Dillard's 4; Langston 3; Bealls.
Discount Stores-American Mutual; Gibson's Factory Distributing 2; Target 4; Woolco 3; TG&Y Family Ctr. 24; Service Merchandise 2; Walls Bargin Center 2; H.J. Wilson 2.
Variety Stores-TG&Y 14.
Chain Drug Stores-United Discount 4; Hyde's 4; Conrad Marr 4; Rexall 7; TG&Y 12; Gilliam 2; Gibson's 2; Skaggs Alpha Beta 5; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 11; Treasury Drugs 5; Revco 4; McCartney's 2; Food World; Conrad-Marr 3.
Chain Supermarkets-Safeway 25; 7 Eleven 74; Humpty Dumpty 11; IGA 24; Brannons U.S. United Super Mkts. 2; Buchanon 4; Best Yet 8; Little Jim 14; Stones 2; Tiny Tim 4; Tom's 11; U Totem 35; Skaggs Alpha Beta 5; McCartney's 2; Griders 2; Food World 5.

14 - NEWSPAPERS: OKLAHOMAN (m-mon to fri) 195,180; TIMES (e-mon to fri) 85,004; Comb. (m&e) 280,184; OKLAHOMAN & TIMES (sat) 233,316; SUNDAY OKLAHOMAN (S) 300,358; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir., OKLAHOMAN and TIMES, 500 N. Broadway, Oklahoma City, OK 73125; Tel. (405) 232-3311.
National Representative: Sawyer-Ferguson-Walker.

OKMULGEE

1 - LOCATION: Okmulgee County, E&P Map E-2, County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Continental; Greyhound; Union.

3 - POPULATION:
Corp. City 80 Cen. 16,263; Loc. Est. 16,954
CZ-ABC: (70) 17,058; (82) 18,000
RTZ-ABC: (70) 24,208; (82) 28,000
County 80 Cen. 39,169; Loc. Est. 41,161
City & RTZ-ABC: (70) 41,266; (82) 46,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,015; Loc. Est. 6,596
CZ-ABC: (70) 5,807; (82) 7,100
RTZ-ABC: (70) 8,195; (82) 10,900
County 80 Cen. 14,314; Loc. Est. 15,546
City & RTZ-ABC: (70) 14,002; (82) 18,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$24,122,400
Savings & Loan	2	$38,259,130

6 - PASSENGER AUTOS: County (All Vehicles) 18,575

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refinery 119 ($376); Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).
Principal Pay Days-Mon., Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Neighborhood Shopping Centers30 blocks on eight sts; East & West of R.R. on 12 streets.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Gibsons & Wal-Mart nightly.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Wal-Mart Discount Center; Gibson's; Ramsay Dry Goods; Anthony's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Key Rexall.
Chain Supermarkets-Safeway; Warehouse Market; Bargain Basket; Mission Lane; Thrifty Wise; IGA 1; IGA 2.
Other Chain Stores-Sears Roebuck (order stores); Okla. Tire; Goodrich; S&H Green Stamps.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,974; (S) 5,117; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Stephenson, Gen. Mgr., TIMES, 114 E

17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.
National Representatives: Southwest Dailies; Oklahoma Press Service.

PAULS VALLEY

1 - LOCATION: Garvin County, E&P Map D-3, County Seat. 50 mi. S of Okla. City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664; Loc. Est. 5,954
CZ-ABC: (70) 5,769; (82) 5,100
RTZ-ABC: (70) 20,551; (82) 25,700
County 80 Cen. 27,856; Loc. Est. 30,287
City & RTZ-ABC: (70) 26,230; (82) 30,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,410; Loc. Est. 2,624
CZ-ABC: (70) 2,178; (82) 2,300
RTZ-ABC: (70) 6,919; (82) 10,200
County 80 Cen. 10,511; Loc. Est. 11,837
City & RTZ-ABC: (70) 9,097; (82) 12,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$76,054,000
Savings & Loan	3	$7,000,000

6 - PASSENGER AUTOS: County 15,255 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,465

8 - GAS METERS: Residence 2,334

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agri. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burr(7)	4	Snyder's IGA, Winns, Anthony's
Valley Plaza(8)	NA	Dicus, TG&Y, Dollar General

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lintz; J. C. Penney; Golden Rule; C. R. Anthony; Ashley's; Dollar General.
Variety Stores-Winns; TG&Y.
Chain Drug Stores-Reavis Rexall; Crabtree; Snyder's Discount.
Chain Supermarkets-Safeway; Ballard's; Dicus; Snyder's IGA.
Other Chain Stores-Automotive Inc.; Montgomery Ward (catalog); Oklahoma Tire; Dollar General Store; Sears (catalog); Ashley's Outlet.

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri) 3,897; (S) 4,532; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Roger Foil, Gen., Mgr., DEMOCRAT, 108 S. Willow, Pauls Valley, OK 73075; Tel. (405) 238-6464.
National Representative: Southwest Dailies.

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa SMSA). E&P Map E-1, County Seat. Oil, commercial cattle raising, shipping center; several small mfg. 275 mi. from Dallas; 262 mi. from Kansas City; 440 mi. from St. Louis; 735 mi. from Chicago, U.S. Hwy. 60; State Hwys. 11, 99.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-MKT; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,771; Loc. Est. 4,825
County 80 Cen. 39,327; Loc. Est. 40,000
SMSA 80 Cen. 689,628; Loc. Est. 748,064
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,994; Loc. Est. 2,038
County 80 Cen. 14,382; Loc. Est. 14,842
SMSA 80 Cen. 258,002; Loc. Est. 288,342

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$38,019,000
Savings & Loan	1	$14,179,000

6 - PASSENGER AUTOS: County 25,339

7 - ELECTRIC METERS: 2,418

8 - GAS METERS: 2,384

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Oil Tool Repairs 50 ($200); Garments 250 (N.A.); Welding & Steel Fabr. 21 ($200); Oil & Oil Field Serv. 1,100 ($400); Oil Production 350 ($400); B.I.A. 300 ($500).

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Kihekah; 2 on Leahy St.; 2 on 6th.
Principal Shopping Days-Mon., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; J. C. Penney; Mode O'Day.
Variety Stores-TG&Y; Whitehair Trading Co.; Clifton's.
Other Chain Stores-Ladies Ready to Wear; The Prairie Flower; Lowry's Men's Clothing; Hub Clothiers; Automotive: Monger Bros.; Okla Tire; Pawhuska Supply; Western Auto; The Automotive; Foods: Safeway; Wells IGA Mkt.

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri; S) 3,050; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: T.D. Quinn, Gen. Mgr., JOURNAL-CAPITAL, Box 238, Pawhuska, OK 74056; Tel. (418) 287-1590.
National Representatives: Southwest Dailies; Oklahoma Press Service.

PERRY

1 - LOCATION: Noble County, E&P Map D-1, County Seat. Shipping center for wheat & cattle. North central part of state. 60 mi. N of Oklahoma City: on I-35, US 77, 64. Light manufacturing.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796; Loc. Est. 5,912
County 80 Cen. 11,573; Loc. Est. 11,987

4 - HOUSEHOLDS:
City 80 Cen. 2,385; Loc. Est. 2,431
County 80 Cen. 4,348; Loc. Est. 4,624

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$99,660,000

6 - PASSENGER AUTOS: County 6,102

7 - ELECTRIC METERS: Residence 2,598

8 - GAS METERS: Residence 2,335

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Field Supplies 150; Ditching Mach. Pit 800; Pipeline Const. 40; Div. HQ State Highway Dept. 145; Gasoline Processing Plant Const 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers-Kaw St.; Fir Ave.
Principal Shopping Days-Thu. & Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.
Stores Close-Sun.
Stores Open Evenings-Thu.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Zorba's Maurine's House of Fashion; Coast-To-Coast Hardware.
Discount Stores-TG&Y Family Center.
Chain Supermarkets-Safeway; H 48; Best Yet.
Other Chain Stores-Okla. Tire; Western Auto.

14 - NEWSPAPERS: JOURNAL (e) 3,451; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Milo W. Watson, Pub., & Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.
National Representative: None.

PONCA CITY

1 - LOCATION: Kay County, E&P Map D-1. Oil refining and prod., manufacturing, stock raising, dairying & agric. center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77, & State Hwys. 11, 15, 177. 106 mi. N of Okla City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental; MK&O.
Airlines-Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 26,248; Loc. Est. 25,653
CZ-ABC: (70) 25,940; (82) 26,600
RTZ-ABC: (70) 27,142; (82) 32,600
County 80 Cen. 49,852; Loc. Est. 48,873
City & RTZ-ABC: (70) 53,082; (82) 59,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,397; Loc. Est. 10,513
CZ-ABC: (70) 9,251; (82) 11,100
RTZ-ABC: (70) 9,229; (82) 13,000
County 80 Cen. 19,431; Loc. Est. 19,647
City & RTZ-ABC: (70) 18,480; (82) 24,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$289,498,174
Savings & Loan	2	$1,680,400,993

6 - PASSENGER AUTOS: County 28,466

7 - ELECTRIC METERS: Residence 16,040

8 - GAS METERS: Residence 14,533

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 765 ($496); Metal Mfg. 2,575 ($332); Agri. Processing 975 ($205).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Grand Ave.
Neighborhood Shopping Centers-4th & South Ave.; Osage & Highland; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponca Plaza(8)	NA	JC Penney, TG&Y, Bestyet
Hartford Sq.(8)	NA	Pickens Jewelry
Pioneer(8)	NA	Safeway, Walkers Drug
Hartford Plz.(6)	NA	H&P Thrif-T-Wise

Principal Shopping Days-Mon. & Thu.
Stores Open Evenings-Department Stores-Thu. Food-Daily.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; C.R. Anthony; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-TG&Y Family Center; K mart.
Discount Stores-Dollar Saver; Howard's; Gibson's; TG&Y Family Center.
Chain Drug Stores-Graves; Humpty Discount Center; Evan's.
Chain Supermarkets-Miller's 2; Thrif-T-Wise; Safeway 2; Humpty Dumpty Discount; Consumer's IGA; Bestyet.
Other Chain Stores-Okla. Tire; Goodyear; Firestone; Sweetbriar (women's); Sherwin-Williams; Zale's; Brown Shoe Fit Co.; Boise Cascade; Wickes; Edwards' (women's); House of Fabrics; Singer Co.; Payless Shoes; Western Auto; S&H Green Stamps; Turntable; Shafer's; Kinney Shoes; Name Brand Clothing.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,937; (S) 14,814; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N. Third, Ponca City, OK 74002; Tel. (405) 765-3311.
National Representative: Landon Associates.

PRYOR

1 - LOCATION: Mayes County, E&P Map E-1 (In Tulsa SMSA). County Seat. On U.S. Hwy. 69; State Hwys. 2, 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-MKT.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,483; Loc. Est. 12,493
County 80 Cen. 32,261; Loc. Est. 48,881
SMSA 80 Cen. 689,628; Loc. Est. 748,064

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,308; Loc. Est. 4,600
County 80 Cen. 11,622; Loc. Est. 18,245
SMSA 80 Cen. 258,002; Loc. Est. 288,342

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$70,220,000
Savings & Loan	2	$52,180,000

6 - PASSENGER AUTOS: County 14,860 (All vehicles)

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper 275; Grand River Dam 121; Chemicals 425; Carbide 75; Cement 125; Tools 50; Meat Pkg. 15; Clothing 500; Plastic 75; Heat Exchangers 100.
Principal Industrial Pay Days-1st; 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Fluoridated

12 - RETAILING:Principal Shopping Center-4 blocks on Graham Ave.; 2 each side of Graham Ave.
Shopping Centers-Wal-Mart (8 stores-Wal-Mart, Dillon's).
Principal Shopping Days-Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Peters; C.R. Anthony; Sharpe's.
Variety Stores-Pryor; McCrory's.
Discount Stores-Tumble Inn; Wal-Mart.
Chain Supermarkets-Safeway; Dillon's; IGA;
Other Chain Stores-Okla. Tire; Western Auto; Goodrich; Goodyear; Montgomery Ward; Sears; Coast-to-Coast.

14 - NEWSPAPERS: TIMES (e-tues to fri) 5,105; (S) 5,169; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74361; Tel. (918) 825-3292.
National Representative: Landon Associates.

SAPULPA

1 - LOCATION: Creek County (In Tulsa SMSA). E&P Map E-2, County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On U.S. Hwys. 66, 75; State 33, 97.

2 - TRANSPORTATION: Railroads-Frisco; Tulsa-Sapulpa Union.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853; Loc. Est. 15,574
SMSA 80 Cen. 689,628; Loc. Est. 748,064
County 80 Cen. 59,210; Loc. Est. 61,135
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,942; Loc. Est. 5,937
County 80 Cen. 20,960; Loc. Est. 22,270
SMSA 80 Cen. 258,002; Loc. Est. 288,342

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$90,500,000
Savings & Loan	2	$42,700,000

6 - PASSENGER AUTOS: County 30,197

7 - ELECTRIC METERS: Residence 6,250

8 - GAS METERS: Residence 5,987

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass 1,300 ($250); Meat Packing 120 ($260); Pottery 140 ($225); Pressure Vessel Fabricators 900 ($350); Tanks-Tools 130 ($225).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-27 blocks on eight streets, plus 6 strip shopping centers.
Principal Shopping Days-Sat. & Fri.
Stores Open Evenings-Shopping Cntr. nightly.
Stores Open Sundays-Shopping Centers & some Supermarkets.

13 - RETAIL OUTLETS: Department Stores-Morton's; Bayouth's; Penney's; Anthony's; Sears.
Discount Stores-Wal-Mart; TGY Family Center.
Chain Drug Stores-Humpty Drug; Wal-Mart Pharmacy; May's Drug.
Chain Supermarkets-Safeway; Family Market; Humpty-Dumpty; Tru-Discount; Reasor's Discount Foods.
Other Chain Stores-Otasco; Zales.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,873; (S) 8,984; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD, 16 S. Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.
National Representatives: Southwest Dailies; Oklahoma Press Service.

SEMINOLE

1 - LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 9, 2 & 99; 54 mi. Southeast of Okla. City.

2 - TRANSPORTATION: Railroads-Rock Island R.R.; Okla. Trans.
Intercity Bus Lines-Okla. Bus; Midco Bus.
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 8,590; Loc. Est. 9,264
County 80 Cen. 27,473; Loc. Est. 29,656

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,488; Loc. Est. 3,840
County 80 Cen. 10,158; Loc. Est. 11,265

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$35,087,000
Savings & Loan	1	$29,740,552

6 - PASSENGER AUTOS: County 12,356 (All vehicles)

7 - ELECTRIC METERS: Residence 3,221

8 - GAS METERS: Residence 3,352

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prod.; Oil Field Serv. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48; First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St. & 6 on intersecting streets.
Neighborhood Shopping Centers-Strothers St.; W. Broadway; N. Milt Phillips Ave.
Stores Open-Some on Sat. Evgs.

13 - RETAIL OUTLETS: Department Stores-Anthony; Penney's; Sharpes; Hammons; Newton Wall; Dollar Gen. Stores; Sears; Montgomery Ward.
Variety Stores-Otasco; Wacker's.
Discount Stores-Natl. Discount; Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores-Walgreen; I.D.L.
Chain Supermarkets-IGA; Standard Humpty Dumpty; Cardinal; Safeway; Bestyet.
Other Chain Stores-Okla. Tire; Firestone; Goodyear; Collier Bros.; Neil's; Nat. Shoes; Western Auto.

14 - NEWSPAPERS: PRODUCER (e-tues to fri) 6,169; (S) 6,169; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ted M. Phillips, Adv. Dir., PRODUCER, 121 N. Main, Seminole, OK 74868; Tel. (405) 382-1100.
National Representative: Oklahoma Press Service.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City SMSA). E&P Map D-2, County Seat. Residential Center. 42 mi. SE of Okla. City. On U.S. Hwys. 177,270, I-40; State Hwys. 3 & 18 & 99A.

2 - TRANSPORTATION: Railroads-Katy; AT&SF; OCA&A.
Motor Freight Carriers-8
Intercity Bus Lines-Jordan; O.T.C.; Greyhound; Mid Continent Coaches.

3 - POPULATION:
Corp. City 80 Cen. 26,506; Loc. Est. 27,408
CZ-ABC: (70) 25,075; (82) 26,000
RTZ-ABC: (70) 62,685; (82) 87,100
County 80 Cen. 55,239; Loc. Est. 59,685
SMSA 80 Cen. 834,088; Loc. Est. 877,277
City & RTZ-ABC: (70) 87,760; (82) 113,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,334; Loc. Est. 10,600
CZ-ABC: (70) 8,728; (82) 10,600
RTZ-ABC: (70) 21,281; (82) 34,700
County 80 Cen. 20,062; Loc. Est. 22,344
SMSA 80 Cen. 312,132; Loc. Est. 341,741
City & RTZ-ABC: (70) 30,009; (82) 45,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$77,800,000
Commercial	3	$335,491,126

6 - PASSENGER AUTOS: County 31,135

7 - ELECTRIC METERS: Residence 10,414

8 - GAS METERS: Residence 9,166

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 265 ($250); Copper Tubing 350 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 355 (N.A.); Ceramic Magnets 500 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Main St.
Neighborhood Shopping Centers-Kickapoo & Dill; 5 Kickapoo & Midland; Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 6; 2300 N. Harrison 4 (K mart).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Plaza(12)	NA	Ben Franklin, Star Drug
Northridge Sq.(15)	NA	K mart, Winn Dixie
Shawnee Plz.(7)	NA	Revco, Wal-Mart

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Mon. and Thurs.; Food & Discount-nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; C.R. Anthony; W.R. Jones; Newton Wall; K mart.
Discount Stores-Gibson's; Cooks; Wal-Mart; K mart.
Variety Stores-TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores-Richards Rexall 6; Lantz Drug; Tom Coffey; Medical Arts; Campus Drug; Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco; Humpty Dumpty.
Chain Supermarkets-Humpty-Dumpty; Safeway; M&P 4; Brannon's IGA; Pratt's 4; Al-James IGA.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 14,638; (S) 15,786; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representatives: Southwest Dailies; Oklahoma Press Service.

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STILLWATER

1 - LOCATION: Payne County, E&P Map D-2, County Seat. Educational (Okla. State U.), industrial, agricultural, oil, livestock and dairy center. State Hdqts. U.S. Dept. of Agriculture (Soil Conservation Service, Farm Home Adm., Production and Managing Adm., Agric. Stabilzing and Conservation, and Agric. Research Service), 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe Ry.
Motor Freight Carriers-7.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 38,268; Loc. Est. 41,234
CZ-ABC: (70) 31,126; (82) 39,100
RTZ-ABC: (70) 38,571; (82) 50,800
County 80 Cen. 62,435; Loc. Est. 67,299
City & RTZ-ABC: (70) 69,697; (82) 89,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,829; Loc. Est. 14,291
CZ-ABC: (70) 9,198; (82) 13,600
RTZ-ABC: (70) 13,755; (82) 21,100
County 80 Cen. 22,119; Loc. Est. 24,686
City & RTZ-ABC: (70) 22,953; (82) 34,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$204,010,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 28,666 (All vehicles)

7 - ELECTRIC METERS: 11,392

8 - GAS METERS: 10,404

9 - PRINCIPAL INDUSTRIES: Rubber & Plastic Hose Mfg.; Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.
Principal Pay Days-1 & 15; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING:Principal Shopping Center-7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square.
Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Katz; J.C. Penney; C. R. Anthony; Gibson's; Sears; Newton Wall; Montgomery Ward (catalog).
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Variety Stores-Otasco; ACE Hardware Mart; Murphy's Hardware.
Chain Drug Stores-Humpty-Dumpty; Thrifty; Revco.
Chain Supermarkets-Consumers IGA 2; 7-Eleven; Humpty Dumpty; Safeway; Bestyet.
Other Chain Stores-Goodrich; Goodyear; Firestone; Carpet City; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; S&H Stamps.

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 10,138; (S) 10,844; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: L.F. Bellatti, Pub., NEWS-PRESS, PO Box 2288, Stillwater, OK 74074; Tel. (405) 372-5000.
National Representative: Southwest Dailies.

TAHLEQUAH

1 - LOCATION: Cherokee County, E&P Map F-2, County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area, 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On US Hwy. 62, State Hwy, 51.

2 - TRANSPORTATION: Railroads-Frisco.
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708; Loc. Est. 9,833
County 80 Cen. 30,684; Loc. Est. 33,336

4 - HOUSEHOLDS:
City 80 Cen. 3,510; Loc. Est. 4,200
County 80 Cen. 10,595; Loc. Est. 11,867

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$220,000,000

6 - PASSENGER AUTOS: County 11,053

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Forestry; Machine Shops; Cannery.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, Soft; not flouridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart, Anthony's
Downing Square	NA	(Planned)
Plaza(8)	NA	Reasors RedBud, TG&Y

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Hinds; Anthony's; Workman's.
Discount Stores-T.G.&Y.; Wal-Mart.
Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.
Chain Supermarkets-Box's IGA; Reasor's; Safeway; Consumers.
Other Chain Stores-Doyles Shoes; Paulines (Womens); Sirloin Stocade; Buddys (Mens); Merle Norman.

14 - NEWSPAPERS: TAHLEQUAH DAILY PRESS (e-tues to fri;S) 4,125; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: M. Gerald Stone, TAHLEQUAH DAILY PRESS, 106 W. 2nd, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representative: Oklahoma Press Service; Southwest Dailies.

TULSA

1 - LOCATION: Tulsa County (SMSA), E&P Map E-2, County Seat. Admin. center for many oil companies; electronics & aviation maintenance ctr. 262 mi. SW of Kansas City; 276 mi NE of Dallas; 519 mi. N of Houston; 120 mi. E of Okla. City; 174 mi. SE of Wichita. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: Railroads-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Continental Trailway; Greyhound; M.K.&O.; KG Lines.
Airlines-American; Continental; Delta; Frontier; TWA; Ozark; International Ariport. (3 Airports).

3 - POPULATION:
Corp. City 80 Cen. 360,919; Loc. Est. 377,474
CZ-ABC: (70) 391,461; (82) 466,400
RTZ-ABC: (70) 363,483; (82) 502,000
County 80 Cen. 470,593; Loc. Est. 500,817
SMSA 80 Cen. 689,628; Loc. Est. 748,064
City & RTZ-ABC: (70) 754,944; (82) 968,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 145,414; Loc. Est. 157,120
CZ-ABC: (70) 131,027; (82) 182,200
RTZ-ABC: (70) 120,658; (82) 195,300
County 80 Cen. 181,620; Loc. Est. 199,339
SMSA 80 Cen. 258,002; Loc. Est. 288,342
City & RTZ-ABC: (70) 251,685; (82) 377,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$998,604,000
Commercial	27	$3,731,000

6 - PASSENGER AUTOS: County 296,950

7 - ELECTRIC METERS: Residence 160,400

8 - GAS METERS: Residence 131,000

9 - PRINCIPAL INDUSTRIES: Met. Area: Industry, Number of Wage EarnersMfg. 50,700; Mining 14,000; Const. 12,400; Trans. & Pub. Utilities 18,200; Whol. and Ret. Trade 53,300; Fin. Ins. Real Estate 13,600; Service 39,900; Govt. 23,900; (Av. Wkly. Wage-All Mfg. $248.28).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Areas-Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; 71st & Memorial.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Admiral Place(13)	NA	C.R. Anthony, TG&Y
Boman Acres(14)	NA	Safeway, Boman Thea.
Briar Village(24)	NA	Safeway, TG&Y
Brook Plaza(23)	NA	TG&Y, Froug's Dept.
Brookside	NA	C.R. Anthony, Otasco
Country Club Plaza(36)	NA	Skaggs, Alpha Beta

Crossbow(28)	NA	TG&Y, Bestyet Foods
Crossing Oaks(27)	NA	Safeway, Target
Crosstown Mall	NA	Woolco, Discount Foods
Crystal City(23)	NA	TG&Y, Otasco
Eastgate(7)	NA	Frougs, Wells Food
Executive Mall (27)	NA	Baskin & Robbins, Dickies, Fish & Chips
Farm Ctr.(52)	NA	Furr's, Reads
Fontana(41)	NA	O.G. Wilson, Froug's, Stewart's
Garnett Plaza (32)	NA	Skaggs, Alpha Beta, Clothworld, Radio Shack
Harvard Hills(13)	NA	TG&Y, C.R. Anthony
Highland Plaza(32)	NA	Goodyear, Stephen's Rest.
Holiday Hills(12)	NA	Sipes Mkt.
Kensington(8)	NA	Eckerd Drug, Sipes
London Sq.(13)	NA	Rown & Petty Foods
London South(13)	NA	Argentine Steak House
Mall 31(29)	NA	Will Rogers, Fabrics & Crafts, Catherine's
Mclain Vlg.(14)	NA	Safeway, TG&Y, Mont. Ward
Meadowood(18)	NA	TG&Y, Red Bud Mkt.
Old Village Shoppes(14)	NA	TG&Y
Osage Hills(13)	NA	TG&Y, C.R. Anthony
Park Lane(17)	NA	TG&Y, Red Bud Food
Park Plaza(20)	NA	TG&Y, Safeway
Ranch Acres(11)	NA	Otasco, Safeway, TG&Y
1700 Yale Mall(10)	NA	Target, Radio Shack
Sheridan Vlg.(30)	NA	TG&Y, Buds Thrif-T-Wise
Southland(38)	NA	TG&Y, Penney, Dillards
Southroads Mall (68)	NA	Woolco, Zales, Vandevers
Springdale(19)	NA	Sears, Safeway, Levine's
Suburban Acres (14)	NA	IGA, Foodliner, C.R. Anthony
Utica Square(77)	NA	TG&Y, J.A. Brown
Walnut Creek I & II(28)	NA	Cinderella Bootery, Buggy Whip, Wms. Apparel, Safeway
Woodland Hills (125)	NA	J.A. Brown, Dillards, Sanger Harris, Sears

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Vandever's; Dillard's 3; Woolf Bros.; Street's; Clarke's 3; Renberg's 3; Froug's 10; Sears 3; Woolco 2; C.R. Anthony 11; J.C. Penney 3; John A. Brown 2; Montgomery Ward 2; Sanger Harris.
Discount Stores-Looboyle's 2; Target; David's 2; K mart 5.
Variety Stores-TG&Y 30.
Chain Drug Stores-Med-X 9; Walgreen 3; Rexall 3; Getman 2; Skaggs 5; Family Drugs 4; Eckerd 5.
Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Safeway 28; Sipes 3; Bestyet; Red Bud 7; Family Markets; McCartney's 2; SuperettesGit-N-Go 35; Quick-Trip 39; Okla. U-Tote-Um 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores-Tall Fashions; Shoes: Schiff's 3; Cinderella 3, Thom McAn 2, Kinney 5; Jewelry: Boswell's 3, Zales 4, Moody's, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 20, Automotive of Tulsa 6, Thrift 3, Midas 3, Singer Co. 4; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2, S&H Green Stamps.

14 - NEWSPAPERS: WORLD (m) 130,268; TRIBUNE (e) 75,769; Comb. (m&e) 206,037; WORLD (S) 219,100; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, PO Box 1770, Tulsa, OK 74102; Tel. (918) 583-2161.
National Representative: Branham.

VINITA

1 - LOCATION: Craig County, E&P Map F-1, County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 66, 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: **Railroads**-M.K.&T.; Frisco.
Intercity Bus Lines-M.K.O.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,740; Loc. Est. 7,137
County 80 Cen. 15,014; Loc. Est. 15,438
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,514; Loc. Est. 2,667
County 80 Cen. 5,685; Loc. Est. 5,796

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$103,149,000
Savings & Loan	1	$275,616,481

6 - PASSENGER AUTOS: County 8,158

7 - ELECTRIC METERS: Residence 3,009

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Electrical Connector Mfg. (350 emp.); Agriculture; Mill & Elevator; Feeds; Flag and Apron Mgr.; Eastern State Hospital (875 emp.); Tower Manufacturer; Fiberglass Boat Plant; Evans Bakery Products (56 emp.).

10 - CLIMATE: Average Temp.-Spring 60; Summer 80; Fall 59; Winter 36.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: **Principal Shopping Days**-Sat., Thu., Fri.
Stores Open Evenings-Drug, supermarkets & discount.

13 - RETAIL OUTLETS: **Department Stores**-J. C. Penney; Carters; Draper's; Anthony's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Parks; Carter's.
Other Chain Stores-Western Auto; Sherwin-Williams; Oklahoma Tire; Montgomery Ward (catalog); Sears (catalog); Goodyear; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 4,042; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Drawer C, Vinita, OK 74301; Tel. (918) 256-6422.
National Representative: None.

WEATHERFORD

1 - LOCATION: Custer County, E&P Map C-2, University Community; Agriculture Area (wheat, cotton, feeds); Elevators; Nursery area; Southwestern State University. 73 mi. W of Oklahoma City. On Hwy I-40; State Hwy. 54.

2 - TRANSPORTATION: **Railroads**-Rock Island (inactive).
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640; Loc. Est. 10,412
County 80 Cen. 25,995; Loc. Est. 27,726

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,438; Loc. Est. 3,878
County 80 Cen. 9,482; Loc. Est. 10,468

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$107,564,000

6 - PASSENGER AUTOS: County 20,000

7 - ELECTRIC METERS: Residence 5,209

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)-Education 450 ($250); Photo. Processing 100 (N.A.); Printing Prod. 270 ($150); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350).

10 - CLIMATE: Avg. Annual Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING:**Principal Shopping Center**-7 blocks on Main St. plus shopping center continuation.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weatherford(14)	NA	Coast to Coast, TG&Y
Northpark Shoppes (6)	NA	Kwik Korner, Walmart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dixie; Anthony's; In Crowd; Kloset; Toni's; Frankie's; Smart Shop; Otasco; Sears (catalog).
Discount Stores-Walmart.
Variety Stores-TG&Y.
Chain Supermarkets-United; Puddin' Lane IGA.

14 - NEWSPAPERS: NEWS (e-tues to fri) 3,809; (S) 4,809; sworn Mar. 31, 1982.
Lacal Contact for Advertising and Merchandising Data: Kenneth O. Reid, Pub., NEWS, 118 S Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.

2 - TRANSPORTATION: **Railroads**-Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Union; Oklahoma; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,480; Loc. Est. 5,835
County 80 Cen. 27,473; Loc. Est. 29,656

4 - HOUSEHOLDS:
City 80 Cen. 2,132; Loc. Est. 2,317
County 80 Cen. 10,158; Loc. Est. 11,265

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$36,602,957
Savings & Loan	-	$20,587,872

6 - PASSENGER AUTOS: County 12,356 (All vehicles)

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Oil; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:**Principal Shopping Center**-5 blocks on Wewoka St.; 4 blocks on Mekusukey St.; all cross streets in between.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cohen's; General Dollar; Anthony's; Sharpe's.
Variety Stores-Ben Franklin.
Chain Supermarkets-Redbud; Scott's IGA; Smith's.
Other Chain Stores-Goodrich; Nelson (furn.); Jack's (shoe); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri) 2,338; (S) 2,338; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., TIMES, Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives: Southwest Dailies; Oklahoma Press Service.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270 and State Hwys. 3, 14 and 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Atchinson, Topeka & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 13,610; Loc. Est. 15,250
County 80 Cen. 21,172; Loc. Est. 23,723

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,068; Loc. Est. 5,795
County 80 Cen. 7,582; Loc. Est. 8,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$86,495,000

6 - PASSENGER AUTOS: County 11,562 (All vehicles)

7 - ELECTRIC METERS: Residence 4,788

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Metal Working; Livestock; Westwear; Underwear Mfg.; Meat Packing; National Gas; Farming; Oil affiliates; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct. Last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING:**Principal Shopping Center**-6 blocks on Main St. Downtown; Westgate (2); Plaza (4) & Southgate (3).
Stores Open Evenings-Food; Discount.
Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: **Department Stores**-C. R. Anthony; J.C. Penney; Frost's; Trego's; Oliver's; Star Model; Sears; Montgomery Ward; Wal-Mart.
Variety Stores-TG&Y Family Store.
Discount Stores-Gibson's.
Chain Drug Stores-Bogdahn Rexall 2; Ideal Drug; Gibson's; TG&Y.
Chain Supermarkets-Safeway; Ideal; United.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Western Auto; Long Bell; Thom McAn.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,061; (S) 6,061; sworn Mar. 31, 1982.
Local contact for Advertising and Merchandising Data: Clark Lawrence Jr. Pub., PRESS, 1023 Main St., Woodward, OK 73801; Tel. (405) 256-3311.
National Representative: Oklahoma Press Service.

OREGON SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.
Medford-Jackson County.
Portland, Ore.-Wash.-Clackamas, Multnomah and Washington Counties, Ore.; Clark County, Wash.
Salem-Marion and Polk Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	164	198	204
5-14 Years	406	392	403
15-24 Years	366	464	478
25-44 Years	481	785	808
45-64 Years	499	491	505
65 and Over	226	303	312
TOTAL	2,092	2,633	2,710

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	322	629	808
General Mdse	559	1,256	1,774
Food	1,206	1,822	2,931
Automobiles	1,130	2,083	2,539
Gasoline Stations	391	655	1,171
Apparel	215	391	546
Furniture	234	481	636
Eat-Drink Places	438	879	1,447
Drugs	171	307	468
TOTAL	5,190	9,348	13,762

ALBANY

1 - LOCATION: Linn County, E&P Map A-2, County Seat. On navigable Willamette River, 75 mi. South of Portland. Wholesale and shipping center for lumber export, dairy and agricultural products. On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; SPS (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,540; Loc. Est. 27,960
PMA-ABC: (70) 73,661; (82) 91,000
County 80 Cen. 89,495; Loc. Est. 91,434

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,415; Loc. Est. 11,396
PMA-ABC: (70) 23,064; (82) 33,500
County 80 Cen. 32,773; Loc. Est. 34,567

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$144,300,000
Savings & Loan	3	$132,100,000

6 - PASSENGER AUTOS: County 71,367

7 - ELECTRIC METERS: Residence 9,569

8 - GAS METERS: Residence 4,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metals 2,480 ($183); Wood Products 4,755 ($154); Food Processing 1,012 ($177); Agricultural 1,741 ($143); Util. & Trans. 322 ($153); Construction 1,633 ($172).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:**Principal Shopping Centers**-5 blocks on 1st Ave.; 5 on 2nd Ave.; 4 on 3rd; 5 on Broadalbin, Ellsworth, Lyon.
Neighborhood Shopping Centers-Santiam Hwy. & Waverly Dr.; Santiam Hwy. & Pacific Blvd.; Santiam Hwy. & Main St.; Spring Hill Rd. & Hickory Ave. NW; Pacific Blvd. & Calapooia St.; Pacific Blvd. & Albany Ave.
Principal Shopping Days-Wed., Fri. and Sat.
Stores Open Evenings-Mon. & Fri

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney; Sears; The Broadway.
Variety Stores-Safeway Economy Center.
Discount Stores-Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart; Payless.
Chain Drug Stores-Payless; Fred Meyer.
Chain Supermarkets-Safeway; Roth's IGA; Fred Meyer; The Market Place; Shop-Rite 2; Albertson's.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 20,884; Mar. 31, 1982 ABC.

BEST AVAILABLE COPY

Local Contact for Advertising and Merchandising Data: W. Clark Gallagher, Ret. Adv. Mgr., DEMOCRAT-HERALD, 138 W 6th, Albany, OR 97321; Tel. (503) 926-2211.
National Representative: Branham.

ASHLAND

1 - LOCATION: Jackson County (In Medford SMSA). E&P Map A-3, 12 mi. SE of Medford; 22 mi. N of the California boundary line on interstate 5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco. Tourist & education center.

2 - TRANSPORTATION: Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways; Rogue; Rapid Transit.
Airlines-United; Air Oregon; Horizon; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 14,943; Loc. Est. 14,704
CZ-ABC: (70) 12,342; (82) 15,200
RTZ-ABC: (70) 6,003; (82) 9,900
County/SMSA 80 Cen. 132,456; Loc. Est. 134,190
City & RTZ-ABC: (70) 18,345; (82) 25,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,909; Loc. Est. 6,010
CZ-ABC: (70) 4,124; (82) 5,900
RTZ-ABC: (70) 1,972; (82) 3,700
County/SMSA 80 Cen. 49,011; Loc. Est. 52,261
City & RTZ-ABC: (70) 6,096; (82) 9,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$86,520,600
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 112,544

7 - ELECTRIC METERS: Residence 6,200

8 - GAS METERS: Residence 2,982

9 - PRINCIPAL INDUSTRIES: Lumbering; Wood Products Factory; Steel Tanks; Railroad; Box Factory; Planing Mill; Dental Equip.; Southern Oregon College (5,400 students); Ski Resort; Oregon Shakespeare Festival; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 58-97; Fall 32-73; Winter 24-58. First killing frost, Oct. 17. Last killing frost, May 1.

11 - TAP WATER: Soft; not flucridated

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.
Neighboring Shopping Centers-Pioneer Village, 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(8)	1 1/2	Buy Rite
Commercial Center	2	Winans
Ashland(20)	2	Kacy's
Tolman-66	2 1/2	Bi-Mart

Principal Shopping Days-Tue., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Perrine's; Fortmiller's; Beno's.
Variety Stores-Sprouse Reitz.
Chain Supermarkets-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.
Chain Drug Stores-Ashland Rexall; Bi-Mart; Thrifty.
Other Chain Stores-Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: THE DAILY TIDINGS (e) 5,712; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dallas Rhoden, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.
National Representative: None.

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth; 105 mi. NW of Portland.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 9,998; Loc. Est. 9,705
CZ-ABC: (70) 10,244; (82) 11,100
RTZ-ABC: (70) 31,048; (82) 37,000
County 80 Cen. 32,489; Loc. Est. 32,600
City & RTZ-ABC: (70) 41,292; (82) 48,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,235; Loc. Est. 3,623
CZ-ABC: (70) 3,904; (82) 4,900
RTZ-ABC: (70) 10,845; (82) 15,400
County 80 Cen. 12,795; Loc. Est. 13,342
City & RTZ-ABC: (70) 14,749; (82) 20,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	5	$85,000,000

6 - PASSENGER AUTOS: County 27,095

7 - ELECTRIC METERS: Residence 14,873

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Pulp Paper Mfg.; Seafood packing and canning; Lumber; Plywood; Saw Mills; Dairy; Grass Seed; Mink Growing; Shipping; Tourist.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Young's Bay Plaza(13)	NA	Payless Drug, Radio Shack

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Chain Supermarkets-Safeway; Astoria Public Mkt.; Sentry Mkt.; Astoria IGA; Thriftway.

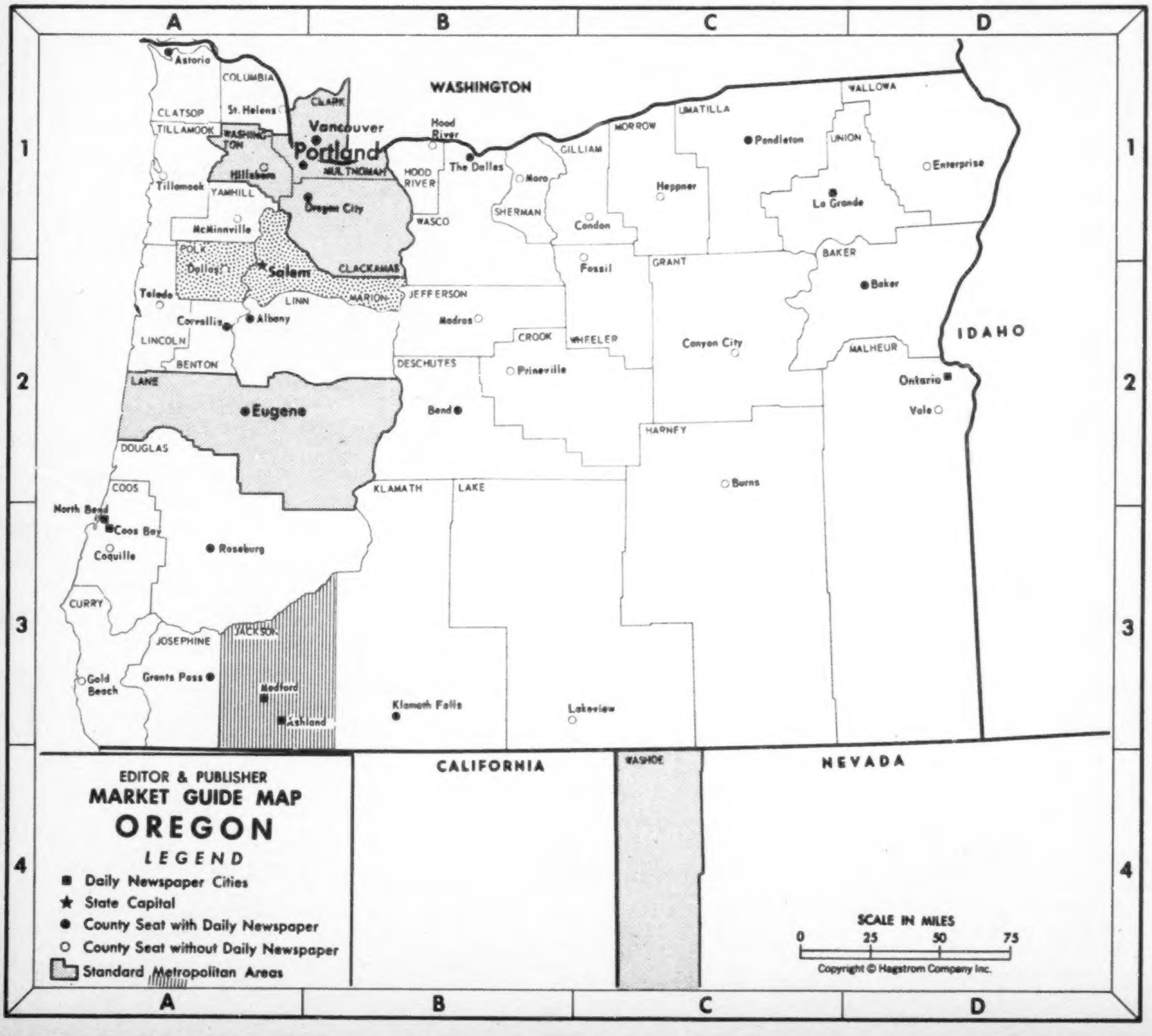
14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,102; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Budde, Gen. Mgr., ASTORIAN, 949 Exchange, Astoria, OR 97103; Tel. (503) 325-3211.
National Representative: Branham.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,471; Loc. Est. 9,912
CZ-ABC: (70) 9,354; (82) 9,500
RTZ-ABC: (70) 8,130; (82) 10,200
County 80 Cen. 16,134; Loc. Est. 17,182
City & RTZ-ABC: (70) 17,484; (82) 19,700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WASHINGTON
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CLATSOP
St. Helens
TILLAMOOK
WASHINGTON
CLARK
Vancouver
Portland
Hillsboro
MULTNOMAH
Tillamook
YAMHILL
Oregon City
McMinnville
POLK
Dallas
Salem
CLACKAMAS
MARION
Toledo
LINN
Corvallis
Albany
LINCOLN
BENTON
LANE
Eugene
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
Hood River
HOOD RIVER
The Dalles
WASCO
SHERMAN
Moro
GILLIAM
Condon
MORROW
Heppner
UMATILLA
Pendleton
UNION
La Grande
WALLOWA
Enterprise
Fossil
WHEELER
GRANT
Canyon City
BAKER
Baker
JEFFERSON
Madras
CROOK
Prineville
DESCHUTES
Bend
MALHEUR
Ontario
Vale
HARNEY
Burns
KLAMATH
Klamath Falls
LAKE
Lakeview
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
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4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,728; Loc. Est. 3,695
CZ-ABC: (70) 3,232; (82) 3,900
RTZ-ABC: (70) 2,736; (82) 4,000
County 80 Cen. 6,169; Loc. Est. 6,820
City & RTZ-ABC: (70) 5,968; (82) 7,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	3	$38,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 14,413

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Woodwork, 710 Emp. ($200 wkly.); Agriculture, 500 ($175 wkly.).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Maxi Mart(4)	2	True Value, Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Baker Mercantile; Neuberger & Heilner.
Variety Stores-True Value; Hirsch Value Center.
Chain Supermarkets-Safeway; Albertson's; Wilson's.
Other Chain Stores-Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 3,255; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack R. Turner, Publisher, DEMOCRAT-HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.
National Representative: Oregon Newspaper Publishers.

BEND

1 - LOCATION: Deschutes County, E&P Map B-2. County Seat. Wholesale lumber manufacturing, agricultural and tourist center. 160 mi. SE of Portland. On U.S. Hwys. 97 and 20.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Pacific Trailways.
Airlines-Republic; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 17,263; Loc. Est. 18,183
CZ-ABC: (70) 17,044; (82) 29,200
RTZ-ABC: (70) 28,926; (82) 62,600
County 80 Cen. 62,142; Loc. Est. 70,651
City & RTZ-ABC: (70) 45,970; (82) 91,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,011; Loc. Est. 6,958
CZ-ABC: (70) 5,789; (82) 11,000
RTZ-ABC: (70) 9,425; (82) 24,600
County 80 Cen. 22,976; Loc. Est. 26,897
City & RTZ-ABC: (70) 15,214; (82) 35,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$168,742,000

6 - PASSENGER AUTOS: County 54,989

7 - ELECTRIC METERS: Residence 12,762

8 - GAS METERS: Residence 6,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber 2380; Mfg. and Other Durable Goods 750; Government 3,980;
Principal Pay Days-1st, 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10. Last killing frost, May 12.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Center-5 blocks on Wall St.; 5 blocks on Bond St.; 2 blocks on Oregon, Minnesota and Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wagner Mall	1	Wagners
Greenwood	1	Erickson's
Bend Plaza(25)	1	Safeway
Albertson's	2	Albertson's
Whistle Stop(19)	1	Longs
Mountain View(10)	2	G.I.Joe's, The Emporium
Bend River(53)	2	The Bon, Sears

Neighborhood Shopping Centers-South 3rd St.; Columbia St. and East 1st St.; East Greenwood.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Smart Shop; Hatfield's; Outdoor Store; G.I.Joe's; The Emporium; The Bon; Sears.
Discount Stores-Bi-Mart.
Chain Drug Stores-Payless; Longs Drug.
Variety Stores-Safeway.
Chain Supermarkets-Wagner's; Safeway; Food Towne; Sentry Mkt.; Albertson's; Shop 'N Kart.
Other Chain Stores-Weisfield's Jewelers; Coast-to-Coast; Mode O'Day; Montgomery Ward (Catalog); Stretch & Sew; Radio Shack; Endicott-Johnson Shoes; Walden Books; Kinney Shoes; Jay Jacobs; Mr. Rags; Anita's; Command Performance; Zales; Weis Fields; Maurices; The Closet; V-J Sound City; Her New Image; The Jean Machine; Mr. Mark; Breslers; Pet-Ponium; Vans Outdoor Stores; House of Fabrics; Garmentree.

14 - NEWSPAPERS: BULLETIN (e) 18,877; (S) 18,764; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Diekman, Adv. Mgr., BULLETIN, 1526 N.W. Hill St., Bend, OR 97701; Tel. (503) 382-1811.
National Reoresentative: Branham.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, land-locked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Air Oregon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203; Loc. Est. 25,106
Coos Bay 80 Cen. 14,424; Loc. Est. 14,886
North Bend 80 Cen. 9,77[illegible]; Loc. Est. 10,240
CZ-ABC: (70) 24,899; (82) 29,600
RTZ-ABC: (70) 50,784; (82) 62,100
County 80 Cen. 64,047; Loc. Est. 66,930
City & RTZ-ABC: (70) 75,683; (82) 91,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,142; Loc. Est. 9,654
Coos Bay 80 Cen. 5,573; Loc. Est. 5,855
North Bend 80 Cen. 3,569; Loc. Est. 3,799
CZ-ABC: (70) 8,251; (82) 11,600
RTZ-ABC: (70) 16,468; (82) 23,500
County 80 Cen. 23,870; Loc. Est. 25,695
City & RTZ-ABC: (70) 24,719; (82) 35,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$347,709,923
Savings & Loan	4	$1,565,743

6 - PASSENGER AUTOS: County 49,387

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Construction 790 ($300); Food Products 460; (Wage Averages are State figures).
Principal Pay Days-Lbr. 10 & 25; Ret. 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15. Last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	NA	Albertson's
Bi-Mart (11)	NA	Bi-Mart, Mont. Ward
Pony Village(88)	NA	Safeway, Sprouse Reitz, Sears, Pay Less, Bon Marche
Coos Bay Plz.(20)	NA	K mart

Principal Shopping Days-Sat., Mon., Fri.
Stores Open-Mon. & Fri. Evg.; Food & Drug on Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium; J. C. Penney; Bon Marche.
Variety Stores-Sprouse Reitz 2; Big Value Store.
Chain Drug Stores-PayLess 2; K mart; Bi-Mart.
Chain Supermarkets-Safeway 2; McKays 5; Albertson's.
Other Chain Stores-Anita Shops; Mode O'Day; Western Auto; Coast-to-Coast; Firestone; Singer Co.; Uniroyal; Sears; Ward's; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: WORLD (e) 16,642; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Baron, Gen. Mgr.; Wes Little, Adv. Dir., WORLD, 350 Commercial, Coos Bay, OR 97420; Tel. (503) 269-1222.
National Representative: Newspaper Adv. Service.

CORVALLIS

1 - LOCATION: Benton County, E&P Map A-2, County Seat. Lumber wood by-products and agriculture, College center; on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99W.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960; Loc. Est. 39,900
CZ-ABC: (70) 35,153; (82) 39,900
RTZ-ABC: (70) 14,633; (82) 26,400
County 80 Cen. 68,211; Loc. Est. 66,300
City & RTZ-ABC: (70) 40,786; (82) 66,300
Demographic Information avaliable from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,637; Loc. Est. 13,500
CZ-ABC: (70) 10,215; (82) 13,500
RTZ-ABC: (70) 4,532; (82) 9,500
County 80 Cen. 23,973; Loc. Est. 23,000
City & RTZ-ABC: (70) 14,747; (82) 23,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$150,546,000
Savings & Loan	7	$152,900,000

6 - PASSENGER AUTOS: County 46,656

7 - ELECTRIC METERS: Residence 14,909

8 - GAS METERS: Residence 7,123

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Total Gov't 11,000; Service & Misc. 4,530; Lumber & Wood 1,440; Machinery 2,850; Finance, Ins., Real Estate 1,030; Trade 4,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Circle 9(31)	3	Payless, Richeys
Kings Circle(7)	4	Albertson's
Kings Road(9)	4	Fred Meyer
Northgate(9)	2	Richey's
Plaza 9(13)	2	Eliasons, Roth's IGA
The Old Cannery (23)	1	Everybody's Records

Principal Shopping Days-Sat., Fri., Wed.
Stores Open Evenings-Most Retail-Fri., Some Retail-Mon.; Foods-every evening.
Stores Open Sundays-Most Retail Food.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; Penney; Fred Meyer, Inc.; Clothes Tree.
Variety Stores-McGregor's.
Discount Stores-Bi-Mart; Fred Meyer; Payless; Waremart.
Chain Drug Stores-Payless 2.
Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's 2; Prairie Market; Thriftway.

14 - NEWSPAPERS: GAZETTE-TIMES (e) 15,237; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Adrienne Gonia Fowler, Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson, Corvallis, OR 97339; Tel. (503) 753-2641.
National Representative: Branham.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield SMSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S. of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E. of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Oregon Electric.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; United; Frontier; Air Oregon; Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 105,624; Loc. Est. 106,213
CZ-ABC: (70) 146,319; (82) 214,400
RTZ-ABC: (70) 76,990; (82) 86,900
County/SMSA 80 Cen. 275,226; Loc. Est. 276,760
City & RTZ-ABC: (70) 223,309; (82) 301,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 42,323; Loc. Est. 43,382
CZ-ABC: (70) 47,463; (82) 81,800
RTZ-ABC (70) 23,943; (82) 30,900
County/SMSA 80 Cen. 103,525; Loc. Est. 107,281
City & RTZ-ABC: (70) 71,406; (82) 112,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	11	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 204,719

7 - ELECTRIC METERS: Residence 58,749

8 - GAS METERS: Residence 9,151

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 1,600 ($295); Lumber 11,800 ($389); Transp. 3,200 (N.A.); Whlse. 5,200 (N.A.); Retail 20,100 (N.A.); Govt. 22,700 (N.A.); Misc. 35,800 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7. Last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Downtown Shopping Center-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edgewood(11)	3	Safeway, Tiffany Drugs
Emerald(10)	NA	
Farmdale(10)	NA	Safeway, Sprouse Reitz
Gilbert(15)	4	Safeway, Sprouse Reitz
Mohawk Center	6	BiMart
Oakway Mall(40)	1	Albertson's, Tiffany
Riviera(15)	5	McKay, Tiffany-Davis
Springfield Mall	6	Payless, Emporium, Albertson's
Valley River(86)	2	Penney, House of Fabrics, Meier & Frank, Mont. Ward, Frederick & Nelson
West 11th(14)	NA	Drive-n-Save Mkt.
Willamette Plaza(12)	3	Emporium, Mayfair Mkt., Payless
Coburg Plaza(8)	3	Safeway, Thrifty Drug

Principal Shopping Days-Thu., Fri., Sat.; Food-Weds., Thurs., Fri., Sat.
Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Penney; Broadway; Bon Marche; Meier & Frank; Emporium 3; Frederick & Nelson.
Discount Stores-Fred Meyer 2; Bi-Mart 4; Payless 3; K mart 2.
Variety Stores-Woolworth; Newberry; Tiffany-Davis.
Chain Drug Stores-Tiffany-Davis 5; Hirons 2; Payless 3; Thrifty.
Chain Supermarkets-Mayfair 3; Safeway 14; Albertson's 5; McKay's 8.
Other Chain Stores-Weisfield Jewelers; Firestone 3; Leeds Shoes; Lerner's; Goodrich; Gallenkamps Shoes; Anita's; Arden's; Mode O'Day; Goodyear; Kaufman Bros.; Singer; J. K. Gill; Burch's Shoes; Rubenstein's; Fabric House; Klopfenstein's; Motherhood Maternity; Memory Lane, Inc.; Albert's Hosiery; Clark Jr.; Action Alley; The Clothes Tree; The Blade; Hallmark; House of Uniforms; Petries; Russell Stover Candies; See's Candies; Thom McAn Shoes; Topps & Trowsers; Viscount Records; Norm Thompson; Jered's Outdoor; Jafco.

14 - NEWSPAPERS: REGISTER-GUARD (e-mon to fri) 65,719; (sat) 72,830; (S) 70,864; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James A. McComb, Adv. Dir., REGISTER-

GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234.
National Representative: Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County, E&P Map A-3, County Seat. Agriculture, lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,997; Loc. Est. 14,849
CZ-ABC: (70) 18,541; (82) 27,100
RTZ-ABC: (70) 27,640; (82) 49,200
County 80 Cen. 58,820; Loc. Est. 61,659
City RTZ-ABC: (70) 46,181; (82) 76,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,045; Loc. Est. 6,076
CZ-ABC: (70) 6,645; (82) 11,300
RTZ-ABC: (70) 9,224; (82) 19,500
County 80 Cen. 21,866; Loc. Est. 23,611
City & RTZ-ABC: (70) 15,869; (82) 30,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$65,056,000
Savings & Loan	7	$33,600,000

6 - PASSENGER AUTOS: County 50,362

7 - ELECTRIC METERS: Residence County 19,757

8 - GAS METERS: Residence 4,300

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prod., 4,617 emp.
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-68; Summer 51-87; Fall 42-62; Winter 36-47. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, neutral.

12 - RETAILING:Principal Shopping Centers-8 blocks on 6th St.; 2 on G St.; 2 on H St.
Neighborhood Shopping Centers-1 blocks on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units; Montgomery Ward; Payless.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caveman Plz.(12)	NA	Mayfair
Northgate(10)	NA	Richard's Super Mkt.
Grant's Pass(34)	NA	Payless Drug, Wards

Principal Shopping Days-Mon. and Sat., Fri.
Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; J.C. Penney; Montgomery Ward.; Griffiths.
Variety Stores-McGregor's; Sprouse Reitz.
Chain Supermarkets-Safeway; Independent 3; Richard's 2; Mayfair; Albertson.
Other Chain Stores-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 16,001; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rod MacDonald; Adv. Dir., COURIER, Po Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3734.
National Representative: None.

KLAMATH FALLS

1 - LOCATION: Klamath County, E&P Map B-3, County Seat. Shipping center for 4-county agricultural and lumbering areas, Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads-So. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 16,661; Loc. Est. 16,542
County 8o Cen. 59,117; Loc. Est. 60,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,691; Loc. Est. 6,448
County 80 Cen. 21,688; Loc. Est. 22,808

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$209,800,000
Savings & Loan	3	$158,425,890

6 - PASSENGER AUTOS: County 51,159

7 - ELECTRIC METERS: Residence 23,880

8 - GAS METERS: Residence 6,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,760 ($370); Agriculture 3,000 ($160); Railroad 1,370 ($405); Education 1,590 ($310).
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15. Last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on South Sixth St.
Neighborhood Shopping Centers-12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	NA	Albertson's Foods
Town & Country (50)	NA	Pay Less Drug
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	Penney, Mont. Ward, Miller's, Woolworth
Jefferson Sq.(20)	NA	Emporium, Pay Less
Campus Square	NA	Market Basket

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Penneys; Miller's; Montgomery Ward; Woolworth; Pay Less; Big R; Bi-Mart; K mart and most food stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Miller's; Emporium.
Discount Stores-Payless; Jefferson Square Town & Country; Downtown; Big R.; Bi-Mart; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Payless 3; Bi-Mart.
Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Albertson's.
Other Chain Stores-Firestone; Goodyear; Mode O'Day; Weisfields (jewelry); Singer Co.; S&H Green Stamps; McMahan's Furniture; Kirby Shoes; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 19,069; (S) 19,464; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Arnold Migliaccio, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4046.
National Representative: None.

LA GRANDE

1 - LOCATION: Union County, E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, Idaho. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354; Loc. Est. 11,421
CZ-ABC: (70) 11,643; (82) 14,300
RTZ-ABC: (70) 13,981; (82) 18,300
County 80 Cen. 23,921; Loc. Est. 24,050
City & RTZ-ABC: (70) 25,624; (82) 32,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,375; Loc. Est. 4,414
CZ-ABC: (70) 3,946; (82) 5,600
RTZ-ABC: (70) 4,598; (82) 7,100
County 80 Cen. 8,707; Loc. Est. 9,143
City & RTZ-ABC: (70) 8,544; (82) 12,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$78,701,537
Savings & Loan	4	$39,930,000

6 - PASSENGER AUTOS: County 18,923

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 950 ($400); Feed Milling 12 ($150); Logging 300 ($500); Railroad 550 ($400); Food Pkg. 45 ($200); State & Fed. Govt. 1,050 ($300); Chemical 21 ($375); Trailer Mfg. 200 ($260).
Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grande Ronde(15)	1	Sprouse Reitz, Pay Less
Island City	NA	Sentry Foods

Principal Shopping Days-Mon., Wed., Thu.
Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Keith O'Brien; Montgomery Ward; J.C. Penney; Quisenberry's.
Variety Stores-Sprouse Reitz; C&E Variety.
Chain Drug Stores-Glass Rexall; Pay Less; Graham's 2.
Chain Supermarkets-Safeway; Albertson's; Ron's Market.
Other Chain Stores-Mode O'Day (women's); Sears.

14 - NEWSPAPERS: OBSERVER (e) 7,231; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1710 6th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative: Branham.

MEDFORD

1 - LOCATION: Jackson County (SMSA). E&P Map A-3, County Seat. Industrial and wholesale center for S OR and N CA 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, CA, 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227 and 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads-S. Pacific.
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Trailways; Agate Stages; Rogue Valley Transit.
Airlines-United; Horizon; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 39,603; Loc. Est. 40,070
CZ-ARC: (70) 41,862; (82) 63,300
Bal. in PMA-ABC: (70) 52,671; (82) 67,700
County/SMSA 80 Cen. 132,456; Loc. Est. 134,190
Total PMA-ABC: (70) 94,533; (82) 131,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,559; Loc. Est. 16,161
County/SMSA 80 Cen. 49,011; Loc. Est. 51,065
CZ-ABC: (70) 14,519; (82) 25,200
Bal. in PMA-ABC: (70) 16,865; (82) 25,800
Total PMA-ABC: (70) 31,284; (82) 51,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	$500,655,000
Savings & Loan	10	$455,234,000

6 - PASSENGER AUTOS: County 107,100

7 - ELECTRIC METERS: County 47,000

8 - GAS METERS: County 14,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Lumber 5,200 ($352); Wholesale 2,700 ($360); Ret. Trade 12,500 ($330); Pub. Utilities 2,290 ($375); Fab. Metals & Elec. Equip. 1,100 ($325); Tourism Svcs. 1,200 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44; Av. Temp. 54, annually.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Districts-Medford; Jackson St. at Hawthorne Park (28 acres); 12 block areas between 5th, 9th, Holly St. and Riverside Ave. Big Y Disctrict at North City Limits; W. Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medford(42)	1	Sears
Medford Mall(52)	NA	J.C. Penney
Big Y	2	Big Y Mkt.
Westgate(4)	1	Thunderbird
K mart	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz.	1	Albertsons
Sherms	1	Sherms
Black Oak	2	Richards
Cottonwood Sq.	2	Buccaneer Pizza
Fred Meyer	3	Fred Meyer

Principal Shopping Days-Sat., Wed., Fri.
Stores Open Evenings-Mon., Wed., Fri.
Stores Open Sundays-Food; Discount; Drug; Department.

13 - RETAIL OUTLETS: Department Stores-Miller's; J. C. Penney; Sears; LaPointe's; Fred Meyer; Dunham's; Parker Woods; Beaver Electric; Lamonts; Pay 'N Pak; Robinsons.
Variety Stores-Newberry; Woolworth; Sprouse Reitz.
Discount Stores-Thunderbird; K mart; Bi-Mart; Black Bird; Big Bear; Sherms.
Chain Drug Stores-Pay Less; Bi-Mart.
Chain Supermarkets-Richard's 5; Van Wey's; Safeway 2; Mayfair; Albertson's; Shop Rite; Sentry 2; U-Mark-It 3.
Other Chain Stores-Auto Supply; Firestone; Goodrich; Goodyear; Uni-Royal; Kinney's; Mode O'Day; Leed's; Lerner's; Gallenkamp's; Zale's; JoAnn's Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Sanford's; Home Fabrics; House of Fabrics; Drew's Manstore; General Tire; The Closet; McMahon's Furniture; Radio Shack 3; Bistrin's; Burch's; Hickory Farms.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thurs); 28,136; (e-fri) 34,725; (S) 31,150; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hudson, Adv. Mgr., MAIL TRIBUNE, 6th at Fir St., Medford, OR 97501; Tel. (503) 776-4411.
National Representative: Branham.

ONTARIO

1 - LOCATION: Malheur County, E&P Map D-2. 70 m. SE of Baker, OR; 60 mi. W of Boise; Idaho in E portion of State; on I-84; U.S. 30; State 7, 86 & 30.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814; Loc. Est. 9,631
CZ-ABC: (70) 6,523; (82) 9,900
RTZ-ABC: (70) 37,294; (82) 44,800
County 80 Cen. 26,896; Loc. Est. 28,466
City & RTZ-ABC: (70) 43,817; (82) 54,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,305; Loc. Est. 3,549
CZ-ABC: (70) 2,119; (82) 3,800
RTZ-ABC: (70) 11,730; (82) 16,600
County 80 Cen. 9,279; Loc. Est. 10,158
City & RTZ-ABC: (70) 13,849; (82) 20,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$45,000,000
Agriculture	3	N.A.
Commercial	5	$57,000,000

6 - PASSENGER AUTOS: County 23,268

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Vegetable & Fruit Processing; Livestock Packing; Creamery; Lumber Processing & Finishing; Livestock Sale yard; Recreation; Education (Treasure Valley Community College); Agriculture/Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 10-58. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center (7)	1/4	Bonanza Variety, F&F Sport Center
W. Park Plaza(30)	1/2	Albertson's, Sears, Keith O'Brien, Alexander's Merc
Canyon Village	1	Foxey Restaurant, Cider Mart
K mart Center	3/4	K mart, McDonald's
Bi mart Ctr.	3/4	Bi Mart, Kings Table, IGA

13 - RETAIL OUTLETS: Drug Stores-Skaggs; Payless; Ontario Pharmacy.

Food Stores-Albertson's; Safeway; Ontario Mkt.; Discount Food; IGA Stores 3; Smith's.

Variety Stores-MFRC; Sprouse Reitz; Merc; Bonanza; Bi-Mart; K mart.
Other Chain Stores-Sears; Western Auto; Montgomery Ward; Les Schwab; Shakey's; Grizzly Bear; K-G (Mens, Miss, Bootery,); Hudson's; Handy House; D&B; Blackers.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,610; (S) 7,212; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub., ARGUS OBSERVER, 1160 SW 4th St., Ontario, OR 97914; Tel. (503) 889-5387.
National Representative: Landon Associates.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland, OR-WA-SMSA). E&P Map A-1, County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Inter-City Buses Inc.; Mollala-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673; Loc. Est. 15,495
County 80 Cen. 241,919; Loc. Est. 251,573
SMSA 80 Cen. 1,242,187; Loc. Est. 1,306,851
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,348; Loc. Est. 5,719
County 80 Cen. 84,698; Loc. Est. 90,812
SMSA 80 Cen. 410,711; Loc. Est. 516,334

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial (Br.)	11	$120,000,000
Savings & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 189,013

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days-Paper Mills, every other Tuesday; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington; 1 on Modalla.
Neighborhood Shopping Centers-6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oregon City (36)	NA	Ben Franklin, Montgomery Ward, Pay Less Drugs
Southridge	NA	Bi-Mart, Albertsons

Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays-Grocery; some in Shopping Centers; Drugs.

13 - RETAIL OUTLETS: Department Stores-Penney; Fred Meyer; K mart; G. I. Joes; Bi-Mart.
Variety Stores-Ben Franklin; Boyd's 88 Center; Crown Discount.
Chain Drug Stores-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Center.
Chain Supermarkets-Danielson's Thriftway 4; Fred Meyer; Mayfair; Tradewell; Keinows; Prairie Mkts.; Albertsons; Safeway.
Other Chain Stores-Montgomery Ward (order office); Sears (order office); Coast-to-Coast; Anita Frocks; Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 5,952; sworn June 30, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Duane Edmonds, Adv. Dir., ENTERPRISE-COURIER, 10th & Main, Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.
National Representative: USSPI; Scripps League.

PENDLETON

1 - LOCATION: Umatilla County, E&P Map C-1, County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon, 208 mi. from Portland. On Old Oregon Trail and Interstate 84.

2 - TRANSPORTATION: Railroads-N.P.; U.P.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-United; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 14,521; Loc. Est. 14,442
CZ-ABC: (70) 13,197; (82) 16,500
RTZ-ABC: (70) 36,191; (82) 54,100
County 80 Cen. 58,861; Loc. Est. 60,834
City & RTZ-ABC: (70) 49,388; (82) 70,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,534; Loc. Est. 5,588
CZ-ABC: (70) 4,357; (82) 6,400
RTZ-ABC: (70) 11,723; (82) 20,500
County 80 Cen. 21,077; Loc. Est. 22,483
City & RTZ-ABC: (70) 16,080; (82) 29,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$85,414,000
Savings & Loan	3	$117,000,000

6 - PASSENGER AUTOS: County 51,468

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Sawmills 800; Furniture 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144.
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melanie Square Shopping Ctr.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Bon Marche; Quisinberry's; Hatfields; Holly's Shoes; K mart; Bi-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Pay Less.
Chain Supermarkets-Albertson's; Safeway; IGA; Buttrey's.
Other Chain Stores-Mode O'Day (dresses); Sherwin-Williams; Western Auto; Les Schwab (tires); Radio Shack.

14 - NEWSPAPERS: EAST OREGONIAN (e) 12,472; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Anderson, Adv. Dir., EAST OREGONIAN, 211 SE Byers St., Pendelton, OR 97801; Tel. (503) 276-2211.
National Representative: Branham.

PORTLAND

1 - LOCATION: Multnomah County (In Portland, OR-WA, SMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem 173 mi. S of Seattle; 639 mi. N of San Francisco. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; I-5, 84, 205.

2 - TRANSPORTATION: Railroads-Freight: Milwaukee Road; Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers-67.
Steamship Lines-23.
Intercity Bus Lines-Greyhound; Trailways; Tri-Met.
Airlines- Alaska; American; Eastern; Northwest; United; Western; Republic Airlines; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Wien Air Alaska; Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 366,383; Loc. Est. 367,569
CZ-ABC: (70) [illegible]36,992; (82) 853,700
RTZ-ABC: (7[illegible]389,985; (82) 604,500
County 80 Cen. 562,640; Loc. Est. 561,400
SMSA 80 Cen. 1,242,187; Loc. Est. 1,257,100
City & RTZ-ABC: (70) 1,126,977; (82) 1,458,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 158,847; Loc. Est. 159,121
CZ-ABC: (70) 257,565; (82) 345,500
RTZ-ABC: (70) 121,097; (82) 219,700
County 80 Cen. 233,135; Loc. Est. 232,946
SMSA 80 Cen. 477,325; Loc. Est. 483,500
City & RTZ-ABC: (70) 378,662; (82) 565,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	15	$8,590,780,000
Savings	1	$234,073,000
Savings & Loan	7	$3,956,244,027

6 - PASSENGER AUTOS: City Est. 267,886; County 377,304

7 - ELECTRIC METERS: Residence 194,698

8 - GAS METERS: Residence 49,944

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Lumber & Wood 7,500 ($331); Metals 14,500 ($421); Food 8,300 ($391); Paper Prod. 7,100 ($446); Textiles & Apparel 4,500 ($183).
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-82; Summer 45-107; Fall 26-72; Winter 14-57. First killing frost, Nov. 27. Last killing frost, April 19.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River; 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.
Neighborhood Shopping Centers-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastport Plz.(38)	4.5	Mervyn's, JC Penney, Newberry, G.I. Joe's
Gateway(31)	5	Mervyn's, Fred Meyer
Lloyd Center(91)	1.3	Meier & Frank, Frederick & Nelson, Nordstrom, JC Penney
Oregon City(26)	13	Pay Less, JC Penney
Washington Square(109)	9	Sears, Meier & Frank, JC Penney, Nordstrom, Mervyn's
Mall 205 (66)	6.5	Wards, Emporium, Pay Less
Jantzen Beach(105)	7	Frederick & Nelson, Wards, K mart
Beaverton Mall(85)	8	Pay Less, Pay N Pak, G.I. Joe's, Emporium
Vancouver Mall(105)	21	Meier & Frank, Sears, JC Penney, Mervyn's, Nordstrom
Clackamas Town Center(146)	11	JC Penney, Sears, Nordstrom, Wards, Meier & Frank

Principal Shopping Days-Department Stores Mon., Fri., Sat.; Food Wed., Thurs., Fri., Sat.
Stores Close-Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings-Dept. & Furn. Mon. & Fri.; Super Mkts. Every evening.

13 - RETAIL OUTLETS: Department Stores-Meier & Frank 4; Montgomery Ward 4; Frederick & Nelson 4; J. C. Penney 8; Sears 4; Teeny's 2; Emporium 3; Mervyn's 3; Nordstrom 4.
Discount Stores-Disco Mart; Lampus; G.I. Joe's 5; K mart 7.
Variety Stores-Sprouse Reitz; Fred Meyer; Newberry; Rodgers; Woolworth.
Chain Drug Stores-Fred Meyer 23; Payless 7; Cent-Wise; Century 4; Disco Mart.
Chain Supermarkets-Safeway 25; Fred Meyer 22; Kienow's 13; Thriftway 40; Tradewell 10; Albertson's 13; AG Stores 8; Sentry 8; 8 to 1 Stores; Plaid Pantry's 56; Swift Mart 6; Quick Shop Minute Mart 5; 7-Eleven Food Stores 37; Prairie Market 4; IGA 3.
Other Chain Stores-Chandler's Shoes; House of Fabric 7; Firestone 7; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 3; Western Auto Supply; Kinney Shoes 12; Lerner Shops 5; Mode O'Day 2; Thom McAn 3; Van Duyn Candy 11; Weisfield's (jewelers) 4; Jacqueline Shops; Fred Meyers (apparel, hardware, automotive) 22; J.K. Gill 8; B. Dalton 5; Maurices 2; Toys R' Us 2; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (m) 237,141; (S) 409,641; OREGON JOURNAL (e-mon to fri) 100,039; (e-sat) 91,439; Comb. (m&e) 337,180; Mar. 31, 1982 ABC.
(Effective Sept. 6, 1982, the OREGONIAN and OREGON JOURNAL will be merged into an all-day publication, the OREGONIAN-JOURNAL.)
Local Contact for Advertising and Merchandising Data: Richard Millison, Adv. Dir., OREGONIAN-JOURNAL, 1320 SW Broadway, Portland, OR 97201; Tel. (503) 221-8327.
National Representative: Newhouse Newspapers.

JOURNAL OF COMMERCE (m) 4,856; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: C.A. Couche, Adv. Mgr., JOURNAL OF COMMERCE, 2014 NW 24th Ave., Portland, OR 97201; Tel. (503) 226-1311.
National Representative: None.

ROSEBURG

1 - LOCATION: Douglas County, E&P Map A-3, County Seat. 177 mi. S of Portland; on I-5; North Umpqua Hwy.; 80 mi. E of Pacific Ocean, 130 mi. N of California state line.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,644; Loc. Est. 17,231
County 80 Cen. 93,748; Loc. Est. 99,734
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,406; Loc. Est. 6,732
County 80 Cen. 33,367; Loc. Est. 36,610

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$326,000,000
Savings & Loan	5	$100,321,000

6 - PASSENGER AUTOS: County 76,253

7 - ELECTRIC METERS: Residence 31,697

8 - GAS METERS: Residence 5,397

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Average Wkly. Wage)-Lumber & Wood Prod. 9,030 ($320); Primary Metals 480 ($360); Printing & Publishing 206 ($275); Construction 1,570 ($400); Transportation, Communications & Utilities 1,440 ($347); Wholesale Trade 730 ($240); Retail Trade 5,220 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13. Last killing frost, Apr. 5

11 - TAP WATER: Neutral, very soft. Trading Area-Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.
Neighborhood Shopping Centers-2 blocks on S. Stephens St. at South City Limits; 4 (Fairhaven District) on Harvard Ave. in West Roseburg; 7 blocks radiating from Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. East of City Center; Shopping Center on Harvard Ave., 2 mi. West of City; Roseburg Plaza, 1 1/2 block area; North Roseburg Plaza, 1 mile North of city, 4 block

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon
W. Roseburg	2	Mark 'n Save
No. Roseburg(31)	2	Safeway, Mont. Ward
N.W. Roseburg	2	Drive-N-Save Mkt.
Garden Valley(30)	2	Drive-N-Save Mkt., Valley Dept. Store
No. Roseburg Plaza(31)	1	Albertson's, Payless

Principal Shopping Days-Department Stores-Mon., Fri. and Sat.; Food-Fri., Sat. and Sun. in Winter; Fri. and Sat. in Summer.
Stores Open Evenings-Food-daily to 9.

13 - RETAIL OUTLETS: Department Stores-Miller's; Penney; Montgomery Ward; PayLess 3; Valley Dept. Store; Bi-Mart; Sears; The Bon.
Variety Stores-J. J. Newberry.
Chain Drug Stores-Fullerton's Rexall; Payless; Roseburg (Rexall); Bi-Mart.
Chain Supermarkets-Safeway 2; Shop'n Kart 2; Drive-N-Save 4; Albertson's; Mark n Save 2.
Other Chain Stores-Firestone; Bistrins; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e) 18,809; (S) 18,275; sworn Dec. 31, 1981.
Local Contact for Advertising and Merchandising Data: G. Lee Kaylor, Adv. Dir., NEWS-REVIEW, 345 NE Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (SMSA). E&P Map A-6, Marion County Seat. Capital of state in heart of Willamette Valley 47 mi. S of Portland. Farming, food processing center. On Interstate 5 and navigable Willamette River.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Burlington.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways; Hamman Stages.
Airlines-Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 89,233; Loc. Est. 95,460
CZ-ABC: (70) 102,023; (82) 141,800
Bal. in PMA-ABC: (70) 213,459; (82) 300,200
Counties/SMSA 80 Cen. 249,895; Loc. Est. 266,078
Marion 80 Cen. 204,692; Loc. Est. 220,458
Polk 80 Cen. 45,203; Loc. Est. 46,078
Total in PMA-ABC: (70) 315,482; (82) 442,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 34,183; Loc. Est. 38,184
CZ-ABC: (70) 33,389; (82) 34,300
Bal. in PMA-ABC: (70) 67,600; (82) 111,300
Counties/SMSA 80 Cen. 90,656; Loc. Est. 99,648
Marion 80 Cen. 74,246; Loc. Est. 82,450
Polk 80 Cen. 16,410; Loc. Est. 17,198
Total in PMA-ABC: (70) 100,989; (82) 165,600

5 - BANKS:	NUMBER	EST. DEP.
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties 191,808

7 - ELECTRIC METERS: Residence 49,944

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lumber & Wood Prod. 3,700; Food Proc. 4,800; State Admin. 14,000; Fed. Govt. 1,400; Fin., Ins., Real Estate 4,700.
Principal Pay Days-Canneries, Thurs. & Fri.; Pulp, Paper, Ins., 1st & 15th; Gov't., 1st.

10 - CLIMATE: Avg. Temp., Jan. 39; Avg. Temp. June 61; First killing frost, Oct. 28; Last killing frost, Apr. 14.

11 - TAP WATER: Abundant soft mountain water.

12 - RETAILING:Principal Shopping Center-14 square blocks from Marion St. S to Ferry St. and Commercial St. E. to High St.
Neighborhood Shopping Centers-4 blocks at Center & Capitol Sts.; Hollywood District Shpg. Area, 1 mile along Hwy. 99E N. of city; S. Salem Business District about 4 miles along Hwy. 99E S. of city; 4 blocks 12th & State Sts., 3 miles at Keizer District; 5 blocks at Canadalaria District, 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(13)	NA	Sears, Owl Drug
Keizer	5	Albertson's, Coast-to-Coast
Westgate(2)	2	Marth's IGA
Sunnyslope(23)	4	Sprouse Reitz, Mayfair
Oak Hills(32)	2	Safeway, Sprouse Reitz
Roseland(6)	3	Mayfair
Keizer Village	4	Orcutt's IGA
Lancaster Mall(53)	2	PayLess, Emporium, The Bon
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyer (Food-Drug Variety-Apparel)
Fred Meyer East(7)	NA	Fred Meyer (Food-Drug Variety-Apparel)
Fred Meyer South Salem(7)	NA	Fred Meyer (Food-Drug Variety-Apparel)
K mart Plaza N	NA	K mart
K mart Plaza S (4)	NA	K mart
Salem Plaza	NA	Zale's, Klopfenstein's
Nordstrom Mall(44)	NA	Radio Shack, Nordstrom

Principal Shopping Days-Department Stores: Fri., Sat. & Mon.; Food: Thurs., Fri. & Sat.
Stores Open Evenings-Mon. Thur. & Fri.
Stores Open Sundays-Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears; Meier & Frank; Emporium; Frederick & Nelson; Nordstrom; The Bon.
Variety Stores-Metropolitan; Sprouse Reitz 4.
Discount Stores-K mart 2; Fred Meyer 3; Pay'n'Pak; PayLess 2; G. I. Joe's; Smith's Furnishing; Jafco; Bi-Mart 2.
Chain Drug Stores-Drug King; Rexall 5; PayLess 2; Fred Meyer 3.
Chain Supermarkets-Safeway 5; IGA 6; Fred Meyer 3; Albertson's; Mayfair 2; Circle K-9; Plaid Pantry 7; Thriftway 4; Waremart 3; Prairie Market 2.
Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Anita; Dunkin' Donuts; Fuller; General Paint; Kinney Shoes; Pittsburgh Paint; Zale's Jewelers; Sure-Fit-Seat Covers; Fabric House; Fabric World; LaPointe's; Hickory Farms; Baskin-Robbins 3; Stevens and Son Jewelers; Blade; Rubenstein Furniture; Norris Paint; Nadeau's Jr. Shoes; Action Alley 2; The Cover Up; Fabric Wholesaler; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Sue Marshall; Clark, Jr.; Harry Ritchies.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 63,014; (S) 62,999; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Hawkins, Adv. Dir., STATESMAN-JOURNAL, PO Box 13009, Salem, OR 97309; Tel. (503) 399-6646.
National Representative: Gannett.

THE DALLES

1 - LOCATION: Wasco County, E&P Map B-1, County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. 30 (Ore.); Interstate 84 (Boise-Portland) U.S. 830 (Wash.), with U.S. 197 in The Dalles.

2 - TRANSPORTATION: Railroads-Union Pacific; S&PS; Gt. Northern; Northern Pacific; Amtrak (SeattlePortland-The Dalles-Salt Lake, E & W trains daily.)
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820; Loc. Est. 12,072
CZ-ABC: (70) 10,423; (82) 11,700
RTZ-ABC: (70) 26,329; (82) 31,000
County 80 Cen. 21,732; Loc. Est. 22,390
City & RTZ-ABC: (70) 36,752; (82) 42,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,309; Loc. Est. 4,514
CZ-ABC: (70) 3,487; (82) 4,600
RTZ-ABC: (70) 8,450; (82) 11,700
County 80 Cen. 8,212; Loc. Est. 8,770
City & RTZ-ABC: (70) 11,937; (82) 16,300

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 20,137

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 850

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 500 ($350); Fruit proc. 300 ($200); Trans. & Utilities 370 ($300); Wood products 390 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-100; Summer 32-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Center-2nd, 3rd, 4th and W. 6th street.
Neighborhood Shopping Centers-W. 6th; W. 9th; Trevitt & W. 6th; Kelley Ave. & Chenowith Loop; West Sunset Drive; Cascade Square.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Williams 1870; Penney; Sawyer's.
Variety Stores-Bonanza; Newberry's.
Chain Drug Store-Payless.
Chain Supermarkets-Allen's; Easthill Sentry; Sawyers; Safeway; Super-on 6th; DeHart's Eastgate & Westgate; Fred Meyer My-Mart; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e) 5,571; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Rosebrock, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative: Scripps League Newspapers.

PENNSYLVANIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem-Easton, Pa.-N.J.-Carbon, Lehigh, Northampton Counties, Pa.; Warren County, N.J.
Altoona-Blair County.
Binghamton, N.Y.-Pa.-Broome and Tioga Counties, N.Y.; Susquehanna County, Pa.
Erie-Erie County
Harrisburg-Cumberland, Dauphin and Perry Counties.
Johnstown-Cambria and Somerset Counties.
Lancaster-Lancaster County.
Northeast Pennsylvania-Lackawanna, Luzerne and Monroe Counties.
Philadelphia, Pa.-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Pittsburgh-Allegheny, Beaver, Washington and Westmoreland Counties.
Reading-Berks County.
Sharon-Mercer County.
State College-Centre County.
Williamsport-Lycoming County.
York-Adams and York Counties.

STANDARD CONSOLIDATED STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. Includes Philadelphia, Pa.-N.J. SMSA; Trenton SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	927	748	754
5-14 Years	2,254	1,738	1,752
15-24 Years	1,931	2,141	2,158
25-44 Years	2,686	3,068	3,092
45-64 Years	2,736	2,641	2,662
65 and Over	1,267	1,531	1,543
TOTAL	11,801	11,867	11,961

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	1,156	1,720	2,066
General Mdse	3,683	5,097	6,692
Food	5,664	8,304	12,426
Automobiles	4,636	7,386	8,374
Gasoline Stations	1,799	2,857	4,753
Apparel	1,341	1,832	2,383
Furniture	1,265	1,616	1,986
Eat-Drink Places	1,902	2,992	4,578
Drugs	748	1,092	1,549
TOTAL	28,182	37,244	51,695

ALIQUIPPA

See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (in Allentown-Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2, County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; N.E. Ext., Pa. Turnpike.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak; SEPTA.
Motor Freight Carriers-50.
Intercity Bus Lines-Carl Biebier Bus Co.; Eastern Greyhound; (Public Service Coordinated Transfer); Lanta; Edwards Lakes to Sea Motor; Perkiomen Valley; Trailways; Boro; Grayline; Trans Bridge.
Airlines-United; Eastern; USAir; Suburban; Allegheny; Wings; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 103,758; Loc. Est. 103,300
CZ-ABC: (70) 186,508; (82) 187,800
RTZ-ABC: (70) 284,785; (82) 337,700
County 80 Cen. 273,785; Loc. Est. 275,700
SMSA 80 Cen. 636,714; Loc. Est. 646,901
City & RTZ-ABC: (70) 471,293; (82) 525,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,307; Loc. Est. 42,763
CZ-ABC: (70) 62,178; (82) 72,800
RTZ-ABC: (70) 87,588; (82) 123,900
County 80 Cen. 101,684; Loc. Est. 107,300
SMSA 80 Cen. 230,764; Loc. Est. 241,600
City & RTZ-ABC: (70) 149,766; (82) 196,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	13	$24,860,000,000
Savings & Loan	7	$1,937,000,000

6 - PASSENGER AUTOS: County 114,734

7 - ELECTRIC METERS: County 101,800

8 - GAS METERS: County 32,100

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage)-Stone, Clay & Glass 2,500 ($377); Metals 20,300 ($515); Non-elect. Mach. 7,700 ($414); Elect. & Electronic Equip. 8,800 ($400); Trans. Equip. & Misc. Mfg. 8,200 ($475); Other Durable 1,800 ($243); Food 7,400 ($412); Textiles 4,100 ($225); Apparel 21,900 ($173); Paper products 1,400 ($295); Printing & Publ. 5,200 ($328); Chem. products 7,000 ($367). Total employment 274,800; Avg. Wkly. Wage $340.00.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, Hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
15th St. Plz.(10)	1	Thrift Drug, Food Lane
Crest Plaza(24)	5	Woolworth, Thrift Drug, Food Lane, Acme, Rickels
Hamilton Mall(50)	NA	Hess, Leh's Dept.
Mountainville(16)	3	Channel Home Center, Woolworth
Parkway(25)	2	Woolworth, Rea & Derick
Whitehall Mall(77)	2	Sears, Leh's, Woolworth, Weis Mkt., Clover
Shopper's Village(8)	4	Rea & Derick, Weis Mkt., Shopwell
Trexler Mall(55)	8	Hess, A&P, Thrift Drug, Lane's
Lehigh Valley Mall(150)	2	Bamberger's, J.C. Penney, John Wanamaker

Principal Shopping Days-Mon., Thu., Sun.
Stores Open Evenings-Thu. & Fri.
Shopping Centers-Mon. Thru. Sun.

13 - RETAIL OUTLETS: Department Stores-Hess's; Leh's; Sears; Bamberger's; J.C. Penney John Wanamaker.
Discount Stores-King's; Lane; Jefferson Ward; K mart; Clover.
Variety Stores-Woolworth 4; McCrory; Ben Franklin.
Chain Drug Stores-Revco 2; Rea & Derick 2; Thrift Drug 4; Rite-Aid Discount; Walters 2.
Chain Supermarkets-Acme 7; A&P 2; Weis 3; 7-Eleven 6; Suburban 2; Food Lane 6; Wawa 3; Pathmark; Jewel-T; Penn Supreme; Quik Chek; Thrift Way.
Other Chain Stores-Auto Acc.: Firestone, Pep Boys, Penn Jersey 2; Shoes: Simco, Endicott-Johnson 2, Father & Son 2, Town Shoes, Kinney 2, Thom McAn, American Girl, Hanover; Jewelers: Gordon; Kay 2; Stover Candies; M. A. Bruder Paints; Buten Paint; Fashion Fair; Maid Kitchens; Singer Co.; White Cross 2; S&H Green Stamps; Pittsburgh Plate Glass; Glidden; Spencer Gifts; Ormond's; Mother-To-Be; Fabric Center; Levitz Furn.; Moore's; Kiddie City; Sherwin-Williams; Goodyear.

14 - NEWSPAPERS: CALL (m) 122,142; (sat) 123,396; CALL-CHRONICLE (S) 160,496; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Guyer E. Candy, Adv. Dir., CALL-CHRONICLE NEWSPAPERS, 6th & Linden Sts., Allentown, PA 18105; (215) 820-6643.
National Representative: CWO&O.

ALTOONA

1 - LOCATION: Blair County (SMSA), E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of Penna. Tpke. on Routes 22,220.

2 - TRANSPORTATION: Railroads-Amtrak (Passengers); Conrail (Freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Amtran; Blue & White; Greyhound.
Airlines-USAir; Penn-Air, Inc.

3 - POPULATION:
Corp. City 80 Cen. 57,078; Loc. Est. 54,610
CZ-ABC: (70) 97,293; (82) 94,300
RTZ-ABC: (70) 41,067; (82) 46,300
County/SMSA 80 Cen. 136,621; Loc. Est. 134,751
City & RTZ-ABC: (70) 138,360; (82) 140,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,156; Loc. Est. 22,502
CZ-ABC: (70) 31,339; (82) 35,100

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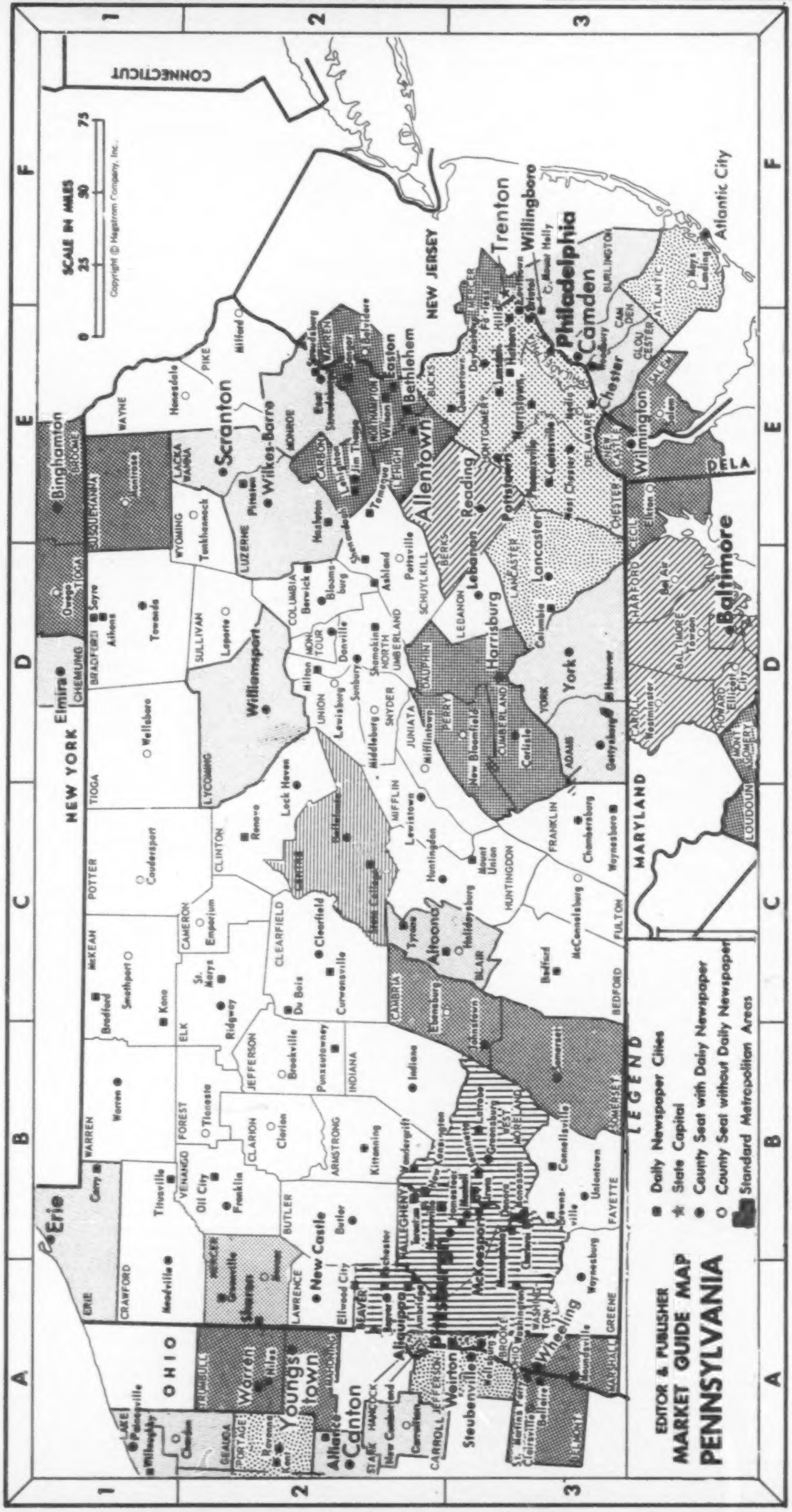
EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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CONNECTICUT
Philadelphia
Pittsburgh
Harrisburg
Allentown
Scranton
Wilkes-Barre
Erie
Altoona
Baltimore
Trenton
Camden
Wilmington

RTZ-ABC: (70) 12,996; (82) 16,300
County/SMSA 80 Cen. 49,088; Loc. Est. 52,050
City & RTZ-ABC: (70) 44,335; (82) 51,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$588,909,000
Savings & Loan	4	$221,668,015

6 - PASSENGER AUTOS: County 52,384

7 - ELECTRIC METERS: Residence 44,593

8 - GAS METERS: Residence 32,609

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Conrail 6,106; Mach. & Elec. Prod. 2,799 ($244); Food 308 ($225); Apparel 1,178 ($145); Shoe Mfg. 462 ($145); Metal Prod., 1,407 ($261); Clothes Patterns 521; Glass 713; Textile 318 ($263); Toys 165 ($156); Paper 1,276 ($307); Quarry & Related 365 ($205).

10 - CLIMATE: Min. & Max. Temp.-Spring 5-84; Summer 47-94; Fall 16-84; Winter 1-68. First killing frost, Oct. 4. Last killing frost, May 6.

11 - TAP WATER: Alkaline, medium soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Logan Valley Mall, 90 stores (4 miles from downtown). Principal Stores: Sears, Penneys, Murphys, Hess, Weis Mkt.

Downtown Area-75 stores; 6 blocks on 11th Ave.; 4 blocks on 12th Ave. Principal stores: Wolf Furn., Penn Furn., Monarchs, Meyer Jonasson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant Valley Ctr.(35)	NA	Kresge, Fishers
Pleasant Valley Area(28)	NA	Thrift Drug, David Weis
Park Hills Plz.(20)	NA	Value City, Riverside Mkt.
Valley View(2)	NA	A&P, Gee Bee
Station Mall(30)	NA	Weis Mkt.
Wissinger's Vlg.(3)	NA	A&P, Hills, Wissinger's
Cricket Field Plaza(2)	NA	IGA Mkt., Thrift Drug

Principal Shopping Days-Department Stores: Sat. and Mon; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., & some open Sun.

Stores Close-Downtown: some on Mon. a.m.

Stores Open Evenings-Dept.: Mon. & Thu.; Super Mkts. & Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Monarchs; Sears Roebuck; Fisher's; Hills Dept. Store; Hess.

Discount Stores-Unkel Joe's Woodshed; Value City; Revco 3; K mart; Pic-Way Shoe Mart; Gee Bee; David Weis; Century House; Ames; Big D.

Variety Stores-McCrory's; Woolworth; Kresge's; G. C. Murphy.

Chain Drug Stores-Thrift 3; Kopp's Leader 4; Revco 3; Widmann's 2.

Chain Supermarkets-A&P 7; Economy 9; Clover Farm 5; Riverside 5; Foodland; IGA 3; Weis 2; Food Rite 3; Shop 'N Save; Wholesale Food Outlet.

Other Chain Stores-Hanover Shoes; Gallenkamp Shoes; Kinney Shoes; Sherwin-Williams; Firestone; Singer Co.; S&H Green Stamps; Mary Carter Paints; DeRoy Jewelers; Richman Bros. Clothes; Ormonds Fashions; Miller's Auto Supplies; Pittsburgh Paint; General Tire; Fanny Farmer; Father & Son Shoes; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Dora Dale; Giants Shoes; The Bottom Half; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay-Bee Toy; Listening Booth; Pants 'N' Stuff Shed House; Radio Shack; Red Cross Shoe; Standard Sportswear; Teeks; Waldenbooks; No Name Stores; Lowery Organs; Athlete's World; Motherhood Maternity; Spencer Gifts.

14 - NEWSPAPERS: MIRROR (e) 36,284; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Edwin Singel, Adv. Mgr., MIRROR, PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7501.

National Representative: None.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County, (In Allentown-Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: Railroads-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 5,006; Loc. Est. 4,933
County 80 Cen. 225,418; Loc. Est. 230,202
SMSA 80 Cen. 636,714; Loc. Est. 646,901

4 - HOUSEHOLDS:
City 80 Cen. 1,975; Loc. Est. 2,014
County 80 Cen. 80,032; Loc. Est. 84,220
SMSA 80 Cen. 230,764; Loc. Est. 241,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 113,141

7 - ELECTRIC METERS: Residence 5,225

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Located within city-Slate for Roofing and Blackboards; Textile Products; Heyer Industries (electronics).

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Centers-Capitol Plaza (Acme Mkt.); Bangor Shopping Center; Laneco; Windgap.
Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Variety Store-G. C. Murphy.
Chain Drug Stores-Hy-Lo; Private; Eisenhart's Drugs; Smith's Drugs; Ronco Drugs; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American (Acme); A&P; Food Lane.
Other Chain Store-Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 2,500; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Owner & Pub., NEWS, 13-15 S. Main, Bangor, PA 18013; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (In Pittsburgh SMSA). E&P Map A-2, County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, O. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expressway; RT 60.

2 - TRANSPORTATION: Railroads-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; Inter-City Bus Lines.
Motor Freight Carriers-33.
Airlines-County Airport.
Ohio River Waterway Carriers-32; River Lock Tonnage; Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Areas 80 Cen. 36,869; Loc. Est. 35,131
Beaver 80 Cen. 5,441; Loc. Est. 5,270
Rochester 80 Cen. 4,759; Loc. Est. 4,735
Ambridge 80 Cen. 9,575; Loc. Est. 9,153
Aliquippa 80 Cen. 17,094; Loc. Est. 15,973
CZ-ABC: (70) 113,268; (82) 109,000
RTZ-ABC: (70) 24,806; (82) 24,400
County 80 Cen. 204,441; Loc. Est. 203,503
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
City & RTZ-ABC: (70) 138,074; (82) 133,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 14,682; Loc. Est. 14,578
Beaver 80 Cen. 2,341; Loc. Est. 2,358
Rochester 80 Cen. 1,904; LOc. Est. 2,004
Ambridge 80 Cen. 4,054; Loc. Est. 4,084
Aliquippa 80 Cen. 6,383; Loc. Est. 6,132
CZ-ABC: (70) 35,066; (82) 39,200
RTZ-ABC: (70) 7,850; (82) 9,000
County 80 Cen. 71,691; Loc. Est. 73,264
SMSA 80 Cen. 828,504; Loc. Est. 853,615
City & RTZ-ABC: (70) 42,916; (82) 48,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$220,779,292
Savings & Loan	17	$184,800,000

6 - PASSENGER AUTOS: County 79,077

7 - ELECTRIC METERS: Est. 59,000

8 - GAS METERS: Residence Co. Est. 42,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Firms, (Number of Employees)-Basic Steel 17, (30,000); Steel Fabrication 19, (7,150); Electrical Machy. 2, (3,750); Stone-Clay-Glass 25, (1,820); Chemicals 9, (1,270); Non-Elect. Machy. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thu. and Fri.

10 - CLIMATE: Jan. Av. 30; July Av. 73; Average Annual Rainfall; 35 to 39 in. First Frost: Oct. 10-20. Last Frost; Apr. 30-May 10. Growing Season: Average 163 days.

11 - TAP WATER: Varies in communities from 4 to 15 gr.; Not fluoridated.

12 - RETAILING:Principal Shopping Districts-7 blocks Franklin Av., Aliquippa: 3 Third St., Beaver; 6 Merchant St., Ambridge: 5 Brighton Ave., Rochester: 4 Penna Ave., Monaca.
Neighborhood Shopping Districts-3 blocks Brodhead Rd. at Sheffield Rd., Aliquippa; 3 Main St., W Aliquippa 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Gimbels, Hornes, Sears, Woolworth
Northern Lights(56)	NA	J.C. Penney, Kroger, Shop-N-Save, Hill's
Big Beaver(11)	NA	Jamesway, Foodland
Hopewell(23)	NA	G.C. Murphy, Thorofare
Zayre Plaza(5)	NA	Zayre
Gee Bee Plz.(2)	NA	Gee Bee, Valu King
Green Garden Plaza(8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz.(20)	NA	Kroger
Fisher's Big Wheel(2)	NA	Fisher's, Shop-N-Save
Chippewa Mall(21)	NA	K mart, Kroger

Principal Shopping Days-Sat., Fri., Mon., Wed., Thu.
Stores Open Evenings-Aliquippa-Thu., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Mid-land-Tues.; Sat., Mon.; Ambridge-Mon. & Sat., Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; J.C. Penney; Kaufman's; Gimbels; Jos. Horne.
Discount Stores-K mart; Zayre's; Fisher's; Jamesway; Hill's; Gee Bee.
Variety Stores-Murphy; Woolworth.
Chain Drug Stores-Thrift 4; Rowse 2; Gray's; Economy 2; Health City; Revco.
Chain Supermarkets-Giant Eagle 2; Kroger 5; Economy 4; Golden Dawn 2; Foodland; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2.
Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone, Sal's 2; Shoes: Kinney's, McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Hughes & Hatchers, Zeiden, Lisle T. Miller, Fishers, Richman's.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 51,088; (S) 54,247; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400, Beaver, PA 15009; Tel. (412) 775-3200.
National Representative: Landon Associates.

BEDFORD

1 - LOCATION: Bedford County, E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and Pa. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Lincoln Coach.
Airlines-Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:
Corp. City 80 Cen. 3,326; Loc. Est. 3,197
County 80 Cen. 46,784; Loc. Est. 46,035

4 - HOUSEHOLDS:
City 80 Cen. 1,430; Loc. Est. 1,277
County 80 Cen. 16,301; Loc. Est. 16,566

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$74,281,876
Savings & Loan	1	$24,500,000

6 - PASSENGER AUTOS: County 18,760

7 - ELECTRIC METERS: Residence 1,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furniture & Wheel Goods 421; Westinghouse Electric 75; JL Co. Industries 100; Rockland Mfg. 125.
Principal Pay Days-Every second Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15. Last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza(6)	NA	Riverside Mkt., Murphy's Mart

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food: Mon. thru Sat. Other stores: Fri.

13 - RETAIL OUTLETS: Discount Stores-Surplus Outlet; American Outfitters.
Variety Stores-Murphy Mart; Dollar General.
Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derick.
Chain Supermarkets-A&P; Lowry's IGA; Riverside.
Other Chain Stores-Sears (catalog); J.C. Penney (catalog); High's Dairy; Western Auto; HP Store.

14 - NEWSPAPERS: GAZETTE (m) 7,568; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: John W. Zembower, Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative: Landon Associates.

BELLEFONTE

See STATE COLLEGE

BERWICK

See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2. Mutual city line (contiguous) with Allentown. 50 mi. N of Phila.; 90 mi. W of NYC.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Martz; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines-United; Eastern; Altair; USAir; Allegheny Commuter; Holiday; Suburban; Freedom.

3 - POPULATION:
Corp. City 80 Cen. 70,419; Loc. Est. 70,284
CZ-ABC: (70) 107,115; (82) 108,600
RTZ-ABC: (70) 75,559; (82) 95,300
Counties 80 Cen. 499,000; Loc. Est. 510,282
Lehigh 80 Cen. 273,582; Loc. Est. 280,080
Northampton 80 Cen. 225,418; Loc. Est. 230,202
SMSA 80 Cen. 636,714; Loc. Est. 646,901
City & RTZ-ABC: (70) 182,674; (82) 203,900
Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,177; Loc. Est. 26,798
CZ-ABC: (70) 33,702; (82) 40,300
RTZ-ABC: (70) 23,332; (82) 34,700
Counties 80 Cen. 181,716; Loc. Est. 186,643
Lehigh 80 Cen. 101,684; Loc. Est. 101,443
Northampton 80 Cen. 80,032; Loc. Est. 85,200
SMSA 80 Cen. 230,764; Loc. Est. 241,600
City & RTZ-ABC: (70) 57,034 (82) 75,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - PASSENGER AUTOS: Counties
Lehigh 135,283; Northampton 132,494

7 - ELECTRIC METERS: Residence 34,046

8 - GAS METERS: Residence 16,678

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Transportation 9,500 ($475); Fabricated Metals 8,900 ($515); Food Products 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Machinery 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
Principal Pay Days-Wed., Thu., & bi-wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 43-98; Fall 9-83; Winter 5-58. First killing frost. Oct. 13. Last killing frost Apr. 22.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.
Neighborhood Shopping Centers-500 & 600 blks of W. Broad St.; 700-800 blks of Linden St.; Stefko Blvd. Lehigh, Westgate Shopping Center; Shoppers Village; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh(17)	3	Jefferson-Ward, Food Lane, Acme, Rickel's
Shoppers Vlg.(8)	3	Shop-Well
Stefco Blvd.(19)	3	G.C. Murphy
Westgate(50)	3	Hess's Dept., Thrift Drug, George's Foodliner
K mart Plaza(10)	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Orr's; Sears; King's; Hess's.
Variety Stores-Woolworth; McCrory's; G.C. Murphy.
Discount Stores-Jefferson-Ward; K mart; Lane's; Rickel's.
Chain Drug Stores-Rite Aid; Thrift Drug; Regal; Rea & Derick.
Chain Supermarkets-Acme-American 5; IGA 5; A&P; Shop-Rite; Mkt. Operators 2; Food Lane 5.
Other Chain Stores-Triangle Shoe; Sherwin-Williams; Finneran & haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Miles Shoes; Pic-Way Shoes; Tag Way Shoes; Kay Jewelers; Hickory Farms.

14 - NEWSPAPERS: GLOBE-TIMES (e) 38,647; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Noctor, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.
National Representative: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County, E&P Map D-2 (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11; near Interstate 80.

2 - TRANSPORTATION: Railroads-Erie Lackawanna; Reading.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lakes to Sea.
Airlines-Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,806; Loc. Est. 24,127
Bloomsburg 80 Cen. 11,717; Loc. Est. 11,846
Berwick 80 Cen. 12,189; Loc. Est. 12,281
County 80 Cen. 61,967; Loc. Est. 64,459

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449; Loc. Est. 8,453
Bloomsburg 80 Cen. 3,705; Loc. Est. 3,680
Berwick 80 Cen. 4,744; Loc. Est. 4,773
County 80 Cen. 21,678

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: County 25,906

7 - ELECTRIC METERS: Res. Est. 9,500

8 - GAS METERS: Res. Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Production 1,800; Apparel 1,309; Textiles 358; Food Products 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fabrication, Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75;

Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline, not fluoridated.

12 - RETAILING:Principal Shopping Centers-In Berwick: 4 blocks on Front, Market and Mulberry Sts.
Neighborhood Shopping Centers-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek. In Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town(3)	NA	K mart, Fashion Bug, Rea & Derick
Nichols Mall	NA	Giant Food, S.E. Nichols
Berwick (Front St.)(5)	NA	Acme, K mart, Revco Sears, Radio Shack
Market St.(6)	NA	The Medicine Shop

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Montgomery Ward.
Discount Stores-Ames; Nichols Discount City; K mart.
Variety Store-J. J. Newberry.
Chain Drug Stores-Eppley; Moyer; Rea & Derick; Medicine Shoppe; Rite-Aid; Revco.
Chain Supermarkets-Weis; Acme; Giant.
Other Chain Stores-Raub's (shoes); Walker's (jewelry); Sharping Shoes; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: BLOOMSBURG PRESS (m) 12,360 BERWICK ENTERPRISE (m) 7,586; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.
National Representative: Landon Associates.

BRADFORD

1 - LOCATION: McKean County, E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Bluebird.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 11,211; Loc. Est. 11,035
CZ-ABC: (70) 24,309; (82) 21,400
RTZ-ABC: (70) 107,040; (82) 106,500
County 80 Cen. 50,635; Loc. Est. 51,166
City & RTZ-ABC: (70) 131,349; (82) 127,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,505; Loc. Est. 4,193
CZ-ABC: (70) 8,006; (82) 8,200
RTZ-ABC: (70) 33,300; (82) 38,600
County 80 Cen. 18,294; Loc. Est. 19,041
City & RTZ-ABC: (70) 41,306; (82) 46,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 17,319

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production; 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days-Mfg.: Tues. & Thu.; Offices: Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Centers-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradford Mall(30)	NA	J.C. Penney, K mart
Jacob Moses	NA	A&P, Clinton Drug

Principal Shopping Days-Tues., Thu., Fri.
Stores Open Evenings-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Clarks; Woolworth's; K mart.
Variety Stores-McCrory.
Discount Stores-Clarks; Revco.; Big Wheel; K mart.
Chain Drug Stores-Rea & Derick 2; Ott & McHenry 2; Eckerd's.
Chain Supermarkets-Bells 2; Sal's Super Mkt.; Tops Super Market.
Other Chain Stores-Browns Boot; Ash Shoe; Sears (catalog); Montgomery Ward (catalog); Gray Auto; Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 12,370; sworn Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St., Bradford, PA 16701; Tel. (814) 368-3173.
National Representative: Landon Associates.

BRISTOL

See LEVITTOWN

BROWNSVILLE

1 - LOCATION: Fayette County; E&P Map B-3. 36 mi. S of Pittsburgh on the Monongahela River. On Natl. Hwy., U.S. Hwy. 40; State Hwy. 88.

2 - TRANSPORTATION: Railroads-Monongahela; P&LE; Conrail.
Intercity Bus Lines-California; Brownsville.

3 - POPULATION:
Corp. City 80 Cen. 4,043; Loc. Est. 3,862
CZ-ABC: (70) 8,845; (82) 9,500
RTZ-ABC: (70) 58,195; (82) 60,700
County 80 Cen. 160,395; Loc. Est. 162,323
City & RTZ-ABC: (70) 67,040; (82) 70,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,593; Loc. Est. 1,652
CZ-ABC: (70) 3,163; (82) 4,000
RTZ-ABC: (70) 18,239; (82) 22,200
County 80 Cen. 56,925; Loc. Est. 59,409
City & RTZ-ABC: (70) 21,402; (82) 26,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$197,230,430

6 - PASSENGER AUTOS: County 64,072

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,901

9 - PRINCIPAL INDUSTRIES: Coal and Coke; Steel Barges.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Karts, Krause's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-A&P; Foodland; Super Dollar; Gee Bee.

14 - NEWSPAPERS: TELEGRAPH (e) 6,969; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William Conaway, Adv. Mgr., TELEGRAPH, 16-18 Bridge St., Brownsville, PA 15147; Tel. (412) 785-5000.
National Representative: W.L. Conaway.

BUTLER

1 - LOCATION: Butler County, E&P Map B-2, County Seat. 30 mi. N of Pittsburgh; 60 mi. S of Erie, 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Benj. Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: Railroads-Bessemer & Lake Erie; Chessie System.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026; Loc. Est. 16,644
CZ-ABC: (70) 53,374; (82) 58,500
RTZ-ABC: (70) 94,460; (82) 114,700
County 80 Cen. 147,912; Loc. Est. 153,776
City & RTZ-ABC: (70) 147,834; (82) 173,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,500; Loc. Est. 7,034
CZ-ABC: (70) 16,579; (82) 21,400
RTZ-ABC: (70) 26,630; (82) 37,900
County 80 Cen. 49,352; Loc. Est. 52,867
City & RTZ-ABC: (70) 43,209; (82) 59,300

5 - BANKS:	NUMBER	EST. DEP.
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 59,173

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Sup. 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Sup. 150; Recovery Steel Scrap 100; Oil & Gas Well Sup. 75; Poultry & Dairy; Hdwr. Auto Supplies 350; Staples 200; Paper 140; Packaging 100.

10 - CLIMATE: Average Temp.-Annual Average 50; Jan., Feb., Mar. 31; Apr.; May, June 58; July, Aug., Sept. 69; Oct., Nov., Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Aire(15)	NA	Sears, Thorofare Mkt.
Butler Mall(34)	NA	Mont. Ward, Murphy's
Clearview Mall(80)	NA	Bon-Ton, Hill's, Sears, Penny's
Greater Butler Mart(26)	NA	Acme's Mkt.
Point Plaza(28)	NA	K mart, Thorofare Mkt.

Principal Shopping Days-Dept. & ClothingMon., Fri., Sat.; Food-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. to Fri to 9; Malls-9:30 to 10.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Montgomery Ward; J.C. Penney; Sears; Bon-Ton.
Discount Stores-Associated Hdwr.; K mart; Murphy Mart; Fisher's Big Wheel; Zayre; Gaylords; Hill's.
Variety Stores-Woolworth.
Chain Drug Stores-Eckerd's; Thrift 3; White Cross; Rite Aid 2; Revco Drug Center.
Chain Supermarkets-Thorofare Foodland 9; Kroger 3; Shop 'N Save 4; IGA Super Dollar.
Other Chain Stores-Firestone; Singer Co.; G.R. Kinney (Shoes); Gallenkamp shoes; Kelly & Cohen.

14 - NEWSPAPERS: EAGLE (e) 31,508; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg SMSA). E&P Map D-3, County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 33, 34, 74, 641 I-76 (Pennsylvania Turnpike).

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-5.
Intercity Bus Lines-Wolf; Greyhound; C. C. Rider.
Airlines-TWA; USAir; Commuter; Altair Airline.

3 - POPULATION:
Corp. City 80 Cen. 18,314; Loc. Est. 18,447
CZ-ABC: (70) 23,342; (82) 27,300
RTZ-ABC: (70) 24,742; (82) 28,700
County 80 Cen. 178,037; Loc. Est. 184,244
SMSA 80 Cen. 446,072; Loc. Est. 459,992
City & RTZ-ABC: (70) 48,084; (82) 56,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,879; Loc. Est. 7,245
CZ-ABC: (70) 7,327; (82) 10,000
RTZ-ABC: (70) 7,303; (82) 9,800
County 80 Cen. 62,624; Loc. Est. 66,817
SMSA 80 Cen. 163,057; Loc. Est. 173,293
City & RTZ-ABC: (70) 14,630; (82) 19,800

5 - BANKS:	NUMBER	EST. DEP.
Commercial	6	$324,000,000
Savings & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 84,927

7 - ELECTRIC METERS: 16,790

8 - GAS METERS: 5,823

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rugs-Carpets 1,450; Shoes 688; Tires 725; Crystals 518; Misc. 1,074. (Av. Wkly. Wage-$325).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Average Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-10 bl. on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carlisle Plz.(50)	1	K mart, Giant Food, Bon-Ton, J.C. Penney, Rea & Derick
M.J.Carlisle(42)	1	Mont. Ward, A&P, Peoples Drug, Woolco

Principal Shopping Days-Mon, Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Bon Ton; K mart; Woolco.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples; Rea & Derick 2; Drug Fair; MGM Pharm. 2; Rite Aid.
Chain Supermarkets-A&P; Giant 2; Safeway; IGA 3; Food Rite 2; Weis Mkt; Handy Mkt. 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney's Shoe; So-Fro Fabrics; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear.

14 - NEWSPAPERS: SENTINEL (e) 15,506; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Giarrow, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3, County Seat. On U.S. Hwy. 11, 30; Interstate 81, and five Pa. Routes. South Central Part of State, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads-Western Maryland (freight); Conrail (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 16,174; Loc. Est. 15,521
CZ-ABC: (70) 17,315; (82) 16,400
RTZ-ABC: (70) 70,165; (82) 86,700
County 80 Cen. 113,629; Loc. Est. 114,523
City & RTZ-ABC: (70) 87,480; (82) 103,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,656; Loc. Est. 6,461
CZ-ABC: (70) 6,067; (82) 6,700
RTZ-ABC: (70) 20,486; (82) 30,100
County 80 Cen. 39,952; Loc. Est. 41,606
City & RTZ-ABC: (70) 26,553; (82) 36,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$351,747,690
Savings & Loan	2	$40,861,000

6 - PASSENGER AUTOS: County 45,406

7 - ELECTRIC METERS: Residence 6,343

8 - GAS METERS: Residence 3,788

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Processing & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31. Last killing frost, May 9.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St. 3; Lincoln Way 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chambersburg Plaza(7)	NA	Giant, K mart
Southgate Mall(22)	NA	Penney, People's Drug
Lincoln Way(16)	NA	Acme Mkt., Thrift
K mart(6)	NA	K mart, Giant Food

Principal Shopping Days-Fri., & Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Penney; Tobey's; Eyerly's.

Discount Stores-Central Tractor; Moore's; Nichols.
Variety Stores-McCrory's; Newberry; K mart.
Chain Drug Stores-Peoples; Thrift; Rite Aid; Drug Fair.
Chain Supermarkets-Acme 2; A&P; Associated Grocers 19; Weis Markets; Giant; Cressler's; Safeway; Sunnyway.
Other Chain Stores-Agway, Inc.; Carvel Corp.; Goodrich; Worth's; Montgomery Ward (mail order); Essis & Sons; Firestone General Tire; S&H Green Stamps; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: PUBLIC OPINION (e) 19,994; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William L. Upperman, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett.

CHARLEROI
See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center; 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Penna. Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia International Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794; Loc. Est. 44,334
PMA-ABC: (70) 336,846; (82) 306,900
County 80 Cen. 555,007; Loc. Est. 554,731
SMSA 70 Cen. 4,716,818; Loc. Est. 4,734,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,637; Loc. Est. 16,992
PMA-ABC: (70) 98,663; (82) 104,800
County 80 Cen. 192,332; Loc. Est. 198,190
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 238,998

7 - ELECTRIC METERS: Res., County 139,507

8 - GAS METERS: Residence, County 84,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical Prod. 1,525 ($260); Electrical Machy. 1,309 ($219); Fabricated Metal Prod. 2,378 ($206); Food 1,844 ($203); Non-Elect. Machy. 7,809 ($315); Petroleum Refining 2,552 (NA); Paper Prod. 3,115 ($319); Printing & Publishing 1,618 ($202); Transp. Equip. Incl. Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:**30 blocks on Welsh, Edgmont, Market and Sproul Sts.**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End	3	Pickwell
Granite Run(131)	7	Sears, Gimbels, J.C. Penney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Great Scot
Village Green(18)	4	A&P
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz.	5	Woolco, Super-Saver, Eckerd Drugs, Acme
Glenolden	7	Jefferson Ward
MacDade Mall(48)	NA	Woolco, Acme

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. and Fri.; Food Stores-Tues., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Strawbridge & Clothier; Wanamaker; Gimbel's; J.C. Penney; Bamberger's.
Discount Stores-Jefferson Ward Clover; Woolco; K mart.
Variety Stores-Woolworth; McCrory's; Silvers.
Chain Drug Stores-Thrift Drug; Rite Aid; Tri-State Wholesale 2; Zeitz's 2; C.V.S. Granite Run Mall.
Chain Supermarkets-Acme 12; A&P 8; Shop 'n Bag; Great Scot 4; Pathmark 5; Thriftway 2.
Other Chain Stores-Singer Co.; Thom McAn; Kinney; Triangle; Hanover; Dial; Flagg Bros.; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B Gross.

14 - NEWSPAPERS: DEWAWARE COUNTY TIMES (m) 55,210; (m-sat) 48,940; (S) 43,035; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie, Mktg. Dir., DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives: Landon; Robert Hitchings.

CLAIRTON
See McKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2. County Seat. Routes 322 and 153. Shortest route from Buffalo to Washington, 90 miles from Pittsburgh, Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: **Railroads**-Chessie System; Conrail.
Intercity Bus Lines-Fullington's; Continental Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696; Loc. Est. 10,362
Clearfield 80 Cen. 7,580; Loc. Est. 7,314
Curwensville 80 Cen. 3,116; Loc. Est. 3,048
County 80 Cen. 83,578; Loc. Est. 84,756
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254; Loc. Est. 3,998
Clearfield 80 Cen. 3,085; Loc. Est. 2,894
Curwensville 80 Cen. 1,169; Loc. Est. 1,104
County 80 Cen. 29,151; Loc. Est. 30,443

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$264,961,000
Savings & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 28,684

7 - ELECTRIC METERS: Residence 13,074

8 - GAS METERS: Residence, City Zone 964; Bottled Gas 3,920

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Cigars; Food; Tannery; Coal; Cabinets; Plastic; Pet Products; Heavy Equipment; Transportation.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2. Last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:**Principal Shopping Center**-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Ames Discount Dept. Store Plaza between Clearfield & Curwensville; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall: 17 stores located one mile east of Clearfield, J.C. Penney, Murphy's Mart, Fashion Bug; New K Mart Plaza: Wolf Run Interchange K Mart, Kroger, Revco Drug, Holiday Hair, Hallmark Cards.
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lortzinger's J.C. Penney; Sears; Montgomery Ward; Ames.
Discount Stores-Sam's; Ames; Widmann's; Laurel; Rite Aid.
Variety Stores-McCrory; Murphy.
Chain Drug Stores-L. F. Widmann; Cowdrick's, Walgreen; Rea & Derick; Revco; Rite-Aid.
Chain Supermarkets-A&P; Riverside 4; AG Mkts. 9; IGA Foodliner 3; Super Duper; Comet Mkt; Kroger.
Other Chain Stores-Singer Co.; J.S. Raub; Brown's Boot Shops; Wolf Furniture; Sherwin-Williams; Penn Furniture; S&H Green Stamps; Pennshire.

14 - NEWSPAPERS: PROGRESS (e) 18,544; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Adv. Dir., PROGRESS, 206 E. Locust St., Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ SMSA). Industrial and farm center; 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy. U.S. 82 and State Hwys. 162 and 273.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading (freight).
Motor Freight Carriers-2
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,698; Loc. Est. 10,094
PMA-ABC: (70) 64,056; (82) 80,500
County 80 Cen. 316,660; Loc. Est. 320,533
SMSA 80 Cen. 4,716,818; Loc. Est. 4,716,818

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,928; Loc. Est. 3,867
PMA-ABC: (70) 18,894; (82) 26,700
County 80 Cen. 104,752; Loc. Est. 109,233
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 129,167

7 - ELECTRIC METERS: Residence 15,440

8 - GAS METERS: Residence 3,472

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avge. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabric 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:**Principal Shopping Center**-4 blocks on Lincoln Hwy. bet. 1st and 4th Aves.; 3 blocks bet. 6th and 8th. East of city on Lincoln Hwy. Shopping Center, furniture, automobile sales serving new housing development.
Nearby Shopping Centers-Thorndale Shopping Center 4 mi. E. of Rt. 30 (9 stores-Thorndale IGA; Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K Mart; Downingtown Farmers Market, 4 mi. E on Lincoln Hwy.; K mart, 11 mi. east, 15 mi. S.E., mi. S.E.; Exton Square Mall, 11 mi. east.
Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.C. Penney; Sears Roebuck; Jamesway; K mart.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Thrift, SavRite; Rite Aid.
Chain Supermarkets-A&P; Acme; Super-Thrift Food Bank; Thorndale IGA.
Other Chain Stores-Firestone; Goodyear; Western Auto; Penn Jersey; Atomic Tires Stores; Colonial Village Meat Markets.

14 - NEWSPAPERS: RECORD (e) 7,827; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Moore, Adv. Dir., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.
National Representatives: Landon Associates; Robert Hitchings.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster SMSA), E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Phila.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Lancaster-Columbia; York-Columbia.

3 - POPULATION:
Corp. City 80 Cen. 10,466; Loc. Est. 10,095
County/SMSA 80 Cen. 362,346; Loc. Est. 367,679

4 - HOUSEHOLDS:
City 80 Cen. 3,877; Loc. Est. 3,900
County/SMSA 80 Cen. 123,864; Loc. Est. 129,564

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$21,500,000
Savings & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 149,241

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry & Number of Emp.: Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:**Principal Shopping Center**-15 blocks on 5 streets.
Neighborhood Shopping Centers-Columbia Plaza and Columbia Shopping Center.
Principal Shopping Days-Thu., Fri., Sat.
Some Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: **Department Store**-Towne Shoppe.
Variety Store-McCrory.
Discount Stores-Harry Miller's; Jamesway.
Chain Drug Stores-Rea & Derick; Hinkle's; Rite Aid; Drug Fair.
Chain Supermarkets-Andy's; Weis Markets.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: NEWS (e) 4,792; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: George C. Gable, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.
National Representative: Landon Associates.

CONNELLSVILLE-SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County, E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from Penna. Tpke. On State Hwys. 119, 711, 201.

2 - TRANSPORTATION: **Railroads**-B&O (Main line); Conrail; Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Grenaldo.

3 - POPULATION:
Corp. Cities 80 Cen. 12,615; Loc. Est. 12,285
Connellsville 80 Cen. 10,319; Loc. Est. 10,010
S. Connellsville 80 Cen. 2,296; Loc. Est. 2,275
CZ-ABC: (70) 14,028; (82) 12,400
RTZ-ABC: (70) 56,995; (82) 64,000
County 80 Cen. 160,395; Loc. Est. 162,323
City & RTZ-ABC: (70) 71,023; (82) 76,400

4 - HOUSEHOLDS:
Cities 80 Cen. 6,017; Loc. Est. 4,540
Connellsville 80 Cen. 5,211; Loc. Est. 3,741
S. Connellsville 80 Cen. 806; Loc. Est. 799
CZ-ABC: (70) 4,599; (82) 4,800
RTZ-ABC: (70) 17,670; (82) 23,200
County 80 Cen. 56,925; Loc. Est. 59,409
City & RTZ-ABC: (70) 22,269; (82) 28,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 64,072

7 - ELECTRIC METERS: Residence 21,439

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: RR Shops 3; Glass Making; Sportswear; Auto Trailers.
Principal Pay Days-Glass & Sportswear-Fri.; RR. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:**Principal Shopping Centers**-13 blocks on Crawford Ave.; 4 on Pittsburgh St.
Neighborhood Shopping Centers-8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 Units). 4 Mi. S. on 4 Lane Hwy. (38 Units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Laurel Mall(34)	4	Murphy Mart, Mont. Ward
Connellsville(9)	NA	Thrift Drug, Thorofare

Foodland(5)	NA	Laurel Foods, Fox Grnc.

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Fisher's; Ames; Montgomery Wards; Metzler's; Murphy Mart.
Variety Stores-G. C. Murphy; McCrory; Green; McLellan.
Discount Stores-Ames; Murphy's; Fisher Big Wheel.
Chain Drug Stores-Thrift; Burns; Health Mart; Revco; Healthland.
Chain Supermarkets-Thorofare; Red & White 4; Clover Farm 5; Foodland 2; Super Dollar; Stop 'N Shop; Shop 'n Save 2.
Other Chain Stores-Sears; Firestone; Montgomery Ward.

14 - NEWSPAPERS: COURIER (e) 14,497; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Lind, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.
National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie SMSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 7,149; Loc. Est. 7,112
CountySMSA 80 Cen. 279,780; Loc. Est. 285,999

4 - HOUSEHOLDS:
City 80 Cen. 2,690; Loc. Est. 2,770
CountySMSA 80 Cen. 96,820; Loc. Est. 102,025

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$16,470,000
Commercial	2	$385,100,000

6 - PASSENGER AUTOS: County 103,651

7 - ELECTRIC METERS: Residence 4,390

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($290); Springs 654 ($260); Aircraft Parts 350 ($205); Engines & Pumps 310 ($290); Steel Fab. 138 ($220); Electronics Comp. 190 ($240).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Center St.; 6 on Main St.; 3 on 1st Ave.; Two Plazas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Plz.(6)	0	A&P, Rite Aid Drug
Corry Plaza(8)	NA	Buyers Fair, G.C. Murphy, Loblaw, Fisher Big Wheel

Principal Shopping Days-Fri., Sat., Mon.
Store Close-Wed. afternoon.
Stores Open Evenings-Fri., Mon., Thu.

13 - RETAIL OUTLETS: Discount Stores-Buyer's Fair; Bargain Barn; Rite Aid; Eckerd's. **Variety Stores**-G.C. Murphy; Widmann's.
Chain Drug Stores-Eckerd's; Rite-Aid.
Chain Supermarkets-Loblaw's; Quality Master; Market Basket; Golden Dawn.
Other Chain Stores-Brown Shoes; Barney's; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: JOURNAL (e) 4,308; sworn Mar. 31, 1982.
Local Contact for Advertising Data: George R. Sample, Gen. Mgr., JOURNAL, 28 West South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: None.

CURWENSVILLE
See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County, E&P Map D-2, County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads-Conrail; DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,239; Loc. Est. 4,936
County 80 Cen. 16,675; Loc. Est. 16,481

4 - HOUSEHOLDS:
City 80 Cen. 2,125; Loc. Est. 2,043
County 80 Cen. 5,551; Loc. Est. 5,636

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 6,567

7 - ELECTRIC METERS: Residence 4,933

8 - GAS METERS: Residence 1,192

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chem 550; Auto Valves 603; Machinery 506; Hospitals 3,300; Textiles 120; Woodworking 225

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St.; North Continental Blvd.
Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food Thu., Fri.

13 - RETAIL OUTLETS: Discount Stores-Dollar General; Midway Dist.
Variety Stores-J.J. Newberry; Coles Hdwe.; Ben Franklin.
Chain Drug Stores-Rea & Derick; Rite-Aid; Thrift Drug.
Chain Supermarkets-Weis.
Other Chain Stores-Andrews Furn.; Firestone.

14 - NEWSPAPERS: NEWS (e) 4,314; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr., or Tom Sperrazza, Mktg. Dir., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.
National Representative: Landon Associates.

DONORA
See MONONGAHELA

DOYLESTOWN-HATBORO

1 - LOCATION: Doylestown (County Seat) in Bucks County, Hatboro in Montgomery County (In Philadelphia PA-NJ SMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from N.Y.C.; 32 mi. S of Easton; WNW of Trenton. On U.S. Hwys. 611,202; State Hwy. 113.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; SEPTA.

3 - POPULATION:
Corp. Cities 80 Cen. 16,296; Loc. Est. 15,998
Doylestown 80 Cen. 8,717; Loc. Est. 8,688
Hatboro 80 Cen. 7,579; Loc. Est. 7,310
PMA-ABC: (70) 162,520; (82) 196,600
Counties 80 Cen. 1,122,832; Loc. Est. 1,140,390
Bucks 80 Cen. 479,211; Loc. Est. 488,370
Montgomery 80 Cen. 643,621; Loc. Est. 652,020
SMSA 80 Cen 4,716,818; Loc. Est. 4,734,527

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,368; Loc. Est. 6,324
Doylestown 80 Cen. 3,516; Loc. Est. 3,534
Hatboro 80 Cen. 2,852; Loc. Est. 2,790
PMA-ABC: (70) 46,553; (82) 66,400
Counties 80 Cen. 379,938; Loc. Est. 397,860
Bucks 80 Cen. 156,648; Loc. Est. 164,486
Montgomery 80 Cen. 223,290; Loc. Est. 233,374
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: Counties: Bucks 220,131; Montgomery 323,423

7 - ELECTRIC METERS: Residence 2,891

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prod.; Building Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Centers-S. Rte. 611 (30 stores-Acme, King's, Direct Drug, Girard Bank.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Keys Mall	NA	Hess, K mart
Doylestown(20)	NA	A&P, Acme, Sears
Montgomery Mall(120)	NA	Bambergers, JC Penney, Wanamaker
Willow Grove(170)	NA	Bloomingdale's, Altman's, Abraham & Straus

13 - RETAIL OUTLETS: Department Stores-J. K Musselman; Sears; Woolco; King's; K mart; Acme 10; Hess's; J. C. Penney; Bambergers; John Wanamaker; Bloomingdales; B. Altman's; Abraham & Strauss.
Variety Stores-Woolworth; K mart.
Discount Store-Woolco.
Chain Drug Stores-Thrift; Schulman's.
Chain Supermarkets-A&P 5; Acme 9; Shopping Center 3; IGA Foodliner; Shop-Rite; Pathmark; Thriftway; Supersaver.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 27,802; (S) 28,509; sworn Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Billy Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broadway, Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Landon Associates.

DU BOIS

1 - LOCATION: Clearfield County, E&P Map C-2, 90 miles from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads-B&O; Conrail
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast; Continental Trailways.
Airlines-At Du Bois-Jefferson County Airport; USAir; Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 80 Cen. 9,290; Loc. Est. 8,943
County 80 Cen. 83,578; Loc. Est. 84,756

4 - HOUSEHOLDS:
City 80 Cen. 3,593; Loc. Est. 3,358
County 80 Cen. 29,151; Loc. Est. 30,443

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 28,684

7 - ELECTRIC METERS: Residence 6,278

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($300); Machine Shop 200 ($240); Meter Mfg. 750 ($240); Chinaware 400 ($225); Auto Springs 225 ($250); Gas Drilling 250 ($340); Graphic Arts 75 ($230); Refractories 40 ($200); Hospitals (2) 500 ($300).
Principal Pay Days-1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2. Last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; Fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Brady St. and Long Ave.; Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Twp. (S. Brady St. and Dixon Ave.); N. Main St. Penn Traffic Complex, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandy Plaza(8)	NA	Kroger, K mart
Du Bois Mall(40)	NA	Radio Shack, M. Ward Murphy Mart, J.C. Penney, Wolf Furn., Riverside Mkt.

Principal Shopping Days-Thu., Fri. and Sat.
Stores Close-Wed. noon during summer.
Stores Open Evenings-Mon. & Fri. downtown; daily at Mall & Plaza.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Penney; Sears; Penn-Traffic; Town & Country (Ladies).
Variety Store-J.G. McCrory.
Discount Stores-Clinton.
Chain Drug Stores-Cowdricks; Thrift; CVS.
Chain Supermarkets-Shop 'N Save; Riverside 2; Gateway Market; Kroger; Himes Country Market.
Other Chain Stores-Brown's Boot; Sherwin-Williams; Western Auto; J. S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 11,728 sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: William H. Reay, Gen. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave., DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE
See McKEESPORT

EAST STROUDSBURG
See STROUDSBURG

EASTON-WILSON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (in Allentown-Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2, County Seat (Northampton, PA) 75 mi. W of New York; 55 mi. N. of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611.

2 - TRANSPORTATION: Railroads-Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta; Frank Martz; Greyhound; Transport of N.J.; Trailways.
Airlines-Eastern; United; USAir; Altair; Suburban.

3 - POPULATION:
Corp. Cities 80 Cen. 50,238; Loc. Est. 51,037
Easton 80 Cen. 26,027; Loc. Est. 26,100
Wilson 80 Cen. 7,564; Loc. Est. 7,791
Phillipsburg 80 Cen. 16,647; Loc. Est. 17,146
CZ-ABC: (70) 90,834; (82) 95,300
RTZ-ABC: (70) 168,246; (82) 205,900
Counties 80 Cen. 309,847; Loc. Est. 316,044
Northampton 80 Cen. 225,418; Loc. Est. 229,926
Warren 80 Cen. 84,429; Loc. Est. 85,118
SMSA 80 Cen. 636,714; Loc. Est. 649,448
City & RTZ-ABC: (70) 259,080; (82) 301,200

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,617; Loc. Est. 18,819
Easton 80 Cen. 9,363; Loc. Est. 9,380
Wilson 80 Cen. 3,012; Loc. Est. 3,072
Phillipsburg 80 Cen. 6,242; Loc. Est. 6,367
CZ-ABC: (70) 29,881; (82) 36,800
RTZ-ABC: (70) 51,589; (82) 74,100
Counties 80 Cen. 109,438; Loc. Est. 111,627
Northampton 80 Cen. 80,032; Loc. Est. 81,633
Warren 80 Cen. 29,406; Loc. Est. 29,994
SMSA 80 Cen. 230,764; Loc. Est. 235,379
City & RTZ-ABC: (70) 81,470; (82) 110,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$534,806,060
Savings & Loan	5	$250,016,683

6 - PASSENGER AUTOS: Counties: Northampton, PA 114,000; Warren, NJ, N.A.

7 - ELECTRIC METERS: Residence 35,800

8 - GAS METERS: Residence 17,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Machinery 7,367 ($415); Textile & Apparel 5,316 ($219); Paper & Printing 3,956 ($299); Elect. 1,960 ($400); Chemical Prod. 2,030 ($367); Food 525 ($412).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter-4-72. First killing frost, Nov. 3. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping District-6 blocks on Northampton St.; 1 on Second St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & Seventeenth Sts. Phillipsburg, N.J.: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Park Mall(40)	4	Hess's, Clover
25th St.(Easton)(20)	3	Woolworth, Acme
K mart Plaza (Easton)	3	K mart, Weis
Hillcrest Mall (Phillipsburg)(2)	3	Orr's, Acme, A&P, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme
Flemington, NJ	25	Shop Rite, A&P, Grand Union

Principal Shopping Days-Thu., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Tues. & Fri.; Food-Tues., Wed., Thu. & Fri.; Shopping CentersMon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Hess; Orr's 2; Clover.
Discount Stores Laneco 4; Jamesway; K mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Rea & Derick; Thrift 2; Straup's 2; Rite Aid; Phillipsburg Phcy. 2.
Chain Supermarkets-Acme 2; A&P 2; Weis; Food Lane 5; Shop Rite 2.
Other Chain Stores-Sears; Farr's; Kinney's; Firestone 2; Pep Boys; Penn Jersey Auto; Gordon Jewelers; Sherwin-Williams 2; The Hub; Endicott-Johnson; Karmelkorn; Radio Shack; Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

14 - NEWSPAPERS: THE EXPRESS (e) 47,620; (S) 48,315; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St., PO Box 391, Easton, PA 18042; Tel. (215) 258-7171.
National Representative: Story & Kelly-Smith.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Pittsburgh SMSA), E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Pittsburgh & Lake Erie; Baltimore & Ohio.
Motor Freight Carriers-2.
Intercity Bus Lines-Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:
Corp. City 80 Cen. 9,998; Loc. Est. 10,025
CZ-ABC: (70) 14,169; (82) 13,700
RTZ-ABC: (70) 26,595; (82) 30,100
Counties 80 Cen. 311,591; Loc. Est. 313,459
Beaver 80 Cen. 204,441; Loc. Est. 203,503
Lawrence 80 Cen. 107,150; Loc. Est. 109,956
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
City & RTZ-ABC: (70) 40,764; (82) 43,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,885; Loc. Est. 3,991
CZ-ABC: (70) 4,732; (82) 5,400
RTZ-ABC: (70) 7,699; (82) 10,200
Counties 80 Cen. 109,192; Loc. Est. 113,217
Beaver 80 Cen. 71,691; Loc. Est. 73,624
Lawrence 80 Cen. 37,501; Loc. Est. 39,593
SMSA 80 Cen. 828,504; Loc. Est. 853,615
City & RTZ-ABC: (70) 12,431; (82) 15,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$262,000,000
Savings & Loan	2	$373,000,000

6 - PASSENGER AUTOS: Beaver County 105,252; Lawrence County 59,414

7 - ELECTRIC METERS: Residence 3,567

8 - GAS METERS: Residence 3,504

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)Heavy Steel Mill 900 ($375); Crankshafts for Diesel 410 ($300); Sportswear 513 (N.A.); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Washers, Hose Clamps 290 ($200); Water Softener 60 (N.A.); Sand & Stone 70 ($240); Powdered Metal Parts 90; Mattresses & Ironing Bd. Covers 180 (N.A.); Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns 10 ($240); Chem. Mfg. 5 ($240); Grey Iron & Bronze Castings 25 ($240).
Principal Pay Days-Alternate Tues.; Some Mills pay Fri. every week.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-5 blocks on Lawrence Ave.
Neighborhood Shopping Centers-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. north of Ellwood; Big Beaver Blvd.; Rt. 18, 5 miles south of Ellwood; Christy's Plaza, Rt. 65, 1 mile south of Ellwood; Franklin Plaza, 1 mile east on Rte. 288.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All except food-Mon. & Fri.; dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Fisher's.
Variety Stores-G.C. Murphy.
Discount Stores-Gen. Sales; Keystone; K mart; Murphy Mart; Jamesway.
Chain Drug Stores-Rexall; Cresway.
Chain Supermarkets-Shop 'n Save; Valu-King; Golden Dawn; Kroger.

14 - NEWSPAPERS: LEDGER (e) 7,558; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.
National Representative: Landon Associates.

ERIE

1 - LOCATION: Erie County (SMSA), E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and tourist, resort center.

2 - TRANSPORTATION: Railroads-New York; Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.
Freight Steamship lines-24.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Bluebird.
Airlines-USAir; Vee Neal; Erie Airways; Heussler;

3 - POPULATION:
Corp. City 80 Cen. 119,123; Loc. Est. 117,207
CZ-ABC: (70) 201,164; (82) 204,700
RTZ-ABC: (70) 93,272; (82) 110,800
CountySMSA 80 Cen. 279,780; Loc. Est. 285,999
City & RTZ-ABC: (70) 294,436; (82) 315,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,639; Loc. Est. 44,435
CZ-ABC: (70) 61,449; (82) 73,100
RTZ-ABC: (70) 27,469; (82) 38,700
CountySMSA 80 Cen. 96,820; Loc. Est. 102,825
City & RTZ-ABC: (70) 88,918; (82) 111,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	12	$710,503,000

6 - PASSENGER AUTOS: County 103,651

7 - ELECTRIC METERS: Residence 81,201

8 - GAS METERS: Residence 73,741

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($290); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Products 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Machy. & Transp. Equip. 14,100 ($285); Electrical Machy. 5,400 ($229); Food 1,800 ($216).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-State St. from 6th to 18th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th 15th, 16th, 17th and 18th Sts. between French & Peach Sts. (two blocks).
Neighborhood Shopping Centers-5 blocks on Parade St.; 5 on W. 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Erie Plaza(25)	NA	Hornes
East Erie Plaza(10)	NA	Loblaw's
Perry Plaza(18)	NA	Loblaw's, Value City
Liberty Plaza(27)	NA	Loblaw's, Carlisle
The Colony(26)	NA	Colony Foodtown
Spencer Place	NA	IGA
Eastway Plaza(23)	NA	Loblaw's, K mart
Central Mall(27)	NA	Loblaw's
Grandview(8)	NA	Thrift Drug, K mart
Park Plaza(18)	NA	Arrow Drug, D&R Mart
Zuck Rd. Pl.(2)	NA	Loblaw's, Eckerd Drugs
Kimco(2)	NA	Loblaw's
Millcreek Mall(145)	NA	Sears, Penney's, Horne's, Carlisles, Kaufmanns

Principal Shopping Days-Sat., Mon. Fri., Thu.
Stores Open Evenings-Dept.-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Hornes; Carlisle's; Sears; J.C. Penney; Kauffman's.
Discount Stores-Value City 2; K mart 3; Hills 2.
Variety Stores-Murphy 2; Woolworth; Scott's 2; McCrory's.
Chain Drug Stores-Rea & Derick 5; Eckerd's 8; Arrow 2; Sun; White Cross 2; Thrift.
Chain Supermarkets-Loblaw's 15; Super Saver 2; Super Duper 3; Golden Dawn 10.
Other Chain Stores-Ladies Apparel: Lynn's, Fashion Flair, Ormand's; Men's: Richman Bros., Shoes: Thom McAn 2, Kinney's, Nobil's, Giant Shoes, PickWay, Hanover; Others: Tagway; Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; American Auto; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m-mon to fri) 24,927; TIMES (e-mon to fri) 49,582; Comb. (m&e) 74,509; TIMES-NEWS (sat) 66,445; (S) 96,229; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gerald J. Szorek, Nat'l. Adv. Mgr., or Owen Teale, Ret. Adv. Mgr., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 456-8531.
National Representative: Landon Associates.

FARRELL
See SHARON

FRANKLIN
See OIL CITY

GETTYSBURG

1 - LOCATION: Adams County, E&P Map D-3 (In York SMSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, Md.; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: Railroads-Reading (freight); Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194; Loc. Est. 7,286
CZ-ABC: (70) 11,387; (82) 12,700
RTZ-ABC: (70) 55,120; (82) 72,100
County 80 Cen. 68,292; Loc. Est. 72,558
SMSA 80 Cen. 381,255; Loc. Est. 395,996
City & RTZ-ABC: (70) 66,507; (82) 84,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,523; Loc. Est. 2,571
CZ-ABC: (70) 3,519; (82) 4,600
RTZ-ABC: (70) 15,874; (82) 24,400
County 80 Cen. 22,897; Loc. Est. 25,095
SMSA 80 Cen. 135,210; Loc. Est. 144,805
City & RTZ-ABC: (70) 19,393; (82) 29,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSLIGER AUTOS: County 27,843

7 - ELECTRIC METERS: Residence 8,630

8 - GAS METERS: Residence 7,313

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Furniture 518; Shoes 1,950; Textile 974; Food Processing 1,775 full time and 10,500 seasonal; Gettysburg National Park 300; Gettysburg College and Gettysburg Lutheran Seminary 750; Westinghouse 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated; chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
No. Gettysburg(10)	NA	Kings, Rea & Derrick
Springs Ave.(9)	NA	Big D Discount Fabric
N. Hanover Mall	14	K mart, Sears, Bon-Ton, JC Penney
Chambersburg Mall	17	Hess's, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-King's.
Discount Stores-Big D; Bargaintown.
Variety Store-Murphy.
Chain Drug Stores-Rea & Derick 2; People's; Rite Aid.
Chain Supermarkets-A&P; Kennies 2; Giant.
Other Chain Stores-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Tobey's; Martins Shoes; Wall & Ochs; Get-Mor Factory Outlet.

14 - NEWSPAPERS: THE GETTYSBURG TIMES (m) 9,415; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward G. Puhl, Adv. Mgr., THE GETTYSBURG TIMES, 18 Carlisle St., PO Box 370, Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon Associates.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh SMSA). E&P Map B-3, County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to Pa. Tpke.; 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lincoln; Penn.

3 - POPULATION:
Corp. City 80 Cen. 17,558; Loc. Est. 18,049
PMA-ABC: (70) 259,961; (82) 280,500
County 80 Cen. 392,294; Loc. Est. 397,607
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; Loc. Est. 7,446
PMA-ABC: (70) 79,784; (82) 99,800
County 80 Cen. 139,233; Loc. Est. 145,426
SMSA 80 Cen. 828,504; Loc. Est. 853,615

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	18	N.A.
Commercial	19	N.A.

6 - PASSENGER AUTOS: County 153,638

7 - ELECTRIC METERS: (Residence) County Est. 125,000

8 - GAS METERS: (Residence) Co. Est. 90,000

9 - PRINCIPAL INDUSTRIES: Automobile Mfg.; Primary Metal Prod.; Fabricated Metal Prod.; Elect. Machy.; Stone, Clay and Glass Prod.; Scientific Instruments and Automatic Temp. Controls; NonElect Machy.; Food Prod.; Rubber and Plastic Prod.; Apparel; Printing and Publishing; Paper Prod.; Bituminous Coal; Natural Gas.
Principal Pay Days-Fri., 1 & 15, 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greengate Mall(90)	NA	JC Penney, Hornes, Montgomery Ward
Greensburg Plaza(10)	NA	K mart, Foodland
Eastgate Plaza	NA	Gee Bee
Greensburg(20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall(130)	NA	Troutman's, Murphy Mart, Shop-N-Save, Sears, Kaufman's

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur., Fri. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Troutman 5; (Allied); Langs; Montgomery Ward; Hornes; J. C. Penney 3; Bon-Ton; Kaufmann's.
Variety Stores-G. C. Murphy 2.
Discount Stores-Gee Bee 2; K mart 4; Murphy Mart 4; Jamesway; Hills 6; Fishers Big Wheel.
Chain Drug Stores-Thrift 4; Widmann; Rite Aid 5.
Chain Supermarkets-Kroger; Foodland 6; Red & White; Davis Mkt.; Giant Eagle 2; U-Save; Shop-N-Save 9.
Other Chain Stores-Thom McAn 3; Kinney's 2; Gatling Auto 2; Wayne; Weil; Singer Co.; S&H Green Stamps; Islays 2; Kamps Shoes 3; Sun Tile; Joe Workman; Richman Bros.; Firestone; Goodyear; Carlton Men's; Standard Sportswear 2; Father & Son Shoe; Mariann, Spencer Gift 2; Camera & Card Shop; National Record Mart 2; DeRoy Jewelers 2; Fulton Piano 2; Fashion Hosiery; Beltone; Barricini Candy; Kelley & Cohen 4; Hart's; Radio Shack 16; Fabric Fair; Baker Shoes 2; Misc. Shop; Suzy Boutique; Foxmoor Casuals; General Nutrition 2; Herrold Jewelers; Penn Furniture; Wickes Lumber; Hickory Farms 2; Fabric Tree; Baskin-Robbins; Elizabeth Addams; Photocoral 2; Toy Mart; Walden Books 2; Watchmaker; Tobacco Village 2; Busy Beaver; Fisher's Big Wheel 2; 84 Lumber; Widmann; Rite Aid 5; Hermans; York Steakhouse; Tagway Shoes; Kay Beeboy; Fotomat; Anderson Little; Casual Corner.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 46,974; (S) 81,066; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Coleman, Adv. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15644; Tel. (412) 834-1151.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon SMSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, O. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 18 mi. from I-80.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie; E&P Div.

3 - POPULATION:
Corp. City 80 Cen. 7,730; Loc. Est. 7,539
CZ-ABC: (70) 8,704; (82) 7,600
RTZ-ABC: (70) 32,486; (82) 36,200
County/SMSA 80 Cen. 128,299; Loc. Est. 129,782
City & RTZ-ABC: (70) 41,190; (82) 43,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; Loc. Est. 2,813
CZ-ABC: (70) 2,737; (82) 2,800
RTZ-ABC: (70) 9,645; (82) 12,100
County/SMSA 80 Cen. 44,657; Loc. Est. 46,685
City & RTZ-ABC: (70) 12,202; (82) 14,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 48,995

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Railroad Freight Cars; Elevated Tanks; RR Shops; Transformers; Iron Castings; Aluminum Ladders; Stainless Steel Pipe.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Plaza(22)	NA	Murphy's, Jamesway, Riverside Mkt.
Colonial Plaza(5)	NA	Valu King

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-L. L. Keck; J. C. Penney; N. N. Moss; Jamesway.
Variety Store-Murphy Mart.
Chain Supermarkets-Golden Dawn; Valu King; Riverside; Foodland.

14 - NEWSPAPERS: RECORD-ARGUS (e) 5,322; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Turner, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave., Greenville, PA 16125; Tel. (412) 588-5000.
National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York SMSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore and 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: Railroads-Maryland-Penna.; Western Maryland.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 14,890; Loc. Est. 15,209
CZ-ABC: (70) 26,252; (82) 26,700
RTZ-ABC: (70) 145,030; (82) 197,800
County 80 Cen. 312,963; Loc. Est. 323,438
SMSA 80 Cen. 381,255; Loc. Est. 395,996
City & RTZ-ABC: (70) 171,282; (82) 224,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,149; Loc. Est. 6,175
CZ-ABC: (70) 8,856; (82) 10,600
RTZ-ABC: (70) 42,114; (82) 67,100
County 80 Cen. 112,313; Loc. Est. 119,710
SMSA 80 Cen. 135,210; Loc. Est. 144,805
City & RTZ-ABC: (70) 50,970; (82) 77,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$402,944,942
Savings & Loan	2	$50,172,000

6 - PASSENGER AUTOS: County 162,208

7 - ELECTRIC METERS: Residence 30,850

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Processing 1,399; Primary & Fabricated Metal 3,705; Furniture 748; Chemical-Rubber-Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Akaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview(16)	1	Rea & Derick, Woolworth, A&P, Sherwin-Williams
Hanover Plaza(3)	2	Value City, Toytown U.S.A.
No. Hanover Mall(66)	2	Bon-Ton, Sears, K mart
South Hanover(8)	3	King's Dept., Nichols, Drug Fair

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Downtown: Mon., Fri., Sat.; Shopping Centers: every night.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Leggett's; J. C. Penney.
Discount Stores-Nichols; King's; Value City; K mart.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Rea & Derick (Rexall); Thrift Drug; Drug Fair; Rite Aid; Revco.
Chain Supermarkets-A&P; Weis; Giant; Co-op Consumers; Safeway
Other Chain Stores-Firestone; Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames; Dahnken.

14 - NEWSPAPERS: SUN (e) 23,354; Mar 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Andrew Groft, Adv. Mgr., SUN, PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative: Thomson Newspapers.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg SMSA). E&P Map D-3, State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 81 mi. N of Baltimore. Wholesale center for Central Penna. on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Main Line; Western terminus of Reading, which is linked with B&O. Largest freight classification yards on Penna. System.
Motor Freight-100 Motor Common Carriers have authority to serve the area. 65 maintain terminals here.
Intercity Bus Lines-Greyhound; Trailways; Capitol Area Transit.
Airlines-TWA; USAir; Altair.

3 - POPULATION:
Corp. City 80 Cen. 53,264; Loc. Est. 50,389
CZ-ABC: (70) 297,439; (82) 331,000
RTZ-ABC: (70) 135,111; (82) 157,400
County 80 Cen. 232,317; Loc. Est. 237,003
SMSA 80 Cen. 466,576; Loc. Est. 459,992
City & RTZ-ABC: (70) 432,550; (82) 488,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,024; Loc. Est. 23,462
County 80 Cen. 88,088; Loc. Est. 92,656
SMSA 80 Cen. 163,057; Loc. Est. 176,211
CZ-ABC: (70) 97,715; (82) 126,500
RTZ-ABC: (70) 41,080; (82) 56,100
City & RTZ-ABC: (70) 138,795; (82) 182,600

5 - BANKS: 121; **Deposits $2,281,387,000**

6 - PASSENGER AUTOS: County 140,313

7 - ELECTRIC METERS: Residence 63,265

8 - GAS METERS: Residence 52,077

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Durable Goods 19,600 ($375); Primary Metals 5,900 ($482); Electric Machinery 2,100 ($293); Non-Durable Goods 21,100 ($271); Food Products 9,100 ($327); Transportation, Public Utilities 16,100 ($282); Printing & Publishing 2,300 ($350); State-Local Government 50,800; Federal Service 10,400.
Principal Pay Days-Staggered.

10 - CLIMATE: Spring 21-62; Summer 61-88; Fall 43-70; Winter 10. First killing frost, Sept. 28. Last killing frost, May 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Strawberry Square Complex, Market Square, three blocks on 3rd St., 1 block on Walnut Street.
Major Shopping Centers-Harrisburg East Mall (Paxtang).
Minor Shopping Centers-Derrytown Mall (Hershey), East Park Center (Lawnton), M. J. Mall (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Windsor Park Plaza (Mechanicsburg).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East(80)	3	John Wanamaker, Hess's, JC Penney
Kline Village(17)	2	People's Drug
West Shore Plz.(24)	2	Montgomery Ward
Camp Hill(19)	2	People's Drug
Colonial Park(74)	6	Sears, Pomeroy's
Olmsted Plz.(20)	7	Kresge
Cedar Cliff Mall(14)	4	Rea & Derick
Union Deposit Mall(45)	5	Murphy Mart
Capital City Mall(85)	5	Hess's, Sears, Murphy's Mart

Principal Shopping Days-Mon., Fri., Sat., & Sun.
Stores Open Evenings-Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 3; Sears 2; John Wanamaker; J.C. Penney 2; Hess's 2; Montgomery Ward.

A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS
Volume III

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Discount Stores-King's; K mart 4; Hills 2; Murphy Mart 2.
Variety Stores-Woolworth; Kresge; Bills.
Chain Drug Stores-Rea & Derick 12; People's 7; Rite-Aid 5; Revco 5; Thrift Drugs 4.
Chain Supermarkets-Handy Mkt. 12; Weis 16; A&P 3; Giant 10; Super Thrift 3; IGA 3; 7-Eleven 9; Boulevard Save Rite 3; Pathmark; Hattie Harris 6; Turkey Hill 8.
Other Chain Stores Irvings; Kinney's; Stuarts; Stephenson's; Joe the Motorists' Friend; Miller's Auto; Kelly & Cohen; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber.

14 - NEWSPAPERS: PATRIOT (m-mon to fri) 46,832; NEWS (e-mon to fri) 59,687; (sat) 91,501; PATRIOT-NEWS (S) 154,578; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative: Newhouse Newspapers.

HATBORO-WARMINSTER

1 - LOCATION: Hatboro in Montgomery County, Warminster in Bucks County (In. Philadelphia, PA-NJ SMSA). E&P Map E-3. 10 miles north of Philadelphia on U.S. Hwy. 263.

2 - TRANSPORTATION: Railroads-Septa.
Motor Freight Carriers-12.
Intercity Bus Lines-Septa; Martz; Trailways; Greyhound; Huntingdon Valley Trans.
Airlines-At Philadelphia Airport: American; British Airways; Eastern; Delta; Lufthansa; National; Northeast; Northwest Orient; Pan American; TWA; United; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 43,122; Loc. Est. 44,200
Hatboro 80 Cen. 7,579; Loc. Est. 7,700
Warminster 80 Cen. 35,543; Loc. Est. 36,500
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
Counties:
Montgomery 80 Cen. 643,621; Loc. Est. 652,620
Bucks 80 Cen. 479,211; Loc. Est. 488,370
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 13,061; Loc. Est. 12,999
Warminster 80 Cen. 10,209; Loc. Est. 10,269
Hatboro 80 Cen. 2,852; Loc. Est. 2,790
Counties:
Montgomery 80 Cen. 223,290; Loc. Est. 233,374
Bucks 80 Cen. 156,648; Loc. Est. 164,486
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	4	N.A.
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Counties: Montgomery 325,000; Bucks 221,500

7 - ELECTRIC METERS: Residence 400,210

8 - GAS METERS: Residence 126,500

9 - PRINCIPAL INDUSTRIES: Electronics, small diversified.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-93; Summer 52-94; Fall 22-90; Winter 10-60. First killing frost, Oct 23. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center5 blocks on York Rd. Neighborhood Shopping Center-Village Mall (42 units); King's Plaza (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rosemore(17)	2	Shop 'N' Save
Willow Grove Park(140)	5	B. Altman, A&S, Bloomingdales
Village Mall(40)	2	Woolco
Warminster Plaza(17)	4	Rickels

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-B. Altman; Abraham-Strauss; Bloomingdales.
Discount Stores-K mart; Woolco; Rickels; Clover; Jefferson Ward; King's.
Variety Store-Berlins.
Chain Drug Stores-Thrift Drug; Eckard Drug; Rite Aid.
Chain Supermarkets-Acme; Super Saver; Genuardi's; Pathmark; Shop'n Save; Shop'n Bag.

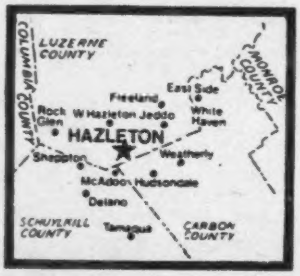
14 - NEWSPAPERS: TODAY'S SPIRIT (e-mon to fri) 7,270; June 30, 1981 CAC.
Local Contact for Advertising and Merchandising Data: Gordon Bechtle, V.P./Mkt. Dir., TODAY'S SPIRIT, 530 W. Street Rd., Warminster, PA 18974; Tel. (215) 675-3430.
National Representatives: Robert Hitchings; USSPI.

HAZLETON

1 - LOCATION: Luzerne County (In Northeast Pennsylvania SMSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from N.Y. City; 102 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-34.
Intercity Bus Lines-Capitol; Continental Trailways; Luzerne & Carbon County; Motor Transportation; Valley Transit.

3 - POPULATION:
Corp. City 80 Cen. 27,318; Loc. Est. 26,456
CZ-ABC: (70) 50,464; (82) 47,700
RTZ-ABC: (70) 32,664; (82) 40,600
County 80 Cen. 343,079; Loc. Est. 342,652
SMSA 80 Cen. 640,396; Loc. Est. 639,460
City & RTZ-ABC: (70) 83,128; (82) 88,300
Demographic Information available from Newspaper. See paragraph 14.



Hazleton Standard-Speaker (all day) 24,336 ABC 3/ 31/ 82

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,762; Loc. Est. 10,559
CZ-ABC: (70) 17,112; (82) 18,900
RTZ-ABC: (70) 9,874; (82) 14,900
County 80 Cen. 125,502; Loc. Est. 129,155
SMSA 80 Cen. 232,728; Loc. Est. 239,463
City & RTZ-ABC: (70) 26,986; (82) 33,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$4,191,491,000
Savings & Loan	3	$201,280,306

6 - PASSENGER AUTOS: County 136,698

7 - ELECTRIC METERS: Residence 60,407

8 - GAS METERS: Residence 5,317

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Primary 11,639; Machine Shops 1,567; Mining & Stripping 906.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20. Last killing frost, June 1.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Center-6 blocks on Broad St., on Wyoming St., 2 on North Laurel St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Church Hill Mall(14)	2	McCrory, Gaylord's, Super Saver
Laurel Mall(40)	4	Boscov's, Zayre, Martin's, McCrory
Hazleton(6)	1/2	Super Saver, Sears, McCrory, K mart
Valmont(10)	2	Cook's, Warehouse Foods

Principal Shopping Days-Department Stores: Wed., Fri., Sat.; Food: Wed., Thurs., Fri.
Stores Open Evenings-Department Stores: Wed. and Fri.; Food: daily.

13 - RETAIL OUTLETS: Department Stores-P. Deisroth's; Sears; Boscov's.
Discount Stores-Cook's; Discountland U.S.A.; Gaylord's; K mart; Zayre.
Variety Stores-Kresge; McCrory; K mart.
Chain Drug Stores-Rea & Derick; Rite-Aid; Associated Druggist; General Nutrition Center; Consumer Value Stores.
Chain Supermarkets-Super-Saver 2; Martin's; Pantry Quik 4; Weis; Discountland USA; IGA 4; Joseph's Holiday Mkt.; Giant Markets; Freeland Food Mart: Economy Markets; Hazle Park Meats; A-1 Supermarket; Food Lane.
Other Chain Stores-Thom McAn; Triangle; Raub's Glick's; Sherwin-Williams; Women's Apparel: Shroyers, Junior Colony, Fashion Colony, Colony II, Fashion Bug; Men's Stores: The Hub, Sarno & Son, Metallo's; Furn. Stores: Rosen's.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,336; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County, E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22 Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rte. 22 Location of Raystown Lake, largest man-made reservoir in East, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143; Loc. Est. 10,234
Huntingdon 80 Cen. 7,042; Loc. Est. 7,203
Mount Union 80 Cen. 3,101; Loc. Est. 3,031
County 80 Cen. 42,695; Loc. Est. 44,035

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976; Loc. Est. 3,613
Huntingdon 80 Cen. 2,552; Loc. Est. 2,442
Mount Union 80 Cen. 1,244; Loc. Est. 1,171
County 80 Cen. 14,459; Loc. Est. 15,582

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$156,227,000
Savings & Loan	2	$2,740,000

6 - PASSENGER AUTOS: County 16,005

7 - ELECTRIC METERS: Residence 8,275

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engrg. & Mach. Pts. 100; RR & Util. 325; State Gov't 450; Sand-Stone 265; Wood Prod. 400.
Principal Industrial Pay Days-Textiles, Thurs.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; summer 42-98; Fall 21-90; Winter 11-66; First killing frost, Oct. 6. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-14 blocks on 5 Sts.; Shopping Center (7 Units).
Principal Shopping Days-Fri., Sat., Thurs.
Stores Close-Wed. afternoons all year.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Poser's; Miller's.
Variety Stores-G.C. Murphy 2; McCrory.
Chain Drug Stores-Hilly's; Rite Aid; Widmann's; Health Mart.
Chain Supermarkets-A&P 2; Weis 2; IGA 4; Riverside Mkt; Food Rite.
Discount Stores-Widmann's; Rite Aid; Health Mart.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward (catalog) 2; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 11,780; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Kenneth J. Smith, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County, E&P Map B-2, County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-2.
Intercity Bus Lines-Edwards Lakes-to-Sea; Blairsville, Hutchinson's Route 80 Short Way.

3 - POPULATION:
Corp. City 80 Cen. 16,051; Loc. Est. 16,097
CZ-ABC: (70) 24,869; (82) 32,600
RTZ-ABC: (70) 54,582; (82) 62,200
County 80 Cen. 92,281; Loc. Est. 96,146
City & RTZ-ABC: (70) 79,451; (82) 94,800
Demographic Information available form Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,473; Loc. Est. 4,515
CZ-ABC: (70) 6,470; (82) 10,[illegible]00
RTZ-ABC: (70) 16,438; (82) 2[illegible],900
County 80 Cen. 29,998; Loc. Est. 32,209
City & RTZ-ABC: (70) 22,908; (82) 32,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	7	$426,432,000
Savings & Loan	3	over $100.000,000

6 - PASSENGER AUTOS: County 3[illegible],407

7 - ELECTRIC METERS: Residence 17,901

8 - GAS METERS: Residence 7,[illegible]15

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Tires 588 ($379); Aluminum Doors 858 ($313); Medical Instruments 475 ($376); University 1200 ($313); Coal Mining 5915 ($482); Highway & Construction 595 ($330); Generating 1066 ($491); Riot Control 350 ($300); Mining Equipment 885 ($333); Coal Gasification 185 ($375); Steel Building 150 ($291); Chalkboards 135 ($275); Cardiac Pacemakers 110 ($275); Conveyors Equip. 700 ($325); Fabricated Metal 1192 ($306); Electric-Gas-Telephone Employees 1362 ($475).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10. Last killing frost, May 1st.

11 - TAP WATER: Slightly acid, hard.

12 - RETAILING:Principal Shopping Center-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South, Wayne Ave. extension. Route 119 North-4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 286 S.	NA	David Weis
College Pk.(3)	NA	Woolworth, Eckerd, Riverside
Regency Mall(23)	NA	Foodland, Thrift Drug, Mont. Ward, Murphy's, Hill's
Indiana Mall(48)	NA	K mart, Bon Ton, Sears, J.C. Penney

13 - RETAIL OUTLETS: Department Stores-Brody Bros., Troutman (Allied); Montgomery Ward; J.C. Penney; Penn-Traffic; Hills; Murphy Mart; Sears; Bon Ton.
Discount Stores-Distributors; Hills; David Weis; Murphy Mart; Rite Aid; Revco; K mart; Heck's.
Variety Stores-G.C. Murphy; Woolworth.
Chain Drug Stores-Thrift; Eckerd; Revco; CVS; Rite Aid 3.
Chain Supermarkets-A&P; Riverside 2; Foodland 3; Shop & Save; Comet; Kroger.
Other Chain Stores-Ben Franklin; Brown's Boot; Penn Furniture, Heck's.

14 - NEWSPAPERS: GAZETTE (e) 21,556; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hickey, Adv. Dir., GAZETTE, PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.
National Representative: Landon Associates.

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh SMSA). Manufacturing, coal mining and agricultural area; 20 mi. SW of Pittsburgh, near junction of US Hwys. 30 and I-76.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Airlines-USAir; American; Eastern; Nordair, Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 80 Cen. 4,995; Loc. Est. 5,260
County 80 Cen. 392,294; Loc. Est. 397,607
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944

4 - HOUSEHOLDS:
City 80 Cen. 2,[illegible]01; Loc. Est. 2,439
County 80 Cen. [illegible]39,233; Loc. Est. 145,426
SMSA 80 Cen. 828,504; Loc. Est. 853,615

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	1	$39,282,000

6 - PASSENGER AUTOS: County 153,638

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing machine tools, electrical equipment, mine cars; foundry and castings; farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall 1-102; Winter 20-77. First killing frost Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norwin(41)	NA	Thrift Drug, Foodland
Murphy Mart	NA	Murphy Mart, Giant Eagle
Norwin Hills(20)	NA	Hills, Kroger

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD-OBSERVER (e) 15,287; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD-OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.
National Representative: Landon Associates.

JERSEY SHORE
See LOCK HAVEN

JIM THORPE
See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown SMSA). E&P Map B-3. In valley formed by the confluence of Stoney Creek and Little Conemaugh River; headquarters for the Gallitzin State Park; 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, Md. Steel and coal.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.
Motor Freight Carriers-10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines-Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset Bus.
Airlines-USAir Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,496; Loc. Est. 33,795
CZ-ABC: (70) 108,412; (82) 101,000
RTZ-ABC: (70) 232,407; (82) 257,100
County 80 Cen. 183,263; Loc. Est. 182,085
SMSA 80 Cen. 264,506; Loc. Est. 264,004
City & RTZ-ABC: (70) 340,819; (82) 358,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,211; Loc. Est. 14,076
CZ-ABC: (70) 35,067; (82) 37,900
RTZ-ABC: (70) 68,684; (82) 89,200
County 80 Cen. 63,375; Loc. Est. 64,896
SMSA 80 Cen. 91,924; Loc. Est. 94,532
City & RTZ-ABC: (70) 103,751; (82) 127,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$822,026,823
Savings & Loan	3	$550,265,366

6 - PASSENGER AUTOS: County 66,454

7 - ELECTRIC METERS: Residence 14,150

8 - GAS METERS: Residence 12,934

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,500 ($480); Mining 7,200 ($525); Apparel 3,700 ($160); Agriculture 2,042 (N.A.).
Principal Pay Days-ed., Thu., Fri.; 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter-1-66. First killing frost, Oct. 31. Last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56.
Neighborhood Shopping Centers-4 blocks on Central Ave.; Moham; 3 on Fairfield Ave.; Morrellville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mart	6	Riverside, King's
Geistown(11)	3	Ideal, IGA
Westmont(41)	3	Gee-Bee, Cambria Hdwe.
Bel-Air(14)	3	Wolf Furniture
Richland(60)	5	Riverside, A&P, King's
Westwood(23)	3	Gee Bee, Riverside, Hess
University Park(10)	7	JC Penney, Gee-Bee, Hills
Richland Mall(105)	7	Sears, Hess, K mart

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Downtown-Thu.; Shopping Cntrs. Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Glossers; Hess 2; Sears; J. C. Penney.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Rite-Aid; Thrift 3; Eckerd; Keystone Discount; Rexall Group 4; Newman's; Revco 2.
Chain Supermarkets-A&P 6; AG-Economy 9; Ideal Food 2; Shop-N-Save 4; Riverside 8; Gee-Bee 5; Foodland 2; Food-Rite 2.
Discount Stores-Gee Bee; King's; K mart; Hills.
Other Chain Stores-Auto: Gatlings, Goodyear, Firestone; Shoes: Kinney's, Thom McAn, Gallenkamp's, Hanover, Pic-Way; Clothing: Richman's, Ormond's, Kay Jewelers; Gordon's Jewelers; Furniture: Penn, Wolf Furniture; Misc.: Singer Co., S&H Green Stamps, Top Value Stamps.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 54,708; (S) 50,656; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Miss Jean Block, Nat'l. Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15905; Tel. (814) 536-4554.
National Representative: Landon Associates.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; Pa. Hwy. 321; 66.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Blue Bird.
Airlines-USAir.

3 - POPULATION:
Corp. Borough 80 Cen. 4,916; Loc. Est. 4,974
County 80 Cen. 50,635; Loc. Est. 51,166

4 - HOUSEHOLDS:
Borough 80 Cen. 1,919; Loc. Est. 1,833
County 80 Cen. 18,294; Loc. Est. 19,041

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$245,725,369
Savings & Loan	1	$36,646,954

6 - PASSENGER AUTOS: County 17,319

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prod.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures.

10 - CLIMATE: N.A.

11 - TAP WATER: Abundant supply pure spring and well water; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on 8 sts. Plaza Shopping Center (3 Stores-Market Basket) at west end of Kane on Route 6.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Food, Wed., Thu. & Fri.; General, Fri.

13 - RETAIL OUTLETS: Variety Stores-Mclellan; McCrory.
Chain Drug Stores-Widmann; Eckerd.
Chain Supermarkets-A&P; Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 2,996; sworn Mar, 31, 1982.
Local Contact for Advertising and Merchandising Data: Charles Bodine, Adv. Mgr., Joseph C. Piccirillo, Gen. Mgr., or Richard Coleman, Editor, REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.
National Representative: Landon Associates.

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2, County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Pgh. & Shawmut, B&O with 3 mi connects via Pgh. & Shawmut.
Motor Freight Carriers-2.
Intercity Bus Lines-Butler Motor Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,432; Loc. Est. 5,209
CZ-ABC: (70) 20,511; (82) 20,000
RTZ-ABC: (70) 62,890; (82) 66,400
County 80 Cen. 77,768; Loc. Est. 77,930
City & RTZ-ABC: (70) 83,401; (82) 86,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,287; Loc. Est. 2,179
CZ-ABC: (70) 6,880; (82) 7,800
RTZ-ABC: (70) 19,868; (82) 24,500
County 80 Cen. 28,066; Loc. Est. 28,978
City & RTZ-ABC: (70) 26,748; (82) 32,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: County 38,042

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plate Glass 1,200; Sanitary Ware 750; Ceramics 500; Liquid Air 350; Coal Mining 2,000; Mushroom Mining 900.
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers-Ford City; 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands; Franklin Village Shopping Center.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Stores & Food-every night.

13 - RETAIL OUTLETS: Department Stores-Murphy's Mart.
Discount Stores-Shoppers' Mart; Jamesway.
Variety Store-Murphy.
Chain Drug Stores-Thrift; Gil's.
Chain Supermarkets-Shop n' Save; Riverside; Foodland 2; Kroger.
Other Chain Stores-Rocket Markets 75 (county); Firestone; Auto Giant; Sears; Sherwin-Williams; J. C. Penney (catalog); Winky's; Montgomery Ward; Radio Shack; Agway; JoAnn Fabrics.

14 - NEWSPAPERS: LEADER-TIMES (e) 11,809; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lonnie L. Peppler, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.
National Representative: None.

LANCASTER

1 - LOCATION: Lancaster County (SMSA). E&P Map D-3, County Seat. Widely diversified manufacturing, tourist and agricultural area. College center. 67 RR mi, 65 hwy. mi., 59 air mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On Lincoln Hwy. (U.S. 30 and U.S. 283).

2 - TRANSPORTATION: Railroads-Amtrak (Passenger). Conrail (Freight).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-15.
Airlines-Suburban; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 54,725; Loc. Est. 53,037
CZ-ABC: (70) 168,630; (82) 185,300
RTZ-ABC: (70) 216,898; (82) 258,100
County/SMSA 80 Cen. 362,346; Loc. Est. 367,679
City & RTZ-ABC: (70) 385,528; (82) 443,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,746; Loc. Est. 21,031
CZ-ABC: (70) 53,741; (82) 69,000
RTZ-ABC: (70) 63,738; (82) 89,400
County/SMSA 80 Cen. 123,864; 129,564
City & RTZ-ABC: (70) 117,479; (82) 158,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$5,798,497,326
Savings & Loan	5	$570,137,847

6 - PASSENGER AUTOS: County 177,570

7 - ELECTRIC METERS: Residence 24,300

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Machinery 5,700 ($366); Elect. Equip. 5,500 ($268); Textiles 1,800 ($244); Apparel 5,400 ($170); Fab. Metal Prod 8,700 ($301); Print & Pub. 4,900 ($328); Primary Metal Ind. 3,600 ($279); Stone, Clay, Glass Prods. 2,200 ($373); Lumber & Furniture 2,000 ($270); Food Prods. 5,800 ($358); Leather Prods. 1,400 ($125); Other Durable Goods 5,900 ($323); Other Non-Durable Goods 3,400 ($280); Contract Const.5,500; Trans. & Public Util. 5,800; Wholesale Trade 7,100; Retail Trade 25,700; Fin., Ins. & Real Estate 6,100; Services & Mining 28,100; Govt. 15,400. Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.: 2 on Vine St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lancaster(32)	2	Acme, Weis, Kresge Lionel Kiddie City, Rea & Derick, Service Mdse. Co.
Wheatland(23)	3	Thrift Drug, Dollar General
Manor(28)	2	Acme, Weis, Cloth World, Radio Shack, People's, Kinney, Mailman's
Lincoln Plaza(16)	3	Weis, Rea & Derick
Bridgeport(6)	2	Jewel T, Weis, Rea & Derick
Park City(150)	3	Sears, Gimbels, JC Penney, Woolworth
K mart Plaza(14)	2	K mart, Rite-Aid, Mill Store (fabrics), Weis
East Towne Mall(42)	4	Mailman's, Weis K mart, Radio Shack, Rea & Derick, Kinney
Willow Valley Square(17)	3 1/2	Willow Valley Farms IGA, Rea & Derick, Anchor Christian Bookstore

Neighborhood Shopping Area-2 blocks on Columbia Ave., 3 blocks on Manor St.
Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thu., Fri., Sat., Mon.
Stores Open Evenings-Downtown-Tues., Fri.; Shopping Centers & Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Watt & Shand 2; Sears; J.C. Penney; Gimbels.
Variety Stores-Woolworth 2; H. L. Green; McCrory's; Kresge.
Discount Stores-Nichols 2; K mart 3; Mailman's 2; Jamesway; Silo.
Chain Drug Stores-Rea & Derick 9; Peoples 3; Thrift; Thrift-D; Rite-Aid 2; White Shield 2; Drug Fair.
Chain Supermarkets-Acme 3; Weis 15; Jewel T 3; IGA 10; Food Rite 2; Giant 3; Jay's; Plus Food 2.
Other Chain Stores-Auto Supplies: Firestone 2, General, Goodrich, Goodyear 2; Shoes: Endicott-Johnson, Hanover, Thom McAn 3, Buster Brown, Irving's, Barett, Naturalizer, Father & Son, Kinney's 4, Super Shoe; Men's Clothing: Hamburgers, Double Image, DeVono, Hughes & Hatcher, Anderson-Little, Chess King, Glah Bros., National Shirt; Women's Apparel: Country Casuals, Logan's, Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Jack's, Marianne, Junior Colony, Fashion Bug, Gap, Wrangler Wranch; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, J.B. Van Sciver, Town & Country; Lumber: 84 Lumber, Wickes, Hechinger, Grossman's; Carter Cashway 2, Channel, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden; Book: Provident 4, Walden, Anchor Christian, Coles; Montgomery Ward (Catalog); Jewelcor (Catalog) S&H Green Stamps 2; Service Merchandise (Catalog).

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 40,770 NEW ERA (e) 58,247; NEWS (S) 136,526; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Nat'l Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative: None.

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 16,526; Loc. Est. 16,130
CZ-ABC: (70) 48,890; (82) 69,100

RTZ-ABC: (70) 57,868; (82) 76,400
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
County 80 Cen. 643,621; Loc. Est. 652,620
City & RTZ-ABC: (70) 106,758; (82) 145,400

4 - HOUSEHOLDS:
City 80 Cen. 6,216; Loc. Est. 6,260
County 80 Cen. 223,290; Loc. Est. 233,374
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859
CZ-ABC: (70) 15,287; (82) 25,000
RTZ-ABC: (70) 17,247; (82) 26,600
City & RTZ-ABC: (70) 32,534; (82) 51,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 323,423

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Tile Mfg. 1,000; Electronic Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Electrical Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Electronic Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montgomery Mall(122)	NA	Bamberger, JC Penney, Wanamaker, Sears
Hillcrest(14)	NA	Sears
Pennwood Plaza(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	NA	
Sumney Forge Square(15)	NA	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	NA	K mart, Best

Neighborhood Shopping Center-S. Broad St. Hillcrest Shopping Center, E. Main St.; English Village Rts. 309 & 63, North Wales; Lansdale Shopping Center, West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Village Bethlehem Pike, Spring House; Pennwood Plaza, N. Broad St., Lansdale; Chal-Britt Plaza; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shopping Center.
Principal Shopping Days-Mon., Fri., & Sat.
Stores Open Evenings-Every evening & Sunday.

13 - RETAIL OUTLETS: Department Stores-Clover; J. C. Penney; Wanamakers; Bambergers; Sears.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2.
Discount Stores-Kings; Jamesway; Clover; Woolco 2; K mart 3.
Chain Supermarkets-A&P; Acme 3; Clemens 5; Genuardi's; Stop'N Shop; Shop N Bag; Ralph's; 5 large independent.
Other Chain Stores-Penn-Jersey Auto; Firestone; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chanolers; Zales; Anderson-Little.

14 - NEWSPAPERS: THE REPORTER (e) 21,814; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Stefanowski, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives: Gannett; Robert Hitchings; USSPI.

LANSFORD

See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County, (In Pittsburgh SMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Chestnut Ridge; Latrobe; Mt. View; Lincoln.
Airlines-Tri-City Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,799; Loc. Est. 10,575
CZ-ABC: (70) 23,411; (82) 23,400
RTZ-ABC: (70) 41,920; (82) 44,500
County 80 Cen. 392,294; Loc. Est. 397,607
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
City & RTZ-ABC: (70) 65,331; (82) 67,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,336; Loc. Est. 4,251
CZ-ABC: (70) 7,205; (82) 8,400
RTZ-ABC: (70) 12,254; (82) 15,200
County 80 Cen. 139,233; Loc. Est. 145,426
SMSA 80 Cen. 828,504; Loc. Est. 853,615
City & RTZ-ABC: (70) 19,459; (82) 23,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$10,367,009
Savings & Loan	1	$5,236,597

6 - PASSENGER AUTOS: County 153,638

7 - ELECTRIC METERS: Residence 20,256

8 - GAS METERS: Residence 10,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg 9,500; Mining 147; Commercial 1,200; Constr. 911; Tool & Die 4,000; Blasting 450; RR & Ind. 980; Neoprene Foam Rubber 260; Ceramics 900; Ingot Molds 450; Brick & Concrete 200; Primary Metal 4,046.
Principal Industrial Pay Days-1&15, 10&25.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St.; Latrobe.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Latrobe(25)	NA	Shop'N Save
Lincoln Road(10)	NA	Foodland, McCrory's, Kroger

Principal Shopping Days-Dept. Thu. & Sat.; Food & Shopping Centers Daily until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Troutmans (Allied).
Discount Stores-Keystone Candy.
Variety Stores-Murphys.
Chain Drug Stores-Strickler Walgreen; Thrift 2; Rite-Aid.
Chain Supermarkets-Foodland; Shop'N Save; Red & White.
Other Chain Stores-Shoes: Henry's, Keystone, Kamps; Furniture: Penn; Auto Supplies; Weiss, Goodyear, Goodrich, Airland, Lincoln Service; Montgomery Ward.

14 - NEWSPAPERS: BULLETIN (e) 10,715; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia, Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County, E&P Map D-3, County Seat. Iron and steel, Aluminum, Textiles, Miscellaneous manufacturing center and hub of rich farm area. South central part of state in heart of """Pennsylvania Dutch" country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711; Loc. Est. 24,728
CZ-ABC: (70) 53,497; (82) 56,000
RTZ-ABC: (70) 46,168; (82) 54,700
County 80 Cen. 109,829; Loc. Est. 111,452
City & RTZ-ABC: (70) 99,665; (82) 110,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,121; Loc. Est. 10,070
CZ-ABC: (70) 17,061; (82) 20,900
RTZ-ABC: (70) 14,013; (82) 19,500
County 80 Cen. 38,327; Loc. Est. 40,049
City & RTZ-ABC: (70) 31,074; (82) 40,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$288,900,000

6 - PASSENGER AUTOS: County 44,913

7 - ELECTRIC METERS: Residence 11,205

8 - GAS METERS: Residence 4,640

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal Prod. 3,600 ($260); Apparel-Textiles 3,583 ($140); Food Prods. 1,700 (130); Chem-Pharmaceuticals 1,000 ($180); Leather products 1,100 ($140); Machine Industries 1,100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plaza	36	Sears, Penneys, Hess's
Lebanon Mall	32	Boscov's, Murphy's Mart
Lebanon Valley	10	Weis
Plaza	2	Giant

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Tue. & Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's (Allied); J.C. Penney; Boscov's; Murphy's Mart; Sears; Nicols; Hess's.
Discount Stores-Hill's; Nichols.
Variety Store-Woolworth.
Chain Drug Stores-People's; Keystone 2; Rea & Derick; Thrift; Revco.
Chain Supermarkets-Plus; Weis 2; Acme; Giant.
Other Chain Stores-Endicott-Johnson (shoes); G.R. Kinney; Logan's; Firestone; Miller's Auto; Gordon's Jewelry; DeVono's; Ormond's; Montgomery Ward (Catalog); Waldenbooks; Radio Shack; Feel Fine;The Hub; Card-O-Rama; Zales Jewelry; Cole Book; Karmelkorn; Kay Jewelers; Hanover Shoes; Sherwin Williams.

14 - NEWSPAPERS: NEWS (e) 28,642; (S) 34,130; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W.G. Carpenter, Adv. Dir., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative: Landon Associates.

LEHIGHTON

1 - LOCATION: Carbon County (In AllentownBethlehem-Easton, PA-NJ SMSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 miles N.W. of Philadelphia.

2 - TRANSPORTATION:
Intercity Bus Lines-Continental Trailways; Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853; Loc. Est. 29,265
  Lehighton 80 Cen. 5,826; Loc. Est. 5,684
  Jim Thorpe 80 Cen. 5,263; Loc. Est. 5,148
  Lansford 80 Cen. 4,466; Loc. Est. 4,246
  Palmerton 80 Cen. 5,455; Loc. Est. 5,344
  Tamaqua 80 Cen. 8,843; Loc. Est. 8,843
SMSA 80 Cen. 636,714; Loc. Est. 646,901
County 80 Cen. 53,285; Loc. Est. 53,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556; Loc. Est. 10,750
  Lehighton 80 Cen. 2,181; Loc. Est. 1,928
  Jim Thorpe 80 Cen. 1,880; Loc. Est. 1,715
  Lansford 80 Cen. 1,883; Loc. Est. 1,738
  Palmerton 80 Cen. 2,135; Loc. Est. 1,892
  Tamaqua 80 Cen. 3,477; Loc. Est. 3,477
County 80 Cen. 19,642; Loc. Est. 20,243
SMSA 80 Cen. 230,764; Loc. Est. 241,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 22,799

7 - ELECTRIC METERS: Residence Est. 17,300

8 - GAS METERS: Residence Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furniture & Wood Working; Clothing & Textiles; Fur Processing; Lamp Making; Chemicals; Furniture.; Zinc Refinery.
Principal Pay Days-R.R. 15 & 30; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10. Last killing frost, June 17.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Shopping Center-Carbon Plaza-Lane's, Bright's; Walnutport Mall-K mart.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Fri., Sat. Some Tues., Thu. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bright's; Segel's; Jamesway.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.
Chain Supermarkets-Food Lane; IGA; Golden Key; A&P 2; Acme.
Other Chain Stores-G.C. Murphy. Sureline Prods.; Keystone Discount Drug; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-11 Store; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,393; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David P. Schlenker, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.
National Representative: Landon Associates.

LEVITTOWN-BRISTOL

1 - LOCATION: Bucks County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. On Delaware River. On U.S. 1 and 13.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia.

3 - POPULATION:
Area 80 Cen. 42,952; Loc. Est. 65,327
  Bristol 80 Cen. 10,867; Loc. Est. 10,384
  Levittown 80 Cen. 32,085; Loc. Est. 54,943
CZ-ABC: (70) 156,541; (82) 154,200
RTZ-ABC: (70) 153,981; (82) 206,000
County 80 Cen. 479,211; Loc. Est. 488,370
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
City & RTZ-ABC: (70) 310,522; (82) 360,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Area 80 Cen. 20,278; Loc. Est. 20,255
  Bristol 80 Cen. 4,033; Loc. Est. 4,010
  Levittown 80 Cen. 16,245; Loc. Est. 16,245
CZ-ABC: (70) 41,802; (82) 49,000
RTZ-ABC: (70) 43,406; (82) 49,000
County 80 Cen. 156,648; Loc. Est. 164,486
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859
City & RTZ-ABC: (70) 85,208; (82) 116,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 220,131

7 - ELECTRIC METERS: Residence 28,690Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chemicals; Corrugated & Parchment; Steel; Construction; Fabrics; Food; Concrete; Explosives; Hardware; Electrical; Trucking; Transportation; Detergents; Lumber; Adhesives. 34,073 Indus. emp. only. Av. Wkly. Wage ($168).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne, Pa.; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers-Levittown: Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza, Bucks County Mall; Feasterville: Neshaminy Mall; Cornwells Heights: Warminster Plaza, Davisville Shopg. Ctr., Woodhaven Mall; Richboro: (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairless Hills(31)	2	Plus Foods
Falls(6)	3	Best, Clover, Woolco, A&P, Channel, Kings
Country Club(25)	6	Goodyear, Levine's, Marshall's
Morrisville(25)	6	Acme
Midway(3)	5	Quality Drug, Schaaf's
5-Points	3	Towne Phcy., Farm Mart
Leeper Village	2	Buckley Hdwr.
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop'n Bag, Thrift Drug
Southampton Mall(24)	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshamin Mall (100)	12	Woolworth, Sears, Strawbridge & Clothier, Pomeroy's Shoprite, Thrift Drug
Levittown(60)	NA	Lobels, Woolworth, Thriftway, Pomeroy's, Quality Drug

Oxford Valley (140)	4	Bamberger's, Gimbels, Acme, Wanamaker's, J.C. Penney, Woolco, Rite Aid, Sears, Woolworth

Principal Shopping Days-Mon., Thu., Sun.
Stores Open Evenings-Mon., Thu., Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 2; J. C. Penney; Sears; Strawbridge & Clothier; King's; John Wanamaker; Gimbel's; Bamberger's.
Discount Stores-Kiddie City 2; Woolco 2; K mart 4; Levitz; Clover Stores; Best; Silo; Kings.
Variety Stores-Woolworth 3; McCrory's 2.
Chain Drug Stores-York 2; Quality 2; Thrift 7; Rite-Aid 2.
Chain Supermarkets-Acme/Super Saver 11; A&P 2; Great Scot 3; Holiday; Pathmark 4; Thriftway 2; Nu-Way; Shop 'n Bag 10; Harvest.
Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; other 32.
Other Chain Stores-Gordon Jewelers; Lerner's; Pep Boys; Waldenbook; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer Co.; Lafayette Radio; Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 66,187; (S) 69,924; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William J. Harrigan, Gen. Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 752-6778.
National Representatives: Landon; Hitchings.

LEWISTOWN

1 - LOCATION: Mifflin County, E&P Map C-2, County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state, 165 mi. from Philadelphia and 156 mi. from Pittsburgh: 60 miles NW of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830; Loc. Est. 9,438
County 80 Cen. 46,908; Loc. Est. 46,978
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,322; Loc. Est. 4,112
County 80 Cen. 16,813; Loc. Est. 17,366

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 15,900

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 ($127); Farm Mach. 1,100 ($192); Electronic 717(N.A.); Mobile Homes 320 ($181); Plastic 70 ($192): Carpet 120 ($236)

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Nearby Shopping Centers-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, Peoples, Millers, Fashion Bug, Radio Shack.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon. Fri.; some Sat.

13 - RETAIL OUTLETS: Department Stores-Danks (operates branches in State College. Bellefonte & Lewistown); The Bon Ton; Montgomery Ward: K mart; Jamesway 2.
Variety Stores-McCrory's; G.C. Murphy.
Chain Drug Stores-Peoples; Rea & Derick; Rite Aid; Thift Drug; White Shield.
Discount Stores-Jamesway 2.
Chain Supermarkets-Giant 2; Weis.
Other Chain Stores-Glick; Diana; Arlene; Sears Roebuck (Catalog); Wolf.

14 - NEWSPAPERS: SENTINEL (e) 13,607; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mark Conrad, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewiston, PA 17044; Tel. (717) 248-6741.
National Representative: Landon Associates.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport SMSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North Central part of State, 200 mi. from Phila.; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248; Loc. Est. 13,832
Lock Haven 80 Cen. 9,617; Loc. Est. 9,299
Jersey Shore 80 Cen. 4,631; Loc. Est. 4,533
Clinton County 80 Cen. 38,971; Loc. Est. 39,901
Lycoming County/Williamsport SMSA 80 Cen. 118,416; Loc. Est. 121,805

4 - HOUSEHOLDS:
Cities 80 Cen. 4,947; Loc. Est. 4,496
Lock Haven 80 Cen. 3,261; Loc. Est. 2,899
Jersey Shore 80 Cen. 1,686; Loc. Est. 1,597
Clinton County 80 Cen. 13,534; Loc. Est. 14,301
Lycoming County/Williamsport SMSA 80 Cen. 42,097; Loc. Est. 44,663

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$175,285,495
Savings & Loan	1	$21,184,586

6 - PASSENGER AUTOS: Counties: Clinton 12,796; Lycoming 44,001

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)-Aircraft 2,400 ($280); Paper Pdts. 2,000 ($225); Chemicals 340 ($195); Textiles 310 ($150); Garment 290 ($175); Electrical Machinery 260 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoeware 110 ($175).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mill Hall	3	Roming's, A&P
Ames	NA	A&P, Thrift Drug, Sears, Mont. Ward
Clinton Plaza	NA	Acme, K mart, Rea & Derick

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney 2; Sears Roebuck; K mart.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Widmann 4; Revco; Thrift; Rea & Derick.
Chain Supermarkets-A&P 3; Weis 2; IGA; Acme.
Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone.

14 - NEWSPAPERS: EXPRESS (e) 11,920; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.
National Representative: Thomson Newspapers.

MAHANOY CITY
See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh SMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwy. 48 and 148.

2 - TRANSPORTATION: Railroads-B&O; C&O; P&LE.
Motor Freight-Daily pickup and delivery.
Intercity Bus Lines-Greyhound; Port Authority of Allegheny County.
Airlines-TWA; Northwest; USAir; American; United; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 53,294; Loc. Est. 51,966
McKeesport 80 Cen. 31,012; Loc. Est. 30,140
Duquesne 80 Cen. 10,094; Loc. Est. 10,004
Clairton 80 Cen. 12,188; Loc. Est. 11,822
CZ-ABC: (70) 118,459: (82) 97,900
RTZ-ABC: (70) 122,773; (82) 129,400
County 80 Cen. 1,450,085; Loc. Est. 1,447,923
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
City & RTZ-ABC: (70) 241,232; (82) 227,300

RT. 22
ALLEGHENY CO.
MONROEVILLE
WESTMORELAND CO.
DUQUESNE
WEST MIFFLIN
McKEESPORT
IRWIN
RT. 30
CLAIRTON
RT. 48
RT. 51
WASHINGTON CO.

McKeesport News
35,525 ABC 3/ 31/ 82

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179; Loc. Est. 21,588
McKeesport 80 Cen. 12,321; Loc. Est. 12,565
Duquesne 80 Cen. 4,069; Loc. Est. 4,200
Clairton 80 Cen. 4,789; Loc. Est. 4,823
CZ-ABC: (70) 39,174; (82) 37,700
RTZ-ABC: (70) 36,374; (82) 44,500
County 80 Cen. 540,547; Loc. Est. 556,356
SMSA 80 Cen. 828,504; Loc. Est. 853,615
City & RTZ-ABC: (70) 75,548; (82) 82,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$5,500,000,000
Savings & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 556,110

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe fabricating 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Construction 2,380 (N.A.); Tool and Die 830 (N.A.).
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley center; Irwin: Norwin Center; Pleasant Hills; Southland Center; Duquesne: Hilltop Center and Duquesne Village; McKeesport: Olympia Center and Eastland Mall; Monroeville; Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Cen-

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Plz.(68)	NA	Gimbel's, Thorofare, Gee Bee, Penney
Olympia(37)	NA	Shop-n-Save, Zayre, Thorofare, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plaza(15)	NA	K mart, Revco
Southland(54)	NA	Shop & Save
Gold Circle(21)	NA	Gold Circle, Kroger
Century III(130)	NA	Gimbels, Kaufmann's, J.C. Penney, Sears Roebuck, Montgomery Ward

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department Stores, Mon., Thu. & Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Helmstadter Bros.; Cox's; Gimbel's; Kaufmann's; Sears; Horne's; Jaison's; Wander Sales; Skapik's.
Variety Stores-Murphy; Green; Woolworth; K mart.
Discount Stores-Kelly & Cohen; Key Distributing; K mart; Zayre; Claber; Murphy's Mart; Gee Bee.
Chain Drug Stores-Revco; Thrift Drug 2; Eckerd's.
Chain Supermarkets-Kroger 2; Thorofare 2; Giant Eagle; Foodland 2; Shop 'N Save 4; Haines 2; Marraccini 3; Payday; Super Dollar 4; Braum's Super Dollar 4; Markowitz 2.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 35,525; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: D. M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1, County Seat. Industrial, tourist, vacation & agricultural center; Allegheny College. On I-79, U.S. Hwys. 322, 6, 19, and State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 15,544; Loc. Est. 15,552
CZ-ABC: (70) 22,298; (82) 22,600
RTZ-ABC: (70) 52,116; (82) 61,700
County 80 Cen. 88,869; Loc. Est. 92,009
City & RTZ-ABC: (70) 74,414; (82) 84,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,972; Loc. Est. 5,230
CZ-ABC: (70) 7,466; (82) 8,800
RTZ-ABC: (70) 15,526; (82) 21,500
County 80 Cen. 30,960; Loc. Est. 33,069
City & RTZ-ABC: (70) 22,992; (82) 30,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commerical	4	$2,000,467,312
Savings & Loan	3	$617,342,126

6 - PASSENGER AUTOS: County 30,463

7 - ELECTRIC METERS: Residence 18,249

8 - GAS METERS: Residence 12,890

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 1,250 ($175); Machine & Elec. 1,795 ($180); Zipper Mfg. 1,745 (N.A.); Railroad & Misc. 3,100 ($230).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 55-92; Fall 33-72; Winter 3-54.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadville Mall(40)	NA	K mart, Mont. Ward, Loblaw's
Park Ave. Plaza(25)	NA	Carlisle's, Jamesway
Downtown Mall(12)	NA	Foodland, Fisher Big Wheel, Weldon's
Saegertown (5)	NA	Red & White
Penn-Plaza(6)	NA	Kroger's

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Wolff's; J.C. Penney; Carlisle's.
Variety Stores-Murphy; K mart; TG&Y.
Discount Stores-Jamesway, Fisher Big Wheel, K mart.
Chain Drug Stores-Eckerd 2; Thrift 1;
Chain Supermarkets-Kroger; Golden Dawn; Riverside; Quality Mkt.; Loblaw's; Foodland.
Other Chain Stores-Firestone; Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: TRIBUNE (m) 17,166; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James C. Carbetta, Adv. Dir., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W. branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730; Loc. Est. 6,475
County 80 Cen. 100,381; Loc. Est. 100,567

4 - HOUSEHOLDS:
City 80 Cen. 2,628; Loc. Est. 2,509
County 80 Cen. 37,846; Loc. Est. 39,048

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$250,341,625
Savings & Loan	1	$11,174,983

6 - PASSENGER AUTOS: County 38,073

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage)-Tank Cars 645 ($400); Steel 575 ($300); Food Processing 1,400 ($250); Textiles 180 ($200); Furniture 900 ($240); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunbury Plaza(8)	14	Acme, Super Saver, Montgomery Ward, Zayre, McCrory
Plaza 15 (5)	5	Acme Super Saver, Murphy Mart, Rea & Derick Drugs, J.S. Raub
Susquehanna Valley Mall(64)	18	Boscov's, Bon-Ton Penny's
Lycoming Valley(71)	16	Hess's, Gee-Bee, Rea & Derick Drugs, Sears, Deisroth's

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: Department Stores-Famous.
Variety Stores-J.J. Newberry.
Discount Stores-Plaza Discount, K mart.
Chain Drug Stores-Rea & Derick, Rite-Aid.
Chain Supermarkets-Acme; Weis; Foodrite; Riverside Markets.
Other Chain Stores-Western Auto; Triangle Shoes; J C Penney; Woolworth's; Montgomery Ward; Murphy Mart; Fashion Bug.

14 - NEWSPAPERS: STANDARD (e) 4,699; (sat) 4,506; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard R. Rowe, Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh SMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: Railroads-Amtrak; Pittsburgh & Lake Erie (N.Y.C.); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers-5.
Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop.

3 - POPULATION:
Corp. Cities 80 Cen. 25,169; Loc. Est. 23,643
Monessen 80 Cen. 11,928; Loc. Est. 11,236
Charleroi 80 Cen. 5,717; Loc. Est. 5,355
Donora 80 Cen. 7,524; Loc. Est. 7,502
CZ-ABC: (70) 33,558; (82) 26,300
RTZ-ABC: (70) 46,666; (82) 45,100
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
Counties 80 Cen. 609,368; Loc. Est. 611,518
Washington 80 Cen. 217,074; Loc. Est. 213,911
Westmoreland 80 Cen. 392,294; Loc. Est. 397,607
City & RTZ-ABC: (70) 80,224; (82) 71,400

4 - HOUSEHOLDS:
Cities 80 Cen. 10,178; Loc. Est. 10,016
Monessen 80 Cen. 4,715; Loc. Est. 4,618
Charleroi 80 Cen. 2,552; Loc. Est. 2,536
Donora 80 Cen. 2,911; Loc. Est. 2,862
CZ-ABC: (70) 11,703; (82) 10,800
RTZ-ABC: (70) 14,913; (82) 16,900
SMSA 80 Cen. 828,504; Loc. Est. 853,615
Counties 80 Cen. 216,266; Loc. Est. 223,635
Washington 80 Cen. 77,033; Loc. Est. 78,209
Westmoreland 80 Cen. 139,233; Loc. Est. 145,426
City & RTZ-ABC: (70) 26,616; (82) 27,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties: Westmoreland 153,638; Washington 85,625.

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Basic Steel and Coking 5,000 ($320); Glass Manufacturing 1000 ($290); Mining 1000 ($320); Food Processing 842 ($282); Clothing Manufacturing 360 (N.A.); Steel Fabrication 334 ($268).

10 - CLIMATE: Min. & Max. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; **Charleroi**; Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; **Donora**: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers-Monessen; Eastgate, Park Plan, Grand Blvd.; Charleroi; Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Hills
K mart Plaza	3	Kroger, Thrift, K mart
Rostraver	8	American Hardware, Foodland
Mon-Valley Plaza(13)	NA	Eckerd, Shop 'N Save, Ben Franklin

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Monessen-Wed. & Fri.; Charleroi-Mon., Thu., & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Millers; Boston; Cox's; Roxs; David Israel; Oranges; K mart.
Discount Stores-Health Mart 3; Army & Navy; Health City.
Variety Stores-Murphy 2; Ben Franklin.
Chain Drug Stores-Sun; Thrift 2; Revco 2; Health Mart 3.
Chain Supermarkets-Foodland 4; Rosefield Food Center; Super Dollar; Shop & Save 4; Open Pantry (4); Kroger.
Other Chain Stores-Triangle Shoes; SherwinWilliams; Singer; Radio Shack; Pic Way.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 16,664; sworn Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John J. Bennati; Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19 Monessen, PA 15062; Tel. (412) 684-5200.
National Representative: Thomson Newspapers.

MONONGAHELA-DONORA

1 - LOCATION: Washington County (In Pittsburgh SMSA). E&P Map B-3. On the Monongahela River, 28 mi. Southeast of Pittsburgh. On State Hwys. 136, 88, 837; I-70.

2 - TRANSPORTATION: Conrail; P&LE.
Motor Freight Carriers-7.
Intercity Bus Lines-88 Transit Lines, Inc.

3 - POPULATION:
Corp. Cities 80 Cen. 13,474; Loc. Est. 12,603
Donora 80 Cen. 7,524; Loc. Est. 7,052
Monongahela 80 Cen. 5,950; Loc. Est. 5,551
County 80 Cen. 217,074; Loc. Est. 213,911
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944

4 - HOUSEHOLDS:
Cities 80 Cen. 5,323; Loc. Est. 5,398
Donora 80 Cen. 2,911; Loc. Est. 2,862
Monongahela 80 Cen. 2,412; Loc. Est. 2,371
County 80 Cen. 77,033; Loc. Est. 78,209
SMSA 80 Cen. 828,504; Loc. Est. 853,615

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 85,625

7 - ELECTRIC METERS: Res/County 18,654

8 - GAS METERS: Monongahela only 3,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av Wkly. Wage)-Steel 7,800 ($256); Coal Mining 4,140 ($265); Build. Supplies 410 (N.A.); R.R. Yards 500 ($115); River Terminal 300 ($110); Trucking 80 ($110).
Principal Industrial Pay Days-Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65: Summer 66-92; Fall 54-75; Winter 18-40. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Monongahela-Acid, hard; Donora-Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Monongahela 12 blocks on Main St.; 4 on Chess St.; 4 on Marne Ave.; 2 on 2nd, 3rd & 4th Sts. Donora; 4 Blocks on McKean, 3 each on Meldon, Third, Fourth, Fifth and Sixth Streets.
Neighborhood Shopping Centers-3 blocks on Main St. in New Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Hills Vlg.(120)	18	Gimbel's, Horne's
Southland(54)	9	Kroger, Penney
Eastland(68)	15	Gimbel's, J.C. Penney
Greengate Mall(95)	20	Horne's
Charleroi	6	Fisher, Wards, Shop & Save, IGA
Mon Valley Plaza(13)	7	Shop & Save
Tri County Plaza	9	Hills, K mart, Kroger, Murphy Mart
Westmoreland Mall(120)	20	Kaufmans, Sears

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Monongahela: Mon. & Fri.; Donora: Mon. & Fri. All Food every night.

13 - RETAIL OUTLETS: Department Stores-Abel's; Joseph's Fine Men's Clothing; Becker's Men's Wear; J.C. Penney; Boston Store: Montgomery Ward; Fisher Bros.; Eisenbergs; Miller's; Cox's; Hill's.
Variety Stores-McCrory; G.C. Murphy 2.
Discount Stores-Keystone Vitamin Center; White Cross; Mr. Suit.
Chain Drug Stores-Span & Tayler (Rexall); Health Mart 2; West Main Phcy; Cost's; Dierken's; Sun; Thrift; Walgreen; Whelan; Rite Aide.
Chain Supermarkets-Clover Farm 7; United Food 12; Payday's; Shop & Save 2; A&S Mkt.; Smith's Clover Farm; Sammy's; Foodland 2, IGA.
Other Chain Stores-Endicott-Johnson; Key Auto; Span & Taylor; Coronet; Valley Cleaning; Melenyzer's; Triangle Shoe; Health Mart; New Reliable Furn.; Sherwin-Williams; Singer Co.; Dear Phipps; Mary Carter.

14 - NEWSPAPERS: HERALD (e) 5,218; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data:Carl Hanford, Adv. Dir., HERALD, 440 W. Main St, Monongahela, PA 15063; Tel. (412) 258-7000.
National Representative: None.

MONROEVILLE

1 - LOCATION: Allegheny County. (In Pittsburgh SMSA). E&P Map B-3. 15 minutes by car E of Pittsburgh; Exit 6 off Pennsylvania Turnpike. In SW part of state.

2 - TRANSPORTATION: Railroads-Pennsylvania Central.
Intercity Bus Lines-PAT; Greyhound.
Airlines-USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 30,977; Loc. Est. 34,900
County 80 Cen. 1,467,300; Loc. Est. 1,447,923
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944

4 - HOUSEHOLDS:
City 80 Cen. 11,359; Loc. Est. N.A.
County 80 Cen. 531,840; Loc. Est. 556,356
SMSA 80 Cen. 828,504; Loc. Est. 853,615

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 589,650

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage N.A.)U.S. Steel Research 1,400; Westinghouse Res. & Devel. 2,100; Westingthouse Nuclear Center; Pittsburgh Corning Corp.; Bituminous Coal Research.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-Monroeville Mall, 145 stores.
Neighborhood Shopping Centers-Miracle Mile Plaza; Royal Oaks.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Kaufman's; Horne's; Gimbels; Sears; Montgomery Ward; J.C. Penney.
Discount Stores-K mart; Murphy's.
Variety Stores-Hills; Gee Bee; Woolworth.
Chain Drug Stores-Thrift; Rite-Aid; Revco.
Chain Supermarkets-Shop 'n Save; Kroger; Giant Eagle; Codden Hawn; Foodland; Dollar Saver.

14 - NEWSPAPERS: TRIBUNE (m) 10,000; (S) 12,000; July 17, 1982 Publisher's guarantee.
Local Contact for Advertising & Merchandising Data: Stephen J. Myers, Jr., Adv. Mgr., TRIBUNE, 335 E. Mall Blvd., Monroeville, PA 15146; Tel. (412) 856-4460.
National Representative: Landon Associates.

MOUNT CARMEL

See SHAMOKIN

MOUNT UNION

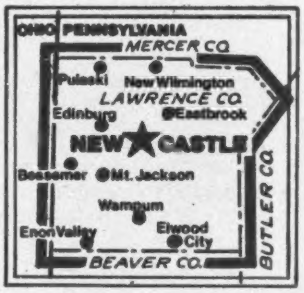
See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat in W part of Pa. On U.S. Hwys. 422, 224; State 18, 108, 168 88.

2 - TRANSPORTATION: Railroads-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers-11.
City Owned Intercity Bus Lines-Central Greyhound; Smeal; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621; Loc. Est. 33,248
CZ-ABC: (70) 44,728; (82) 39,900
RTZ-ABC: (70) 63,749; (82) 66,500
County 80 Cen. 107,150; Loc. Est. 109,956
City & RTZ-ABC: (70) 108,477; (82) 106,400



New Castle News (e)
22,585 ABC 3/ 31/ 82

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,581; Loc. Est. 12,866
CZ-ABC: (70) 14,473; (82) 15,100
RTZ-ABC: (70) 18,911; (82) 23,200
County 80 Cen. 37,501; Loc. Est. 39,593
City & RTZ-ABC: (70) 33,384; (82) 38,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$761,363,168
Savings & Loan	2	$289,591,273

6 - PASSENGER AUTOS: County 44,609

7 - ELECTRIC METERS: 36,019

8 - GAS METERS: 18,600

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage-N.A.)-Primary Metal 157; Machy. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.
Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18N, 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W of City; Union Plaza Rt. 224; Lawrence Village Rt. 83; North City Plaza, Rt. 18 N, 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lawrence Village(30)	NA	Kroger, K mart
Westgate Plaza(14)	NA	A&M Supermkt.
Call's Plaza(8)	NA	K mart, Thrift Drug, Shop & Save
Towne Mall(31)	NA	Sears, Valu-King
Highlander(8)	NA	
Neshannock Plz.(8)	NA	Castle Jewelers
North City Plz.(11)	NA	Value King, K mart
Northgate Mall	NA	
Union Plaza(8)	NA	Spiegels

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. and Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Troutman's (Allied); Strouss-Hirshberg (May Co.); J.C. Penney; Sears.
Discount Stores-Fisher's Big Wheel; Treasure Island; K mart.
Variety Store-G.C. Murphy.
Chain Drug Stores-Eckerd's; Thrift 2; Sun Drug; Revco 3; Medical Center Phcy.; Rite Aid.
Chain Supermarkets-Kroger's 2; A&M; J.J. Dean; Joseph's; Tic Tock 2; Nate & Ralph's; Value King 3; Shop & Save.
Other Chain Stores-Sears; Nobil Shoes; G.R. Kinney Shoes; Spiegel Catalog.

14 - NEWSPAPERS: NEWS (e) 22,585; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Bartholic, Adv. Dir., NEWS, 27-35 N. Mercer St., New Castle, PA 16103; Tel. (412) 654-6651.
National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM-VANDERGRIFT

1 - LOCATION: New Kensington & Vandergrift in Westmoreland County. Tarentum in Allegheny County (In Pittsburgh SMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and Industrial center 20 miles NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 366, 780 & 88; U.S. Hwy. 22 and Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Conemaugh & West Penn Branches.
Motor Freight Carriers-3.
Intercity Bus Lines-Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 30,902; Loc. Est. 29,969
New Kensington 80 Cen. 17,660; Loc. Est. 17,051
Tarentum 80 Cen. 6,419; Loc. Est. 6,335
Vandergrift 80 Cen. 6,823; Loc. Est. 6,583
PMA-ABC: (70) 181,312; (82) 175,800
Counties 80 Cen. 1,842,379; Loc. Est. 1,845,530
Allegheny County 80 Cen. 1,450,085; Loc. Est. 1,447,923
Westmoreland County 80 Cen. 392,294; Loc. Est. 397,607
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,964

4 - HOUSEHOLDS:
Cities 80 Cen. 12,481; Loc. Est. 12,419
New Kensington 80 Cen. 7,147; Loc. Est. 7,000
Tarentum 80 Cen. 2,584; Loc. Est. 2,695
Vandergrift 80 Cen. 2,750; Loc. Est. 2,724
Counties 80 Cen. 679,780; Loc. Est. 700,782
Allegheny 80 Cen. 540,547; Loc. Est. 556,356
Westmoreland 80 Cen. 139,233; Loc. Est. 145,426
PMA-ABC: (70) 57,182; (82) 64,500
SMSA 80 Cen. 828,504; Loc. Est. 853,615

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 556,110; Westmoreland 153,638

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aluminum Fabricator, Technical 293; Glass Products 763; Paint Products 357; Steelmaking, Fab. 9,286; Tool & Die, 341; Plastic Mfg. 357; Nuclear Prod. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Dist. 189.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-DowntownNew Kensington (13 blocks plus discount center); Vandergrift (9 blocks); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).
Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(30)	NA	Hills
Heights Plaza(56)	NA	Joseph Horne Co.
Highlands Mall(25)	NA	Gee Bee
Kiskipark Plaza(15)	NA	Ben Franklin
Riverview Plaza(13)	NA	K mart
Allegheny Plaza(10)	NA	Fishers Big Wheel
Apollo Plaza(10)	NA	
Cheswick(13)	NA	
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy Mart

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Hart's; J.C. Penney; Joseph Hornes.
Discount Stores-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City.
Variety Stores-G.C. Murphy Co.; Ben Franklin.
Chain Drug Stores-Thrift Drug 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.
Chain Supermarkets-Kroger's 2; Shop 'n Save 7; Golden Dawn 2; Foodland 4; Gee Bee; Giant Eagle 2; IGA 3.
Other Chain Stores-Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears Catalog 2; Singer; Thom McAn; Kelly & Cohen; Nobil Shoes; Sherwin Williams; Tile City; General Electric Appliances; Fashion Hosiery Shops; PicWay Shoes.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 42,125; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Nat'l. Adv. Mgr. VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives: Gannett; USSPI.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ SMSA), E&P Map E-3, County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of New York; 41 mi. W of Trenton; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422 and 202; State Hwys. 23,73 and 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of Pa. Turnpike.

2 - TRANSPORTATION: Railroads-Reading; Conrail; Phila. Western.
Motor Freight Carriers-13.
Intercity Bus Lines-SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684; Loc. Est. 33,978
PMA-ABC: (70) 185,344; (82) 193,100
County 80 Cen. 643,621; Loc. Est. 652,620
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; Loc. Est. 12,837
PMA-ABC: (70) 53,247; (82) 64,500
County 80 Cen. 223,290; Loc. Est. 233,374
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 323,423

7 - ELECTRIC METERS: Residence 14,322

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Food and Bevarages 6,501; Textile 8,598; Printing & Pub. 4,456; Chemical 7,240; Metal Industries 13,274; Wholesale Trade 12,172; Business of Repair 8,919; Insurance, Real Estate & Finance 11,072; Construction 12,964; Machinery Equipment & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring; 40-75; Summer 60-98; Fall 20-80; Winter 10-50; First killing frost, Oct. 10. Last killing frost, April 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Square(35)	1	Sears, Genuardi's, Thrift Drug, Rite Aid
Plymouth Sq.(22)	2	Woolworth's, A&P
Valley Forge(55)	2	Marshalls, A&P, Kiddie City
Norriton Square(17)	2	Shop-Rite, Silo, Dee's Appliance
Park Ridge(20)	3	Zummo's
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Bambergers, Abraham Straus, Wanamaker, Acme, JC Penney, Woolworth, Gimbels, Bloomingdales
Sandy Hill(9)	2	Genuardi's
Swede Square(24)	2	Genuardi's, Channell's
Plymouth Mall(114)	6	Hess, Strawbridge & Clothier, Woolworth

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-every evg. ex. Sat.; Shopping Centers-every evg.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; John Wanamaker; Gimbel's; Strawbridge & Clothier; Bambergers; Abraham & Straus; Bloomingdales; Hess.
Discount Stores-K mart; Clover; Silo's.
Variety Stores-Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores-Rite Aid 2; Thrift Drugs 4.
Chain Supermarkets-Acme 5; A&P 3; Genuardi's 17; Ficre's 3; Clemens; Shop-Rite.
Other Chain Stores-Channel; Grossmans; Clover.

14 - NEWSPAPERS: TIMES-HERALD (e) 30,214; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Laverne Lane, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives: Landon Associates; Robert Hitchings.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County, E&P Map B-2. Adjacent cities in N.W. Penna. on Allegheny river at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys 8, 257, 428.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027; Loc. Est. 21,676
Franklin 80 Cen. 8,146; Loc. Est. 8,046
Oil City 80 Cen. 13,881; Loc. Est. 13,630
County 80 Cen. 64,444; Loc. Est. 65,238
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577; Loc. Est. 8,067
Franklin 80 Cen. 3,246; Loc. Est. 3,204
Oil City 80 Cen. 5,331; Loc. Est. 4,863
County 80 Cen. 22,700; Loc. Est. 23,688

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$2,290,879,562
Savings & Loan	3	$262 583,883

6 - PASSENGER AUTOS: County 21,795

7 - ELECTRIC METERS: 36,000

8 - GAS METERS: 21,604

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp. (Av. Wkly. Wage)-Petroleum 1,800 ($325); Steel 1,068 ($540); Glass 475 ($325); Printing 300 ($315); Chemical 191 ($315); Machine 3,123 ($340); Transp. & Pub. Utilities 1,000 ($325); Whlse. & Retail 3,000 (N.A.); Services 2,500 ($210); Gov. 2,500 (N.A.); Misc. 7,043 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; some red water in County.

12 - RETAILING:Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days-Mon., Thurs., Fri.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Welker & Maxwell; J.C. Penney 3; Brody's; Bon-Ton.
Variety Stores-Kresge; Woolworth 2; G. C. Murphy; Oil City Variety; K mart; Hills.
Discount Stores-Buyers Fair; CVS; Jamesway.
Chain Drug Stores-Thrift 3; Eckerds; Health Mart; Rite-Aid; General Nutrition.
Chain Supermarkets-A&P 2; Foodland 3; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; IGA; Country Fair 4; Lil' Shopper 2; Kroger's 2.
Other Chain Storesisaly's; Sherwin-Williams; Jean Frocks; Western Auto; Brown's Boot 2; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 8,541; OIL CITY DERRICK (m) 16,385; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Wm. Toy, Adv. Dir., Venango Newspapers, Inc. NEWS-HERALD and DERRICK, PO Box 928, Oil City, PA 16301; Tel. (814) 676-7444.
National Representative: None.

PALMERTON
See LEIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 13-County Philadelphia Primary Market hub of over 5.5 million people. 90 miles from New York; 136 miles from Washington, D.C. In SE Pennsylvania on Delaware River; 88 nautical miles from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-250.
Freight Steamship Lines-101.
Intercity Bus Lines-SEPTA; Red Arrow; 19 smaller bus companies.
Airlines-17; Air Freight-18.

3 - POPULATION:
Corp. CityCounty 80 Cen. 1,688,210; Loc. Est. 1,638,500
CZ-ABC: (70) 2,194,017; (82) 1,828,100
RTZ ABC: (70) 3,730,038; (82) 4,057,700
SMSA 80 Cen. 4,716,818; Loc. Est. 4,698,100
City & RTZ-ABC: (70) 5,924,055; (82) 5,885,800

4 - HOUSEHOLDS:
CityCounty 80 Cen. 619,781; Loc. Est. 611,700
CZ-ABC: (70) 722,014; (81) 705,000
RTZ ABC: (70) 1,105,097; (82) 1,408,700
SMSA 80 Cen. 1,639,330; Loc. Est. 1,665,000
City & RTZ-ABC: (70) 1,827,111; (82) 2,113,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$27,000,000,000
Savings	4	$12,449,000,000
Savings & Loan	38	$2,844,812,000

6 - PASSENGER AUTOS: County 468,971

7 - ELECTRIC METERS: 610,000

8 - GAS METERS: Residential 512,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Durable Goods: Furniture & Fixtures 7,300 ($312); Stone, Clay & Glass 12,300 ($357); Primary Metals 19,500 ($437); Fabricated Metals 34,800 ($367); Non-electrical Machinery 50,300 ($381); Electrical Machinery 41,000 ($295); Transportation Equip. 23,300 ($466); Instruments & Related Prod. 21,200 ($319); Other Durable Products 8,700 ($278). Nondurable Goods: Food Products 34,300 ($317); Textile Products 10,800 ($205); Apparel & Related Products 29,100 ($206); Paper Products 18,200 ($301); Printing & Publishing 38,400 ($345); Chemical Products 35,100 ($416); Oil & Coal Products 11,600 ($593); Rubber & Misc. Plastic Products 13,600 ($342); Other Nondurable Goods 1,000 ($217).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16. Last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); Fluoridated.

12 - RETAILING:Principal Shopping Center-Philadelphia Central Business District-Vine Street to South Street Between Front and 24th Streets (Includes The Gallery, Center City Enclosed Mall, with 2 dept. stores).

Major Regional Shopping Centers-(Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Square; Coventry Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County), King of Prussia Plaza, Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cheltenham Square; Suburban Square; Wynnewood Center; Logan Square; Abington/Jenkintown, Willow Grove Park; (Burlington County) Moorestown Mall; Burlington Center; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia SMSA.

Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thu., Fri. and Sat.

Stores Open Evenings-Major suburban stores open all evenings and Sunday. Most chain groceries-Mon. to Sat. until 9 or 10 p.m. plus limited hrs. on Sun.

13 - RETAIL OUTLETS: Department Stores-Abraham & Strauss (2 in suburbs); Bambergers' (6 in suburbs); Bloomingdales (2 in suburbs); Gimbel's 9 (2 in Phila., 7 in suburbs); Hess (3 in suburbs); J.C. Penney, 12 (1 in Phila., 11 in suburbs); Pomeroy's (3 in suburbs); Sears 14 (2 in Phila., 12 in suburbs); Strawbridge & Clothier, 10 (1 in Phila., 9 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).

Major General Merchandise Stores-Clover; K mart; Woolco; Jefferson-Ward.

Variety Stores-D.E. Furlow; H.L. Green/McCrory; Kresge; Kress; G.C. Murphy; J.J. Newberry; Valu Stores; Woolworth.

Chain Drug Stores-Brooks; Eckerd; Holiday; Medic-Fair; People's; Quality; Rite Aid; Sun Ray; Thrift; Rexall.

Chain Supermarkets-A & P; Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; Jewel T; Mister Grocer, Pathmark; Pickwell; Plus Foods; 7-Eleven; Shop 'N Bag; Shop Rite; Thriftway Wawa.

Other Chain Stores-Women's Apparel-B. Altman; Bonwit Teller; Cameo Stores; Casual Corner; Deb Shops; Fashion Bug; Frederick's of Hollywood; The Gap; Hit or Miss; Ladybug; Lane Bryant; Lerner Shops; The Limited; Loehmann's; Lord & Taylor; Marianne; Roaman's; Saks Fifth Avenue;

Men's Apparel-Anderson Little; Brooks Brothers; Eugene Jacobs; Jack Lang; Mitchell Daroff; Morville; Jacob Reed's Sons; Today's

Shoe Stores-Baker's; Bally; Beck's; Butler's; Chapman's; Endicott Johnson; Father & Son; Fayva; Flagg Brothers; Florsheim; Hahn Shoes; Hanover; Kinney; Knapp; Lloyd & Haig; Massey; Naturalizer; Pappagallo; Scholl Shoes; Shoe Factory; Shoe Town; Steigerwalt; Stride-Rite; Thayer McNeil; Thom McAn.

Automotive-Avellino; Firestone; General Tire; Goodrich; Goodyear; Penn Jersey; Pep Boys; Uniroyal.

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 471,496; (sat) 393,065; (S) 909,186; Mar. 31, 1982 ABC.

NEWS (e-mon to fri) 257,224; (sat) 166,198; Mar. 31, 1982 ABC.

Jerry Parichy, Adv. Dir., INQUIRER or Rod Wishart, Adv. Mgr., NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-2425 (Parichy) or 854-2650 (Wishart).

National Representatives: Metropolitan Publishers Reps.; Towmar (Mexico); Knight-Ridder.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23,29 and 113.

2 - TRANSPORTATION: Railroads-Conrail; Reading.

Motor Freight Carriers-2.

Intercity Bus Lines-Werner; Septa; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,165; Loc. Est. 13,702
CZ-ABC: (70) 14,823; (82) 15,000
RTZ-ABC: (70) 56,136; (82) 63,800
County 80 Cen. 316,660; Loc. Est. 320,533
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
City & RTZ-ABC: (70) 70,959; (82) 78,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,415; Loc. Est. 5,421
CZ-ABC: (70) 4,812; (82) 5,700
RTZ-ABC: (70) 15,324; (82) 21,100
County 80 Cen. 104,752; Loc. Est. 109,233
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859
City & RTZ-ABC: (70) 20,136; (82) 26,800

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 129,167

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 2,978

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel 632; Knitting 340; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.-Spring 38.5-65; Summer 62-84.6; Fall 43-59; Winter 22.3-46. First killing frost, Sept. 20. Last killing frost, April 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.

Neighborhood Shopping Centers-Nutt Road; Starr Hill; Gateway Shpg. Ctr., Phoenix/Kimberton Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
King of Prussia Plaza	NA	Gimbels, J.C. Penney, Wanamakers
Norco Mall(42)	NA	Britts, Fields, Sears

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thurs. & Fri.

Stores Open Evenings-Fri. to 9; Food to 10.

13 - RETAIL OUTLETS: Variety Stores-Jamesway.

Chain Drug Stores-White Shield; Thrift.

Chain Supermarkets-A&P; Acme; Genuardi.

Other Chain Stores-Enidcott-Johnson; Sherwin-Williams; S.B. Harris; B.F. Goodrich.

14 - NEWSPAPERS: PHOENIXVILLE (e) 7,113; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Randee E. Moyer, Adv. Mgr., PHOENIXVILLE, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.

National Representatives: Landon Associates; Robert Hitchings.

PITTSBURGH

1 - LOCATION: Allegheny County (SMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: Railroads-20 railroads including Conrail, Pittsburgh & Lake Erie, Chessie System, Bessemer & Lake Erie; Pittsburgh & Lake Erie.

Motor Freight Carriers-163.

Intercity Bus Lines-Greyhound; Lenzner; Beaver Valley; Bamfford; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.

Airlines-American; Eastern; Nordair-Ltd.; Northwest Orient; TWA; United; USAir; Piedmont; Pan Am; Delta; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 423,938; Loc. Est. 400,500
CZ-ABC: (70) 1,273,299; (82) 1,095,300
RTZ-ABC: (70) 1,529,815; (82) 1,587,600
County 80 Cen. 1,450,085; Loc. Est. 1,403,400
SMSA 80 Cen. 2,263,894; Loc. Est. 2,225,000
City & RTZ-ABC: (70) 2,803,114; (82) 2,682,900

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 166,067; Loc. Est. 162,700
CZ-ABC: (70) 411,142; (82) 409,600
RTZ-ABC: (70) 472,044; (82) 577,600
County 80 Cen. 540,547; Loc. Est. 549,400
SMSA 80 Cen. 828,504; Loc. Est. 851,200
City & RTZ-ABC: (70) 883,186; (82) 987,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	$21,270,640,000
Savings	2	$1,411,142,000
Savings & Loan	89	$7,878,554,000

6 - PASSENGER AUTOS: County 628,428

7 - ELECTRIC METERS: Residence 140,861

8 - GAS METERS: Residence 122,343

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Washington & Westmoreland Counties): Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Products 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Pdts. 2,100 ($295); Printing & Pub. 9,200 ($353); Chemical Pdts. 10,500 ($413); Oil & Coal Pdts. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fabricated Metal 19,100 ($404); Non-Electrical Machy. 22,700 ($417); Electrical Machy. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments, Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

10 - CLIMATE: Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug); fluoridated.

12 - RETAILING:Principal Shopping Center-bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.

Neighborhood Shopping Centers-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler; 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin; North Side-East Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegheny Ctr.(70)	1	Sears, Zayre, Woolworth
Beaver Valley Mall(75)	23	Gimbels, Sears, Woolworth
Century III Mall(145)	8	Gimbels, Penney, Sears, Mont. Ward

ANOTHER GREAT YEAR IN HAZLETON!

Northeastern Pennsylvania is the 60th SMSA in Population

HAZLETON IS THE GROWING PART OF THAT MARKET, WITH $269,583,000* IN DISPOSABLE INCOME

Hazleton, Pa.

Standard-Speaker

. . . communicates effectively with 95% of free-spending Hazleton Households. Where the Wilkes-Barre paper sells less than a hundred a day. And Scranton sells none.

Our advertising linage has grown too—17% over the past three years. 1980 linage 17,874,248 lines and still growing. 1981 total was 19,738,810 lines—up 1,864,562. 307,636 line gain over 1981 for first six months of 1982. Makes your sales grow with the Standard-Speaker.

Ed Gunshore, Advertising Director
21 N. Wyoming St., Hazleton, Pa. 18201 • 17-455-3636

Nationally Represented by Landon Associates

Hazleton . . . situated at the Crossroads of five eastern Pennsylvania Counties— Luzerne, Schuylkill, Carbon, Monroe and Columbia!

*1983 E&P Est.

East Hills(63)	8	Golden Dawn, Eckard
Eastland(68)	10	Gimbels, Penney, Woolworth, Foodland
Franklin Mall(46)	35	Sears, Hills, Troutman's
Great Southern(45)	7	J.C. Penney, Thrift Drug
Great Valley(45)	6	Kroger, Eckerd, Zayre
Greengate Mall(95)	23	Hornes, Penney, Giant Eagle, Mont. Ward
Heights Plaza(56)	20	Hornes, Kroger, Murphy, Eckerd
Hillcrest	17	J.C. Penney, Kroger, Mont. Ward, Super Dollar
Miracle Mile(47)	13	Kaufmann's, Kroger, Woolworth
Monroeville Mall(125)	12	Gimbels, Hornes, Penney, Murphys
Northern Lights	18	Penneys, Kroger, Thrift Drugs
North Hills Village	7	Gimbels, Giant Eagle, Gee Bee, Eckerd
Northway Mall(35)	8	Hornes, Woolworth, G.C. Murphy, Isaly's
Norwin Ctr.(41)	15	Foodland, Cox's, Isaly's
Penn Ctr.(10)	10	Sears, Thrift Drug
Penn Hills(60)	11	Giant Eagle, Isaly's, Gold Circle
South Hills Vlg.(120)	8	Gimbels, Sears, Hornes, Woolworth
Southland(54)	9	Thrift Drug, Gee Bee, Hahn Furniture
Washington Mall(100)	23	Penneys, Giant Eagle, Woolworth
Westmoreland Mall(90)	30	Hornes, Kaufmann's Sears
Whitehall Terrace	6	Hornes, G.C. Murphy

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu.

13 - RETAIL OUTLETS: Department Stores-Kaufmann; Gimbels; Joseph Horne; Sears; J.C. Penney; Montgomery Ward.
Discount Stores-Gee Bee; Zayre; Buy Wise; Murphy Mart; K mart; Buyer's Mart; Gold Circle; Hill's.
Variety Stores-McCrory's; Murphy; Woolworth.
Chain Drug Stores-Thrift 47; Revco 28; Rite Aide 15; Gil's 17; Leader 21; Eckerd 24.
Chain Supermarkets-Foodland 48; Giant Eagle 45; Kroger 36; Shop 'N Save 56; Super Dollar 20; Golden Dawn 12.
Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lane Bryant; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; S&H Green Stamps; Spiegel (Catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Hughes & Hatchers; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 131,397; (sat) 165,865; Mar. 31, 1982 ABC. PRESS (e-mon to fri) 266,307; (sat) 226,530; (S) 616,373; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas R. Gormley, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1368.
National Representatives: Story & Kelley-Smith, Inc.; Metropolitan Publishers Reps.

POTTSTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ SMSA), E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 2? mi. NW of King of Prussia; 18 mi. SE of Reading; ?2 mi. S of Allentown; 20 mi. N of Exton; on Schuylkill River. On U.S. Hwy. 422, Benj. Franklin Hwy.; State Hwys. 724, 100 & 563 (to Pa. Tpk. & I-80).

2 - TRANSPORTATION: Railroads-Rail freight only.
Intercity Bus Lines-Pottstown Transit, Inc.; Werner; Trailways; SEPTA.
Motor Freight Carriers-11.
Airlines-Limousine service to Phila. Intl. Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729; Loc. Est. 22,190
PMA-ABC: (70) 126,485; (82) 143,700
County 80 Cen. 643,621; Loc. Est. 652,620
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,867; Loc. Est. 9,120
PMA-ABC: (70) 38,462; (82) 51,700
County 80 Cen. 223,290; Loc. Est. 233,374
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859

5 - BANKS:	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 327,890

7 - ELECTRIC METERS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Steel Fabrication 422; Food Equip. Products 1,328; Boilers, Heating 643; Automotive Products, Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Products Metal Products, Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Service 1,000.
Principal Industrial Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers-E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Route 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix-Kimberton Mall, Route 724.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Cntr.	NA	K mart
Norco Mall(42)	NA	Sears, Fields, Britts Dept.
North End Cntr.(19)	NA	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Tues., Wed., Thu., Fri.; Shpg. Ctrs.-Mon through Sat.

13 - RETAIL OUTLETS: Department Stores-Ellis-Mills; J. C. Penney; Sears; Jefferson-Ward; Hess's; LeFevre Bros.; New York Store; Boscov's.
Discount Stores-Ice City; K mart 2; Jamesway; Ames 2.
Variety Stores-Newberry; Woolworth 2.
Chain Drug Stores-Thrift Drug 2; Rea & Derich 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.
Chain Supermarkets-A&P; Acme 2; Thriftway 3; Weis 3; Shop Rite; IGA; Wawa; 7-Eleven 3; Pathmark; Rodner's 3; Genuardi; Jewel T.
Other Chain Stores-A.D. Moyer Lumber; Penn Jersey; Western Auto 2; Pep Boys; 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Father & Son; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Feel Fine; Goodyear; Sherwin-Williams; M.A.B.; Don Sand's Glidden 2; Mary Carter; Rickel.

14 - NEWSPAPERS: MERCURY (m) 29,943; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Francis A. Schock, Adv. Dir., MERCURY, Hanover & King, Pottstown, PA 19464; Tel. (215) 323-3000.
National Representatives: Landon Associates; Robert Hitchings.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy 61; State Hwys. 209 & 183.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-East Penn; Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195; Loc. Est. 17,857
PMA-ABC: (70) 95,553; (82) 97,300
County 80 Cen. 160,630; Loc. Est. 161,317
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,944; Loc. Est. 6,946
County 80 Cen. 59,948; Loc. Est. 62,019
PMA-ABC: (70) 31,211; (82) 36,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$1,698,423,033
Savings & Loan	5	$252,618,476

6 - PASSENGER AUTOS: County 63,743

7 - ELECTRIC METERS: Residence 7,919

8 - GAS METERS: Residence 2,411

9 - PRINCIPAL INDUSTRIES: Anthracite Mining; Bldg. Materials; Bearings; Commercial Tanks; Elect Appl. (lamps, etc.); Leather Prods. (shoes); Mirrors; Machine Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Men's Wear; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers; Women's Wear.
Principal Industrial Pay Days-Thu. and Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plaza(8)	1	Town & Country, Acme
Pottsville-Minersville(7)	3	Kings, A&P
Cressona Mall(30)	3	Hills, Acme, Rea & Derrick
Fairlane Mall(60)	1	Boscov's, Woolco, Weis, McCrory's, Rea & Derrick, Radio Shack
Schuylkill Mall(90)	8	Sears, Hess's, K mart, Weis, Rea & Derick, Radio Shack

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Downtown: Thu & Fri.; Food; Mon. through Sat.; Shopping Centers: Mon. through Sat. Most malls and food markets open Sundays.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; Sears; Boscov's; Hess's.
Discount Stores-Hills; King's; Woolco; K mart.
Variety Store-McCrory's.
Chain Drug Stores-Rite-Aid 2; Rea & Derrick 3.
Chain Supermarkets-Acme 6; A&P; UGA 2; IGA 3; Weis Market 2.
Other Chain Stores-Firestone; Miller Auto; Fashion Colony; Junior Colony; Stewards; Kays; Zales; Kinney; Glick; Thom McAn; Listening Post; Cranes.

14 - NEWSPAPERS: REPUBLICAN (e) 29,437; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County, E&P Map B-2. New industrial site, 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: Railroads-B&O; Shops of B&O are located here.
Motor Freight Carriers-4.

NEW CASTLE NEWS

SERVING A SUPERBLY LOCATED MARKET FOR INDUSTRY, COMMERCE AND ADVERTISERS WITH AN E.B.I. OF $935,015,000*

*E & P Market Guide '83 Est.

- ON U.S. ROUTE NEAR 3 VITAL SUPERHIGHWAYS
- 3 DEVELOPING INDUSTRIAL PARKS
- ★ NEW DOWNTOWN SHOPPING MALL
- CLOSE TO (But Independent of) PITTSBURGH, YOUNGSTOWN SMSA's.

80
NEW CASTLE
422
18
79
PENNSYLVANIA TURNPIKE

NEW CASTLE NEWS

We sell all our advertising on a fair SINGLE RATE basis

* See trade map with survey. For data on putting New Castle on your map of store or plant locations, call (412) 654-6651.

National Representatives: LANDON ASSOCIATES, INC. New York

3 - POPULATION:
Corp. City 80 Cen. 7,479; Loc. Est. 7,541
County 80 Cen. 48,303; Loc. Est. 50,544
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,950; Loc. Est. 2,808
County 80 Cen. 17,260; Loc. Est. 18,579

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$310,000,000

6 - PASSENGER AUTOS: County 17,923

7 - ELECTRIC METERS: Residence 6,206

8 - GAS METERS: Residence 3,182

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loud Speakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Punxy Plz.(10)	NA	Sear's, Thrift Drug
Jamesway(5)	NA	A&P, Rea & Derick

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Fri.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Murphy's Mart; Jamesway.
Chain Drug Stores-Thrift; Rite-Aid.
Chain Supermarkets-A&P; Comet Mkt. 2; Riverside; Keystone.
Other Chain Stores-Wolf; Western Auto; Brown's.

14 - NEWSPAPERS: SPIRIT (m) 6,447; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 107-109 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative: Landon Associates.

QUAKERTOWN

1 - LOCATION: Bucks County, (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 45 mi N of Phila.; 20 mi. S of Allentown-Bethlehem.

2 - TRANSPORTATION: Philadelphia International Airport; A.B.E. Airport.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Edwards; Reading.

3 - POPULATION:
Corp. City 80 Cen. 8,867; Loc. Est. 9,145
PMA-ABC: (70) 65,425; (82) 85,400
County 80 Cen. 479,211; Loc. Est. 488,370
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,415; Loc. Est. 3,619
PMA-ABC: (70) 20,273; (82) 31,100
County 80 Cen. 156,648; Loc. Est. 164,486
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 220,131

7 - ELECTRIC METERS: Residence 3,897

8 - GAS METERS: Residence 3,585

9 - PRINCIPAL INDUSTRIES: Clothing; Hosiery; Tile Foundry; Pipe Foundry; Paper; Garage Doors; Elect. Equip.; Paper business forms; Ametek; Georgia Pacific; Fasson; Standard Steel; French's. Median household weekly income ($258).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown83 stores on 10 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Quaker Vlg.(15)	NA	A&P, Rite Aid
Richland Mall(35)	NA	Clemens, Hess's
Montgomery Mall(160)	NA	Penneys, Sears, Wanamaker
Country Sq.(12)	NA	Sears, Budco

Principal Shopping Days-Thu., Fri., Sat., & Sun.
Stores Open Evenings-Sundays; Food: Open Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Saul's; Western Auto; Hess; H. Leh; Wanamaker; Bamberger's; Woolco; Strawbridge; J.C. Penney; Ames.
Discount Stores-K Mart; Laneco; Jamesway.
Chain Drug Stores-Thrift; Rea & Derick, Rite-Aid; Eckerd's.
Chain Supermarkets-Acme; IGA; Meyers Mkts.; Laneco; Genuardi; Weiss; Clemens.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 7,277; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis A. Meyers, Adv. Dir., FREE PRESS, 312 W. Broad St., Quakertown, PA 18951; Tel. (215) 536-6820.
National Representatives: Landon Associates; Robert Hitchings; USSPI.

READING

1 - LOCATION: Berks County (In Reading SMSA). E&P Map E-3, County Seat. Industrial center. SE part of state. On banks of Schuylkill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-41.
Intercity Bus Lines-Trailways; Bieber.
Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686; Loc. Est. 77,364
CZ-ABC: (70) 189,486; (82) 188,100
RTZ-ABC: (70) 108,966; (82) 130,600
CountySMSA 80 Cen. 312,509; Loc. Est. 320,892
City & RTZ-ABC: (70) 298,452; (82) 318,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,902; Loc. Est. 33,114
CZ-ABC: (70) 65,593; (82) 75,600
RTZ-ABC: (70) 32,605; (82) 47,100
CountySMSA 80 Cen. 114,544; Loc. Est. 121,242
City & RTZ-ABC: (70) 98,198; (82) 122,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	$23,000,000,000
Savings	2	$24,000,000
Savings & Loan	4	$1,410,035,793

6 - PASSENGER AUTOS: County 163,451

7 - ELECTRIC METERS: County 127,756

8 - GAS METERS: County 44,545

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Primary Metals 8,600 ($417); Iron & Steel Foundries 3,000 ($299); Fabricated Metal Prods. 2,500 ($282); Non-Electric Mach. & Trans. Equip. 6,100 ($421); Electric & Electronics Equip. 7,900 ($354); Food & Kindred Prods. 4,600 ($250); Sugar & Confectionery 1,700 ($217); Textile Mill Prods. 5,000 ($199); Knitting Mills 4,100 ($186); Apparel & Other Textile Prods. 5,000 ($138); Women's & Misses' Outerwear 2,500 ($164); Paper & Allied Prods. 1,000 ($351); Printing & Publishing 1,200 ($328); Leather & Leather Prods. 700 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-6[illegible]; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Penn St.; 3 on N. 5th St.; 3 blocks on N 9th St.
Neighborhood Shopping Centers-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antietam Valley(8)	1 1/2	Buck Stoves
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker, Woolworth
Berkshire Mall West(14)	3	Acme
Fairgrounds Square(61)	3	JC Penney, Boscov's
Madiera Plaza(28)	3	Nichol's
Muhlenberg(20)	3	McCrory's, Weis, Channel Home Center
Reading Mall(20)	3	Boscov's, Weis
Shillington(16)	2	Nichol's, Channel

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thu.; Shopping Center every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 2 (Allied); Sears; Wanamakers; Penneys.
Discount Stores-Nichols 3; Boscov's 3; K mart 3.
Variety Stores-Kresge; Woolworth; McCrory 3.
Chain Drug Stores-W. B. Boyer 4; Revco 3; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading Drug; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Supermarkets-Reiner's 7; Weis 6; Acme 8; IGA 5; Shop-Rite; Foodlane; Wawa; Pathmark 2; Turkey Hill 13.

14 - NEWSPAPERS: TIMES (m) 43,807; EAGLE (e) 42,218; EAGLE (S) 103,288; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John L. Kurtz, Gen. Adv. Mgr., EAGLETIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 373-4221.
National Representative: Story & Kelly-Smith.

RIDGWAY

1 - LOCATION: Elk County, E&P Map C-2, County Seat. Residential center. 125 mi. N of Pittsburgh. Hwys. 219, 120, 948, 949. 127 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailway.

3 - POPULATION:
Corp. City 80 Cen. 5,604; Loc. Est. 5,723
County 80 Cen. 38,338; Loc. Est. 40,120

4 - HOUSEHOLDS:
City 80 Cen. 2,142; Loc. Est. 1,826
County 80 Cen. 12,902; Loc. Est. 13,892

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 16,744

7 - ELECTRIC METERS: Residence 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.
Principal Pay Days-Weekly, Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter-10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-3 blocks on Main St.; 2 blocks on N. Broad.
Neighborhood Shopping Centers-St. Marys Shopping Plaza; St. Marys Downtown; Johnsonburg.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Store-Murphy.
Chain Supermarkets-Riverside; Market Basket; Gateway Market.

14 - NEWSPAPERS: RECORD (e) 3,739; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Debbie Imhof, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative: Landon Associates.

ROCHESTER
See BEAVER

ST. MARYS

1 - LOCATION: Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways; A.T.A.
Motor Freight Carriers-2.
Airlines-American; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,417; Loc. Est. 6,422
County 80 Cen. 38,338; Loc. Est. 40,120

4 - HOUSEHOLDS:
City 80 Cen. 2,321; Loc. Est. 1,946
County 80 Cen. 12,902; Loc. Est. 13,892

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 13,380

7 - ELECTRIC METERS: Residence 11,162

8 - GAS METERS: Residence 7,478

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Carbon Prod. 4,969 ($300); Light Bulbs 515 ($320); Powder Metal Prod. 678 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks in center of town; St. Mary's Plaza on Route 255.
Neighborhood Shopping Centers-Route 255.
Principal Shopping Days-Tues., Thurs., Fri., & Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thurs., & Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; Big Wheel.
Variety Store-G.C. Murphy.
Discount Stores-Big Wheel; Ames.
Chain Drug Stores-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Riverside; Pfaffs; A&P; Loblaws; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,702; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Fran Rebic, Nat'l. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, Pa.; Waverly in Tioga County, N.Y. (In Binghamton, NY-PA SMSA). E&P Map D-1. 17 mi. SE of Elmira, N.Y. Home of Robt. Packer Hospital, Guthrie Clinic & Medical Center.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,311; Loc. Est. 14,583
Sayre 80 Cen. 6,951; Loc. Est. 6,754
Athens 80 Cen. 3,622; Loc. Est. 3,458
Waverly 80 Cen. 4,738; Loc. Est. 4,371
Counties 80 Cen. 112,731; Loc. Est. 111,862
Bradford, PA 80 Cen. 62,919; Loc. Est. 63,739
Tioga, NY 80 Cen 49,812; Loc. Est. 48,123
SMSA 80 Cen. 301,336; Loc. Est. 298,924
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,791; Loc. Est. 5,288
Sayre 80 Cen. 2,572; Loc. Est. 2,335
Athens 80 Cen. 1,427; Loc. Est. 1,261
Waverly 80 Cen. 1,792; Loc. Est. 1,692
Counties 80 Cen. 37,969; Loc. Est. 38,839
Bradford Co., PA 21,449; Loc. Est. 22,383
Tioga Co., NY 16,520; Loc. Est. 16,456
SMSA 80 Cen. 106,346; Loc. Est. 108,818

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 27,330; Tioga, NY 22,840.

7 - ELECTRIC METERS: Residence 9,640

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Processing.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sayre Plaza(4)	NA	K mart
Valley(3)	NA	P&C Foods

Principal Shopping Days-Thu. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite-Aid; Fay's; Rea & Derick; Widmann's.
Chain Supermarkets-Acme 2; Grand Union 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: TIMES (e) 8,529; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Northeast Pennsylvania SMSA). E&P Map E-2. County Seat and trading center. On Interstate Hwys. 81, 84, 380; U.S. 6 and 11; State Hwys. 106, 611, 11 and 307; Penna. Tpke.; Penn-Can. Hwy., Keystone Shortway.

2 - TRANSPORTATION: Railroads-D&H; Conrail.
Motor Freight Carriers-45.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-Eastern; USAir Altair; Pocono Monmouth; Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 88,117; Loc. Est. 84,241
CZ-ABC: (70) 135,539; (82) 112,300
RTZ-ABC: (70) 202,663; (82) 238,900
County 80 Cen. 227,908; Loc. Est. 226,191
SMSA 80 Cen. 640,396; Loc. Est. 639,460
City & RTZ-ABC: (70) 338,202; (82) 351,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,519; Loc. Est. 36,159
CZ-ABC: (70) 45,263; (82) 43,900
RTZ-ABC: (70) 63,545; (82) 88,100
County 80 Cen. 82,056; Loc. Est. 89,572
SMSA 80 Cen. 232,728; Loc. Est. 239,463
City & RTZ-ABC: (70) 108,808; (82) 132,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	$3,220,595,000
Savings & Loan	5	$435,231,000

6 - PASSENGER AUTOS: County 87,378

7 - ELECTRIC METERS: Residence 151,570

8 - GAS METERS: Residence 38,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)-Fabricated Metal Prod. 2,500 ($313); Electrical Machinery and other durable goods 10,000 ($295); Food Products 1,600 ($220); Textile Prod. 1,200 ($217); Apparel Products 7,300 ($181); Printing & Publishing 2,400 ($322); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($256).
Principal Pay Days-8th, 9th, 10th, 21st, 22nd, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6. Last killing frost, Apr. 14.

11 - TAP WATER: Supplied by spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING:Principal Shopping Center-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Viewmont(60)	4	Sears, JC Penney, Hess's
IMA Plaza	7	Shop Rite, Revco, Rolane, NBO
South Side	1	IGA, Super Saver, Rea & Derick, Rite Aid, General Nutrition
Keyser Oak Plaza(22)	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis
Dunmore Plaza(7)	3	Kings, Super Saver, Picway
Eynon Plz.(20)	7	Sugarman's
Pittston Plaza(31)	8	Giant Food, Thrift Drug, K mart, McCrory's
Birney Plaza(20)	3	K mart, Radio Shack, Super Saver

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Downtown-Mon. & Thu.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Globe/Wanamakers; Maxwell's; Racusin's; Sears; J.C. Penney; Hess's.
Discount Stores-Sugarman's; King's; K mart; Murphy's Mart; Jewelcor; Wes Freedman.
Variety Stores-McCrory; Woolworth's.
Chain Drug Stores-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Kwik-Save; Revco 3; Doctor Supply.
Chain Supermarkets-A&P 2; American (Acme/Super Saver) 11; Giant 13; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9.
Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; SherwinWilliams; Mary Carter Paint; S&H Green Stamps; Kinney's; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Service Merchandise Co.; Pic-Way Shoes.

14 - NEWSPAPERS: TIMES (e) 54,847; (S) 49,133; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Mgr., TIMES, Penn & Spruce, Scranton, PA 18501; Tel. (717) 348-9100.
National Representative: Sawyer-Ferguson-Walker.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County, E&P Map D-2. 135 mi. NW of Phila.; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 901 off I-81.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547; Loc. Est. 17,896
Shamokin 80 Cen. 10,357; Loc. Est. 9,999
Mt. Carmel 80 Cen. 8,190; Loc. Est. 7,897
County 80 Cen. 100,381; Loc. Est. 100,567
PMA-ABC: (70) 53,807; (82) 50,900

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 8,873; Loc. Est. 8,213
Shamokin 80 Cen. 4,457; Loc. Est. 4,640
Mount Carmel 80 Cen. 4,416; Loc. Est. 3,573
County 80 Cen. 37,846; Loc. Est. 39,048
PMA-ABC: (70) 18,646; (82) 20,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$450,062,305
Savings & Loan	3	$137,277,468

6 - PASSENGER AUTOS: County 38,073

7 - ELECTRIC METERS: Residence 18,480

8 - GAS METERS: Residence 2,698

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Garment 1,741; Paper Products 210; Meat & Poulty 465; Recreation Vehicles 285; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days-1st, 15th, 2nd & 4th Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1. Last killing frost, Mar. 30.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthra Plaza(13)	NA	Jamesway, Sears, Super Thrift
Ames Big N Mall(3)	NA	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(63)	NA	JC Penney, Bon Ton, Boscov's, Acme
Schuylkill Mall(120)	NA	Sears, K mart, Hess, Weis
Fairlane Village Mall(52)	NA	Boscov's, Woolco, Weis

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food, Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Jamesway; Ames.
Variety Stores-Newberry; Woolworth; Jupiter; Dollar General.
Chain Drug Stores-Sun Ray; Rea & Derick 4; Rite Aid; White Shield.
Chain Supermarkets-Acme 2; Weis; Riverside; Super Thrift.
Other Chain Stores-Sears Roebuck (catalog); Miller's Auto; Kinney; Montgomery Ward (catalog); Singer Co; Brozman's; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 15,266; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St., Shamokin, PA 17872; Tel. (717) 648-4641.
National Representative: Landon Associates.

SHARON-FARRELL-SHARPSVILLE-WHEATLAND

1 - LOCATION: Mercer County (SMSA). E&P Map A-2. trucking terminal. Business, industrial, wholesale food center. 14 mi. from Youngstown, O.; 70 mi. from Pittsburgh, Cleveland & Erie; 460 mi. from N.Y. & Chicago. On Hwys. 18, 62; Keystone Shortway; Interstates 80, 60 and 79.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 34,209; Loc. Est. 32,827
Sharon 80 Cen. 19,057; Loc. Est. 18,340
Farrell 80 Cen. 8,645; Loc. Est. 8,184
Sharpsville 80 Cen. 5,375; Loc. Est. 5,227
Wheatland 80 Cen. 1,132; Loc. Est. 1,076
CZ-ABC: (70) 56,643; (82) 49,300
RTZ-ABC: (70) 82,468; (82) 91,800
CountySMSA 80 Cen. 128,299; Loc. Est. 129,788
City & RTZ-ABC: (70) 139,111; (82) 141,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,912; Loc. Est. 12,760
Sharon 80 Cen. 7,310; Loc. Est. 7,230
Farrell 80 Cen. 3,146; Loc. Est. 3,139
Sharpsville 80 Cen. 2,027; Loc. Est. 1,969
Wheatland 80 Cen. 429; Loc. Est. 422
CZ-ABC: (70) 17,755; (82) 18,100
RTZ-ABC: (70) 24,238; (82) 31,800
CountySMSA 80 Cen. 44,657; Loc. Est. 46,685
City & RTZ-ABC: (70) 41,993; (82) 49,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	7	$643,002,000
Savings & Loan	3	$169,326,000
Credit Unions	16	$21,528,000

6 - PASSENGER AUTOS: County 48,995

7 - ELECTRIC METERS: Residence County 53,242

8 - GAS METERS: Residemce County 33,723

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Elec. Mach., equip. and supplies 3,145; Primary metals 7,881; Transportation equipment 1,220; Non-electrical machinery 1,012; Fab. metal products 1,901 (166 manufacturing plants employ 18,779 workers).
Principal Industrial Pay Day-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-100; Fall 40-85; Winter -5-36.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on State St.; 1 each side on 6 cross sts.; One downtown strip mall; 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hermitage Sq.(12)	3	Treasure Island
Hickory Plaza(26)	2	Zayre
Middlesex Village(4)	4	Lil Shopper Foods
Hermitage Hills(6)	3	Hills
Shenango Mall(47)	3	Sears, Strouss, JC Penney

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Close-Mon. morning.
Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Strouss; Hills; J. C. Penney; Sears; Hecks.
Discount Stores-Warehouse Sales; Valley View; Treasure Island; Zayre; Century Housewares.
Chain Drug Stores-Eckley; Thrift 2; Hamilton 2; Anchor; Greenwood; Penn-Ohio; Valley View; Medicine Shoppe; Rite-Aid; Revco.
Chain Supermarkets-Kroger; Riverside; Golden Dawn 9; Valu-King; Donofrio's.
Other Chain Stores-Singer; Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: HERALD (e) 26,914, Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: S.M. Krist, Mkt. Dir., HERALD, Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative: Branham.

SHENANDOAH-ASHLAND-MAHANOY CITY

1 - LOCATION: Schuylkill County, E&P Map D-2, Industrial center. 18 mi. S of Hazelton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Edwards Lakes-to-Sea; Reading; East Penn; Trailways.
Motor Freight Carriers-Branch Motor Express.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991; Loc. Est. 17,484
Shenandoah 80 Cen. 7,589; Loc. Est. 7,433
Ashland 80 Cen. 4,235; Loc. Est. 4,123
Mahanoy City 80 Cen. 6,167; Loc. Est. 5,928
PMA-ABC: (70) 47,451; (82) 44,300
County 80 Cen. 160,630; Loc. Est. 161,317
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,653; Loc. Est. 7,945
Shenandoah 80 Cen. 3,327; Loc. Est. 3,494
Ashland 80 Cen. 1,654; Loc. Est. 1,682
Mahanoy City 80 Cen. 2,672; Loc. Est. 2,769
PMA-ABC: (70) 16,619; (82) 18,000
County 80 Cen. 59,948; Loc. Est. 62,019

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$11,186,000
Savings	3	$39,463,449
Savings & Loan	1	$84,426,816

6 - PASSENGER AUTOS: County 63,743

7 - ELECTRIC METERS: Residence 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Anthracite coal 231 ($300); Women's Apparel 2,031 ($150); Auto Oil Filters 239 ($200); Shirts 720 ($150); Mirrors 61 ($150); Beverages 20 ($100); Scrap Metals 85 ($150); Plastics 422 ($150) Frozen Foods 150 ($150); Broadmore Homes 180 ($100); Wenco 80 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Guinan's, Acme, Stop & Go
Fairlane Village(60)	NA	Boscovs, Woolco
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(125)	NA	Sears, Hess, K mart

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Hess; Sears; K mart. Pomeroy's.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-F. C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.
Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2.
Other Chain Stores-Miller's Auto Supply; Triangle; Goodyear; Anderson-Little; Barbara Moss; Cole Books; Doctor Pet Center; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Center; Gordon Jewelers; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Walden Books; Zale Jewelers; Taxi; United Artists; Prints'N Things; Pearle Vision Center; American Vision Center.

14 - NEWSPAPERS: HERALD (e) 11,290; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bob Kane, Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.
National Representative: Landon Associates.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown SMSA). E&P Map B-3, County Seat. In SW Penna. 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Turnpike.

2 - TRANSPORTATION: Railroads-B&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Somerset; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,474; Loc. Est. 6,470
CZ-ABC: (70) 6,269; (82) 6,300
RTZ-ABC: (70) 69,768; (82) 76,200
County 80 Cen. 81,243; Loc. Est. 81,919
SMSA 80 Cen. 264,506; Loc. Est. 264,004
City & RTZ-ABC: (70) 76,037; (82) 82,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; Loc. Est. 2,641
CZ-ABC: (70) 2,381; (82) 2,800
RTZ-ABC: (70) 21,768; (82) 27,900
County 80 Cen. 28,549; Loc. Est. 29,636
SMSA 80 Cen. 91,924; Loc. Est. 94,532
City & RTZ-ABC: (70) 24,149; (82) 30,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$830,188,432
Savings & Loan	2	$509,487,933

6 - PASSENGER AUTOS: County 31,301

7 - ELECTRIC METERS: Residence County 26,305

8 - GAS METERS: Residence County 4,842

9 - PRINCIPAL INDUSTRIES: Children's Wear; Women's Wear; Fertilizers; Dairy Prods.; Garden Sup.; Plastic Prods.; Steel Fab.; Steel Die Prods.; Shoes; Wood Prods.; Atomizers; Food Processing; Machining; Ceramics; Cement Prod.; Sporting Goods; Hose Nozzles; Laundry Detergent.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-4 blocks on Main; 4 on Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Somerset Mall(12)	3	Riverside, Raub Shoes, Rite-Aid, Assoc. Hdwr., Penn Furn., Hess
Somerset Plaza	2	K mart, Kroger
Jamesway	2	Jamesway, A&P, Sears, Revco
Laurel Hill	1	Fishers Big Wheel,
Village(5)	1	Foodland, Gatling's, Revco
Community	NA	Latshaw's Dairy

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Geo. Schenck; J. J. Newberry; Hess.
Discount Stores-K mart; Jamesway; Fishers Big Wheel.
Chain Drug Stores-Health Mart; Somerset; Revco; Healthland; Rite-Aid.
Chain Supermarkets-A&P; Kroger; Foodland; Clover Farm; Riverside; Discount Food Outlet; Gee Bee.
Other Chain Stores-J. C. Penney; Sears; Penn Furniture; Montgomery Ward; Morton's.

14 - NEWSPAPERS: AMERICAN (m) 10,091; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.
National Representative: None.

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College SMSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Bellefonte-Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Fullington; Continental Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 42,430; Loc. Est. 41,793
State College 80 Cen. 36,130; Loc. Est. 35,792
Bellefonte 80 Cen. 6,300; Loc. Est. 6,001
County/SMSA 80 Cen. 112,760; Loc. Est. 113,357

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,217; Loc. Est. 11,731
State College 80 Cen. 9,830; Loc. Est. 9,431
Bellefonte 80 Cen. 2,387; Loc. Est. 2,300
County/SMSA 80 Cen. 36,122; Loc. Est. 37,391

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$84,685,400

6 - PASSENGER AUTOS: County 34,776

7 - ELECTRIC METERS: Residence 26,848

8 - GAS METERS: Residence 1,864

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Mfg. 1,590; Limestone Prod. 670; Education 6,600.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 48; Summer 69; Fall 51; Winter 28. First killing frost, Oct. 6. Last killing frost May 6.

11 - TAP WATER: Alkaline; Dec. to July 1, very soft; July 1 to Dec. 1, very hard.

12 - RETAILING:Principal Shopping Centers-3 blocks on Allegheny, High, Bellefonte; 3 on Allen; Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nittany Mall(60)	NA	Sears, Hess's
University Park Plaza(11)	NA	Goodyear, IGA
University(22)	NA	A&P, Weis Mkt.
Hill's Plaza	NA	Riverside, Hill's

Principal Shopping Days-Bellefonte-Tues., Fri.; State College-Mon.; Shopping Centers, Nightly.

13 - RETAIL OUTLETS: Department Stores-O.W. Houts; Danks; Ames; Hess's; Hills; Sears; K mart.
Variety Stores-G. C. Murphy; McCrory.
Discount Stores-Hills; Gee Bee.
Chain Drug Stores-Widman; Thrift; Keystone 2; People's; McLanahan 3; Rite Aid 2.
Chain Supermarkets-A&P 3; Weis 4; Riverside 3; IGA 2.
Other Chain Stores-Browns Boot (shoes); Glick Bros.; Wolf (furniture); Silco; Montgomery Ward; S&H Green Stamps.

14 - NEWSPAPERS: CENTRE TIMES (e) 21,754; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ed Gaydos, Adv. Dir. CENTRE TIMES, 3400 E. College Ave., State College, PA 16801; Tel. (814) 237-4964.
National Representative: Knight-Ridder.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Northeast Pennsylvania SMSA). E&P Map E-2, County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia. On State Hwys 191, 115, 209 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (Interstate 80).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Martz; Delaware Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 13,187; Loc. Est. 12,214
Stroudsburg 80 Cen. 5,148; Loc. Est. 4,709
E. Stroudsburg 80 Cen. 8,039; Loc. Est. 7,505
CZ-ABC: (70) 20,870; (82) 22,500
RTZ-ABC: (70) 25,176; (82) 49,700
County 80 Cen. 69,409; Loc. Est. 70,617
SMSA 80 Cen. 640,396; Loc. Est. 639,460
City & RTZ-ABC: (70) 46,046; (82) 72,200

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,760; Loc. Est. 3,255
Stroudsburg 80 Cen. 2,282; Loc. Est. 1,579
E. Stroudsburg 80 Cen. 2,478; Loc. Est. 1,676
CZ-ABC: (70) 6,692; (82) 8,300
RTZ-ABC: (70) 8,194; (82) 19,100
County 80 Cen. 25,170; Loc. Est. 26,401
SMSA 80 Cen. 232,728; Loc. Est. 239,463
City & RTZ-ABC: (70) 14,886; (82) 27,400

5 - BANKS:	NUMBER	EST. DEP.
Savings	4	$160,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 29,838

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, Number of Wage Earners (Annual payroll-add ,000)Resort and Services 5,200 ($28,000); Textiles 318 ($2,600); Apparel 900 ($3,300); Furniture and Fixtures 186 ($2,000); Printing and Publishing 500 ($4,500); Chemical Prod. 225 ($2,100); Fabricated Metal Prod. 1,005 ($8,100); Machy. Mfg. 200 ($1,500); Elect. Machy., Equip. and Supplies 401 ($2,800); Misc. Mfg. 633 ($3,300); 101 Industries (Total Annual Payroll $550 million).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Main; 2 on 7th; 2 on 6th.
Neighborhood Shopping Areas-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pocono Plz.(14)	NA	Rite Aid, Victory
Stroud Mall(50)	NA	Hess, JC Penney

Principal Shopping Days-Department Stores-Mon., Thu., Fri.; Food-Mon., Wed. & Thu.
Stores Open Evenings-Dept.-Mon., Thu. & Fri., Food-every night.

13 - RETAIL OUTLETS: Department Stores-Wyckoff's; Sears Roebuck; J. C. Penney; Ames-Big N 2; Hess; Jamesway; K mart.
Discount Stores-Big N; Jamesway; K mart.
Chain Drug Stores-Rea & Derick; Rexall; Rite Aid.
Chain Supermarkets-A&P 2; Acme 2; IGA 4; Great American; Shoprite.
Other Chain Stores-Triangle; Endicott-Johnson; Firestone; Dunlop; Community Jewelers.

14 - NEWSPAPERS: POCONO RECORD (m) 17,451; (S) 17,651; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Henry Ny[illegible] Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative: Branham.

SUNBURY

1 - LOCATION: Northumberland County, E&P Map D-2, County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Reading and Erie-Lackawanna (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,292; Loc. Est. 12,070
PMA-ABC: (70) 126,849; (82) 142,700
County 80 Cen. 100,381; Loc. Est. 100,567

4 - HOUSEHOLDS:
City 80 Cen. 5,030; Loc. Est. 5,083
County 8C Cen. 37,846; Loc. Est. 39,048
PMA-ABC: (70) 37,606; (82) 49,200

5 - BANKS:	NUMBER	EST. DEP.
Savings	NA	$75,000,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 38,073

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Mats. 600; Wire Rope 160.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores), Mont. Ward, McCrory, Rea & Derick.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Susquehana Valley Mall(65)	NA	Boscovs, Super Saver, JC Penney
Weis Plaza(5)	NA	Weis
Plaza 15(12)	NA	Rea & Derick, Super Saver
Lycoming Mall(95)	NA	Sears. Woolworth

Principal Shopping Days-Fri., Sat.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Boscov's; Bon Ton; Hess.
Discount Stores-Murphy Mart; Plaza; K mart; Gee Bee.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rea & Derick 5; Rite-Aid.
Chain Supermarkets-Weis 7; A&P; Super Saver 4.
Other Chain Stores-Miller Bros.; Sears; Walker's; Andew's Furn.; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Jean Frocks; Sherwin-Williams; Wolf Furniture; Wahl-Braun.

14 - NEWSPAPERS: ITEM (e) 26,014; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative: Branham.

TAMAQUA
See LEHIGHTON

TARENTUM
See NEW KENSINGTON

TITUSVILLE

1 - LOCATION: Crawford County, E&P Map B-1, SE part of County; on State Hwys. 8, 27.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Grove City.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,884; Loc. Est. 6,846

Centre County: The Money Market*

Consumer Spendable Income
$855,615,000

% Distribution of Families

under $10,000	$10,000-15,000	$15,000-$25,000	25,000-50,000	over $50,000
25.6	13.6	29.4	27.1	4.0

Centre County has an average household income of $22,695. That's well above the national average, and last year Centre Countians spent $486,832,000 on retail sales.

When our upscale readership is ready to buy, they read us first.

A Knight-Ridder Newspaper represented nationally by Knight-Ridder Newspaper Sales, Inc.

CENTRE DAILY TIMES

*1981 S & MM

Serving Central Pennsylvania daily and Sundays

CZ-ABC: (70) 9,799; (82) 9,200
RTZ-ABC: (70) 13,670; (82) 16,700
County 80 Cen. 88,869; Loc. Est. 92,009
City & RTZ-ABC: (70) 23,469; (82) 25,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,566; Loc. Est. 2,168
CZ-ABC: (70) 3,211; (82) 3,500
RTZ-ABC: (70) 3,877; (82) 5,500
County 80 Cen. 30,960; Loc. Est. 33,069
City & RTZ-ABC: (70) 7,098; (82) 9,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$675,000,000
Savings & Loan	1	$150,000,000

6 - PASSENGER AUTOS: County 30,463

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Plastic Pipe 210; Lumber 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on 4 sts. in center of town.
Principal Shopping Days-Thu. & Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Discount Stores-Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Store-Eckerd.
Variety Stores-G. C. Murphy; McCrory.
Chain Supermarkets-Quality Mkts.; Foodland; Riverside.

14 - NEWSPAPERS: HERALD (m) 5,104; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Wescoat, Adv. Mgr., HERALD, 209 Spring St., Titusville, PA 16354; Tel. (814) 827-3634.
National Representative: Landon Associates.

TOWANDA

1 - LOCATION: Bradford County, E&P Map D-1. County Seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 70 mi. from Scranton; 38 mi. from Elmira, N.Y.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,526; Loc. Est. 3,335
County 80 Cen. 62,919; Loc. Est. 63,739

4 - HOUSEHOLDS:
City 80 Cen. 1,723; Loc. Est. 1,209
County 80 Cen. 21,449; Loc. Est. 22,383

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$110,581,666

6 - PASSENGER AUTOS: County 20,839

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chemicals 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Products 700.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monrocton Rd.	2	Ames
Colonial Plaza(9)	1	A&P

Principal Shopping Days-Mon., Thu. & Fri.
Stores Open Evenings-Department-Fri; Food-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Hoffman's; The Hub.
Variety Stores-Ben Franklin.
Discount Store-Ames.
Chain Drug Stores-Widman & Teah; Medicine Shoppe 3.
Chain Supermarkets-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4.
Other Chain Stores-Thom McAn; True Value; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: REVIEW (m) 9,137; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James E. Towner, Vice Pres. & Bus. Mgr., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.
National Representative: Landon Associates.

TYRONE

1 - LOCATION: Blair County, (In Altoona SMSA) E&P Map C-2. Residential and industrial center. 128 mi. east of Pittsburgh; 213 mi. west of Phila. On U.S. Hwys. 220 and 453.

2 - TRANSPORTATION: Railroads-Conrail, Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White.
Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 80 Cen. 6,346; Loc. Est. 6,060
County/SMSA 80 Cen. 136,621; Loc. Est. 134,751

4 - HOUSEHOLDS:
City 80 Cen. 2,445; Loc. Est. 2,396
County/SMSA 80 Cen. 49,088; Loc. Est. 49,915

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 52,384

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); Railroad 660 ($425); Rivet 420 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Construction 125 ($355); Windshields 550 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on 2 streets; Shopping Catr. at 3rd & Washington Ave. (11 units) including Foodland, Ziff's Dept. Store.
Principal Shopping Days-Fri., Thu., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ziff's; Boutique; Ames.
Variety Stores-McCroy's; Dollar General Store.
Chain Drug Stores-Widmann's; Kopp's.
Chain Supermarkets-A&P, Riverside; Foodland; Sheetz; Uni-Mart; IGA; Foodrite.
Other Chain Stores: Wolf Furn.; Asco Tru-Value Home & Auto; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: HERALD (e) 3,930; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: HERALD, 1018 Penna Ave., Tyrone, PA 16686; Tel. (814) 684-4000.
National Representative: Landon Associates.

UNIONTOWN

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Eastern Greyhound.
Motor Freight Carriers-4.
Air Express-1.

3 - POPULATION:
Corp. City 80 Cen. 14,510; Loc. Est. 14.096
CZ-ABC: (70) 40,213; (82) 39,100
RTZ-ABC: (70) 81,239 (82) 85,800
County 80 Cen. 160,395; Loc. Est. 162,323
City & RTZ-ABC: (70) 121,452; (82) 124,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,864; Loc. Est. 5,840
CZ-ABC: (70) 13,227; (82) 15,100
RTZ-ABC: (70) 25,640; (82) 31,600
County 80 Cen. 56,925; Loc. Est. 59,049
City & RTZ-ABC: (70) 38,867; (82) 46,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$966,535,748
Savings & Loan	3	$332,292,981

6 - PASSENGER AUTOS: County 64,072

7 - ELECTRIC METERS: County 58,000

8 - GAS METERS: County 24,270

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Coal and Steel 7,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Malsbury Mfg. 150; Glass & Closures 2,158.
Principal Industrial Pay Day-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Uniontown(27)	NA	A&P, K mart
Fayette Plz.(24)	NA	Kroger's, Hill's
Uniontown Mall(66)	NA	Sears, Bon Ton, Gee Bee
Laurel Mall(30)	NA	Wards, Murphy

Principal Shopping Days-Mon. and Fri.
Stores Open Evenings-Mon. & Fri.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Metzler's; Penney's; Kaufman's; Montgomery Ward; Sears; Hills; Gee Bee (general & furniture); Bon Ton.
Variety Stores-Murphy's; McCrory's.
Discount Stores-Gil's; Moss; K mart.
Chain Drug Stores-Health Mart 3; Thrift 2; Sun; Revco; Blumenscheins' 3; Gils Inc.
Chain Supermarkets-Super Dollar; Kroger's; Foodland 3; Shop 'N Save 2; Gee Bee.
Other Chain Stores-The Workingman's Store; Thom McAn; Kinneys; Fashion Bug; Pic Way Shoes; Firestone; Gatlings; Western Auto; Bauer Lumber; Hickory Farms; McCrory's; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; Fashion Hosiery; 84 Lumber; Teek's.

14 - NEWSPAPERS: HERALD-STANDARD (all day-mon to fri) 27,651; (S) 26,114; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Robert E. Acton, Adv. Dir., HERALD and STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.
National Representative: Landon Associates.

UPPER MERION

See KING OF PRUSSIA

VANDERGRIFT

1 - LOCATION: Westmoreland County (In Pittsburgh SMSA). E&P Map B-2. Residential Center. 42 mi. NE of Pittsburgh; 15 mi. E of New Kensington; 24 mi. N of Greensburg.

2 - TRANSPORTATION: Railroads-Conrail Main Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,823; Loc. Est. 6,583
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
County 80 Cen. 392,294; Loc. Est. 397,607

4 - HOUSEHOLDS:
City 80 Cen. 2,750; Loc. Est. 2,7[illegible]4
County 80 Cen. 139,233; Loc. Est. [illegible]45,426
SMSA 80 Cen. 828,504; Loc. Est. 853,615

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$117,000,000
Savings & Loan	3	$23,000,000

6 - PASSENGER AUTOS: County 153,638

7 - ELECTRIC METERS: Residence 3,422

8 - GAS METERS: Residence 2,792

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Steel 3,720 ($550); Foundries 1,120 ($550); Coal 4,320 ($470); Nuclear Materials 760 ($400); Machine Shops 130 ($312); Needle Trades 140 ($140).
Principal Industrial Pay Days-Wed., Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 70-87; Fall 40-60; Winter 10-40. First killing frost, end of Sept. Last killing frost, middle of April.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Leechburg; Saltsburg.
Principal Shopping Centers-4 blocks on Grant; 3 on Washington; 2 on Columbia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apollo Plaza	3	Ben Franklin, Armitage Super Market
Kiski Valley	1	Pisone Pharmacy
Kiski Park Plaza	5	Foodland, Ben Franklin
Allegheny Plz(10)	3	Shop 'N' Save, Fisher Big Wheel
K mart Plaza	3	K mart, Giant Eagle

Principal Shopping Days-Thu., Mon.
Stores Open Evenings-Department Stores-Mon., Thu.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Altmeyers; J.C. Penney; Sears; Fisher Big Wheel; K mart.
Variety Stores-G.C. Murphy; Ben Franklin 2.
Chain Drug Stores-Ross's Rexall; Wyble's Rexall; Rite Aid; Revco; Leechburg Phcy.
Chain Supermarkets-Miller's; Blairton; Red & White; Held's Shop 'N Save; Foodland; Giant Eagle; IGA; Super Dollar; Kelly Shop N Save.
Other Chain Stores-Bob Miller Shoes; Sherwin-Williams; Don Miller Shoes.

14 - NEWSPAPERS: NEWS-CITIZEN (e) 2,820; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Howard W. Grimes, Pub., NEWS-CITIZEN, Box 90, Vandergrift, PA 15690; Tel. (412) 567-5656.
National Representative: None.

WARREN

1 - LOCATION: Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,146; Loc. Est. 11,831
CZ-ABC: (70) 16,381; (82) 15,600
RTZ-ABC: (70) 31,301; (82) 32,000
County 80 Cen. 47,449; Loc. Est. 47,014
City & RTZ-ABC: (70) 47,682; (82) 47,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,898; Loc. Est. 3,963
CZ-ABC: (70) 5,578; (82) 6,200
RTZ-ABC: (70) 8,739; (82) 10,500
County 80 Cen. 16,719; Loc. Est. 17,034
City & RTZ-ABC: (70) 14,317; (82) 16,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$660,168,110
Commercial	2	$160,904,862

6 - PASSENGER AUTOS: County 16,189

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equipment; Wire & Cable; Steel Fabrication; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furniture & Shelving; Plastic Molding; Large Volves.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85, Fall 33-75; Winter 16-40. First killing frost, Nov. 1. Last killing frost, Apr. 15. Rainfall 42.73 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Penna. Ave. West; 2 on Penna. Ave. East; 2 on Liberty St.; 2 on 2nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warren Mall(40)	2	K mart, J.C. Penney
Market St.(2)	1	Sears
North Warren	1	Jamesway

Neighborhood Shopping Centers-Penna. Ave. East; Market Street.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-Levinson Bros.; Morrison's; Betty Lee; Penney; Bon Ton.
Variety Stores-G. C. Murphy's; S. S. Kresge; K mart.
Discount Stores-Jamesway.
Chain Drug Stores-Cowdrick's; CVS; Eckardt's; Thrift.
Chain Supermarkets-Anderson's; Loblaws;

Krogers; Super Duper; Holiday Market; Quality; Comet; County Fair.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,617; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R. E. Meleen, Adv. Dir., TIMES-OBSERVER, Box 188, Warren, PA 16365; Tel. (814) 723-8200.
National Representative: Landon Associates.

WASHINGTON

1 - LOCATION: Washington County, (In Pittsburgh SMSA). E&P Map A-3, County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Amtrak (freight only).
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 18,363; Loc. Est. 17,574
CZ-ABC: (70) 27,593; (82) 28,000
RTZ-ABC: (70) 147,382; (82) 165,900
County 80 Cen. 217,074; Loc. Est. 213,911
SMSA 80 Cen. 2,263,894; Loc. Est. 2,262,944
City & RTZ-ABC: (70) 174,975; (82) 193,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,137; Loc. Est. 7,134
CZ-ABC: (70) 9,485; (82) 11,200
RTZ-ABC: (70) 45,035; (82) 58,900
County 80 Cen. 77,033; Loc. Est. 78,209
SMSA 80 Cen. 828,504; Loc. Est. 853,615
City & RTZ-ABC: (70) 54,520; (82) 70,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$235,000,000
Savings & Loan	3	$148,013,000
Savings	1	$24,200,000

6 - PASSENGER AUTOS: County 100,376

7 - ELECTRIC METERS: Residence 9,600

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 1,807 ($344); Primary Metals 1,438 ($461); Electrical Machinery 1,084 ($380); Fabricated Metals 685 ($396); Non-Electrical Machinery 552 ($430); Printing & Allied 525 ($372): Chemical 270 ($398).
Principal Pay Days-Every other Thu.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Wheeling.
Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Plz.(13)	2	K mart
Washington Mall(70)	2	J.C. Penney, G.C. Murphy
Northgate Plz.(8)	3	Gee Bee
Franklin Mall(46)	3	Sears, Troutman's, Hills

Principal Shopping Days-Dept. Stores: Mon., Thurs., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Downtown, Fri.; Shopping centers & supermarkets nightly.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; J.C. Penney; Troutman's (Allied).
Discount Stores-Seig's; K mart; Towers; Gee Bee; Hills
Variety Store-G.C. Murphy.
Chain Drug Stores-Thrift 2; Revco 2; Gils 2.
Chain Supermarkets-Kroger; Giant Eagle; Gee Bee; Shop 'n Save 2; Foodland 11; PX Super Mkts. 21.
Other Chain Stores-Richman Bros.; Hanover Shoes; Ford Shoes; Singer Co.; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Thom McAn; Walden Book; Kinney Shoes; Fashion Bug; PPG Industries; Sherwin-Williams; Sun Carpet; Goodyear; Goodrich; Associated Hardware.

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 36,639; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ralph W. Stepp, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (412) 222-2200.
National Representative: Landon Associates.

WAYNESBORO

1 - LOCATION: Franklin County, E&P Map C-3. 75 mi. NW of Washington; 62 mi. NW of Baltimore; 52 mi. SW of Harrisburg. Industrial and farming center. On Pa. Hwys. 16, 316, 997. 8 mi. E of Interstate 81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: Railroads-Western Maryland (freight only).
Motor Freight Carriers-8.
Airlines-USAir (Hagerstown Airport).

3 - POPULATION:
Corp. City 80 Cen. 9,729; Loc. Est. 9,431
CZ-ABC: (70) 18,525; (82) 19,200
RTZ-ABC: (70) 33,030; (82) 38,100
County 80 Cen. 113,629; Loc. Est. 114,523
City & RTZ-ABC: (70) 51,555; (82) 57,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,981; Loc. Est. 3,897
CZ-ABC: (70) 6,399; (82) 7,600
RTZ-ABC: (70) 9,103; (82) 12,500
County 80 Cen. 39,952; Loc. Est. 41,606
City & RTZ-ABC: (70) 15,502; (82) 20,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$115,853,940

6 - PASSENGER AUTOS: County 45,406

7 - ELECTRIC METERS: Residence 3,610

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners-Precision Tool 1,750; Specialty Ptg. 100; Refrigeration-Air Condit.; Farm Mach. 1,300; Textiles 510.
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15. Last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Potomac(10)	NA	Super Thrift
Wayne Hghts.(13)	NA	Martin's Food, Murphy's, Thrift Drug, Miller's Auto
Waynesboro Mall(25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-every day; Food-Thu.

13 - RETAIL OUTLETS: Variety Stores-McCrory's.
Discount Stores-K mart; Murphy's.
Chain Drug Stores-Hy-Lo; Thrift Drugs; Drug Fair.
Chain Supermarkets-A&P; Super Thrift; Henicle 3; Martin's.
Other Chain Stores-Glick; Western Auto; Miller's Auto Supply; Radio Shack; Sidney's; J.S. Raub Shoes; J.C. Penney.

14 - NEWSPAPERS: RECORD HERALD (e) 10,567; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Games, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151.
National Representative: Landon Associates.

WAYNESBURG

1 - LOCATION: Greene County, E&P Map A-3, County Seat. 50 mi. SW of Pittsburgh.

2 - TRANSPORTATION: Railroads-Monongahela.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,482; Loc. Est. 4,209
County 80 Cen. 40,355; Loc. Est. 40,467

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,731; Loc. Est. 1,683
County 80 Cen. 14,109; Loc. Est. 14,592

5 - BANKS:	**NUMBER**	**DEPCSITS**
Commercial	2	$524,015,211
Savings	1	$112,715,000

6 - PASSENGER AUTOS: County 14,210

7 - ELECTRIC METERS: Residence 10,982

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Waynesburg College; Coal Mines; Walnut & Locust Timber; Farming; Dairy; Wool; Sheep; Beef Cattle; Paper Boxes; Textiles; Livestock Auction; Gas & Oil; Printing Business Forms; Veneer Mfg.; Mfg. Mobile Homes.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greene Plaza(15)	NA	Murphy Mart, Kroger's
Waynesburg Plaza(13)	NA	Fisher Big Wheel
Mountaineer Mall(55)	NA	G. C. Murphy, Montgomery Ward
Union Town(23)	NA	K mart, A&P
Washington Mall(70)	NA	J. C. Penney

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.; Drug.

13 - RETAIL OUTLETS: Variety Stores-Murphy's; McCrory's; Fisher's Big Wheel; Heck's; Murphy's Mart.
Chain Drug Stores-Sun; Health Mart; Spang's; Rite-Aid; Revco.
Chain Supermarkets-Foodland; Acme; Shop 'N Save; Super-Dollar Kroger's.
Other Chain Stores-Firestone; Goodyear; Gatlings Western Auto; Sears; Mont. Ward; Agway.

14 - NEWSPAPERS: DEMOCRAT-MESSENGER (m) 4,638; sworn Mar. 31, 1981. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Linda Capellini Adv. Dir., DEMOCRAT MESSENGER, 32 Church St., Waynesburg, PA 15370; Tel. (412) 627-6166.
National Representative: None.

WEST CHESTER

1 - LOCATION: Chester County, (In Philadelphia, PA-NJ SMSA). E&P Map E-4. In SE part of county. 25 mi. W of Philadelphia, 16 mi. N of wilmington. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-SEPTA; Reeder.

3 - POPULATION:
Corp. City 80 Cen. 17,435; Loc. Est. 16,619
CZ-ABC: (70) 32,159; (82) 40,500
Bal. in PMA-ABC: (70) 106,426; (82) 140,600
County 80 Cen. 316,660; Loc. Est. 320,533
SMSA 80 Cen. 4,716,818; Loc. Est. 4,734,527
Total PMA-ABC: (70) 138,585; (82) 181,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,761; Loc. Est. 5,670
CZ-ABC: (70) 8,643; (82) 12,800
Bal. in PMA-ABC: (70) 29,088; (82) 45,500
County 80 Cen. 104,752; Loc. Est. 109,233
SMSA 80 Cen. 1,639,330; Loc. Est. 1,695,859
Total PMA-ABC: (70) 37,731; (82) 58,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	14	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 129,167

7 - ELECTRIC METERS: Residence 18,280

8 - GAS METERS: Residence 4,780

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Electronic 3,372; Plastics 1,387; Paper Products 1,445; Food Packing 2,386; Chemical & Pharmaceuticals 1,605; Air Compressors 330; Appliances 315; Bedding 180; Platinum Refining 538; Air Pollution Equip. 100; Fire Protection Equip. 99; Greeting Cards 1,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

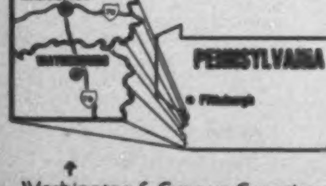
11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Centers-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Square	7	K mart, Strawbridge & Clothier
West Goshen(18)	1	K mart, Sears, Woolworth, Acme, Thrift Drug
King of Prussia(150)	12	Gimbels, J.C. Penney, Wanamakers, Bamberger Bloomingdales, A&S
Granite Run(131)	12	Gimbels, J.C. Penney, Sears
Thorndale(13)	9	Jamesway, K mart

The Coal-Rich
Energy Corner
Of Pennsylvania



Washington & Greene Counties

Part of the Pittsburgh Metro Area★
•13th Largest Metro Area in the Nation

83.79% Penetration Of City Zone*

Observer Reporter
Washington, PA 15301
Represented by Landon Associates

ABC Daily Circulation 36,796

*Source: ABC Fas-Fax Mar. 31, 1982

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Gimbels; Wanamakers; Bamberger's; Bloomingdales; Abraham & Strauss; Sears; Strawbridge & Clothier.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Thrift; Eckerd's.
Chain Supermarkets-Acme 14; A&P 4; Shop-Rite; Shop 'n Bag 2; Thriftway 2; IGA 2.
Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel.

14 - NEWSPAPERS: LOCAL NEWS (e) 37,361; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James W. Stewart, Adv. Dir., LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19380; Tel. (215) 696-1775.
National Representatives: Landon Associates; Robert Hitchings.

WHEATLAND
See SHARON

WILKES-BARRE

1 - LOCATION: Luzerne County (In Northeast Pennsylvania SMSA). E&P Map E-2. On E bank of Susquehanna River; 111 mi. NW of N.Y.C.; 94 mi. NW of Phila.

2 - TRANSPORTATION: Railroads-Conrail (LV; Penn-Central; Erie-Lackawanna; D&H).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Martz; Capitol Trailways.
Airlines-Eastern; USAir; TWA; Altair; Mommouth.

3 - POPULATION:
Corp. City 80 Cen. 51,551; Loc. Est. 49,613
CZ-ABC: (70) 136,089; (82) 119,200
RTZ-ABC: (70) 206,212; (82) 218,400
County 80 Cen. 343,079; Loc. Est. 342,652
SMSA 80 Cen. 640,396; Loc. Est. 639,460
City & RTZ-ABC: (70) 342,301; (82) 337,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,606; Loc. Est. 19,570
CZ-ABC: (70) 45,404; (82) 46,500
RTZ-ABC: (70) 66,290; (82) 82,600
County 80 Cen. 125,502; Loc. Est. 129,155
SMSA 80 Cen. 232,728; Loc. Est. 239,463
City & RTZ-ABC: (70) 111,694; (82) 129,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	14	$2,845,278,000
Savings & Loan	3	$450,963,000

6 - PASSENGER AUTOS: County 136,698

7 - ELECTRIC METERS: Residence 139,140

8 - GAS METERS: Residence 41,369

9 - PRINCIPAL INDUSTRIES: Cigars; Steel Wire Prods.; Blasting Powders; Rayon; Cakes & Pies; Slippers; Lace Curtains; Shoes; Men's Trousers; Rubber Prod.; Nylons; Silk; Paper Prod.; Furniture; TV & Radio Parts; Locomotives; Heavy Machinery; Pencils; Electronics; Transistors; Chewing Gum; Tires; Glass; Men's, Women's & Children's Apparel.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on S. Main, N. Main, E. and W. Market, E. and W. Northampton Sts.; Wyoming Valley Mall.-Wilkes Barre Twp.
Neighborhood Shopping Centers-Kingston Corners, Kingston & Gateway, Kingston; Narrows, Mark Plaza; Kingston-Edwardsville; Main St., Plymouth; Market St., Nanticoke; Triangle & Crestwood Plaza, Mountaintop; Back Mountain, Shavertown; Dallas; Midway, Wyoming; East End Shopping Plaza; Penn Plaza; South Main Plaza; Blackman Plaza; Colonial Village, Nanticoke; Pittston Plaza; Hanover Mall; Dundee Shopping Center; Midtown Village.
Principal Shopping Days-Department stores: Mon., Thu., Fri. & Sat.; Food: Fri., Sat.
Stores Open Evenings-Dept.: Mon. & Thu.; Super Mkts. and Superettes nightly.

13 - RETAIL OUTLETS: Department Stores-Boscov's; Boston Store; Pomeroy's; Bergman's; Sears; J.C. Penney; Hess's.
Discount Stores-King's 2; K mart 5; Revco 2; Zayre; Thrift Drug 2.
Variety Stores-Woolworth 2; Kresge 2; McCrory's.
Chain Drug Stores-Rea & Derick 8; Revco 2; Rite Aid; Keystone.
Chain Supermarkets-Acme (Amer. Stores) 16; Giant 4; Pantry Quik's 5; Sunshine Super Mkts. 3; Weis 4; Ellis 2; Insalaco's 6.
Other Chain Stores-American; Fanny Farmer; Miles; Flagg Bros.; Triangle; Hanover; Thrift; J.S. Raub.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 47,084; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Mktg. Dir., CITIZENS' VOICE, River & Market Sts., Wilkes-Barre, PA 18711; Tel. (717) 825-0200.
National Representative: USSPI.
TIMES LEADER (all day) 47,713 non-paid; Dec. 31, 1981 CAC.
Local Contact for Advertising and Merchandising Data: John Burgess, Gen. Sales. Mgr., TIMES-LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7123.
National Representative: Story & Kelly-Smith.

WILLIAMSPORT

1 - LOCATION: Lycoming County (SMSA). E&P Map D-2, County Seat. Shipping Center for N Central Penna. Diversified manufacturing. On Susquehanna River; 200 mi. from N.Y.; Phila., Pittsburgh, Buffalo and Washington, D.C.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways.
Airlines-USAir; Altair.

3 - POPULATION:
Corp. City 80 Cen. 33,401; Loc. Est. 32,794
CZ-ABC: (70) 63,105; (82) 59,000
RTZ-ABC: (70) 228,439; (82) 250,700
County/SMSA 80 Cen. 118,416; Loc. Est. 121,805
City & RTZ-ABC: (70) 291,544; (82) 309,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,554; Loc. Est. 12,280
CZ-ABC: (70) 20,434; (82) 22,300
RTZ-ABC: (70) 68,426; (82) 87,800
County/SMSA 80 Cen. 42,097; Loc. Est. 44,663
City & RTZ-ABC: (70) 88,860; (82) 110,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$955,000,000
Savings & Loan	3	$68,000,000

6 - PASSENGER AUTOS: County 44,001

7 - ELECTRIC METERS: Residence 52,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Chem. Prod. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Prod. 1,619; Metal Prod. 4,228; Paper, Prtg. 1,194; Textiles 2,585; Misc. 354.
Principal Industrial Pay Days-Fri., Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers-1 block on W. 4th & Campbell Sts.; 4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St.; 4 on Broad St. & E. Broad in Montoursville; River Ave. (E. Williamsport); W. 4th St. (W. Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts., Wes Freedman Catalog
Garden View Plz.(2)	NA	Rea & Derick, Weis Foods
Loyal Plaza(29)	NA	K mart, Acme, Nichols
Lycoming Mall(72)	NA	Hess's, Gee Bee, Sears, Woolworth, Riverside

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Close-Wed. (Some aft., some all day).
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-L.L. Stearns & Sons; J.C. Penney; Sears; Neyharts; K mart; Hess's; Deisroth's.
Discount Stores-Tops-All; Nichols; Hill's; Gee Bee.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Widman 4; Thrift 3; Revco 2; Rea & Derick 3; Community Drug.
Chain Supermarkets-A&P; Acme 3; Weis 6; Handy 5; Curchoes; Zippy 4; Riverside 2; Giant.
Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; Firestone; S&H Green Stamps; General Tire; Goodyear.

14 - NEWSPAPERS: SUN-GAZETTE (e) 34,108; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative: Landon Associates.

WILSON
See EASTON

YORK

1 - LOCATION: York County (SMSA). E&P Map D-3, County Seat: Industrial center. 50 mi. N of Baltimore; 99 mi. W of Phila.; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Western Maryland (freight); M&P.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound; York Area Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 44,619; Loc. Est. 43,118
CZ-ABC: (70) 131,456; (82) 133,500
RTZ-ABC: (70) 146,323; (82) 192,100
County 80 Cen. 312,963; Loc. Est. 323,438
SMSA 80 Cen. 381,255; Loc. Est. 395,996
City & RTZ-ABC: (70) 277,779; (82) 325,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,108; Loc. Est. 18,429
CZ-ABC: (70) 44,407; (82) 52,500
RTZ-ABC: (70) 45,049; (82) 70,700
County 80 Cen. 112,313; Loc. Est. 119,710
SMSA 80 Cen. 135,210; Loc. Est. 144,805
City & RTZ-ABC: (70) 89,456; (82) 123,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$393,560,225
Savings & Loan	3	$56,999,638

6 - PASSENGER AUTOS: County 136,202

7 - ELECTRIC METERS: City 20,041; County 101,820

8 - GAS METERS: City 13,148; County 43,822

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Wearing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equipment.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING:Principal Shopping Centers-5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Super Thrift Mkt., State Store, Kendan's Clothing
Delco Plaza(12)	NA	Hill's, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart, Weis Mkt.
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., McCrory's, Rea & Derick
North Mall(12)	NA	Mailman's
Queensgate(43)	NA	Mailman's Store, People Drug, Weis Mkt.
83 Outlet Mall(9)	NA	Consumer Outlet
Randolph Park(6)	NA	Cloth World, Kiddietown
York County(37)	NA	Sears, Jewelcor, York Food Warehouse
York Hills(1)	NA	Hill's Dept.
The York Mall(60)	NA	Mont. Ward, Penney's, Bon Ton
Edgar Street(4)	NA	Jewel T, Rea & Derick
Village Green(9)	NA	Epco Phcy., Pfaltz Graff
West Manchester	NA	Bon Ton, Hess', Gee Bee

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Department Stores daily; Food daily.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; J. C. Penney; Hess's.
Discount Stores-Mailman's; K mart; Gee Bee.
Variety Stores-Murphy; McCrory's; Woolworth.
Chain Drug Stores-People's; Rea & Derick; Thrift Drug 2; Lincoln Park 2, Randolph Park; Minnich's 2; Revco 2; Rite-Aid 2.
Chain Supermarkets-AG 150; Community 75; A&P; Weis 7; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 2.
Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Orman's; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's.

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14 - NEWSPAPERS: DISPATCH (e) 50,302; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donna J. Hamm, Adv. Mgr., DISPATCH, 15 E. Philadelphia St., York, PA 17405; Tel. (717) 845-1575.
National Representative: CWO&O.
RECORD (m) 37,663; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary Graff, Adv. Mgr., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representative: Landon Associates.

RHODE ISLAND SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Fall River, Mass.-R.I.-Fall River city; Dighton, Somerset, Swansea, and Westport towns in Bristol County, Mass.; Little Compton, Portsmouth and Tiverton towns in Newport County, R.I.
New London-Norwich, Conn.-R.I.-New London and Norwich cities; Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrook town in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.
Providence-Warwick-Pawtucket, R.I.-Mass.-In Rhode Island: Barrington, Bristol and Warren towns in Bristol County; Warwick, Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence, and Woonsocket cities and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate and Smithfield towns in Providence County; Narragansett, North Kingston and South Kingston towns in Washington County. In Massachusetts: Attleboro city, North Attleboro, Norton, Rehoboth and Seekonk towns in Bristol County; Plainville town in Norfolk County; Blackstone and Millville towns in Worcester County.

STANDARD CONSOLIDATED STATISTICAL AREA

Providence-Fall River, R.I.-Mass.-Includes ProvidenceWarwick-Pawtucket, R.I.-Mass. SMSA; Fall River, Mass.-R.I. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	76	57	58
5-14 Years	175	135	137
15-24 Years	174	180	183
25-44 Years	211	245	249
45-64 Years	210	203	206
65 and Over	104	127	129
TOTAL	950	947	962

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	102	138	161
General Mdse	302	337	433
Food	433	639	936
Automobiles	331	472	524
Gasoline Stations	127	216	353
Apparel	119	144	184
Furniture	96	106	127
Eat-Drink Places	171	255	383
Drugs	69	96	133
TOTAL	2,018	2,802	3,853

CENTRAL FALLS

See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Bonanza; Greyhound.
Motor Freight Carriers-15.
Airlines-Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259; Loc. Est. 28,275
CZ-ABC: (70) 63,852; (82) 40,300
RTZ-ABC: (70) 15,432; (82) 20,700
County 80 Cen. 81,383; Loc. Est. 80,162
City & RTZ-ABC: (70) 79,284; (82) 61,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,601; Loc. Est. 10,117
CZ-ABC: (70) 15,009; (82) 12,300
RTZ-ABC: (70) 4,655; (82) 7,300
County 80 Cen. 28,246; Loc. Est. 28,601
City & RTZ-ABC: (70) 19,664; (82) 19,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings	4	N.A.
Savings & Loan	2	N.A.
Credit Union	4	N.A.

6 - PASSENGER AUTOS: County 43,529

7 - ELECTRIC METERS: Residence 24,655

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Elect. Parts 400 emp.; U.S. Navy Depot 3,262 emp.; Electronics 3,400; Wire Fabrication 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave, Newport; Two Mile Corner; Middletown, & West Main Road, Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, A&P, Sears, Stop & Shop, Woolworths
Connell Plaza(14)	NA	J.C. Penney, Shop Rite
Zayre Plaza	NA	Radio Shack, Sherwin Willaims, Star Mkt., Zayre
Main Plaza(5)	NA	Almacs, K mart
Long Wharf Mall(15)	NA	

Principal Shopping Days-Dept. Sat., Fri.; Food Fri.
Stores Open Evenings-Department-Fri. Supermarkets-9 pm daily.

13 - RETAIL OUTLETS: Department Stores-Ley's Century; Sears; Cherry & Webb; Zayre; K mart; J.C. Penney.
Variety Stores-Newberry; Woolworth's; Charles Stores.
Discount Stores-Zayre; K mart; NHD.
Chain Drug Stores-Adams; CVS 2; Brooks/Adams 3.
Chain Supermarkets-A&P 2; Stop & Shop; Almacs 2; Star Mkt.; Big G; IGA 2.
Other Chain Stores-Goodyear; Peck & Peck; Endicott-Johnson Shoes; S&H Green Stamps; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's.

14 - NEWSPAPERS: NEWS (e) 15,831; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In ProvidenceWarwick-Pawtucket, RI-MA SMSA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: Railroads-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines-Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers-81.
Airlines-USAir; Eastern; TWA; United; Air New England; Pilgrim.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199; Loc. Est. 87,583
Pawtucket 80 Cen. 71,204; Loc. Est. 70,772
Central Falls 80 Cen. 16,995; Loc. Est. 16,811
CZ-ABC: (70) 95,700; (82) 80,100
RTZ-ABC: (70) 81,216; (82) 85,900
County 80 Cen. 571,349; Loc. Est. 577,984
SMSA 80 Cen. 919,216; Loc. Est. 926,821
City & RTZ-ABC: (70) 176,916; (82) 166,000

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,733; Loc. Est. 35,503
Pawtucket 80 Cen. 28,147; Loc. Est. 28,426
Central Falls 80 Cen. 6,586; Loc. Est. 7,077
CZ-ABC: (70) 33,176; (82) 32,600
RTZ-ABC: (70) 24,413; (82) 30,300
County 80 Cen. 209,698; Loc. Est. 218,701
SMSA 80 Cen. 315,394; Loc. Est. 342,068
City & RTZ-ABC: (70) 57,589; (82) 62,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 287,545; Pawtucket 36,026; Central Falls 7,074

7 - ELECTRIC METERS: Residence 45,838

8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Machinery 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St., in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Kings, Star Mkt.
Womponoag(24)	3	Almacs Mkt.
Shopperstown(11)	3	Zayre's, Star Mkt.
Cumberland Plz(12)	6	Almac's Mkt.
Lincoln Center	5	Nayco
Seekonk	5	K mart, Valueland
Central Plaza	3	Food Mart
Walnut Hill(26)	15	Sears
Mineral Spring(9)	NA	Almac's Mkt.
Woonsocket Plaza(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Woolco, Almacs Mkt.

Principal Shopping Days-Tues., Thurs., Fri., & Sat.
Stores Open Evenings-Thu., Fri.; Shopping Centers & discount stores every evening.

13 - RETAIL OUTLETS: Department Stores-Peerless; Sears; Apex; Outlet.
Discount Stores-Zayre; Ann & Hope; Woolco; K mart; Kings; Caldor.
Variety Stores-Nayco; CVS; Ben Franklin.
Chain Drug Stores-Adams 7; Ann & Hope Pharmacy 2; CVS 6; Brooks; Granite Drug; Douglas Drug 4; Rite Aid.
Chain Supermarkets-Almacs 7; Stop & Shop 2; Star Mkts. 4; Cumberland Farms Dairy; I.G.A.; Food Mart; Valueland.
Other Chain Stores-Western Auto; Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Peerless; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond National; The Fair; Bennys; Zales; Grossman's; Hickory Farms.

14 - NEWSPAPERS: TIMES (e) 27,224; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William K. McCarthy, Adv. Mgr., TIMES, 23 Exchange St., Pawtucket, RI 02862; Tel. (401) 722-4000.
National Representative: Landon Associates.

PROVIDENCE

1 - LOCATION: Providence County. (In Providence-Warwick-Pawtucket, RI-MA SMSA). E&P Map D-3. State Capital and County Seat. Industrial, wholesale and educational center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 95, 295 and 44; Hwys. 2, 3, 14, 117, 122, 5, 102, 101 and 146.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.
Intercity Bus Lines-R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines-Greyhound; Bonanza; Providence-Hartford-Norwich Line.
Airlines-Air Florida; Altair; Eastern; Ransome; United; USAir; Astec.

3 - POPULATION:
Corp. City 80 Cen. 156,804; Loc. Est. 153,686
CZ-ABC: (70) 510,306; (82) 500,000
RTZ-ABC: (70) 571,308; (82) 595,200
County 80 Cen. 571,349; Loc. Est. 577,984
SMSA 80 Cen. 919,216; Loc. Est. 926,821
City & RTZ-ABC: (70) 1,081,614; (82) 1,095,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,157; Loc. Est. 63,598
CZ-ABC: (70) 163,109; (82) 185,500
RTZ-ABC: (70) 175,771; (82) 217,400
County 80 Cen. 209,698; Loc. Est. 218,701
SMSA 80 Cen. 315,394; Loc. Est. 342,068
City & RTZ-ABC: (70) 338,880; (82) 402,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$2,768,627,416
Savings	6	$1,838,738,557

6 - PASSENGER AUTOS: Providence 65,187; County 287,545

7 - ELECTRIC METERS: Residence 62,493

8 - GAS METERS: Residence 49,575

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Metal & Machinery 33,500 ($274); Textiles 11,300 ($233); Jewelry & Silver 22,000 ($202); Rubber & Plastics 6,300 ($262); Food & Beverage 2,900 ($251); Printing & Publishing 5,800 ($303).
Principal Industrial Pay Days-Fri., Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Center-Area bounded by Washington St., Exchange Place, Exchange St., Weybosset St. and Empire.
Neighborhood Shopping Centers-Olneyville Sq.; Wayland Sq.; Federal Hill; 2 mi. on N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ann & Hope(3) (Cumberland)	6	Ann & Hope, Stop & Shop
Ann & Hope(3) (Seekonk)	8	Ann & Hope, Stop & Shop
Ann & Hope(3) (Warwick)	8	Ann & Hope
Apple Valley Mall(12)	10	CVS, Almacs
Barrington(22)	8	Cherry & Webb, Almacs
East Greenwich	12	Silverman's, Almacs
Gansett(15)	5	King's, Star, Save Rite
Garden City(60)	5	Donnelly's, Almacs, Child World, Woolworth
Governor Frances(18)	6	Save Rite, IGA, Adams
K mart (Johnston)	3	K mart
K mart (Seekonk)	5	K mart
K mart (Swansea)	10	K mart
K mart (Warwick)	8	K mart
Lincoln Mall(70)	7	Cherry & Webb, Peerless, Almacs, Woolco, Donnelly's
Midland Mall(76)	8	Sears, Cherry & Webb, G. Fox
Olneyville	1	Atlantic Thrift, Star
Pawtucket	4	Outlet, Peerless
Swansea Mall(50)	10	Edgars, Cherry & Webb, Sears, Caldor
Shopperstown(12)	3	Zayre, Stop & Shop
Walnut Hill(26) Plaza(26)	13	Sears, McCarthy's, Stop & Shop
Wampanoag Mall(24)	3	Woolco, Almac's, Cherry & Webb
Warwick Mall(52)	8	Filene's, Jordan Marsh Outlet, J.C. Penney, Peerless, Kennedy's, Woolworths
Wayland Sq.(19)	2	Gladdings, Weybosset
Westgate(13)	5	King's, Almac's
Providence Plz(8)	NA	Zayre
Resevoir Plaza(7)	NA	Stop & Shop
University Hts.(19)	NA	Star Mkt.

Principal Shopping Days-Department Stores-Sat., Tues., Thurs. Food-Thurs., Fri., Sat.
Stores Open Evenings-Department StoresMon. & Thurs. Food-Mon. thru Sat.

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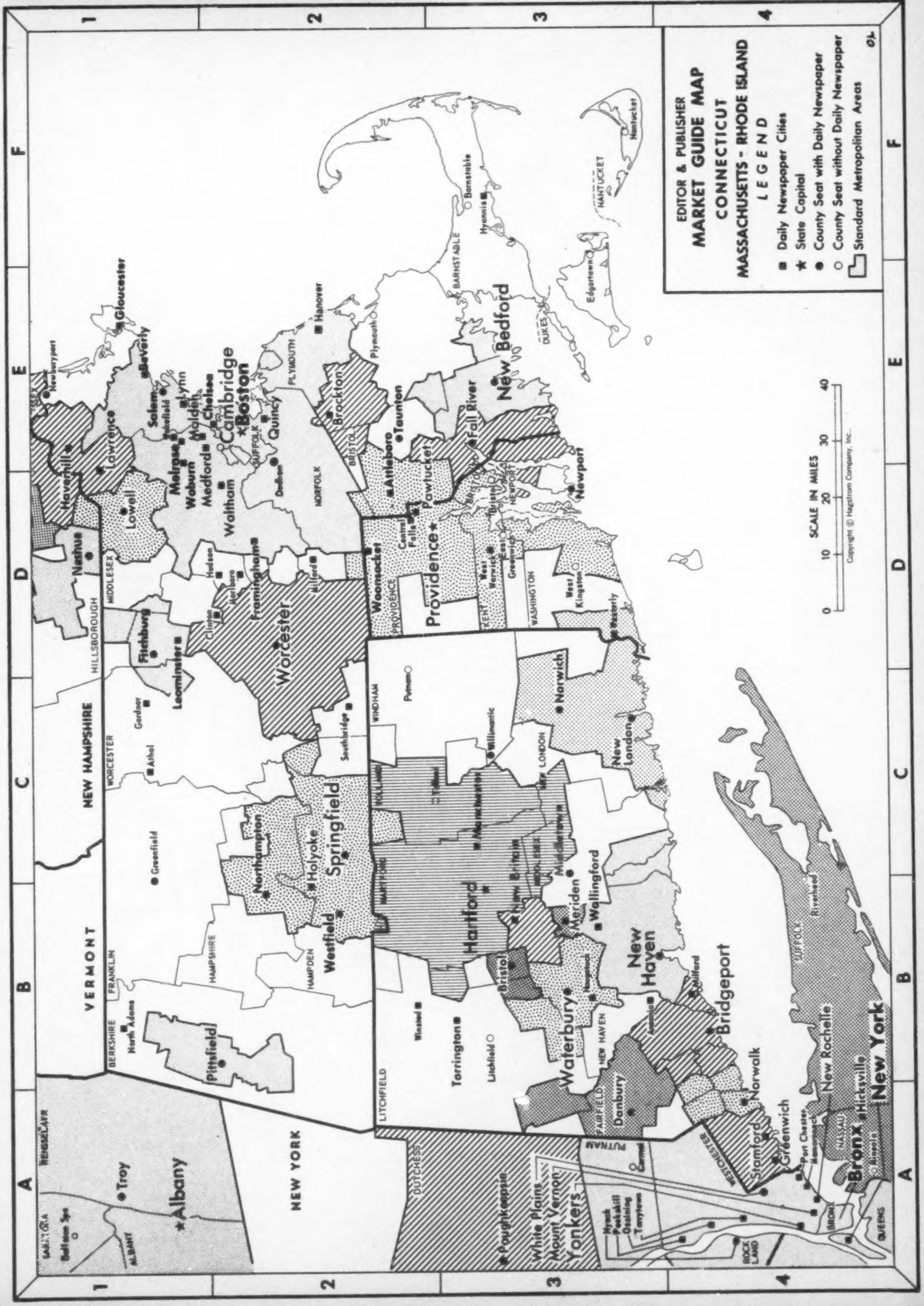

EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper
- ▨ Standard Metropolitan Areas

SCALE IN MILES 0 10 20 30 40

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A
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E
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VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Poughkeepsie
White Plains
Mount Vernon
Yonkers
Pittsfield
North Adams
Greenfield
Westfield
Springfield
Holyoke
Northampton
Athol
Gardner
Fitchburg
Leominster
Worcester
Framingham
Southbridge
Nashua
Lowell
Haverhill
Lawrence
Newburyport
Gloucester
Beverly
Salem
Lynn
Melrose
Malden
Medford
Woburn
Waltham
Cambridge
Boston
Chelsea
Quincy
Dedham
Brockton
Hanover
Plymouth
Taunton
Attleboro
Woonsocket
Central Falls
Pawtucket
Providence
Fall River
New Bedford
Newport
West Warwick
Westerly
West Kingston
Barnstable
Hyannis
Edgartown
Nantucket
Hartford
New Britain
Bristol
Torrington
Winsted
Litchfield
Waterbury
Meriden
Wallingford
Middletown
Manchester
Willimantic
Putnam
Norwich
New London
New Haven
Bridgeport
Danbury
Norwalk
Stamford
Greenwich
New Rochelle
Bronx
Hicksville
New York

13 - RETAIL OUTLETS: Department Stores-Outlet 6; Sears 4; Jordan Marsh; Filene's; J.C. Penney; G. Fox.
Discount Stores-Ann & Hope 3; Apex 2; Edgars; K mart 4; King's 3; Murray's 2; Woolco 2; Zayre 9.
Leading Apparel Stores-Cherry & Webb; Peerless; Casual Corner; Briggs Ltd.; Donnelly's.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Adams 42; CVS 31; Douglas 8.
Chain Supermarkets-A&P 4; Almacs 30; Edwards; Food City; Food Mart 6; IGA Foodliners 14; Mass Food; Ruggeri's 2; Star 12; Stop & Shop 9; Valueland 7; Wonder Food.
Other Chain Stores-Clothing: Anderson Little, Harvey Ltd., Squire Shop, Dino's, Briggs Ltd., Lane Bryant, Wallachs, Helen Oleuson, Weathervane, Marshall's, Casual Corner, Cherry & Webb, Chess King, Donnelly's, Hillhouse Ltd., Kennedy's, Peerless; Shoes: Baker's, Florsheim, Kay's Newport, Kinney's, Regal, Thom McAn; Hosiery: Albert, Park Lane; Auto Supplies: Benny's, Shaset's, Midas, Western Auto, Sears; Restaurants: Dunkin Donuts, Holiday Inn, Biltmore Hotel, Marriott Inn; Howard Johnson, Valle's; Milk: Hood, Cumberland Farms, Newport Creamery, Dairy Mart; Furniture: Castro Convertible, Singer; Dance Studios: Arthur Murray; Candy: Fanny Farmer, Russell Stover.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 82,182; BULLETIN (e-mon to fri) 137,258; (sat) 219,440; (S) 238,908; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Mgr. Gen. Adv., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7000.
National Representative: CWO&O.

WEST WARWICK

1 - LOCATION: Kent County (In ProvidenceWarwick-Pawtucket, RI-MA-SMSA). E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: Railroads-Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026; Loc. Est. 27,415
SMSA 80 Cen. 919,216; Loc. Est. 926,821
County 80 Cen. 154,163; Loc. Est. 155,393

4 - HOUSEHOLDS:
Town 80 Cen. 9,936; Loc. Est. 10,389
County 80 Cen. 54,137; Loc. Est. 56,318
SMSA 80 Cen. 315,394; Loc. Est. 342,068

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 14,933; County 90,834

7 - ELECTRIC METERS: Residence 6,227

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles; Book Cloth; Textile Ptg.; Lace; Underwear.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	A&P
Midland Mall(76)	NA	Sears, G. Fox, Zales
Warwick Mall(52)	NA	Jordan, J.C. Penney

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Seena's; J.B. Archaembault; Filenes; Jordan Marsh; J.C. Penney.
Variety Store-J.J. Newberry.
Discount Stores-Ann-Hope Factory Outlet; Apex; Warwick Shoppers World; Pontiac Mills Outlet.
Chain Drug Stores-Adams; Whelan; Walgreen; Davis Cut Rate; CVS.
Chain Supermarkets-First National 3; Stop & Shop; Big G 2; Almacs 2; Valueland; Jerry's Supermarket 3.

14 - NEWSPAPERS: PAWTUXET VALLEY TIMES (e) 10,014; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., PAWTUXET VALLEY TIMES, 1353 Main St., W. Warwick, RI 02893; Tel. (401) 821-7400.
National Representative: Landon Associates.

WESTERLY

1 - LOCATION: Washington County (In New London-Norwich, CT-RI-SMSA). E&P Map D-3. On R.I.-Conn. line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines-R.I. Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,850; Loc. Est. 18,962
CZ-ABC: (70) 24,521; (82) 26,700
RTZ-ABC: (70) 51,529; (82) 70,500
County 80 Cen. 93,317; Loc. Est. 96,061
SMSA 80 Cen. 248,554; Loc. Est. 239,193
City & RTZ-ABC: (70) 76,050; (82) 97,200

4 - HOUSEHOLDS:
City 80 Cen. 6,599; Loc. Est. 6,580
CZ-ABC: (70) 7,691; (82) 9,700
RTZ-ABC: (70) 15,120; (82) 24,200
County 80 Cen. 31,081; Loc. Est. 33,024
SMSA 80 Cen. 85,710; Loc. Est. 84,449
City & RTZ-ABC: (70) 22,811; (82) 33,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: Town 11,429; County 52,961

7 - ELECTRIC METERS: Residence 11,497

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chemical Specialties; Mayonnaise Prod.; Printing Press Mfrs.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Machy.; Plastic Moldings; Electric Batteries; Plastic Extrusion Machinery.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Centers-7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Plaza(14)	NA	Almac Mkt., Penney
Granite Plaza	NA	Sunrise Market
Granite Street(18)	NA	Walgreen
Main Street(15)	NA	E-Z Package Store

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri. Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; Some markets until midnight.

13 - RETAIL OUTLETS: Department Stores McCormick's; Sears (Catalog); Montgomery Ward (catalog); Reid & Hughes; J.C. Penney.
Discount Stores-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall); Granite Walgreen; Adams Mall Drug 2.
Chain Supermarkets-A&P 2; Super Finast; Almac's; Universal 4; Gentile's; Big M; IGA; Sunrise; Cumberland Farms 2; Scott's.

14 - NEWSPAPERS: SUN (e-mon to fri) 11,123; (S) 11,196; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791.
National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Providence-Warwick-Pawtucket, RI-MA SMSA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, Mass. and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

2 - TRANSPORTATION: Railroads-Conrail; P&W.
Motor Freight Carriers-18.
Intercity Bus Lines-Grey Line ABC; R.I. Public Transit Authority.
Airlines-Eastern; United; USAir; Pilgrim; Ransome; Air Florida; Altair (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914; Loc. Est. 46,350
CZ-ABC: (70) 71,595; (82) 70,800
RTZ-ABC: (70) 93,143; (82) 104,700
County 80 Cen. 571,349; Loc. Est. 577,984
SMSA 80 Cen. 919,216; Loc. Est. 926,821
City & RTZ-ABC: (70) 164,738; (82) 175,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,328; Loc. Est. 17,802
CZ-ABC: (70) 23,128; (82) 26,800
RTZ-ABC: (70) 25,463; (82) 33,800
County 80 Cen. 209,698; Loc. Est. 218,701
SMSA 80 Cen. 315,394; Loc. Est. 342,068
City & RTZ-ABC: (70) 48,591; (82) 60,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	NA	$323,374,860

6 - PASSENGER AUTOS: City 21,377; County 287,545

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 11,073

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 1,274 ($233); Metal and Machine Tools 1,017 ($297); Plastics 2,192 ($238); Apparel 1,190 ($211); Electronics 1,058 ($237); Electrical 695 ($237); Misc. 2,700 ($250).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Social Corner; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Square(6)	2	Almacs, Star Mkt., Kings
Walnut Hill Plaza(26)	2	Sears, McCarthy's, Woolworth
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World
Bellingham	1	Zayre, Almacs
Social Corner	1	Social Dept. Store
Slatersville Plaza(15)	4	Eddies Mkt., Williams 5&10, Western Auto
Lincoln Mall(65)	4	Outlet Co., Woolco

Principal Shopping Days-Dept. Stores Thurs., Fri., Sat. Food Stores Thurs., Fri., Sat.
Stores Open Evenings-All on Thu., Sun. 12-5; Dept. Tue., Thurs.; Food Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-McCarthy's Dry Goods; Social Dept. Store; Sears; Outlet; Woolco; Caldor.
Discount Stores-Rathbun Factory Outlet; King's 2; National Hardgoods Dist 2; Zayre; Save Rite.
Variety Store-Woolworth.
Chain Drug Stores-CVS 5; Adams/ Brooks 6.
Chain Supermarkets-Almac's 6; Star Market 2.
Other Chain Stores-Firestone; Benny's; Goodyear Tire Store; Grossman's; S&H Green Stamps; Radio Shack 3; Child World; Western Auto.

14 - NEWSPAPERS: CALL (e) 31,573; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harold R. Belknap, Adv. Mgr., CALL, 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
National Representative: Landon Associates.

SOUTH CAROLINA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, Ga.-S.C.-Columbia and Richmond Counties, Ga.; Aiken County, S.C.
Charleston-North Charleston-Berkeley, Charleston and Dorchester Counties.
Columbia-Lexington and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville and Spartanburg Counties.
Rock Hill-York County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	236	238	249
5-14 Years	552	520	544
15-24 Years	519	629	658
25-44 Years	607	867	907
45-64 Years	487	578	605
65 and Over	190	287	300
TOTAL	2,591	3,119	3,263

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	363	536	736
General Mdse	640	989	1,491
Food	1,199	2,022	3,477
Automobiles	1,115	1,766	2,299
Gasoline Stations	427	722	1,379
Apparel	273	414	620
Furniture	265	368	519
Eat-Drink Places	292	587	1,031
Drugs	160	264	430
TOTAL	5,174	8,350	13,226

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC SMSA). E&P Map B-3. 17 1/2 mi NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. 1, 78; State 19, 215, 126.

2 - TRANSPORTATION: Railroads-Southern; Seaboard; Ga. & Fla.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Trailways; Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978; Loc. Est. 15,524
SMSA 80 Cen. 327,372; Loc. Est. 348,629
County 80 Cen. 105,625; Loc. Est. 110,516
Demographic Information available from Aiken Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 5,757; Loc. Est. 6,060
County 80 Cen. 36,456; Loc. Est. 39,413
SMSA 80 Cen. 108,791; Loc. Est. 119,472

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$139,581,790
Savings & Loan	2	$169,081,506

6 - PASSENGER AUTOS: County 54,535

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles & Fabrics 10,443; Clay Pdts. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Pdts. 625; Food 100; Metal Fabrication 138; Motor Protectors & Therm. 650; Construction 1,860; Printing & Publishing 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14. Last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING:Neighborhood Shopping Centers Graniteville; Midland; Rich Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(3)	NA	K mart, Bi-Lo
Kalmia Plaza(45)	NA	Belk's, Winn-Dixie
Mitchell(10)	NA	Wal-Mart
N. Augusta Plaza(25)	NA	Belk's, Rose's, Kroger
Heritage Sq.(35)	NA	Big Star, Revco, Winn-Dixie

Principal Shopping Days-Thu., Fri., Sat.
Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: Department Stores-White's Store; Belk's; B. C. Moore; Julia's; Rose's.
Variety Store-McCrory's.
Chain Drug Stores-Aiken 2; Revco 3; Eckerd's.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Winn-Dixie 2; Red & White; Piggly Wiggly 2; Bi-Lo.; Kroger; Food Town.
Other Chain Stores-Moore; Goodyear; Western Auto; Goodrich; Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 12,666; sworn March 31, 1982.
Local Contact for Advertising and Merchandising Data: A. B. Cubbedge, Adv. Dir., STANDARD, PO Box 456, Aiken, SC 29801; Tel. (803) 648-2311.
National Representative: CWO&O.

ANDERSON

1 - LOCATION: Anderson County (SMSA). E&P Map A-2, County Seat. Industrial Center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76 and 178; I-85; State Hwys. 28, 81, 24 and 243.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,313; Loc. Est. 26,148
County/SMSA 80 Cen. 133,235; Loc. Est. 135,182
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,308; Loc. Est. 9,817
County/SMSA 80 Cen. 46,944; Loc. Est. 49,140

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	9	$242,284,000
Savings & Loan	6	$311,511,000

6 - PASSENGER AUTOS: County 69,780

7 - ELECTRIC METERS: Residence 26,542

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($221); Fiberglass; Motor Prod.; Metal Working; Plastics; Fertilizer; Rubber Products; Apparel 21,500; 55,130 persons employed in County.
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anderson Mall(38)	NA	Penney, Meyers-Arnold
Belvedere Plaza(21)	NA	Self's, Bi-Lo, Rhodes,
Camp(5)	NA	Professional Phcy.
Hanks(6)	NA	Hanks Jewelry, Wal-Mart
Lakeside Sq.(5)	NA	Bi-Lo, Winn-Dixie, Piece Goods Shop
Lyons Center(5)	NA	Dillard Marine & Sport
Market Place(10)	NA	Winn-Dixie, Cosmo, Spa
Pruitt (17)	NA	Sullivan Hdwe., Rexall
Watson Village	NA	White-Jones, Winn-Dixie, Sterchis, Ingles, Pic 'N Pay
Windsor Plaza	NA	Revco, Winn-Dixie
New South	NA	Revco, Sky City, A&P
East Point(3)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.; Downtown & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Gallant-Belk; Sears Roebuck; Les Williams; Meyers/Arnold; Penney; K mart; Sky City; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco 5; Bi-Lo; Eckerd's 2.
Chain Supermarkets-A&P 2; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3.
Other Chain Stores-Kimbrell's Furniture; Maxwell Furn; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry: Kingoff's; Jewel Box; Pic N Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music; John B. Lee.

14 - NEWSPAPERS: INDEPENDENT-MAIL (all day-mon to fri) 45,320; (S) 44,785; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Travis O. Rockey, Adv. Dir., INPEPENDENT AND MAIL, PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321.
National Representatives: Branham/Newspaper Sales; Harte-Hanks.

BEAUFORT

1 - LOCATION: Beaufort County, E&P Map C-4. Diversified Farming; Garment mfg.; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,634; Loc. Est. 8,194
CZ-ABC: (70) 22,382; (82) 23,900
RTZ-ABC: (70) 33,914; (82) 50,300
County 80 Cen. 65,364; Loc. Est. 67,345
City & RTZ-ABC: (70) 56,296; (82) 74,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,245; Loc. Est. 2,548
CZ-ABC: (70) 5,977; (82) 7,300
RTZ-ABC: (70) 7,450; (82) 13,400
County 80 Cen. 20,112; Loc. Est. 21,386
City & RTZ-ABC: (70) 13,427; (82) 20,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 28,739

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Garment Mfg.; Lumber Milling; Military.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaufort Plaza(10)	NA	Roses, Eckerd
Laurel Bay(3)	NA	
Royal Oaks(6)	NA	A&P, Mack's 5&10, Revco
Ribaut Center(5)	NA	K mart

13 - RETAIL OUTLETS: Chain Department Stores-K mart; Rose's.
Chain Drug Stores-Eckerd's; Revco.
Chain Supermarkets-A&P; Winn-Dixie.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 7,834; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Heath, Pub., GAZETTE, PO Box 399, Beaufort, SC 29902; Tel. (803) 524-3183.
National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Kershaw County E&P Map C-2, County Seat. Manufacturing and agricultural. NE portion of state. I-20, U.S. Hwy. 9.

2 - TRANSPORTATION: Railroads-Seaboard Coastline & Southern Railway System.
Motor Freight Carriers-25.
Airlines-Delta, Eastern, Piedmont, Southern at Columbia Metropolitan Airport (38 miles). Local Woodward Field.

3 - POPULATION:
Corp. City 80 Cen. 7,462; Loc. Est. 7,330
County 80 Cen. 39,015; Loc. Est. 40,935

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,830; Loc. Est. 2,687
County 80 Cen. 13,131; Loc. Est. 14,208

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$92,143,000
Commercial	5	$3,015,790,122

6 - PASSENGER AUTOS: County 19,935

7 - ELECTRIC METERS: Residence 3,655

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Chemical Prod. 3,500; Kendall Bethune Plant 686; Camden Manufacturing 45; Bethune Manufacturing 103; Kendall Company 235; Skyline Manufacturing 800; B.F. Goodrich 315; Mosquito Repellant 50; Metal 22; Lumber 100; Textiles 560.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-95; Fall 40-70; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Camden Plaza on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burndale(15)	NA	Piggly Wiggly
Camden Plz.(4)	NA	Revco, Family Dollar
N. Towne Sq.(12)	NA	Food Town, Revco
Wateree Plz.(12)	NA	Farmer Don's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Belks, open till 9 on Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk's; B.C. Moore.
Discount Stores-Wal-Mart; Roses.
Variety Stores-Family Dollar; P.H. Rose's; Super Dollar; United Store.
Chain Drug Stores-Revco; Scotties; Walgreen.
Chain Supermarkets: Bi-Lo; Piggly Wiggly; Winn-Dixie; IGA; Food Town.
Other Chain Stores-Firestone; Goodyear; Diana Shop; Cato's.

14 - NEWSPAPERS: CHRONICLE-INDEPENDENT (e-mon to fri) 5,306; sworn Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael Mischner, Adv. Mgr., CHRONICLE-INDEPENDENT, 1115 Broad St., Camden, SC 29020; Tel. (803) 432-6157.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston-North Charleston SMSA). E&P Map C-3. Center of S.C.'s sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base. County Seat.

2 - TRANSPORTATION: Railroads-Southern, Seaboard Coast Line.
Motor Freight Carriers-68.
Airlines-Delta; Eastern; Piedmont; Dolphin; Altair.

3 - POPULATION:
Corp. City 80 Cen. 69,510; Loc. Est. 70,280
CZ-ABC: (70) 259,354; (82) 314,900
RTZ-ABC: (70) 367,034; (82) 505,500
County 80 Cen. 277,308; Loc. Est. 323,500
SMSA 80 Cen. 430,301; Loc. Est. 440,584
City & RTZ-ABC: (70) 626,388; (82) 820,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,267; Loc. Est. 25,247
CZ-ABC: (70) 71,780; (82) 101,900
RTZ-ABC: (70) 96,031; (82) 155,500
County 80 Cen. 90,717; Loc. Est. 94,384
SMSA 80 Cen. 137,875; Loc. Est. 145,403
City & RTZ-ABC: (70) 167,811; (82) 257,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 125,799

7 - ELECTRIC METERS: Residence 99,125

8 - GAS METERS: Residence 51,861

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Construction 11,750; Durable Goods 11,040; Lumber and Wood prod. 1,650; Stone & Glass 1,950; Machines, exc, elect. 3,500; Nondurable Goods 9,930; Apparel 1,800; Food 1,020; Paper & Allied Products 1,850; Chemicals 2,300; Trans., comm. & P.U. 8,810; Wholesale and retail trade 32,460; Fin., Ins. & Real Estate 6,250; Services 42,010; Government 27,840; Total All Industries 150,130.
Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft; not fluroidated.

12 - RETAILING:Principal downtown shopping area 13 blocks on King St. from Cannon to Market Sts., with Shops and Stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Sq.(25)	35	TG&Y
Shannon Pk.	21	Bilo, Eckerd's
North 52 Sq.(14)	20	Bilo, Revco
Yeaman's Hall Plaza(18)	15	Piggly Wiggly
King's Plz.(9)	0	Revco, Piggly Wiggly
Ashley Plz.(40)	9	Revco, Condon's, Woolco
Citadel(76)	8	Thalhimer's, Sears, Belk
Cross Creek(15)	3	Harris Teeter, Treasury Drug
Folly Rd.(25)	5	Red & White
Harborview(13)	5	Winn Dixie, Harris-Ligget Rexall Drugs
James Is.(16)	3	Piggly Wiggly
Meyer Pk.(8)	4	Red & White
Northbridge(5)	5	Piggly Wiggly, Harris Teeter
Shoppers Port(11)	6	Bilo, Revco
St. Andrews(10)	4	Rite Aid, Winn-Dixie, Kerrison's
So. Windermere(44)	3	Belk, Piggly Wiggly
Village Sq.(11)	4	Western Auto, Loehmann
Wespanee(13)	7	EZ Supermarket
Westwood Plz.(15)	4	Eckerd's, Handy City, Marshall's
Center Oak(5)	5	Harris Teeter, Revco
E. Cooper Plz.(10)	6	Piggly Wiggly, Treasury Drugs
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Western Auto, Eckerd's, Piggly Wiggly
Patriot's Pt.	4	Kroger
Brentwood Plaza(13)	7	Bi-Lo, Revco, Piggly Wiggly
Charleston Heights(11)	8	Piggly Wiggly
Evanston Plz.(26)	10	Doscher's, Ace Hdwe.
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite Sq.(26)	10	J.L. Goldberg, Walton's
N. Charleston(18)	4	T.J. Maxx, Handy City, Eckerd's
Northwood's Mall(73)	16	Belk's, Sears, Kerrisons
Oakridge Plz(25)	12	Winn Dixie, TG&Y
Pinehaven(19)	7	Winn-Dixie, Western Auto
Bi-Lo(10)	35	Bi-Lo, Revco, Sky-City
Heritage Sq.(13)	30	Big Star, Revco, K mart
Oakbrook(13)	30	Piggly Wiggly, Treasury Drugs
Palmetto Plz.(18)	25	Simmon's Appliance
Summerville Plz.(15)	30	Wal-Mart

Principal Shopping Days-Department: Mon., Wed., Fri., Sat. Food: Thurs., Fri., Sat.
Stores Open Evenings-Food, Dept. & Discount

13 - RETAIL OUTLETS: Department Stores-Condon's; Kerrisons; Belk; J. C. Penney; Sears Roebuck; Shahid's; Montgomery Ward; Woolco, K mart; Nichols; Thalhimer's.
Discount Stores-Sam Solomon; TG&Y; Woolco; K mart; Wallmart; T.J. Maxx; Marshall's; Rolane's; Loehmann's.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-Eckerd's; Scotties; Rite-Aid; Harris Drugs; Medicine Shoppes; Revco; Treasury; K mart Pharmacies.
Chain Supermarkets-Winn-Dixie 7; Red & White 13; Piggly Wiggly 20; Bi-Lo 9; Doschers 14; Harris Teeter 4; Kroger 6; Food Town 2.
Other Chain Stores-Women's Apparel: Mangel, Kaybee, Diana, My Shop; Men's: Fines, Waltons; Shoes: Hanover, Thom McAn, Butler, Marilyn Slipper, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Aliens, Western Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin-Williams, Wickes, S&H Green Stamps, Lafayette Radio, Russell Stover, Top Value Stamps, Lerner Shops, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Majic Market, Pantry.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 68,785; POST (e-mon to fri) 38,600; (m-sat) 98,317; (S) 104,232; Mar. 31, 1982 ABC.
Local Contact for Advertising Data: D.G. Diasourakis, Gen. Adv. Mgr., POST and NEWS & COURIER, 134 Columbus St., Charleston, SC 29402; Tel. (803) 577-7111.
National Representative: CWO&O.

COLUMBIA

1 - LOCATION: Richland County (SMSA). E&P Map B-2, County Seat. State Capital and Largest City in State. Mfg. textiles, concrete, pipe & beams, fertilizer, lumber, dairying, cotton and misc. smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW, 96 mi.; Greenville NW, 107 mi.; Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. 1, 21, 76, 176, 321; I-20; I-26 and 378. State Hwys. 12, 48, 215, 555, 602, 262.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Columbia; Newberry & Laurens.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Eastern; Sunbird; charter firms.

3 - POPULATION:
Corp. City 80 Cen. 99,296; Loc. Est. 93,785

The Community Information Center In
Anderson, South Carolina.

Anderson Independent-Mail

A Harte-Hanks NEWSPAPER

BEST AVAILABLE COPY

CZ-ABC: (70) 249,378; (82) 303,300
RTZ-ABC: (70) 470,069; (82) 571,800
County 80 Cen. 267,823; Loc. Est. 271,605
SMSA 80 Cen. 408,176; Loc. Est. 416,646
City & RTZ-ABC (70) 719,447; (82) 875,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,422; Loc. Est. 29,366
CZ-ABC: (70) 65,987; (82) 95,000
RTZ-ABC: (70) 128,550; (82) 183,400
County 80 Cen. 85,447; Loc. Est. 89,186
SMSA 80 Cen. 133,064; Loc. Est. 139,940
City & RTZ-ABC: (70) 194,537; (82) 278,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 126,821

7 - ELECTRIC METERS: County Residence 82,354

8 - GAS METERS: County Residence 49,426

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 28,100; Trade 37,900; Transp. & Util. 9,600; Finance, Ins. & Real Est. 14,200; Const 8,000; Services & Gov't 52,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 53-98; Fall 16-91; Winter 14-80. First killing frost, Nov. 21. Last killing frost Mar. 31.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points	2	Eckerd's, Winn-Dixie, Dodd's
Rosewood(24)	3	Dodd's, Bits 'N Pieces
Forest Lake	4	Giant Food World
Trenholm Plaza(31)	4	Ligget-Rexall, A&P, Piggly Wiggly, Rose's
Richland Mall(28)	3	J.B. White's, Winn-Dixie, Eckerd's, Big Star
Cedar Terrace	5	Dodd's, Piggly Wiggly
Landmark Square(8)	6	Winn-Dixie, Treasury Drugs, Cloth World
Decker Plaza(25)	5	Sentry Drug, Giant Food World
Decker Village	5	Food Town, Eckerd's
Midlands(23)	4	Food Town, Giant Food, Western Auto
Columbia East	6	Bi-Lo Foods, Family Dollar, K mart, Revco
Northway Plaza	5	A&P, Cloth World, Emory
Northside Plaza(10)	6	Giant Food, Sentry Drug, United, Radio Shack, Pic 'N Pay
Beltline Village	6	Otasco, Bi-Lo Foods, Pic 'N Pay, Family Dollar
Sunset & River Dr	4	Piggly-Wiggly, Dodd's
Boozer(37)	7	Winn-Dixie, Western Auto, Key Distributors
Dutch Square(56)	7	A&P, J.B. White's, Eckerd's, Colonial
Seven Oaks(17)	7	Eckerd's, Big Star, Radio Shack
St. Andrews(10)	3	Treasury Drugs, J.C. Penney, Big M Foods
Widewater Sq.	7	Bi-Lo Foods, Revco, Pic 'N Pay
Whitehall(15)	9	Winn-Dixie, Dodd's
Parkland	2	Dodd's, Pic 'N Pay
Capitol Square	3	Bi-Lo Foods, Revco, Cloth World, Family Dollar
Intersection Center(31)	8	Sam Solomon, Robin's Menswear
Columbia Mall(140)	10	J.C. Penney, Sears, Rich's, Belk
Bush River Mall(39)	4	Richway, Kroger
Decker Mall(24)	6	Richway, Kroger
Woodhill Mall(40)	5	Richway
Woodberry Plaza	7	Winn-Dixie, White's Beauty Salon, Revco
Saluda Plaza	4	Piggly-Wiggly, Scottie
Boulevard Plaza	5	Betsy Haven
Sunset Plaza	NA	Winn-Dixie, Eckerd's
Lexington Sq.(11)	NA	Food Town, Eckerd's, Holly Farm Chicken
Enderwood Sq.	NA	Bi-Lo, Ski City, Revco

Principal Shopping Days-Department Stores-Mon., Tues., Fri., Sat., Food-Thurs., Fri., Sat.
Stores Open Evenings-Furniture close Wed aft., year round. Food open Fri. 'til 8:30. Discount stores: 9:00 P.M.

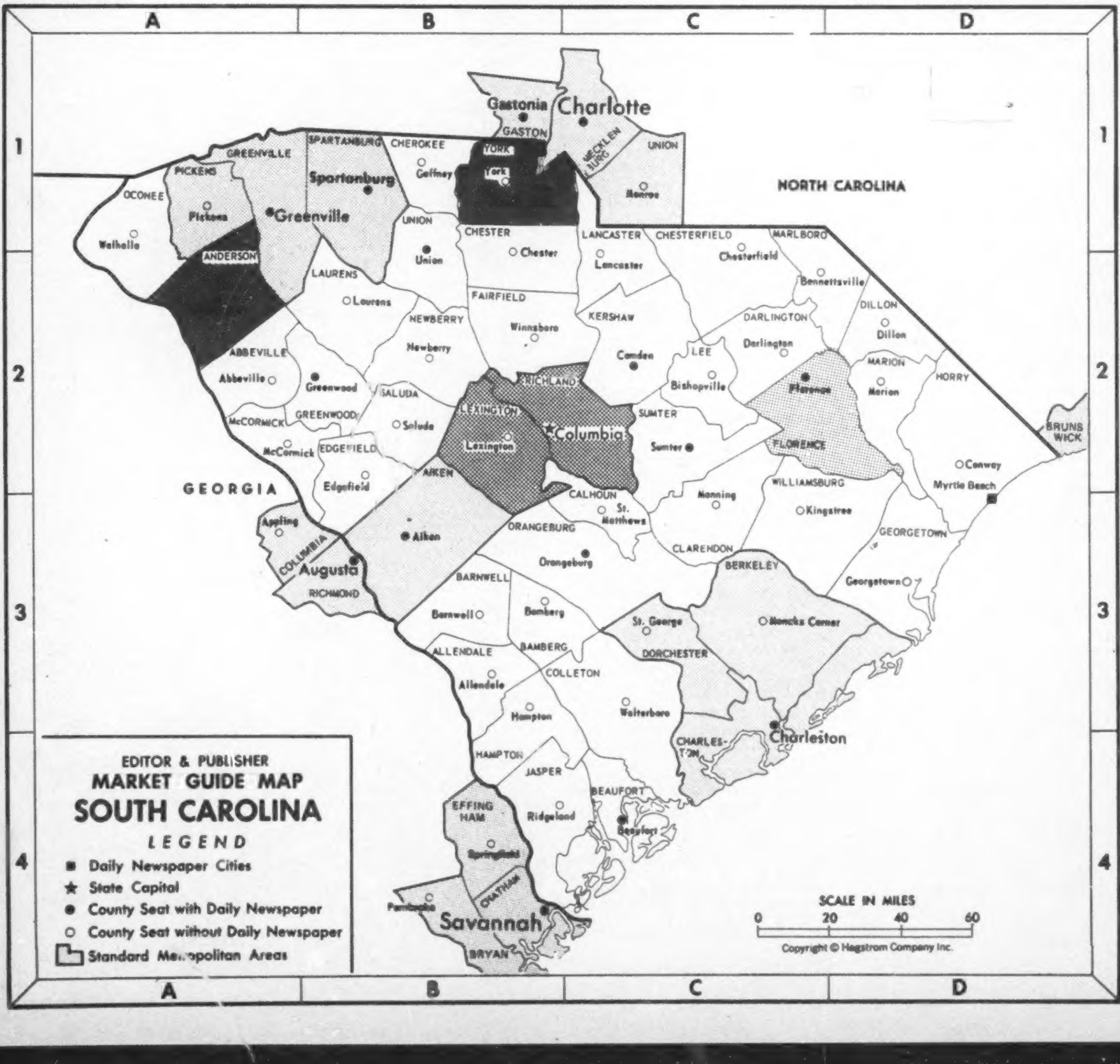
13 - RETAIL OUTLETS: Department Stores-James L. Tapp; Belk's, J.C. Penney; Sears Roebuck, J.B. White; Rich's; Howard's; Davidson's.
Discount Stores-K mart 4; Woolco 3; Lowe's 2; Wickes 2; White's Auto 2; Sam Solomon; Richway 3; Key Distributors.
Variety Stores-Kress; Silver's; Dodd's 8; Woolworth 3; United 2; Crest; Emery 2, Family Dollar 6; G & H; Warehouse World.
Chain Drug Stores-Eckerd's 10; Liggett-Rexall; Revco 4; Treasury 2.
Chain Supermarkets-A & P 4; Winn-Dixie 14; Piggly Wiggly 21; Red & White 2; I-N-S 30; Bi-Lo 6; IGA; Food Town 6; Harris Teeter 6; Kroger SavOn 4; Giant Food World 8; Family Mart 2.
Other Chain Stores-Women's Clothing: Mangel's, Lerners, Garber's, The Limited, Brook's Fashions, Size 5-7-9, Paul Harris, Stuarts, Body Shop, Ormond's, Foxmoor, Casual Corner, Susie's Casuals, The Ranch; Shoes: Butler's, Marilyn Slipper Shop, Thom McAn, Kinney's, Pic-N-Pay, Miles, Top Dollar Stores, Ford, Endicott Johnson, Father & Son, Hanover, Baker, Varman; Men's Clothing: National Shirt Shop, Silverman's, J. Riggins, Bill's London Transit, Fine's, Richmond Bros.; Jewelry: Friedman's 5, Litwin, D.P. Paul, Keepsakes, Osterman's; Auto Accessories: Otasco 2, Goodyear 5, Goodrich, Firestone 3, Miller Tire 2, Western Auto 6, Kenney 2, General Tires; Furniture: Haverty 2, Kimbrell's, Bridges 2, Maxwell Bros., Gilbert's, Rhodes, Jefferson, Furniture World; Others: S&H Green Stamps, Greenbak Stamp.

14 - NEWSPAPERS: STATE (m) 108,620; RECORD (e) 31,750; Comb. (m&e) 140,370; STATE (S) 136,195; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Holton Jr., Asst. Gen. Mgr/Adv. Dir., William H. Duncan, Gen'l. Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-8373.
National Representative: Story & Kelly-Smith.

FLORENCE

1 - LOCATION: Florence County (SMSA). E&P Map C-2, County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-32.


A
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NORTH CAROLINA
GEORGIA
Gastonia
Charlotte
GASTON
MECKLENBURG
UNION
Monroe
YORK
York
CHEROKEE
Gaffney
SPARTANBURG
Spartanburg
GREENVILLE
Greenville
PICKENS
Pickens
OCONEE
Walhalla
ANDERSON
UNION
Union
CHESTER
Chester
LANCASTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
Bennettsville
LAURENS
Laurens
FAIRFIELD
Winnsboro
KERSHAW
Camden
DARLINGTON
Darlington
DILLON
Dillon
NEWBERRY
Newberry
LEE
Bishopville
MARION
Marion
HORRY
ABBEVILLE
Abbeville
Greenwood
SALUDA
Saluda
RICHLAND
LEXINGTON
Lexington
Columbia
SUMTER
Sumter
Florence
FLORENCE
BRUNSWICK
McCORMICK
GREENWOOD
McCormick
EDGEFIELD
Edgefield
AIKEN
Aiken
CALHOUN
St. Matthews
Manning
WILLIAMSBURG
Kingstree
Conway
Myrtle Beach
Appling
COLUMBIA
Augusta
RICHMOND
ORANGEBURG
Orangeburg
CLARENDON
GEORGETOWN
Georgetown
BARNWELL
Barnwell
Bamberg
BERKELEY
Moncks Corner
St. George
ALLENDALE
BAMBERG
Allendale
DORCHESTER
COLLETON
Walterboro
Hampton
CHARLESTON
Charleston
HAMPTON
JASPER
BEAUFORT
Ridgeland
Beaufort
EFFINGHAM
Springfield
CHATHAM
Pembroke
Savannah
BRYAN
SCALE IN MILES
0
20
40
60
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EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

Intercity Bus Lines-Greyhound; Queen City Trailways; Pee Dee Coaches.
Airlines-Atlantis Airlines; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 30,062; Loc. Est. 30,413
CZ-ABC: (70) 39,535; (82) 48,000
RTZ-ABC: (70) 164,804; (82) 204,800
County/SMSA 80 Cen. 110,163; Loc. Est. 112,970
City & RTZ-ABC: (70) 204,339; (82) 252,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,370; Loc. Est. 10,439
CZ-ABC: (70) 11,862; (82) 16,600
RTZ-ABC: (70) 44,813; (82) 65,500
County/SMSA 80 Cen. 35,705; Loc. Est. 37,751
City & RTZ-ABC: (70) 56,675; (82) 82,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$280,653,000
Savings & Loan	3	$154,822,640

6 - PASSENGER AUTOS: County 50,181

7 - ELECTRIC METERS: Residence Est. 26,532

8 - GAS METERS: Residence Est. 5,529

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Woodworking 873; Textiles 1,809; Bakeries 361; Railroads 800; Bottling 273; Metal Fabrication 1,942; Dairies 170; Film Plant 680; Electronics 1,750; Utilities 782; Transportation 33; Paper Mill 425; Truck Motor Lines 341; Office Control Systems 50.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-16 blocks on 4 streets; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Florence Mall(55)	NA	Penney's, Coker's
Florence Plaza(2)	NA	Big K, Winn-Dixie
Hallmark Sq.(20)	NA	Bi-Lo Foods, Family Dollar, Sky City
Magnolia Mall(80)	NA	Belk, Sears
Palmetto(7)	NA	Big Star
South Park(9)	NA	Rose's, Winn-Dixie
Sweetbriar	NA	Giant Foods

Neighborhood Shopping Centers-1500 block, W. Palmetto; Marion Hwy.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Downtown-Fri.; Mall & K mart-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; J.C. Penney; Peebles; Tomlinson 2.
Variety Stores-S.H. Kress; Rose's; Wood's.
Discount Stores-Family Dollar; Tomlinson's; K mart; Rose's; Sky City; Alexander's; Wal-Mart.
Chain Drug Stores-Walgreen; Eckerd; Valu-rite; Revco.
Chain Supermarkets-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Big M; Giant Food; Food Town 2; Bi-Lo; IGA.
Other Chain Stores-Jewel Box; Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Florence Marilyn (Shoes); Sterchi's Furntiture; Eleanor Shop; Cash & Carry Outlet; Style Center; Wicks Bldg. Mat.; Cato's; Mecklenberg Furn.; 7-Eleven Mkts.; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerners; Brooks; Casual Corner; Ormands; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Singer Co.; Just Pants; B. Dalton Booksellers; LoveShop; American Seam; Reeds; Zales; Kay Jewelers; Mill Fabrics.

14 - NEWSPAPERS: NEWS (m) 32,967; (S) 34,005; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James B. Harris, Adv. Dir., NEWS, 141 S. Irby St., Florence, SC 29501; Tel. (803) 669-1771.
National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County, (In Greenville-Spartanburg SMSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center & regional shopping hub. On U.S. Hwys. 85, 26, 2, 29.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers-50.
Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.
Airlines-Eastern; Republic.

3 - POPULATION:
Corp. City 80 Cen. 58,242; Loc. Est. 55,718
CZ-ABC: (70) 177,432; (82) 214,800
RTZ-ABC: (70) 411,846; (82) 520,000
County 80 Cen. 287,913; Loc. Est. 292,053
SMSA 80 Cen. 568,758; Loc. Est. 583,094
City & RTZ-ABC: (70) 589,278; (82) 734,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,170; Loc. Est. 21,793
CZ-ABC: (70) 54,985; (82) 77,800
RTZ-ABC: (70) 125,873; (82) 186,500
County 80 Cen. 101,579; Loc. Est. 106,297
SMSA 80 Cen. 171,417; Loc. Est. 208,659
City & RTZ-ABC: (70) 180,858; (82) 264,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	11	$669,831,000
Savings & Loan	10	$824,425,000

6 - PASSENGER AUTOS: County 158,884

7 - ELECTRIC METERS: Greenville City 63,119

8 - GAS METERS: County 25,772

9 - PRINCIPAL INDUSTRIES: County (April 1981)Total Labor Force (County) 131,300; Wage earners (County) 123,520; Avg. Wkly Wage (SMSA) Total Mfg. ($232); Non-durable Goods ($226); Durable Goods ($250); Source: S.C. Emp. Security Commission, Market Data Division.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-78. First killing frost, Oct. 3. Last killing frost, April 7.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Mall(65)	6	Mont. Ward, J.B. White
McAlister Sq.(50)	3	Belk-Simpson, Ivey's, Meyers Arnold, Winn-Dixie
Haywood Mall(125)	5	Rich's, Penney's, Sears
Bell Tower Mall(36)	5	Woolco, Big K, Eckerd's
Greer Plaza(15)	12	Belk-Simpson, Eckerd's, Winn-Dixie
Wade Hampton(25)	2	Winn-Dixie, Eckerd's
University Sq.	NA	Winn-Dixie, Revco Drugs
Pleasantburg(30)	3	Western Auto, Belk Simpson, Eckerd's
Nichols	3	Bi-Lo
North Hills(17)	3	Winn-Dixie, Kuhn's-Big K, Rite-Aid
Westowne(5)	5	Kuhn's-Big K, Ingles, Whites Auto, Eckerd's
K mart	2	K mart(Mills Ave.)
K mart	5	K mart(Sulpher Spr.)
K mart	4	K mart
Mauldin Plaza(4)	8	K mart, Sky City, Bi-Lo

Principal Shopping Days-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat.
Stores Open Evenings-Mon., Thu., & Fri.; shopping centers 6 nights a week.

13 - RETAIL OUTLETS: Department Stores Belk-Simpson 5; Meyers-Arnold; J.C. Penney; Sears Roebuck; Ivey's; Welcome Family Shop; Montgomery Ward; Rich's; J.B. White.
Variety Stores-Cassell's; Kress; H.L. Green; United 3; Wilson's; Woolworth 2; Thompsons 2.
Discount Stores-K mart 4; Diskay Discount Mart; Mill Discount; Woolco; Sky City 2; Edward's; Family Dollar 5; Sam Solomon; Alexander's; TG&Y; White Stores; Sharbel's; Nichols.
Chain Drug Stores-Eckerd's 8; Family Mart 2; Sam Solomon; Revco 6; Rite-Aid 4; Revco 9; Walgreen; Shaw's 3; Colonial; K mart 4; Ind. Drug Stores 34.
Chain Supermarkets-Colonial; Garden Spot 3; Mr. Zip 2; Winn-Dixie 13; Kash & Karry; Duckworth 2; Batson; Bi-Lo 13; Ike's 2; Ingles 7; 7-Eleven 10; Community Cash 4; Family Mart 2.
Other Chain Stores-Marilyn Shoes; Butler's 3; Lerner; Phoenix Furn. 2; Maxwell Bros.; Thom McAn; Stein's; Haverty; White Sewing Mach.; Kimbrell Furn.; Bridge's Furniture; S&H Green Stamps 2; Diana Shops; Friedman Jewelers 3; Western Auto; Rhodes Furn.; Carriage House; The Pantry 20; Majik Mart 8; Handee Mart 8; 7-Eleven 8; Zippy Mart 4; Pantry Shelf 3; Quickway 3; Rabbit Trap 2; Pic 'N Go 2; Ikes 2; Speedy Mart 2; DaNite; Jiffy Mart; Everybody's Grocery; Jordan's Self Service 2; Fast Fare 3.

14 - NEWSPAPERS: NEWS (m-mon to fri) 84,298; PIEDMONT (e-mon to fri) 23,746; (sat) 96,503; (S) 112,842; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dave Space, Retail Adv. Mgr., NEWS and PIEDMONT, PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4339.
National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County, E&P Map B-2, County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25,221,178; State Hwys. 10,22 and 72.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613; Loc. Est. 20,969
CZ-ABC: (70) 21,069; (82) 21,600
RTZ-ABC:(70) 69,795; (82) 82,200
County 80 Cen. 57,847; Loc. Est. 57,896
City & RTZ-ABC: (70) 90,864; (82) 103,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,902; Loc. Est. 7,748
CZ-ABC: (70) 6,717; (82) 8,000
RTZ-ABC: (70) 20,502; (82) 28,400
County 80 Cen. 20,308; Loc. Est. 20,963
City & RTZ-ABC: (70) 27,219; (82) 36,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$5,176,000
Savings & Loan	2	$84,650,000

6 - PASSENGER AUTOS: County 31,950

7 - ELECTRIC METERS: Residence 25,297

8 - GAS METERS: Residence 9,198

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prod.; Meat Processing & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline; very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crosscreek (50)	NA	Belk's, Penney's, Meyers-Arnold
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass(6)	NA	Sky City, Revco
Hampton(6)	NA	Bowling's, Wharton's
K mart (12)	NA	K mart, Big Star, Radio Shack

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; J.C. Penney; Eckerd's; Meyers-Arnold.
Variety Stores-Roses; Family Dollar; TG&Y.
Discount Stores-Sky City; Economy Textile; Family Dollar; K mart.
Chain Drug Stores-Eckerd's; Revco; Cambridge 3; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Big Star 2; Bi-Lo Super Market; Community Cash; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Diana (apparel); Marilyn (shoes); Sears Roebuck (order office); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Maxwell Bros.; Rhodes; T.E. Jones; Western Auto; Wickes.

14 - NEWSPAPERS: INDEX-JOURNAL (e) 15,906; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Adv. Dir., INDEX-JOURNAL, PO Box 1018, Greenwood, SC 29648; Tel. (803) 223-1414.
National Representative: None.

MYRTLE BEACH

1 - LOCATION: Horry County, E&P Map D-3. Myrtle Beach is in the center of a long coastal beach area known as the Grand Strand. The Grand Strand is some 50 miles long with a populated area only a few blocks wide. The coastline is oriented northeast-southwest and Myrtle Beach is about 23 miles south of the North Carolina boundary. North Central part of SC. Seacoast on Atlantic Ocean. Resort Center on US Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterway-Intercoastal Waterway.
Airlines-Piedmont; Atlantis; Altair.
Private Air Service-Southern Air Charter.

3 - POPULATION:
Corp. City 80 Cen. 18,758; Loc. Est. 19,587
CZ-ABC: (70) 21,016; (82) 38,600
RTZ-ABC: (70) 38,715; (82) 57,400
County 80 Cen. 101,419; Loc. Est. 105,903
City & RTZ-ABC: (70) 59,731; (82) 96,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,725; Loc. Est. 6,969
CZ-ABC: (70) 6,506; (82) 14,200
RTZ-ABC: (70) 10,720; (82) 18,400
County 80 Cen. 34,798; Loc. Est. 37,466
City & RTZ-ABC: (70) 17,226; (82) 32,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 51,009

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base 3,500.
Principal Pay Days-Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9. Last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0: Chloride Content 76 (PH8.6).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Myrtle Sq.(67)	NA	Belk's, Sears, Peebles
Village Sq.(16)	NA	Revco, Winn-Dixie
K mart(5)	NA	K mart
Deerfield Plaza(11)	NA	Revco
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Center(15)	NA	Colonial Super Mkt.
Eckerds Plaza(8)	NA	Eckerds
Outlet Park(18)	NA	Outlet Stores

13 - RETAIL OUTLETS: Department Stores-Sears; Belk 2; Chapin; Jerry Cox; Peebles 2; Tad's; Coker; Macks 7.
Discount Stores-Revco 4; K mart 2; Big K; Family Dollar 3; J.P. Stevens; Towel Town: RDR.
Variety Stores-Rose's 2; Wood's 2.
Chain Drug Stores-Treasury 2; Eckerds 3; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 6; Winn-Dixie 3; Piggly Wiggly 5; Big Star 3; Food Town; Minit Mart; 7-Eleven 7; Harris Teeter; Fast-Fare 3; Scottsmans IGA.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Dardin's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Carrie Nations; Western Sizzlin; Shoney's; Sambos; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's.

14 - NEWSPAPERS: SUN NEWS (m) 17,015; (S) 19,057; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Vicci Lawrence, Promotions Mgr., SUN NEWS, PO Box 406, Myrtle Beach, SC 29577; Tel. (803) 448-8351.
National Representative: Story & Kelly-Smith.

ORANGEBURG

1 - LOCATION: Orangeburg County, E&P Map C-3. Near Center of State. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: Railroads-Southern Railway; Seaboard Coast Line.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; Loc. Est. 14,964
CZ-ABC: (70) 13,252; (82) 18,100
RTZ-ABC: (70) 68,131; (82) 75,600
County 80 Cen. 82,276; Loc. Est. 83,305
City & RTZ-ABC: (70) 81,383; (82) 93,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,719; Loc. Est. 4,745
CZ-ABC: (70) 3,793; (82) 6,100
RTZ-ABC: (70) 18,311; (82) 23,700
County 80 Cen. 25,643; Loc. Est. 26,777
City & RTZ-ABC: (70) 22,104; (82) 29,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$153,167,891
Savings & Loan	3	$117,890,898

6 - PASSENGER AUTOS: County 36,368

7 - ELECTRIC METERS: Residence 21,143

8 - GAS METERS: Residence 8,512

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 8,330; Nonmanufacturing 6,282; Agriculture, Forestry, Fisheries 64; Construction 994; Transportation, Communications 616; Retail 4,022; Wholesaie 997; Finance, Insur., Real Estate 713; Services 2,630.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main (Russell) St.; 4 on Broughton, 5 on John C. Calhoun Dr.; 2 on Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(3)	NA	Food Shops, Drug
Orangeburg Mall(21)	NA	Rose's, Eckerd, Winn Dixie, Belk-Hudson
Orangeburg Plz.(2)	NA	Edwards
Red & White(5)	NA	Food, Drug, Shoes
Edisto Village(6)	NA	Sky City, Bi-Low
K mart Center(4)	NA	K mart
Chestnut Square(5)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Wed., Thurs., Fri. & Sat.

Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: Department Stores-Belks 2; Penneys; Kerrison's.
Variety Stores-Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Scotties; Eckerd's; Revco.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly; Red & White; Big Star; Bi-Lo.
Other Chain Stores-Goodrich; Goodyear; Western Auto; Firestone; Sears (order office); Eleanor Shop; Pic 'N Pay Shoes; Cato's.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 15,607; (S) 16,314; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29115; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (SMSA). E&P Map B-2. Textile mfg. center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte; 75 mi. N of Columbia. On U.S. Hwy. 25; State Hwys. 5, 322, 72 and 901; 1-77.

2 - TRANSPORTATION: Railroads-Southern; Seaboard.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; Piedmont; United. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen. 35,344; Loc. Est. 34,277
PMA-ABC: (70) 104,872; (82) 133,500
CountySMSA 80 Cen. 106,720; Loc. Est. 107,980

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,722; Loc. Est. 11,596
PMA-ABC: (70) 29,818; (82) 44,400
CountySMSA 80 Cen. 34,861; Loc. Est. 36,339

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1,057,712,000
Savings & Loan	2	$222,602,049

6 - PASSENGER AUTOS: County 53,987

7 - ELECTRIC METERS: Residence 15,807

8 - GAS METERS: Residence 6,793

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Truck Bodies 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Plaza	2	Community Cash, Smith Drugs
Beaty(42)	2	Revco, A&P
Saluda(5)	1	Winn-Dixie, Smith Drugs
Rock Hill Mall(36)	3	Belk, Sears, Eckerds
York Plaza(15)	4	Woolco, Big M, Revco
Bi-Lo Plaza	2	Bi-Lo, Sky City, Family Dollar
K mart Plaza(4)	3	K mart, Piggly Wiggly
Village Square	NA	Eckerd's, Winn-Dixie
Town Center Mall	NA	Belk
Shiland Hills	5	Food Town

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; J.C. Penney; Sears Roebuck.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Tollison-Neal 3; Eckerds 2; Revco 3; Smith Drugs 3; Rite-Aid.
Discount Stores-Family Dollar Stores 2; Pic 'N Pay; Sky City; Woolco; K mart.
Chain Supermarkets-Winn-Dixie 4; A&P; Community Cash 2; Big M 2; Bi-Lo Foods; Piggly Wiggly; Food Town; Kroger; Save-On.
Other Chain Stores-Gold Shop; Eleanors; Friedman's Jewelers; Furniture: Kimbrell's, Maxwell Bros., Harper Bros. (office supply); Sherwin-Williams; Singer Co.; F.S. Gold Stamps; Top Value Stamps; Pic 'N Pay Shoes; Eckerds Drugs; Kinney Shoes; Royce Shoes; Orman's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; The Junction; Brook's; Marion Davis; Uniroyal; Carolina Tire; Lowe's; Wickes; Ace Hardware; Heilig-Meyers.

14 - NEWSPAPERS: EVENING HERALD (e) 24,559; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Hoover, Adv. Dir., EVENING HERALD, PO Box 11707, Rock Hill, SC 29730; Tel. (803) 327-7161.
National Representative: Landon Associates.

SPARTANBURG

1 - LOCATION: Spartanburg County (In GreenvilleSpartanburg SMSA). E&P Map B-1, County Seat. Industrial, Agricultural and Rail Center. 96 miles NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Routes 85 and 26.

2 - TRANSPORTATION: Railroads-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Republic; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 43,968; Loc. Est. 43,748
CZ-ABC: (70) 92,488; (82) 105,200
RTZ-ABC: (70) 190,540; (82) 225,600
County 80 Cen. 201,553; Loc. Est. 208,914
SMSA 80 Cen. 568,758; Loc. Est. 583,094
City & RTZ-ABC: (70) 283,028; (82) 330,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,050; Loc. Est. 16,342
CZ-ABC: (70) 28,573; (82) 38,000
RTZ-ABC: (70) 58,338; (82) 80,800
County 80 Cen. 69,838; Loc. Est. 73,890
SMSA 80 Cen. 171,417; Loc. Est. 202,420
City & RTZ-ABC: (70) 86,911; (82) 118,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 110,930

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber & Plastic 2,000; Paper Prod. 1,700; Textile 20,300; Garments 2,500; Food Prod. 1,100; Chemical Prod. 3,600; Machinery 3,100; Other Metal Prod. 2,300; Other 52,500. Total Employment 89,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd. (Parks 600 cars); Pine St. North (Parks 1,000 cars); Spartan Plaza (600 cars); New 76-Westgate Mall (4,000 cars); Hillcrest (4,000 cars).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Mall(75)	4	Sears, Penney, Belk, Meyers-Arnold, K mart
W. Main St.	3	Community Cash
E. Main St.	2	Community Cash
Hillcrest(30)	2	Ivey's, Belk-Hudson, Eckerd's
Pinewood(39)	2	Rose's, Comm. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash, Ace Hdwe, Alexanders
Asheville Hwy.	6	Nerthside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Rite Aid, Carolina Cash Dept.
K mart Plaza	2	K mart, Eckerd's

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-most on Fri.; Sears, K mart, Roses every evening.

13 - RETAIL OUTLETS: Department Stores-Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Center; Sears; J.C. Penney; John Graham Wholesale; Meyers-Arnold; Ivey's.
Chain Drug Stores-Eckerd 3; Revco 9; Henitsh-Walker 2; Rite-Aid 14; Medicine Shoppe.
Discount Stores-Rose's; Sky City; K mart; Family Dollar; Super Dollar.
Variety Stores-Woolworth; Silvers.
Chain Supermarkets-A&P; Community Cash 33; Winn-Dixie 3; Bi-Lo 5; Pik-Quick Shoppe 2; Food Town 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Family Dollar Stores; Super Dollar; Alexanders; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B. Goodrich; Zales; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes; Moores; Circle Lumber; Wikes Carter; 84 Lumber.

14 - NEWSPAPERS: HERALD (m-mon to fri) 42,247; JOURNAL (e-mon to fri) 7,292; HERALD JOUNRAL (sat) 46,697; (S) 49,529; Mar. 27, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, National Adv. Mgr., HERALD AND JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative: Landon Associates.

SUMTER

1 - LOCATION: Sumter County, E&P Map C-2, County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 378, 76 and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-18.
Intercity Bus Lines-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890; Loc. Est. 24,603
CZ-ABC: (70) 38,193; (82) 43,000
RTZ-ABC: (70) 85,159; (82) 95,600
County 80 Cen. 88,243; Loc. Est. 89,300
City & RTZ-ABC: (70) 123,352; (82) 138,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,634; Loc. Est. 8,654
CZ-ABC: (70) 11,086; (82) 14,600
RTZ-ABC: (70) 20,914; (82) 27,600
County 80 Cen. 27,268; Loc. Est. 28,420
City & RTZ-ABC: (70) 32,000; (82) 42,200

5 - BANKS:	**NUMBER**	**EST. DEP**
Savings & Comm.	15	$140,000,000
Savings & Loan	5	$120,000,000

6 - PASSENGER AUTOS: County 39,952

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,500; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Electrical 500; Furniture, Plywood, Paint & Lumber 2,325; Children's Dresses 850; Textile Printing & Finishing 450; Steel Fabrication 225; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prdts. 75; Burial Caskets 65; Meat Prdts. 78; Bricks 65; Draperies, Quilt Covers & Bedspreads 118; Mobile Homes 120; Surgical Needles 450; Hand Tools 850; Ball Bearings 200.
Principal Pay Days-Industrial Thu. and Fri. Military-First & 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-82; Winter 47-59. First killing frost, Nov. 1. Last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Centers-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmetto Plz(19)	NA	Big Star, S.H. Kress
Wesmark Plaza(34)	NA	Woolco, Eckerd, Winn-Dixie
Sumter Sq.(10)	NA	K mart, Winn-Dixie, Revco, Bi-Lo
Jessammie(45)	NA	The Capitol, Belle Stroman, J.C. Penney, Wilson, Cue

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Plaza (Thu.); Some Downtown (Fri.); Shpg. Ctr. nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Belk-Stroman; The Capitol; Sumter Dry Goods; Brody's; Jack's; Coker's; Clark; Wilsons, Inc.
Variety Stores-McLellan's; S.H. Kress; Edwards; Clark's.
Discount Stores-Woolco; K mart.
Chain Drug Stores-Sumter Walgreen; Sibert's Rexall; Eckerd's; Revco.
Chain Supermarkets-A&P; Piggly-Wiggly 3; Big Star 2; Winn-Dixie 3; Bi-Lo; Ingles 2; Kroger.
Other Chain Stores-Advance; Firestone; OK Tire; Western Auto; Diana Shop; Glamor Shops; Sears; Eleanor Shop; Darling Shop; Love Shop; Chess King; Times, Ltd.; Fines; Athletic Attic; Casual Corner; Lerner's; Brook's; Stuart's; Jeweler's: Loves, Friedman's, Kay's Jewelers, Osterman Jewelers, Reed's; Furniture: Maxwell Bros., Kimbrell's, Alsbrooks, Hurst-Sexton, Galloway & Moseley; Shoes: Branford Bootery; Footscene; Thom McAn; Sugarfoot; Kinney's; Butler's; Oliver's.

14 - NEWSPAPERS: ITEM (e) 19,423; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Bradham, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative: Landon Associates.

UNION

1 - LOCATION: Union County, E&P Map B-1, County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523; Loc. Est. 9,987
County 80 Cen. 30,751; Loc. Est. 29,872
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; Loc. Est. 3,705
County 80 Cen. 10,562; Loc. Est. 10,525

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$45,100,000
Savings & Loan	2	$34,500,000

6 - PASSENGER AUTOS: County 14,443

7 - ELECTRIC METERS: Residence, City 5,753

8 - GAS METERS: Residence, City 4,027

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($150); Hosiery 130 ($100); Pulp Wood 100; Plastic Holders 65 ($200); Bearings Mfg. 750 ($200); Garment & Sewing 365 ($165).
Principal Industrial Pay Days-Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Merchant Walk(8)	8	Community Cash, Eckerd's
East Main(6)	1	A&P

Jonesville(3)	9	Keiths, Western Auto
Union Sq.(5)	1	Revco, Winn-Dixie, Wal-Mart
Union Plaza(3)	NA	Revco, Bi-Lo

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Wilburn's; Cato's; Graham Cash; Harry Froms; Fincher's Shoppe; Waco's; Gregory's.
Discount Store-Family Dollar; Drug Mart, Pic 'N Pay Shoes.
Variety Stores-McClellan's.
Chain Drug Stores-Revco; Eckerd's.
Chain Supermarkets-A&P; Winn-Dixie; Community Cash 2; Bi-Lo.
Other Chain Stores-Western Auto; Sears.

14 - NEWSPAPERS: TIMES (e) 6,972; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ken Beard, Adv. Mgr., TIMES, 414 S. Pinckney St., Union, SC 29329; Tel. (803) 427-1234.
National Representative: General Adv. Service.

SOUTH DAKOTA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Sioux Falls-Minnehaha County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	54	59	59
5-14 Years	143	107	107
15-24 Years	119	136	137
25-44 Years	136	167	168
45-64 Years	134	130	130
65 and Over	80	91	91
TOTAL	666	690	692

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	111	202	252
General Mdse	138	193	264
Food	259	406	633
Automobiles	270	478	564
Gasoline Stations	142	241	417
Apparel	63	106	143
Furniture	58	94	120
Eat-Drink Places	107	190	303
Drugs	56	82	122
TOTAL	1,315	2,184	3,135

ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. NE part of State 274 mi. W of Minneapolis and St. Paul. On U.S. 12, 281.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-9.
Intercity Bus Line-Jack Rabbit.
Airlines-Republic (2 flights daily)

3 - POPULATION:
Corp. City 80 Cen. 25,956; Loc. Est. 26,133
CZ-ABC: (70) 27,621; (82) 27,100
RTZ-ABC: (70) 86,101; (82) 78,900
County 80 Cen. 36,962; Loc. Est. 37,436
City & RTZ-ABC: (70) 113,722; (82) 106,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,655; Loc. Est. 9,747
CZ-ABC: (70) 8,451; (82) 9,700
RTZ-ABC: (70) 25,724; (82) 27,600
County 80 Cen. 13,357; Loc. Est. 13,900
City & RTZ-ABC: (70) 34,175; (82) 37,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$454,057,000
Savings & Loan	2	$101,652,000

6 - PASSENGER AUTOS: County 21,062

7 - ELECTRIC METERS: Residence 10,510

8 - GAS METERS: Residence 7,639

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Auto Supplies 150 ($149); Tools 190 ($167); Wood Prod. 70 ($162); Concrete & Marble Prod. 115 ($153); Farm Prod. 72 ($150); Precision Vehicle Prod. 397 ($140); Welding 39 ($162); Component Computer Parts 528 ($180); Respir. Masks 501 ($196).
Principal Pay Days-Wed. and Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft (river water); fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on Main St., 3; on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; Gibson Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Neighborhood Shopping Centers-6th Ave. SE and SW; North Main; South Main.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; J.C. Penney; Marchow Co.; Bostwick's.
Variety Stores-Ben Franklin 2; Coast-to-Coast; Sandvig's; Mac's.
Discount Stores-Gibson; K mart.
Chain Drug Stores-White; Osco.
Chain Supermarkets-Super Valu; Jack & Jill; Prairie; Gibson; Fairway.
Other Chain Stores: Goodyear; Firestone; Goodrich; Northwest Fabrics; Sherwin-Williams (paints); Singer Co.; Tradehome; Pittsburgh Plate Glass; Our Own Hardware; Sharons; Maurices; Pred's; Feinstein's; Kinney; Payless; Osborn's; Vanity.

14 - NEWSPAPERS: AMERICAN NEWS (e-mon to fri) 20,384; (e-sat) 12,466; (S) 21,858; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. LaDuc, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57401; Tel. (605) 225-4100.
National Representative: Knight-Ridder.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2, County Seat. 56 mi. NW of Rapid City. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: Railroads-C&NW.

3 - POPULATION:
Corp. City 80 Cen. 4,692; Loc. Est. 4,480
County 80 Cen. 8,372; Loc. Est. 7,933
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,780; Loc. Est. 1,695
County 80 Cen. 3,048; Loc. Est. 2,950

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: County 7,560

7 - ELECTRIC METERS: Residence 2,142

8 - GAS METERS: Residence 1,855

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Clay Prod.; Wool Whses.; Livestock; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $56,000,000.

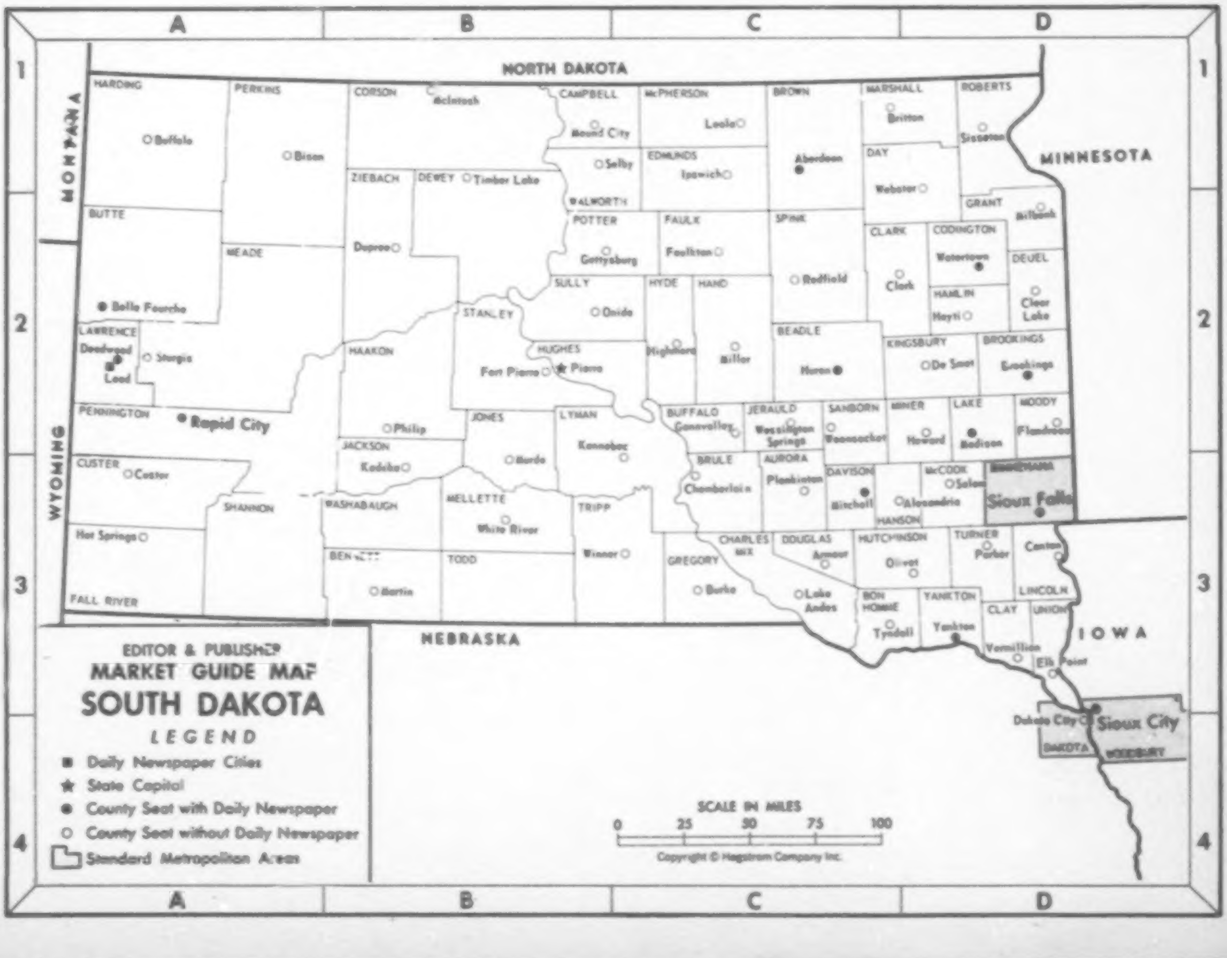
10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (m-tues to fri) 3,439; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Sec'y., POST, 1004 Fifth Ave., Belle Fourche, SD 57757; Tel. (605) 892-2528.
National Representative: American Newspaper Reps.


A
B
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1
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NORTH DAKOTA
MONTANA
WYOMING
MINNESOTA
IOWA
NEBRASKA
HARDING
PERKINS
CORSON
CAMPBELL
McPHERSON
BROWN
MARSHALL
ROBERTS
Buffalo
Bison
McIntosh
Mound City
Leola
Britton
Sisseton
Selby
EDMUNDS
Ipswich
Aberdeen
DAY
Webster
ZIEBACH
DEWEY
Timber Lake
WALWORTH
GRANT
Milbank
BUTTE
MEADE
Dupree
POTTER
Gettysburg
FAULK
Faulkton
SPINK
CLARK
Clark
CODINGTON
Watertown
DEUEL
Belle Fourche
SULLY
Onida
HYDE
HAND
Redfield
HAMLIN
Hayti
Clear Lake
STANLEY
Highmore
Miller
BEADLE
Huron
KINGSBURY
De Smet
BROOKINGS
Brookings
LAWRENCE
Deadwood
Lead
Sturgis
HAAKON
HUGHES
Fort Pierre
Pierre
PENNINGTON
Rapid City
Philip
JONES
LYMAN
BUFFALO
Gannvalley
JERAULD
Wessington Springs
SANBORN
Woonsocket
MINER
Howard
LAKE
Madison
MOODY
Flandreau
JACKSON
Kadoka
Murdo
Kennebec
BRULE
Chamberlain
AURORA
Plankinton
DAVISON
Mitchell
McCOOK
Salem
MINNEHAHA
Sioux Falls
CUSTER
Custer
SHANNON
WASHABAUGH
MELLETTE
White River
TRIPP
Alexandria
HANSON
Hot Springs
CHARLES MIX
DOUGLAS
Armour
HUTCHINSON
Olivet
TURNER
Parker
Canton
BENNETT
TODD
Winner
GREGORY
Burke
Martin
Lake Andes
BON HOMME
Tyndall
YANKTON
Yankton
LINCOLN
CLAY
UNION
Vermillion
Elk Point
FALL RIVER
Dakota City
Sioux City
DAKOTA
WOODBURY
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2, County Seat. 50 mi. N of Sioux Falls. On Hwys. I-29; U.S. 14 & 77. Home of South Dakota State University.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Jackrabbit.

3 - POPULATION:
Corp. City 80 Cen. 14,951; Loc. Est. 15,540
County 80 Cen. 24,332; Loc. Est. 25,326

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,797; Loc. Est. 4,880
County 80 Cen. 8,033; Loc. Est. 8,590

5 - BANKS:	NUMBER	FST. DEP.
Savings & Loan	1	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 17,222

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Government 1,955 (mostly at S.D. State Univ.); Medical Products 515; Farming & seed processing (corn, oats, barley); Other small industries 85.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall(25)	NA	Hy-Vee, White Mart

Principal Shopping Days-Fri., Sat. & Mon.; Stores open Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney's; Cole's.
Discount Stores-Gibson's; Farm-Home & Fleet; Holiday Stations; White Mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-Super-Value; Red Owl; Hy-Vee.
Other Chain Stores-Coast-to-Coast; Singer Co.; Gamble's; Tradehome Shoes.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 5,684; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dennis Koenders, Adv. Mgr., REGISTER, 306 Fourth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative: American Newspaper Reps.

DEADWOOD

See LEAD

HURON

1 - LOCATION: Beadle County, E&P map C-2, County Seat. Shipping Center for 15 county agricultural area. Miscellaneous small industry. Wholesale center for central part of State. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-4
Intercity Bus Lines-Jack Rabbit.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 13,000; Loc. Est. 12,674
CZ-ABC: (70) 14,740; (82) 12,800
RTZ-ABC: (70) 58,809; (82) 55,600
County 80 Cen. 19,195; Loc. Est. 18,763
City & RTZ-ABC: (70) 73,549; (82) 68,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,211; Loc. Est. 5,091
CZ-ABC: (70) 4,838; (82) 5,000
RTZ-ABC: (70) 17,828; (82) 19,600
County 80 Cen. 7,337; Loc. Est. 7,435
City & RTZ-ABC: (70) 22,666; (82) 24,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	[illegible]	$164,140,297
Savings & Loan	2	$48,246,294

6 - PASSENGER AUTOS: County 16,370 (truck & auto)

7 - ELECTRIC METERS: Residence 5,430

8 - GAS METERS: Residence 4,252

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 523 ($327); Meat Packing 447 ($358); Metal Fab. 190 ($331); Cement Prod. 18 ($262); Wood Prod. 38 ($234); Construction 115 ($292); Manufacturing 893 ($272); Trans. & Publ. Utilities 321 ($320); Wholesale, Retail Trade 943 ($272); Finance, Insur., Real Estate 258 ($193); Services & Misc. 1,215 ($342).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-57; Summer 57-87; Fall 33-61; Winter 5-27; First killing frost, Sept. 29. Last killing frost, May 6.

11 - TAP WATER: Alkaline, soft; fluoridated

12 - RETAILING:Principal Shopping Centers-4 blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.
Neighborhood Shopping Centers-Southgate; Dakota Ave. S.; Supercity, Dakota Avenue N.; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days-Department Stores: Sun., Mon., Fri. and Sat.; Food: Fri., Sat., Sun. & Thu.
Stores Open Evenings-Dept.: Fri.; Food & Shopping Centers: Every night.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; J.C. Penney; Pamida; K mart; Lewis.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco; Lewis.
Chain Supermarkets-Randall's; Red Owl; Fairway Grocery.
Other Chain Stores-Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 13,510; (S) 13,959; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 3rd St., S.E., Huron, SD 57350; Tel. (605) 352-6401.
National Representative: Branham.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County, E&P Map A-2, County Seat. 43 mi. NW of Rapid City. On Hwys. 85, 385 and 14.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-All American; Barber.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 6,365; Loc. Est. 6,178
Deadwood 80 Cen. 2,035; Loc. Est. 1,993
Lead 80 Cen. 4,330; Loc. Est. 4,185
County 80 Cen. 18,339; Loc. Est. 19,074

4 - HOUSEHOLDS:
Cities 80 Cen. 2,482; Loc. Est. 2,416
Lead 80 Cen. 1,655; Loc. Est. 1,597
Deadwood 80 Cen. 827; Loc. Est. 819
County 80 Cen. 6,738; Loc. Est. 7,285

5 - BANKS: 3, Est. Deposits $31,200,000

6 - PASSENGER AUTOS: County 15,328 (truck & auto)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fabrication, Tourist Bus; Milk Processing; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING:Principal Shopping Days-Thu., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: Department Stores-Anthony's; J. C. Penney.
Discount Stores-Pamida; Ben Franklin.
Chain Drug Stores-Frontier Rexall 4.
Chain Supermarkets-Safeway; Piggly Wiggly; Circle Foods.
Other Chain Stores-Coast-to-Coast, Montgomery-Ward (Catalog); Sears (Catalog).

14 - NEWSPAPERS: CALL/PIONEER-TIMES (e-mon to fri; m-sat) 2,485; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Vonl A Mattson, Pub., CALL/PIONEER-TIMES, S. Main, Lead, SD 57754; Tel. (605) 584-2303.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Lake County, E&P Map D-3, County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. City 80 Cen. 6,210; Loc. Est. 6,420
County 80 Cen. 10,724; Loc. Est. 10,940
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,374; Loc. Est. 2,098
County 80 Cen. 3,938; Loc. Est. 4,119

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	3	$80,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 8,483

7 - ELECTRIC METERS: Residence 2,549

8 - GAS METERS: Residence 2,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Poultry Packing 125; Elec. Pwr. Coop. 75; Machine Tools 50; Dakota State College 160; Farm Machinery 100; Cabinets 50; Pumps 50; Auto Parts 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Days-Tues., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-Galloway's; J.C. Penney.
Variety Store-Ben Franklin.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets-Jack & Jill; Super Valu.
Other Chain Stores-Montgomery Ward; Sears; Coastto-Coast; Our Own Hardware; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,805; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER, 214 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555.
National Representative: American Newspaper Reps.

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly-developed farm area. 640 mi. from Chicago; 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Intercity.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 13,916; Loc. Est. 14,484
CZ-ABC: (70) 13,425; (82) 13,700
RTZ-ABC: (70) 89,443; (82) 79,800
County 80 Cen. 17,820; Loc. Est. 18,517
City & RTZ-ABC: (70) 102,868; (82) 93,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,402; Loc. Est. 5,802
CZ-ABC: (70) 4,363; (82) 5,200
RTZ-ABC: (70) 27,518; (82) 28,800
County 80 Cen. 6,656; Loc. Est. 7,163
City & RTZ-ABC: (70) 31,881; (82) 34,000

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: County 12,401

7 - ELECTRIC METERS: 5,470

8 - GAS METERS: 3,601

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Utility 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Super City of Mitchell(14)	NA	Super Valu, Griggs, Radio Shack

Principal Shopping Days-Mon., Thu., Sat., Food: Wed. & Sat.
Stores Open Evenings: Dept. Stores Mon.; Food & Drug nightly; Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Buche; Penney; Four Seasons; Coles.
Variety Stores-Woolworth's.
Chain Drug Stores-State/Snyder; Shopko Phcy.
Discount Stores-Shopko; K mart; Bennett's; Ben Franklin.
Chain Supermarkets-Randall Super Valu; Sunshine Mkt.; Prairie Market.
Other Chain Stores-Firestone; Goodyear; S&H Green Stamps; Radio Shack; Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Peavey Building Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 13,222; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Scott Bumgarner, Adv. Mgr., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301; Tel. (605) 996-5514.
National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 16; State Hwy. 34.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Western; Republic

3 - POPULATION:
Corp. City 80 Cen. 11,973; Loc. Est. 12,304
County 80 Cen. 14,220; Loc. Est. 14,591

4 - HOUSEHOLDS:
City 80 Cen. 4,447; Loc. Est. 4,610
County 80 Cen. 5,180; Loc. Est. 5,443

5 - BANKS:	NUMBER	EST. DEP.
Commercial	N.A.	$338,000,000
Savings & Loan	N.A.	(incl. above)

6 - PASSENGER AUTOS: County 11,681

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Retail 570; Construction 1,700; Store House 975; Services & Others 2,272.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 25-32. First killing frost, Sept. 29. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-6 blocks on Pierre St; Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pierre Mall(34)	NA	K mart, Bostwicks, J.C. Penney
Red Owl	NA	

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon.
Stores Open Sundays-Drug, supermarkets & Red Owl Shopping Center.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Gamble; Lucas & Theim; K mart; Bostwicks.
Variety Stores-Ben Franklin; Coast-to-Coast; OK Hardware.
Discount Stores-Red Owl.
Chain Drug Stores-Vilas Rexall 2; Corner Drugs Walgreen.
Chain Supermarkets-Red Owl; Sooper Dooper.
Other Chain Stores-S&H Green Stamps; Goodyear; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 3,856; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: John Wooley, Adv. Mgr., CAPITAL JOURNAL, 404 E. Sioux, Pierre, SD 57501; Tel. (605) 224-7301.
National Representative: American Newspaper Reps.

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2, County Seat. Tourist area-Mt. Rushmore (2 1/4 million visitors annually). Close to (130 mi.) Badlands Nat'l. Monument, Wind Cave Nat'l. Park, Jewel Cave Nat'l. Park. 30 mi. from Western border of S. Dakota, on foothills of Mountainous Black Hills. Minneapolis, 600 mi.; Denver 400 mi.; Omaha 531 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,140 feet. Vacation and resort center. On I-90.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-Barber Trans.; Salt Creek Freight; All American.
Intercity Bus Lines-Black Hills Stage Lines; Continental Trailways; Gray Line of the Black Hills; Jack Rabbit.
Airlines-Western; Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,492; Loc. Est. 45,298
CZ-ABC: (70) 46,430; (82) 55,300
RTZ-ABC: (70) 82,595; (82) 97,600
County 80 Cen. 70,133; Loc. Est. 70,133
City & RTZ-ABC: (70) 129,025; (82) 152,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,233; Loc. Est. 16,769
CZ-ABC: (70) 14,244; (82) 19,900
RTZ-ABC: (70) 24,606; (82) 34,200
County 80 Cen. 25,186; Loc. Est. 25,927
City & RTZ-ABC: (70) 38,850; (82) 54,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$878,700,000
Savings & Loan	3	$240,506,330

6 - PASSENGER AUTOS: County 60,190 (truck & auto)

7 - ELECTRIC METERS: Residence 20,409

8 - GAS METERS: Residence 15,351

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Construction 1,275; Manufacturing 2,340; Railroads 90; Other utilities 1,590; Wholesale Trade 909; Retail Trade 4,208; Finance, Ins. & R.E. 841; Services 2,175; Private Household 500; Govt. 5,050. Tourists spent $116,400,000 in 1976. Ellsworth Air Force base has about 6,190 military personnel and with families about 15,000 people. Military & civilian payroll $65 million.
Principal Pay Days-Sat. and Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-74; Summer 31-103; Fall 13-103; Winter 22-74. First killing frost, Sept. 13. Last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fouth to Ninth; Rushmore Mall Shopping Center, 800,000 sq. ft. Anchor stores-Sears, Penneys, Herberger's; Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canyon Lake area: Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Square; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baken Park(28)	NA	Piggly-Wiggly, Kresge
Northgate(7)	NA	World of Fabrics, K mart
North Rapid	NA	North Rapid Drugs
Robbinsdale	NA	Piggly Wiggly
Rushmore Mall (56)	NA	J.C. Penney, Herbergers, Lewis Drug, Sears, Target
Villa Ranchero(17)	NA	Villa Superette, Jack & Jill
South Town(26)	NA	Safeway, Mills Drug

Principal Shopping Days-Department and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
Stores Open Evenings-Thu.; Malls: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Gambles; Penney; Sears; Haggerty's; Family Thrift Center; Ward's; K mart.
Variety Stores-Woolworth, Kresge.
Chain Drug Stores-Mills Drug 3; Osco.
Discount Stores-Thrift Ctr.; La Belles; K mart; Target.
Chain Supermarkets-Safeway 3; Piggly Wiggly 3; Sooper Dooper 2; Thrift Center; K mart; Prairie; Albertson's.
Other Chain Stores-Coast; Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hdwe.; National Shoes; G.G. Fashions; Sweetbriar Shop; Kinney Shoes; LaBelle's; Pay 'N Pack.

14 - NEWSPAPERS: JOURNAL (e) 32,654; (S) 34,410; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Hall, JOURNAL, 507 Main St., Rapid City, SD 57701; Tel. (605) 342-0280.
National Representative: CWO&O.

SIOUX FALLS

1 - LOCATION: Minnehaha County (SMSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G).
Motor Freight Carriers-38.
Intercity Bus Lines-Jack Rabbit; Greyhound; Springfield; Midwest Coach.
Airlines-Western; Republic; Ozark; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 81,343; Loc. Est. 82,622
CZ-ABC: (70) 72,488; (82) 79,800
RTZ-ABC: (70) 160,453; (82) 166,200
County/SMSA 80 Cen. 109,435; Loc. Est. 111,786
City & RTZ-ABC: (70) 232,941; (82) 246,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,883; Loc. Est. 32,466
CZ-ABC: (70) 22,538; (82) 29,100
RTZ-ABC: (70) 49,034; (82) 59,300
County/SMSA 80 Cen. 40,054; Loc. Est. 42,220
City & RTZ-ABC: (70) 71,572; (82) 88,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$1,833,876,000
Savings & Loan	5	$312,682,987

6 - PASSENGER AUTOS: County 88,005 (truck & auto)

7 - ELECTRIC METERS: Residence 29,595

8 - GAS METERS: Residence 29,095

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Food 4,010 ($281); Small Mfrs. 7,070 ($232).
Principal Industrial Pay Days-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 56-81; Fall 23-45; Winter 11-32. First killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated

12 - RETAILING:Principal Shopping Centers-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St. New Town Mall, Louise Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Ridge(11)	NA	Chuck's, Park Ridge Drug
Southgate	NA	Lewis Drug
Southway(15)	NA	Sam's Meat Market, Payless Shoes
Western Mall(69)	NA	Shriver's, Walgreens, 1/2 Price Store
The Empire(89)	NA	Younkers, Penneys, Dayton's, Osco
New Town Mall 20)	NA	Target, Shrivers

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat. & Sun.; Food: Thurs., Fri. & Sat.
Stores Open Evenings-Mon. & Fri. Super Mkts., Major Shopping Centers: Every night, Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: Department Stores-Shriver's (Idaho Dept. Stores); J.C. Penney; Sears Roebuck; Lewis Drug Stores 3; K mart 3; Younkers; Dayton's.
Discount Stores-K mart; Lewis Drug Stores; Target; 1/2 Price Store.
Chain Drug Stores-Walgreen; Osco.
Chain Supermarkets-Sunshine 6; Gettens 2; Super Valu 2; Nash Finch; Hinky Dinky 3; Hy Vee 2.
Other Chain Stores-Women's Apparel: Vanity, Maurices, Mode O Day, Geyerman's, Suzies Casuals, Three Sisters; Shoes: Baker's, G. R. Kinney, Caldwells, National Payless Shoes, Gallenkamp, Woderfour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin-Williams; Misc.: Fanny Farmer; Singer Co.; Team Electronics 3; Radio Shack 3; Zales Jewelry; Osborns Mens Wear; N.W. Fabrics; Russell Stover Candy; Hallmark 3; Scheels Hardware; Pay 'N Pak; LaBelles.

14 - NEWSPAPERS: ARGUS LEADER (m) 43,747; (S) 54,760; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William A. Barry Adv. Dir., ARGUS LEADER, 200 S. Minnesota Ave., Sioux Falls, SD 57105; Tel. (605) 331-2356.
National Representative: Gannett.

WATERTOWN

1 - LOCATION: Codington County, E&P Map D-2. County Seat. Retail shopping and wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: Railroads-GN; C&NW; M&St. L.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Jack Rabbit.
Airlines-Republic

3 - POPULATION:
Corp. City 80 Cen. 15,649; Loc. Est. 15,962
CZ-ABC: (70) 14,404; (82) 16,300
RTZ-ABC: (70) 58,585; (82) 54,900
County 80 Cen. 20,885; Loc. Est. 21,302
City & RTZ-ABC: (70) 72,989; (82) 71,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,051; Loc. Est. 6,276
CZ-ABC: (70) 4,731; (82) 6,200
RTZ-ABC: (70) 18,196; (82) 20,100
County 80 Cen. 7,675; Loc. Est. 8,013
City & RTZ-ABC: (70) 22,927; (82) 26,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	2	$144,447,350
Savings & Loan	1	$120,408,822

6 - PASSENGER AUTOS: County 17,255 (truck & auto)

7 - ELECTRIC METERS: Residence 6,386

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Rubber Molding 350 ($285); Bakery Goods 90 ($250); Cement Prod. 80 ($230); Woodworking Plants 40 ($200); Mobile Homes ($200).
Principal Industrial Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16. Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
Shopping Centers-Watertown Mall (E on U.S. Highway 212)-34 stores K mart; True-Value Hardware, Duling Optical, First National Bank, Herberger's, J. C. Penney Co., Osco Drug, Riddle Jewelry, Tradehome Shoes, Baskin & Robbins Ice Cream, B. Dalton Books, Burke's Children's Wear, Carousel Snack Bar, Circus Game Room, Coach House Card & Gifts, General Nutrition, Godfather's Pizza, Kinney Shoes, Maurice's Women's Fashions, Michael's Women's Fashions, Morrey A Women's Fashions, Regis Hairstyling, Stevenson's Women's Fashions, Swiss Colony Cheese, Two Plus Two, Zale Jewelry, Pastry Shop, Gregory's Men's Store; Naturalizer Shoes, Peanut Shack; Radio Shack; Extra Innings Sports. Miracle Mall (6 stores-Ken's Fairway Foods; Fleet Wholesale Supply); 4 block area at junction of U.S. Hwys. 212 & 81; 5 block area on Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thursday; Food and Shopping Center, nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Herberger's; Pamidas; K mart.
Chain Drug Store-Osco.
Discount Stores-Prairie Market (Food); Fleet Wholesale (Hardware); Pamida; K mart; Tractor Supply (TSC).
Variety Store-Woolworth.
Chain Supermarkets-Ken's Fairway; Red Owl; O.P. Skaggs; Spies 10; Country Store.
Other Chain Stores-Singer Co.; Sears (catalog); Tradehome Shoes; Goodyear; Firestone; House of Fabrics.

14 - NEWSPAPERS: PUBLIC OPINION (e) 17,238; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: A. W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave., N.W., Watertown, SD 57201; Tel. (605) 886-6901.
National Representative: Branham.

YANKTON

1 - LOCATION: Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Retail trade center 165 mi. NW of Omaha. Juncture of U.S. 81; South Dakota 50.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-3.
Bus Lines-Jack Rabbit.
Airlines-Triple AAA.

3 - POPULATION:
Corp. City 80 Cen. 12,011; Loc. Est. 12,025
County 80 Cen. 18,952; Loc. Est. 18,922

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,463; Loc. Est. 6,881
County 80 Cen. 6,624; Loc. Est. 4,545

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$124,844,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 15,199 (truck & auto)

7 - ELECTRIC METERS: Residence 4,432

8 - GAS METERS: Residence 4,314

9 - PRINCIPAL INDUSTRIES: Agriculture and manufacturing area. 49 manufacturing establishments; employing 3,700. Seeds; Trees; Machine Tools; Electricity; Poultry Products and Feeds; Steel Scaffolding; Conveyors; Meat Processing; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader. Health industry-employing 1,451 (clinics, hospitals, nursing homes, etc.).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on 3rd St.; 3 on Broadway; 2 on Walnut; 2 on Douglas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yankton Mall(56)	2	Spurgeon's, Singer Co., J.C. Penney, TG&Y
Yankton Plaza(9)	2	Alco Disc., Hinky Dinky

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Department Stores: Fri. Food: Mon. thru Sun. Shopping Mall: Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Fantle Bros.; J.C. Penney; Shriver's; Spurgeon's.
Variety Stores-TG&Y; Ben Franklin.
Discount Stores-K mart; Alco.
Chain Supermarkets-Sunshine; Don's Super Saver; Haskers; Hinky-Dinky; H&R Super Foods; Save-U-More.
Chain Drug Stores-Yankton Rexall; White Drug.
Other Chain Stores-Coast to Coast; Firestone; Clem's Goodyear; Gambles; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinneys; One Hour Martinizing; Maurices; The Closet; Sears (catalog) Mont. Ward (catalog).

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 10,572; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Georgene Jurgensen., Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.
National Representative: Landon Associates.

TENNESSEE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol City, Scott and Washington Counties, Va.
Knoxville-Anderson, Blount, Knox and Union Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Nashville-Davidson-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	325	326	333
5-14 Years	773	720	736
15-24 Years	701	854	873
25-44 Years	959	1,270	1,386
45-64 Years	807	865	925
65 and Over	382	508	529
TOTAL	3,936	4,591	4,682

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	525	835	1,076
General Mdse	1,212	1,764	2,558
Food	1,825	3,087	4,980
Automotive	1,946	3,323	4,380
Gasoline Stations	663	1,151	2,114
Apparel	410	611	877
Furniture	384	599	833
Eat-Drink Places	580	989	1,673
Drugs	271	412	645
TOTAL	8,466	13,082	20,784

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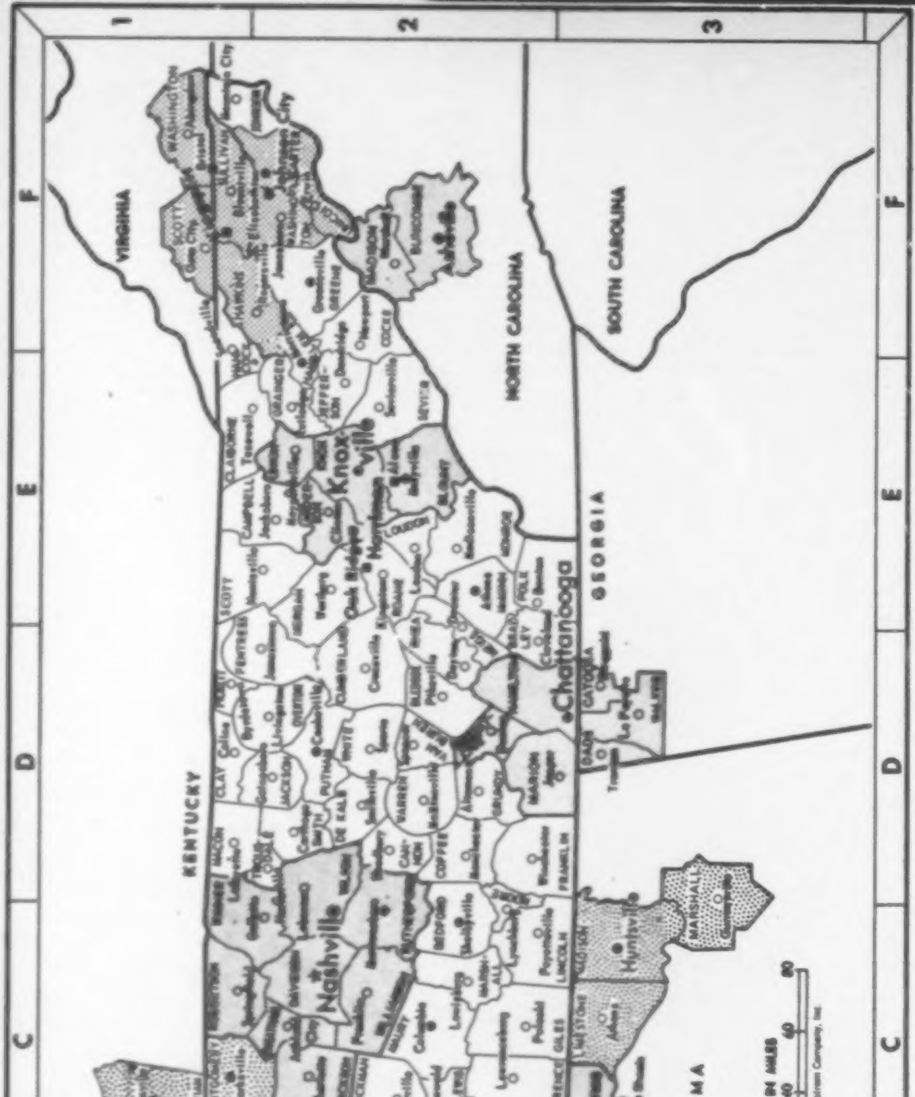

EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
KENTUCKY
VIRGINIA
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
ALABAMA
MISSISSIPPI
ARKANSAS
MISSOURI
ILLINOIS
Memphis
Nashville
Knoxville
Chattanooga
Huntsville
SCALE IN MILES
0 20 40 60 80

ALCOA

See MARYVILLE

ATHENS

1 - [illegible]ATION: McMinn County, E&P Map D-2, Co[illegible]eat. Educational, industrial and agricultural center. 57 mi. NE of Chattanooga; 56 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11 and I-75.

2 - TRANSPORTATION: Railroads-L. & N.; Southern.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,080; Loc. Est. 12,195
County 80 Cen. 41,878; Loc. Est. 43,757

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,445; Loc. Est. 4,650
County 80 Cen. 14,727; Loc. Est. 15,881

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$84,114,000
Savings & Loan	2	$53,500,000

6 - PASSENGER AUTOS: County 24,859

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 2,047

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Disc Plows 300; Table 150; Plastics 150; Photo. Finishing 100; Gas and Elec. Stoves 200; Process Milk 200; Chair Mfg. 200; Hosiery 750; Bed Mfg. 150; Paper Box Mfg. 100; Newsprint 1,200; Elect. Motors 500; Clothing 350; Elect. Light Metal 300; Refrigerated Trucks 200.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Park(14)	NA	Revco, Proffitts
Whiteway(10)	NA	Fuller Shoe
Athens Plaza(8)	NA	Red Food, Pic'N Pay, Roses, K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Proffitts; Big K; Rose's; K mart; Athens Outlet 2; Jenkins & Darwin; Jeeco's; Wal-Mart.
Variety Stores-Woolworth; Economy; V.J. Elmore.
Discount Stores-Big K; Roses; K mart; Dollar General; Top Dollar; Athens Outlet 2.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-White Stores; Alfred's IGA; Red Foods; Krogers.
Other Chain Stores-Keyser Firestone; Goodyear; Merle Norman Cosmetics.

14 - NEWSPAPERS: POST-ATHENIAN (e-mon to fri) 9,652; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Nilla Rineheart, Adv. Dir POST-ATHENIAN, 320 S. Jackson St., Athens, TN 37303; Tel. (615) 745-5664.
National Representatives: Landon Associates.

BRISTOL, TN

See BRISTOL, VA

CHATTANOOGA

1 - LOCATION: Hamilton County (In Chattanooga, TN-GA SMSA). E&P Map D-3, County Seat. On Tennessee River. On U.S. Hwys. 41, 11, 27, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Chickamauga Dam is a few miles away.

2 - TRANSPORTATION: Railroads-Family Lines System; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Delta; Republic; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 169,565; Loc. Est. 171,986
CZ-ABC: (70) 250,232; (82) 280,600
RTZ-ABC: (70) 397,656; (82) 522,100
SMSA 80 Cen. 426,540; Loc. Est. 432,321
County 80 Cen. 287,740; Loc. Est. 291,852
City & RTZ-ABC: (70) 647,888; (82) 802,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,139; Loc. Est. 65,243
County 80 Cen. 103,319; Loc. Est. 107,955
SMSA 80 Cen. 150,760; Loc. Est. 157,369
CZ ABC: (70) 81,467; (82) 107,100
RTZ-ABC: (70) 12[illegible],486; (82) 184,900
City & RTZ-ABC: (70) 201,953; (82) 292,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$1,150,329,894
Savings & Loan	3	$712,975,478

6 - PASSENGER AUTOS: County 175,780

7 - ELECTRIC METERS: Residence 124,657

8 - GAS METERS: Residence 25,409

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,400 ($291); Nondurable Goods 29,200 ($255); Nonmanufacturing 121,600.

10 - CLIMATE: Avg. Temp.-Spring 59; Summer 78; Fall 64; Winter 38. Avg. Precipitation 51.33 inches.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvoir Ctr.(5)	6	Radio Shack, Bates Carpets
Belvoir Plz.(8)	NA	Discount Beverage Mart, Roy's Shoe Service
Brainerd Vlg.(24)	8	Ace Hdwr., Western Auto, Fabric World, Craft Castle
Dallas Hollow(5)	15	Red Food, Red Prescrip.
Dallas Plz.(3))	15	Drug Store
Dayton Blvd. & & Browntown Rd.	NA	Red Food Store
Dayton Plz.-Dayton Blvd.(11)	NA	Retail & Serv. Stores
E. Brainerd Rd.	NA	Red Food, Eckerd's, Kleen-a-Matic
Eastgate Ctr.(39)	8	Eckerd's, Revco, Toy City, J.C. Penney, Woolworth
East Ridge(6)	8	Shoney's, Zayre's, Red Food, Hungry Fisherman
Four Squares Mall (28)	NA	Gateway, Harvey's Touch, Brass Register
Ft. Oglethorpe Ctr.(6)	NA	Palmer Drug, Red Food, Singer Service
Golden Gateway Ctr.(12)	NA	Zayre's, Red Food
Hickory Valley Ctr.	15	Red Food, Shallowford Prescriptions
Highland Plaza Center(20)	26	Loveman's, A&M Toys, Revco, Otasco
Highway 58 Center(4)	9	Pruett Food Town, Eckerd's, Pic'N Pay
Hill's Plz. East(4)	NA	Allstate Ins., Video Vlg.
Jones Plaza(4)	9	Bea's Ceramics, Canvas & Yarn, Cakemaker's Fantasyland
K mart-Hixson Pike	6	K mart
K mart-McBrien Rd.	NA	K mart
K mart-101 Hwy.2 (14)	NA	K mart, Baskin-Robbins, Ky. Fried Chicken, Revco
K mart-Hwy.58(2)	NA	Kroger's, Payless Shoes
Kroger Plaza(10)	4	Samson & Delilah, Plateau Mfg., Pic'N Pay
Lake Hills Center(4)	8	Red Food, Rainbow End, Roman Health Spa, Factory Carpet
Lee Plz. East(7)	NA	Kroger, Revco
Mountain View Center(8)	5	Red Prescription,
Northgate Mall (90)	10	Anderson Little, Kroger's, Sears, Miller's, Penney's, United Hamilton Dist., Richway
Northwoods Plaza (8)	NA	Boot Den, Accent House, Abe Shavin Hdw.
Oakwood Plz.(15)	NA	Baskin-Robbins
Oglethorpe Plz., GA2 & US 27(12)	11	K mart, Revco, Moore Handley, Ky. Fried Chicken, Baskins-Robbins
Osborn Ctr.(69)	6	Red Food, Redford's 5&10, Photo Bug, Lovemans, Hub Furn., Chandler's Fabric
Park Plz. Ctr.(15)	NA	Consumer Warehouse
Parkway Center (20)	NA	Kroger, Eckerd's, Hills Dept., Pic'N Pay, Karen Hallmark, Merle Norman, Music Box, Radio Shack
Plaza 58(20)	8	Hungry House, Factory Pants, Radio Shack
Red Food Store Center(5)	NA	Red Food, Kay's Kastles, Dreamshu, Revco
Regency Square	NA	Reflections, Visuals, Electric-Circus
Ridgewood Vlg.(18)	NA	Kelly Lyn Figure Salon, Running Factory, Shoe Villa, Brass Bed Shop
Signal Plz.(13)	10	Pruett Food Town, Tucker's Phcy., Ralph's
Town & Country Ctr.(15)	1	J.B. & Friends Deli, Bonds Drugs, Swim Ctr., Kay's Ice Cream

Principal Shopping Days-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Miller's 4; Loveman's 4; Sears 2; J.C. Penney 3.
Discount Stores-Hamilton Distributors 2; K Mart 4; Zayre 2; Payless 4; Dollar General Stores 5; Service Mdse.
Variety Stores-Woolworth 2; Kress; Redford 11; Kresge; Murphy's 2.
Chain Drug Stores-Eckerd's 7; Drew's; Revco 5; Moore & King 4; The Drug Shop; O'Neals; Mill Discount 2.
Chain Supermarkets-Kroger 5; Red Food 21; Golden Gallon 33; Gooldlet's 3; Pruett Food Town 15; Piggly Wiggly; Consumer Warehouse Foods 2.
Other Chain Stores-Clothing: National Shirt, 5, 7, 9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover, Baskin-Robbins; Others: G.C. Murphy, Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Zales, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 45,929; (m-sat) 44,287; NEWS-FREE PRESS (e-mon to fri) 58,293; (e-sat) 54,296; (S) 107,767; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Roy McDonald, Pub.; Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37403; Tel. (615) 756-6900.
National Representative: Landon Associates.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville TN-KYSMSA). E&P Map C-1, County Seat. Agricultural and military; manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet; on U.S. Hwy. 41A, 79; and Interstate 24.

2 - TRANSPORTATION: Railroads-L&N main line & two branches; Illinois Central Gulf; Seaboard Coastline.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 54,777; Loc. Est. 55,632
CZ-ABC: (70) 39,755; (82) 77,000
RTZ-ABC: (70) 34,166; (82) 27,200
County 80 Cen. 83,342; Loc. Est. 84,643
SMSA 80 Cen. 150,220; Loc. Est. 151,919
City & RTZ-ABC: (70) 73,921; (82) 104,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,817; Loc. Est. 18,557
CZ-ABC: (70) 12,045; (82) 26,600
RTZ-ABC: (70) 8,424; (82) 5,800
County 80 Cen. 27,198; Loc. Est. 28,416
SMSA 80 Cen. 46,844; Loc. Est. 48,672
City &RTZ-ABC: (70) 20,469; (82) 32,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$259,165,960
Savings & Loan	3	$115,776,709

6 - PASSENGER AUTOS: County 73,510 (All vehicles)

7 - ELECTRIC METERS: Residence 20,140

8 - GAS METERS: Residence 3,235

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Cigars; Foods; Work Clothing; Western Boots; Electrical Instruments; Fertilizer; Shoes; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Modular & Mobile Housing; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Processing; Carbon Electrodes; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 46,000 (total).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St. Ext.; 10 blocks Ft. Campbell Blvd.
Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and mart Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Plaza(20)	1	Rose's, Mont. Ward, Harvey's, Big Star
Two Rivers Mall(32)	1	Sears, Walgreen, Stuart's, Brook's
Tradewinds Sq. (24)	4	TG&Y, Winn-Dixie, Revco, Radio Shack
Tradewinds	NA	Univ. Health & Fitness, TG&Y, Winn-Dixie
Madison Circle	NA	Furniture World, Hills, Revco, P.N. Hirsch
Kroger Center	2	Kroger, SupeRx
Mart Shop	2	Houchen's, CDS Drug, Dollar General
St. Bethlehem	3	Dollar General, Curtis Mathis
Clarksville Sq.(6)	4	Pic N'Pay, Kawasaki, Walmart, Foodtown
K mart Plz.(7;	2	K mart, Kroger, Walgreen
Northgate(4)	10	Northgate, Big Star
Markland Plz.(16)	20	Dollar General,SDI Mkt.

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers until 9, Kroger's all night.

13 - RETAIL OUTLETS: Department Stores Montgomery Ward; Parks Belk; Frech-Jones; Harveys; Sears; P.N. Hirsch; K mart (2); Walmart.
Discount Stores-TG&Y 2; Grandpa's; Dollar General Stores 3; Houchens Family Center.
Variety Store-Roses Variety.
Chain Drug Stores-Walgreen 2; Revco 2; SupeRx; CDS; TWD.
Chain Supermarkets- Kroger 2; H.G. Hill; Houchen's; Winn-Dixie 2; CB Stores 3; Foodtown 2; IGA 3; 7-Eleven 7; SDI 4; Minit Mart 4; Bi-Rite; KwickStop 3; ShopRite 2; Majik Markets 3; Sack 'N' Pack 2; Big Star; Save-A-Lot; U-Save.
Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Shoe World; PicWay Shoes; Pic 'N Pay.

14 - NEWSPAPERS: LEAF-CHRONICLE (e) 17,720; (S) 20,101; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Privett, Adv. Dir.; LEAF-CHRONICLE, 200 Commerce St., PO Box 829, Clarksville, TN 37040; Tel. (615) 552-1808.
National Representative: Branham.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. HWys. 11, 64, I-75, State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic; Tenn. Airways. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415; Loc. Est. 26,929
CZ-ABC: (70) 27,591; (82) 43,800
RTZ-ABC: (70) 30,313; (82) 36,200
County 80 Cen. 67,547; Loc. Est. 69,419
City & RTZ-ABC: (70) 57,904; (82) 80,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,946; Loc. Est. 10,399
CZ-ABC: (70) 8,751; (82) 16,300
RTZ-ABC: (70) 8,973; (82) 12,300
County 80 Cen. 23,026; Loc. Est. 24,410
City & RTZ-ABC: (70) 17,724; (82) 28,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$253,782,401
Savings & Loan	2	$187,857,626

6 - PASSENGER AUTOS: County 52,500

7 - ELECTRIC METERS: Residence 19,226

8 - GAS METERS: Residence 3,276

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Stoves, Ranges 2,800; Textiles 2,500; Furniture 1,800; Chemicals 1,200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Neighborhood Shopping Centers-Holiday Shopping Plaza (7 stores); Holiday Plaza, Keith St., (7 stores); Cloverleaf 1 and 2, N. Keith St. (13 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keith St. Plz.(40)	NA	Handee Hdwe.
Cleveland Mall(36)	2	J.C. Penney, Sears, Rose's Dept.
Village Mall(36)	NA	Kresges
Stuart Park(5)	NA	Hallmark

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Millers; Parks-Belk.
Variety Stores-Lay's; Kresge; Wal-Mart; Roses; K mart.
Chain Drug Stores-Moore's; Eckerd; Revco, Central Drug; McCall's; Ken Harris Pharmacy.
Chain Supermarkets-Red Food 3; Watson's 4; Pruitt's Food Town, Cooke's 3.
Other Chain Stores-Firestone; Storchi's; Goodyear; Eleanor Shops; Hub Furniture; Bottom Half; Butler Shoes.

14 - NEWSPAPERS: BANNER (e-mon to fri) 14,814; (S) 15,743; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bobby J. Buckner, Adv. Dir., BANNER, PO Box 3600, Cleveland, TN 37311; Tel. (615) 472-5041.
National Representatives: Landon Associates.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2, County Seat. Rail Shipping Center. Agricultural, mining and manufacturing area. Wholesale grocery center. 43 mi. S of Nashville.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,767; Loc. Est. 26,115
CZ-ABC: (70) 23,851; (82) 28,600
RTZ-ABC: (70) 83,156; (82) 100,900
County 80 Cen. 51,095; Loc. Est. 51,407
City & RTZ-ABC: (70) 107,007; (82) 129,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,488; Loc. Est. 9,758
CZ-ABC: (70) 7,642; (82) 10,800
RTZ-ABC: (70) 26,093; (82) 37,300
County 80 Cen. 18,180; Loc. Est. 18,863
City & RTZ-ABC: (70) 33,735; (82) 48,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$280,000,000
Savings & Loan	2	$110,000,000

6 - PASSENGER AUTOS: County 39,865 (All Vehicles)

7 - ELECTRIC METERS: County 21,886

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 2,190 ($225); Textiles & Apparel 880 (N.A.); Mach. & Metals 1,300 ($138); Food 185 (N.A.); Other Mfg. 1,200 ($140); Mining 234 ($200); Constr. 475 ($200); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Fertilizers; Extruded Aluminum Wire; Air Conditioners.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 60-104; Fall 25-85; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING:Downtown Shopping Areas-3 blocks on 7th St.; 4 on Garden; 3 on 8th; 4 on Main; 4 on Public Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End(14)	1	Dollar General, Piggly Wiggly
Columbia Pl.(4)	1	Hill's, Fred's
Northway(24)	1	Gibson, Singer, Sears Piggly Wiggly
Maury County(18)	4	Pigg & Parsons, Giant Foods, Rose's, Parks Belk
Campbell Plaza	3	Giant Foods
Carmack Plaza(9)	NA	Market Basket
Shady Brook Mall (40)	3	J.C. Penney, Harvey's, Wal-Mart
K mart Plaza	3	K mart, Krogers, Treasury Drugs

Principal Shopping Days-Sat., Fri., Mon. & Sun.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Anderson Bros. & Fosters; W. W. Evans; Harveys; J.C. Penney; Rose's; Parks-Belk.
Discount Stores-Big K; Gibson's; Dollar General; Fred's; Wal-Mart; K mart.
Chain Drug Stores-Reynolds 2; Woldridge 2; Revco 2; Treasury Drugs; Derryberry's 2.
Chain Supermarkets-H.G. Hill; Kroger; Giant Foods.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Davis; Royce Shoe; Western Auto; Moore-Handley.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,351; (S) 12,806; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard G. Smith, Adv. Dir., HERALD., PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representatives: Landon Associates.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 42, 70, I-40 & Corridor J (Hwy. 111), 80 mi. E of Nashville, 100 mi. W of Knoxville, 80 mi. N of Chattanooga.

2 - TRANSPORTATION: Railroads-L & N.
Intercity Bus Lines-Continental Trailways.
Airlines-Tenn. Airways; Skyways, Inc.
Motor Freight Carriers-Mason & Dixon; Potter Freight; Ryder; Thurston; UPS; Averitt Express; Merchant's Freight Lines; Tenn.-Carolina Transport; Warrior Transport; Purolator.

3 - POPULATION:
Corp. City 80 Cen. 20,350; Loc. Est. 22,748
CZ-ABC: (70) 14,270; (82) 21,200
RTZ-ABC: (70) 21,217; (82) 28,600
County 80 Cen. 47,601; Loc. Est. 52,611
City & RTZ-ABC: (70) 35,487; (82) 49,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,017; Loc. Est. 7,851
CZ-ABC: (70) 4,246; (82) 7,400
RTZ-ABC: (70) 6,751; (82) 10,700
County 80 Cen. 16,666; Loc. Est. 18,430
City & RTZ-ABC: (70) 10,997; (82) 18,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$262,010,000
Savings & Loan	3	$56,447,000

6 - PASSENGER AUTOS: County 28,438

7 - ELECTRIC METERS: Residence 9,555

8 - GAS METERS: Residence 2,304

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture 1,100; Auto Access 950; Elect. Machy. 750; Sporting Goods 450; Candy 300; Apparel 1,360; Boots 350.
Principal Industrial Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING:Principal Shopping Area-Broad Street between Willow and Washington, Spring Street between Willow and Maple, S. Jefferson between I-40 and 1st. Street, Willow Ave. between Stevens St. and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Tree(22)	NA	Rose's, Eckerd's, Bestway
Towne Plaza(4)	NA	K mart, Radio Shack
Cookeville Mall(35)	NA	Penney's, Harvey's
North Side Ctr.(12)	NA	Big Star, Super D
Village Ctr.(6)	NA	Foodtown
West Side Ctr. (20)	NA	Jayson's, McAddo's, Dollar General, Lays
Jackson Square(5)	NA	Kroger, Super X
Green Acres(4)	NA	Leo's Food Ctr.

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-McAddo's; McMurray-Roberson, Rose's; Washington Mfg. Co.; Outlet Stores; Grady's; Sears (catalog); Terry's; J.C. Penney; Harvey's.
Discount Stores-Wal-Mart; Howard Bros.; K mart; Dollar General; Ashley's.
Variety Stores-Variety Fair.
Chain Drug Stores-Super D; Eckerd; Super X; Rexall.
Chain Supermarkets-Kroger; Big Star; Cee Bee; Foodtown; Drive-In Markets: 7-11; Lickity Split 4; Kwik-Stop 2; IGA.
Other Chain Stores-Shoes: Pay Less; Pic 'N Pay; Kinney's. Paints: Dutch Boy; Sherwin-Williams; Porter; Pittsburgh Olympic; Martin-Senour. Auto Supply: Goodyear; Goodrich; One Price Tire Store. Jewelry & Optical: Horner-Rauch; Zales. Clothing: Artley's; Handmacher. Other: Hancock Fabric; Singer Co.; Orkin; Radio Shack 2; Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 9,910; (S) 9,960; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub., Allan Profant, Adv. Mgr., HERALD-CITIZEN, 124 S. Dixie, Cookeville, TN 38501; Tel. (615) 526-9715.
National Representative: Landon Associates.
DISPATCH (m) 12,193; (S) 13,314; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Pat Williams, Pub., DISPATCH, PO Box 2348, Cookeville, TN 38501; Tel. (615) 528-5405.
National Representative: General Adv. Service.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2, County Seat. 18 mi. E of Mississippi River. 78 miles NE of Memphis, 165 miles W of Nashville and 230 miles S of St. Louis. Hwy 51, 412; State Hwys. 20, 78, 104, 3; I-155.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf. Piggy back & pass. serv. (Amtrak) available.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856; Loc. Est. 15,958
CZ-ABC: (70) 14,523; (82) 16,200
RTZ-ABC: (70) 31,754; (82) 36,000
County 80 Cen. 34,663; Loc. Est. 35,250
City & RTZ-ABC: (70) 46,277; (82) 52,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,089; Loc. Est. 6,332
CZ-ABC: (70) 4,911; (82) 6,400
RTZ-ABC: (70) 10,180; (82) 13,600
County 80 Cen. 12,696; Loc. Est. 13,273
City & RTZ-ABC: (70) 15,091; (82) 20,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$206,262,000
Savings & Loan	1	$65,503,891

6 - PASSENGER AUTOS: County 19,493

7 - ELECTRIC METERS: Residence 9,681

8 - GAS METERS: Residence 6,891

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Knitted Textiles 1,145; Molded Sponge Rubber; Custom Mixing; Thermo Plastic Processing; Rubber Roll Roofing 1,000; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 185; Beverage Containers 160; Lighting Fixtures 84; Materials & Ready Mixed Concrete 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dyersburg Sq.(6)	2	Cole Drug, Volume Shoe
Green Vlg.(20)	2	Baskin-Robbins, Radio Shack, Walgreen
Forcum Oaks(8)	NA	
Northgate(12)	NA	

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; P.N. Hirsch; Sears (Catalog).
Variety Stores-Woolworth; Ben Franklin
Chain Drug Stores-Gibson's; Rexall; Walgreen; Revco.
Discount Stores-Big K; Gibson's; K mart; Fred's Dollar Store.
Chain Supermarkets-Kroger; Big Johns; Payless; Hays.
Other Chain Stores-Goodyear; Firestone; Singer Co.; B.F. Goodrich; Western Auto; Otasco; Hancock Fabrics; Revco.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 6,542; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: E.A. Nichols, Jr., Pub., STATE GAZETTE, Hwy 51 Bypass, Dyersburg, TN 38024; Tel. (901) 285-4091.
National Representatives: Landon Associates.

ELIZABETHTON

1 - LOCATION: Carter County, E&P Map F-2, County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 91, 67; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: Railroads-ET&WNC.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Piedmont; Southern; United; Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431; Loc. Est. 12,392
County 80 Cen. 50,205; Loc. Est. 51,753
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,763; Loc. Est. 4,834
County 80 Cen. 17,868; Loc. Est. 18,992

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$129,000,000
Savings & Loan	3	$115,000,000

6 - PASSENGER AUTOS: County 35,629 (All Vehicles)

7 - ELECTRIC METERS: Residence 16,145

8 - GAS METERS: Residence 954

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chem. Res.; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Retail 1,500; Transp. 88; Wholesale 100; Services 1,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Centers-8 blocks on Elk Ave.; 4 on E St.; 1 on F St.
Neighborhood Shopping Centers- 1 block on West G St.; Paramount and Westtown Square; Shopping Centers on W. Elk Ave.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Every night until 7 except Fri.; Shopping Centers till 9 p.m. nightly.

13 - RETAIL OUTLETS: Department Stores-Ira A. Watson; J.C. Penney; Parks-Belk.
Variety-Eagle; Dollar Stores; Wal-Mart; Family Dollar.
Discount Stores-Scottie's; Wal-Mart; TG&Y.
Chain Drug Stores-Eckerds; Burgies (McKesson) City Rexall; Lingerfelt Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Giant; Wrights; Publix.
Other Chain Stores-Sterchi Furn.; Firestone; Western Auto; Free Service Tire (Goodyear); Advance; Goodrich; Drake Shoe; Women's Apparel; Nettie Lee; Edna's; George-Carols Ltd.; Cato's.

14 - NEWSPAPERS: STAR (e-mon to fri) 8,020; (S) 9,781; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 542-4151.
National Representatives: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2, County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 411; State Hwys. 34, 35, 70 and 93.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Tennessee; Queen City; Tenn. Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097; Loc. Est. 14,278
CZ-ABC: (70) 13,722; (82) 15,400
RTZ-ABC: (70) 34,682; (82) 41,900
County 80 Cen. 54,406; Loc. Est. 56,589
City & RTZ-ABC: (70) 48,404; (82) 57,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,447; Loc. Est. 5,479
CZ-ABC (70) 4,645; (82) 6,100
RTZ-ABC: (70) 10,301; (82) 14,600
County 80 Cen. 19,151; Loc. Est. 20,545
City & RTZ-ABC: (70) 14,946; (82) 20,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County (All Vehicles) 40,521

7 - ELECTRIC METERS: Residence 73,382

8 - GAS METERS: Residence 643

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furniture 450; Metal Working 2,000; Chemicals 350; Tool & Die 700; Paper Products 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(12)	NA	Winn-Dixie
Food City(10)	NA	Emery 5&10, Food City
Towne Sq.(20)	NA	White's, Parks-Belk Dept.
West Greene	NA	Emery 5&10, Food City
Spencer Sq.	NA	Giant Food, J&R Drug
Greenville Plz.	NA	Giant Food, K mart, Big K, Ingles

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores-Geo. R. Lane's; Penney; Park-Belk; Watson's; Nettie Lee.
Discount Stores-Watson's; Scotties; Howard Bros.; Wal-Mart; K mart.
Variety Stores-Woolworth; Emery's.
Chain Drug Stores-Revco; Scottie's.
Chain Supermarkets-White; Winn-Dixie; Ingles; Food City 2; Giant 2.

14 - NEWSPAPERS: SUN (e) 14,157; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Henley, Adv. Dir., SUN, PO Box 108, Greeneville, TN 37743; Tel. (615) 638-4181.
National Representatives: Landon Associates.

JACKSON

1 - LOCATION: Madison County, E&P Map B-2. Manufacturing, Medical, College, Farming and Trade Center for Western Tenn. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads-Illinois Central/Gulf; L&N.
Airlines-Republic.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,131; Loc. Est. 51,191
CZ-ABC: (70) 41,879; (82) 53,600
RTZ-ABC: (70) 208,937; (82) 233,400
County 80 Cen. 74,546; Loc. Est. 77,761
City & RTZ-ABC: (70) 250,816; (82) 287,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,132; Loc. Est. 19,316
CZ-ABC: (70) 13,705; (82) 20,500
RTZ-ABC: (70) 65,028; (82) 85,000
County 80 Cen. 26,713; Loc. Est. 28,735
City & RTZ-ABC: (70) 78,733; (82) 105,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$315,786,000
Savings & Loan	2	$64,964,198

6 - PASSENGER AUTOS: County 57,461 (All Vehicles)

7 - ELECTRIC METERS: Residence 21,811

8 - GAS METERS: Residence 16,237

9 - PRINCIPAL INDUSTRIES: Manufacturing 8,200 Emp.; Fiberglass Materials 943; Lumber & Hdw. 796; Ceramic Tile 200; Bldg. Materials 124; Aluminum Prod. 631; Store Fixtures 170; Ptg. & Pub. 290; Carbonated Bev. 300; Power Tools 899; Misc. Mfg. 481; Sheeting for Bags 928; Dairy, Food Farm Prod. 600; Dresses 400; Frozen Foods 241; Food Products 830; Plastic Pipe 200; Furniture Mfg. 132; Packaging 621; Automotive Parts 400; Ind. Air Conditioners 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 02-54. Frost-free period-April 6-Oct. 23.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING:Principal Shopping Centers-Downtown 10 blocks, 48 stores.
Neighborhood Shopping Centers-Highland Park 9 units; Highland & Campbell Sts.; East Chester 6 units; E. Chester St. at city Limits; Hollywood on Hollywood Dr. 10 units; South Gate 10 units; Highway 45N.; Knight Square 7 units. Highway 45 N.; Casey Jones Village 8 units, Hwy. 45 By Pass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Hickory Mall (66)	4	Sears, J.C. Penney, Kisber's, Goldsmiths
Jackson Plaza(13)	4	Parks-Belk, Service Merchandise
Oak Hill(4)	4	Sunflower
Hamilton Hills(16)	4	Gibson's, Liberty
South Gate(6)	3	Super D, Big Star
Hollywood(10)	2	Big Star, Fred's
Madison South(27)	4	Gibson's, Liberty
Highland Park	2	Highland Park Food
McKnight Sq.(21)	4	Goodyear
Casey Jones Vlg.	5	Old Country Store
North Plaza(10)	5	Walmart, Revco, Sunflower
K mart Ctr.(2)	NA	K mart, Kroger
Bemis Sq.(12)	NA	Wal-Mart, Kroger

Principal Shopping Days-Thu., Fri., & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears, J.C. Penney; Kisber's; K mart; Parks-Belk; Marks

Rothenberg; Goldsmith's; Wal-Mart 2.
Discount Stores-Gibson's 2; K mart. Dollar General; Super D; Walmart 2.
Variety Stores-Woolworths; TG&Y 2; McCrory; Fred's.
Chain Drug Stores-Walgreens; Super D 2; Gibson's; Rexall 3; K mart; Revco.
Chain Supermarkets-Big Star; Piggly Wiggly 2; Liberty 4; Camp's; Kroger 2; Super C 7; Sunflower 2; Q-Mart 8; Pic-Pac; E. W. James.
Other Chain Stores-Firestone; Goodyear; Western Auto; Brodnax Jewelry; Sterchi Furniture; Mam'selle; Singer Co.; Pittsburgh Plate Glass; Handcock Fabrics; Remnant House Fabrics; Wickes Lbr.; Lowes Lbr.

14 - NEWSPAPERS: SUN (e-mon to fri) 33,687; (S) 35,168; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David W. Barton, Adv. Director, SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representative:CWO&O.

JOHNSON CITY

1 - LOCATION: Washington County, E & P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC. Shopping center; mfg., wholesale grocery, drug and hardware center; Medical Center; College center; Medical School; VA Hospital Mountain Home. On Hwys. 11E, 19W, 23, 321, 411 and 137.

2 - TRANSPORTATION: Railroads-Southern; Clinchfield; ET&WNC Railroad.
Motor Freight Carriers-17.
Intercity Bus Line-Trailways; Greene County.
Airlines-Piedmont; USAir; Republic; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 39,753; Loc. Est. 43,522
CZ-ABC: (70) 54,700; (82) 68,200
RTZ-ABC: (70) 85,575; (82) 103,800
County 80 Cen. 88,755; Loc. Est. 90,521
City & RTZ-ABC: (70) 140,275; (82) 172,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,031; Loc. Est. 14,566
CZ-ABC: (70) 16,209; (82) 23,700
RTZ-ABC: (70) 26,977; (82) 38,600
County 80 Cen. 31,191; Loc. Est. 32,775
City & RTZ-ABC: (70) 43,186; (82) 62,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$286,098,792
Savings & Loan	3	$177,021,327

6 - PASSENGER AUTOS: County 73,300 (All Vehicles)

7 - ELECTRIC METERS: Residence 47,148

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Prod.; Brick; Concrete Blocks; Baking Prod.; Telephone Components; TV-Radio Cabinets; Tool Mfg.; Food Prod.; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry, Machine Prod.; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elec. Heaters; Water Tanks; Mattresses; Dairy Prod.; Bottler's Sheet Metal Prod.; Electronic & Appliance Components; Aluminum Windows; Doors; Cement Prod.; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese; Payroll $49,820,000 Annually. 13,000 employees.
Principal Pay Days-Wkly; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(40)	NA	J.C. Penney, Miller's
Holiday(4)	NA	Wright's Mkt.
K mart Plaza(3)	NA	Giant Food, Revco, K mart
King's Disc. Plz.(5)	NA	King's Dept., Winn-Dixie
Hills(3)	NA	Hills, Kroger
The Mall(80)	NA	Parks-Belk, Millers, J.C. Penney, Sears
Shopper City(6)	NA	Food City Mkt.
Southside Plz.(12)	NA	Giant Foods, Revco

Principal Shopping Days: Dept. Stores-Mon., Thu., Fri. & Sat. Food-Thu., Fri. & Sat.
Stores Open Evenings: Fri. & Mon.; Shpg. Ctrs. nitely.

13 - RETAIL OUTLETS: Department Stores-King's; Parks-Belk; Sears; Nettie Lee; J.C. Penney; Millers.
Variety Stores-Woolworth; McCrory's; Vick's.
Discount Stores-Howard Bros.; Ken's; K mart, Hills.
Chain Drug Stores-Hospital Phcy.; Howard Bros.; SupeRx; Revco; Eckerd's; Hills.
Chain Supermarkets-Giant 4; Wright's 2; Kroger 2; Publix; Jiffy 6; Winn-Dixie; Food City 2.
Other Chain Stores-Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. (Furn.); Sterchi Bros (Furn); Free Service Tires; Zales; Ormonds; Anderson-Little; Chess-King; Foxmoors; Brooks; Spencer's Gift; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furniture; Fifth Avenue Card Shop; Butler Shoes; Royce Shoe Store; Ford Shoes; Nettie Lee Boy & Girl Shop; Gateway Books; Motherhood Maternity.

14 - NEWSPAPERS: PRESS-CHRONICLE (m-tues to fri) 3,378; (e-mon to fri) 24,910; (m-sat) 27,644; (S) 30,856; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Norma Tucker, Nat'l Adv. Dir., PRESS-CHRONICLE, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representatives: Branham.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA SMSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E. of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; I-81.

2 - TRANSPORTATION: Railroads-Clinchfield; Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.
Airlines-Piedmont; Republic; USAir; Atlantis; Appalachian.

3 - POPULATION:
Corp. City 80 Cen. 32,027; Loc. Est. 31,517
CZ-ABC: (70) 82,977; (82) 97,700
RTZ-ABC: (70) 122,913; (82) 149,900
County 80 Cen. 143,968; Loc. Est. 146,076
SMSA 80 Cen. 433,638; Loc. Est. 442,379
City & RTZ-ABC: (70) 205,890; (82) 247,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,665; Loc. Est. 12,751
CZ-ABC: (70) 26,091; (82) 36,000
RTZ-ABC: (70) 37,410; (82) 53,400
County 80 Cen. 52,022; Loc. Est. 54,340
SMSA 80 Cen. 154,169; Loc. Est. 162,016
City & RTZ-ABC: (70) 63,501; (82) 89,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$393,256,800
Savings & Loan	4	$633,647,860

6 - PASSENGER AUTOS: County 104,302

7 - ELECTRIC METERS: Residence 50,685

8 - GAS METERS: Residence 3,154

9 - PRINCIPAL INDUSTRIES: Chemicals; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $338,167,000.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING:Principal Shopping Centers-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 miles on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Henry Mall (77)	NA	Parks-Belk, Sears, J.C. Penney, Millers
Greenacres(12)	NA	Roses, Oakwood Mkt.
Kings Grant Plaza(16)	NA	King's Dept. Giant Food, Revco
Kingsport Mall(36)	NA	Hills, Mont. Ward, K mart
Midtown(22)	NA	Giant, Oakwood, Publix
Parkway Plz.(6)	NA	Kroger, Lays, Eckerd Drug
Southland(4)	NA	Giant Food, WalMart, Revco, Food City
Colonial Hts.	NA	Giant, Ingles
Mt. Carmel	NA	Winn-Dixie

Principal Shopping Days-Mon., Tues., Wed., Thu., Fri., Sat.; Groceries-Mon., Sat.
Stores Open Sunday-K mart; Walmart; Hills; Wards; Revco Drugs; Kings; Food City; Kroger; Treasury Drug; Eckerd Drugs; Hickory Farms; Sears; Penney; Giant Food Mkt.; Rose's; Parks-Belk; Millers.
Stores Open Evenings-Most stores.

13 - RETAIL OUTLETS: Department Stores-Miller's; J.C. Penney; Dobyns-Taylor; Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores-Walmart; Hill's; King's; K-Mart.
Variety Stores-Woolworth; Family Dollar; Lay's.
Chain Drug Stores-Revco 3; Treasury; Eckerd's 2; K mart.
Chain Supermarkets-Giant 5; Oakwood 6; Minute Mkts. 9; Quik Trips; Kroger 2; Food City; Publix; 7-Eleven 9; Winn-Dixie.
Other Chain Stores-Jewel Box; Goodrich; Firestone; Free Service Tire; Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zales; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Mary Carter; Lowe's; Pittsburgh Paints; Rhodes Furniture; Paty Lumber; Oakwood Mkts.; Giant Food; New York Carpet; Lerner; Ford Shoes; Hickory Farms; B. Dalton Books; General Nutrition; World O Toys; World of Clothing; Radio Shack; Family Dollar; Carlyle and Co.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 43,889; (m-sat) 42,573; (S) 44,659; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Sigmon, Adv. Dir., TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.
National Representative: Landon Associates.
DAILY NEWS (m-mon to fri; S) 5,080; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Peter Dykes, Pub., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representatives: None.

KNOXVILLE

1 - LOCATION: Knox County (SMSA). E&P Map E-2, County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati; 198 mi. E of Nashville; 191 mi. N of Atlanta; U.S. Hwys. 70, 11, 129, 141, 25-W, I-40, I-75, I-81; State Hwys. 33, 71, 139, 127.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville (L&N).
Motor Freight Carriers-39.
Intercity Bus Lines-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.
Airlines-American; United; Delta; Piedmont; Republic; TWA; Tenn. Airways; Nelson Aviation.

3 - POPULATION:
Corp. City 80 Cen. 183,139; Loc. Est. 181,377
CZ-ABC: (70) 204,493; (82) 238,800
RTZ-ABC: (70) 620,029; (82) 797,000
County 80 Cen. 319,694; Loc. Est. 324,273
SMSA 80 Cen. 476,517; Loc. Est. 476,559
City & RTZ-ABC: (70) 824,522; (82) 1,035,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 71,640; Loc. Est. 73,567
CZ-ABC: (70) 65,692; (82) 89,800
RTZ-ABC: (70) 190,697; (82) 287,200
County 80 Cen. 117,951; Loc. Est. 123,291
SMSA 80 Cen. 174,691; Loc. Est. 179,943
City & RTZ-ABC: (70) 256,389; (82) 377,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: County 222,575 (All Vehicles)

7 - ELECTRIC METERS: Residence 127,189

8 - GAS METERS: Residence 19,304

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 2500 ($189); Food 4300 ($248); Stone & Clay Products 1100 ($376); Apparel 7900 ($187); Machinery 2100 ($289).
Principal Industrial Pay Days-Fridays, 26th, 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers-2 blocks on Chapman Hwy. at Vestal; 1 on Chapman Hwy. at Colonial Village; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Rd.; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Dr. at Cedar Bluff Rd.; 1 on Kingston Pike at Lovell Rd.; 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on B'way at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bearden(24)	6	Whiteway, White Store
Broadway(28)	3	Woolworth, Kroger, White Store
Chapman Hwy.(15)	12	K mart, Kroger
Clinton Hwy.(15)	6	K mart, Revco, A&P Winn-Dixie
McClain Center	6	Kroger, SupeRx, Jefferson-Ward
Cumberland(16)	6	Whiteway Variety, White Store
Fountain City(14)	6	Revco, IGA
King's Plaza(18)	9	King's, Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, Paul Parrott, White Store
Kingston(10)	4	Long's Drug, Revco, White Store, IGA
Northgate(7)	5	K mart, Winn-Dixie, Revco, White Store
Southgate(12)	7	White Store, Whiteway
Suburban(27)	8	Long-Henderson Drug, IGA
West Haven(15)	7	Munford, White Store, Bradley Drug
Western Plaza(33)	5	Hall-Brown, Woolworth's
West Town(90)	8	Miller's, J.C. Penney, Proffitt's, Sears
Walker Springs(8)	12	Kings, Kroger, SupeRx
Rocky Hill(12)	9	IGA, Raley's Wear House
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores, Whiteway, Todd & Armstead Drug
Knox Plaza	4	Kroger, SupeRx
Halls(10)	10	White Store, Whiteway
Hall's Plaza(11)	10	King's Dept. Store, Winn-Dixie, Revco

Principal Shopping Days-Department Stores-Sun., Mon., Fri., and Sat.; Foods-Thurs., fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thu.; Sears, Discount Stores and West Town-Mon thru Sat.; Food-Every night until 9 p.m.
Stores Open Sundays-Some food & supermarkets; K mart; Jefferson-Ward; Miller's (West Town).

13 - RETAIL OUTLETS: Department Stores-Miller's 2; Sears 2; J.C. Penney 2; Ira A. Watson; Proffit's; Hill's 2.
Discount Stores-Jefferson-Ward; K mart 7; King's 3; Service Merchandise; United General Prods; Target 2; Ardan's.
Variety Stores-Woolworth; Whiteway; Emery.
Chain Drug Stores-Revco; SupeRx 7; Comers 3; Walgreen 2.
Chain Supermarkets-White 28; Cas Walker 13; Kroger 12; Winn-Dixie 8; A&P 2; IGA 27; Mini Mart 11; Hop-In 11; Giant 6.
Other Chain Stores-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Hill Bros. Shoes; Spencer Gifts; Hardy Shoes; Jarman Shoes; Bell Bros. Shoes; Kinney Shoes; Baker's Shoes; Zales Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Frankenberger's; Radio Shack.

14 - NEWSPAPERS: JOURNAL (m) 57,096; Mar. 31, 1982 ABC. NEWS-SENTINEL (e) 100,910; (S) 160,163; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Leslie C. Schneider, Adv. Prom. Mgr., NEWS-SENTINEL and JOURNAL, PO Box 80, Knoxville, TN; Tel. (615) 523-3131.
National Representatives: Story & Kelly-Smith.

LEBANON

1 - LOCATION: Wilson County, (In Nashville-Davidson SMSA). E&P Map D-2, County Seat. Home of Cumberland University & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: Railroads-L&N.
Bus Lines-Trailways.
Airlines-Most at Metro Airport (17 miles).

3 - POPULATION:
Corp. City 80 Cen. 11,872; Loc. Est. 11,083
SMSA 80 Cen. 850,505; Loc. Est. 874,512
County 80 Cen. 56,064; Loc. Est. 58,030

4 - HOUSEHOLDS:
City 80 Cen. 4,334; Loc. Est. 4,146
County 80 Cen. 18,863; Loc. Est. 20,090
SMSA 80 Cen. 201,945; Loc. Est. 310,896

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$129,500,000
Savings & Loan	3	$61,344,051

6 - PASSENGER AUTOS: County 28,185

7 - ELECTRIC METERS: Residence 5,084

8 - GAS METERS: Residence 1,724

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Blankets 359; Gears 1,200; Clocks 452; Television 300; Candy 500; Western Boots 591; Luggage 459; Rubber Seals 401.

10 - CLIMATE: Mild; Av. Min. 48; Av. Max. 72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedars of Lebanon (15)	NA	IGA, Mary Lees, Rome Jewelry
Center of Lebanon (5)	NA	Wal-Mart, Cowan's, Houchens
Nokes(5)	NA	Lynn Flowers
Village(8)	NA	Buckeye Drugs, Riggans Food, Save-A-Lot
West Hill(6)	NA	Dick's Market, Cox's
West Main(10)	NA	Kroger, SupeRx, K mart, Radio Shack

Principal Shopping Days-Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-McAdoo's; K mart; Cato's; Cowan's; Draper & Darwin.
Discount Stores-Fred's; SupeRx Drugs, K mart; Wal-Mart.
Variety Stores-Ben Franklin 2; Dollar General; Fred's.
Chain Drug Stores-Bradhaw's 2; Wal-Mart Pharmacy, K mart.
Chain Supermarkets-Kroger; Cee Bee; Bi-Rite; IGA 2; Moser's 2, Houchen's.
Other Chain Stores-Goodyear; Western Auto; Sears; Mary Lee's; Sherwin-Williams; West Bldg.; Ace Hardware; Baskin-Robbins, Lowe's; Montgomery Ward.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,594; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Sam Hatcher, Editor; David Beasley, Adv. Mgr., DEMOCRAT, PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative: Landon Associates.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (In Knoxville SMSA). E&P Map E-2, 15 mi. from Knoxville. On U.S. Hwys. 129 and 411; State Hwys. 33, 35, 73, & 95.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Republic; Eastern; Tennessee Airways; Professional Jet Service.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350; Loc. Est. 24,358
Alcoa 80 Cen. 6,870; Loc. Est. 6,485
Maryville 80 Cen. 17,480; Loc. Est. 17,873
CZ-ABC: (70) 38,834; (82) 51,000
RTZ-ABC: (70) 27,609; (82) 34,400
County 80 Cen. 77,700; Loc. Est. 79,543
SMSA 80 Cen. 476,517; Loc. Est. 476,559
City & RTZ-ABC: (70) 66,443; (82) 85,400

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300; Loc. Est. 9,333
Alcoa 80 Cen. 2,615; Loc. Est. 2,444
Maryville 80 Cen. 6,685; Loc. Est. 6,889
CZ-ABC: (70) 12,516; (82) 19,300
RTZ-ABC: (70) 8,633; (82) 12,500
County 80 Cen. 28,177; Loc. Est. 29,691
City & RTZ-ABC: (70) 21,149; (82) 31,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$322,819,130
Savings & Loan	2	$151,641,944

6 - PASSENGER AUTOS: County 66,558

7 - ELECTRIC METERS: County 33,594

8 - GAS METERS: Residence 8,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Aluminum Smelting; Chromium Fabricating; Foil 4,500; Schlegel Tennessee 200; Klote International 100; McCawber Engineering 100; Master Craft Boat Co. 75; Rockford Mfg. 200; Veach-May-Wilson, Inc. 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 31-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Nearby Shopping Center-Midland Ctr.: Winn-Dixie, Profitts, White Stores Super Mkt., Revco, J.C. Penney. Fair Park Shopping Center: Giant Food, Revco Drug, Family Dollar.
Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-Profitt's; Penney; Mosers; Minton's.
Discount Stores-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar.
Variety Stores-Emery.
Chain Drug Stores-Revco 2; Treasury; SupeRx; Lowe's.
Chain Supermarkets-White 3; A&P; Winn-Dixie 2; Kroger; Giant 2; H. H. Lyons 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,231; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tutt S. Bradford, Pub., TIMES, 307 E. Harper Ave., Maryville, TN 37801; Tel. (615) 983-0260.
National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County (In Memphis, TN-AR-MS SMSA), E&P Map A-2, County Seat. On Mississippi River between St. Louis and New Orleans. Commercial, agribusiness and shipping center for the Mid-South area; Food processing and distribution center; College and medical center, cotton and hardwood lumber markets; 305 mi. from St. Louis and 394 mi. to New Orleans.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
Motor Freight Carriers-97.
Intercity Bus Lines-Greyhound; West Memphis; Continental Trailways; Gulf Transport; Transports; Bridge Transit; Great Southern.
Airlines-American; United; Delta; USAir; Frontier; Piedmont; Republic; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 646,356; Loc. Est. 659,446
CZ-ABC: (70) 679,399; (82) 679,400
RTZ-ABC: (70) 954,959; (82) 1,102,800
County 80 Cen. 777,113; Loc. Est. 800,524
SMSA 80 Cen. 912,887; Loc. Est. 935,621
City & RTZ-ABC: (70) 1,634,358; (82) 1,782,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 230,474; Loc. Est. 241,913
County 80 Cen. 269,186; Loc. Est. 285,997
SMSA 80 Cen. 311,796; Loc. Est. 329,576
CZ-ABC: (70) 205,383; (82) 253,900
RTZ-ABC: (70) 274,383; (82) 358,500
City & RTZ-ABC: (70) 479,766; (82) 612,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$3,676,154,000
Savings & Loan	7	$1,114,553,000

6 - PASSENGER AUTOS: County 408,950

7 - ELECTRIC METERS: Residence 269,316

8 - GAS METERS: Residence 215,087

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees-Lumber 2,900; Furniture 3,000; Fabr. Metal Prod. 5,400; Mach. 4,900; Elect. Mach. 3,600; Other Mfg. Durables 6,800; Food Prod. 9,100; Bakery 1,300; Apparel 1,900; Paper Prod. 6,300; Print & Pub. 4,100; Chemicals 6,900; Other Mfg. Nondurables 4,800; Construction 14,300; Trans. Comm. & Pub. Util. 26,700; Trade 96,000; Fin. Ins. and Real Estate 19,200; Service 74,000; Gov. 66,700; Avg. Wkly. Wage $238.
Principal Pay Days-15th, 30th, Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chickasaw Oaks (12)	5	Pier 1, Super D Jefferson Ward
City Center(17)	3	Zayres, Skagg's, Thom McAn, Radio Shack
Cloverleaf(18)	9	Ben Franklin, Big Star, Sears, Goodyear
Eastgate(45)	10	Skagg's, Giant Foods, Shainbergs, Super D, Kroger
Frayser Plaza(16)	5	Sears, Western Auto
Gateway(18)	8	Kroger, Walgreen, Western Auto
Georgian Hills(16)	7	Ben Franklin, Sears
Germantown Vlg. Sq.(50)	15	Helen of Memphis, John Simmons, M.M. Cohn
Hickory Ridge Mall(110)	18	Sears, Goldsmiths
Kirby Woods Mall(19)	15	Woolf Bros., Casual Corner
Lamar-Airways (18)	5	Skagg's, Shainbergs, Kroger, Pic-Pac
Laurelwood(19)	9	M.M. Cohn, Walgreen, Sears, Oak Hall, TG&Y
Macon Plaza	10	Radio Shack, Big Star
Mall of Memphis (160)	14	J.C. Penney, Dillard's
Metro Plaza(18)	2	Kent's, Marketland
Northgate(39)	5	Skagg's, Woolco, Kroger, Walgreen, Zayre, Kent
Park Center(16)	8	Peaches Records,
Parkway Vlg.(42)	10	Big Star, Pic-Pac Kroger, Walgreen, TG&Y
Perimeter Mall(10)	9	Skagg's, Handy City
Poplar Plaza(43)	6	Lowenstein's, Penney
Raleigh Springs Mall(75)	12	Sears, J.C. Penney, Walgreen, Woolworth
South Plaza(26)	8	Jefferson Ward, Skagg's, Giant Foods
Southbrook Mall (31)	8	Fred Montesi, Pier 1, Service Merchandise
Southgate(39)	4	Skagg's, Kroger, Giant Foods, Shainbergs, J.C. Penney
Southland Mall (66)	8	Goldsmith's, Sears, M.M. Cohn, Woolworth
Summer Ctr.(18)	8	Kroger, Walgreen, Zayre
Whitehaven Plaza(41)	8	Kroger, Walgreen Shainberg, Kent

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu., Sat. (some Shopping Centers until 9 p.m. 6 nights a week).

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn 4; Goldsmith 5; Sears 5; Ardan Catalog Showroom; Shainberg's 5; J.C. Penneys 3; Dillard's 4.
Discount Stores-Jefferson Ward 3; Kent's 12; Surplus City; Zayre 3; Consumer Discount; Fred P. Gattas Distributors Co. 2; Service Merchandise 3; Fred's 9; Bargain Center USA 4; Dollar General Stores 2; K mart 7; Target 4.
Variety Stores-McCrory's 2; S. H. Kress; Woolworth 4; TG&Y Family Centers 2; TG&Y 8; H. J. Wilson's.
Chain Drug Stores-Rexall 32; Walgreen 19; Skagg's 10; Super D 17.
Chain Supermarkets-Giant Foods of America 5; Hogue & Knott 4; Kroger 20; Fred Montesi 5; Pic-Pac 10; Seessel's 6; Big Star 25; Food Rite 8; Liberty 6.
Other Chain Stores-Baker Shoes 7; Bond Clothes; Burk Hall Paint 6; Florsheim Shoe 5; Haverty Furn. 6; Tom McAn 5; National Shirt 2; Sherwin-Williams 4; Singer 7; Glidden; Richman Bros. (men's) 4; Lerner's 5; Mangel's (women's); Three Sisters 3; Firestone 10; Goodrich 3; General Tire; Goodyear 16; Western Auto 4; Uniroyal Tire Store; One Price Tire; Kinney's Shoes 8; Radio Shack 19; Scott Appliances 7; Scott Sound Center 4; Central Hardware 4; Handy City 2; Lowe's Hardware 2; 84 Lumber 2; Butler's Shoes 5; Waldenbooks 3; Gordon's Jewelers 6; CMC Stereo Centers 4.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 202,272; PRESS-SCIMITAR (e) 90,581; COMMERCIAL APPEAL (S) 284,377; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Nat'l Adv. Mgr., THE COMMERCIAL APPEAL and MEMPHIS PRESS-SCIMITAR, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2211.
National Representatives: Story & Kelly-Smith, Inc.; Metropolitan Publishers Reps.

MORRISTOWN

1 - LOCATION: Hamblen County, E&P Map E-2, County Seat. In the E. Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E. 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: Railroads-Southern (Main line, western terminus of the Carolina division).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,683; Loc. Est. 19,584
CZ-ABC: (70) 25,124; (82) 29,900
RTZ-ABC: (70) 74,241; (82) 100,600
County 80 Cen. 49,300; Loc. Est. 49,167
City & RTZ-ABC: (70) 99,365; (82) 130,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,376; Loc. Est. 7,238
CZ-ABC: (70) 7,865; (82) 10,900
RTZ-ABC: (70) 22,573; (82) 36,000
County 80 Cen. 17,257; Loc. Est. 18,168
City & RTZ-ABC: (70) 30,438; (81) 46,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$230,071,158.20
Savings & Loan	4	$142,871,464.87

6 - PASSENGER AUTOS: County 40,692

7 - ELECTRIC METERS: (City) 10,239

8 - GAS METERS: (County) 2,950

9 - PRINCIPAL INDUSTRIES: Poultry; Egg & Dairy Prods.; Furn.; Knitting Mills; Flour & Fedd; Textiles; Leather Gds.; Chem.; Metal Prods.; Comm. Laundry Equip.; Rubber Molded Prod.; Tool & Die; Flakeboard, Paper Products. 19,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo Trail(10)	NA	IGA
Eastgate(12)	NA	Winn Dixie
Morristown Plaza(21)	-	J.C. Penney, Sears, Rose's, Zale's
Plaza Terrace(10)	NA	RAdio Shack
Radio Center(30)	NA	Teague Drugs
Sky City	NA	Sky City, Giant Food
Super Dollar(15)	NA	Bradley's Hdwe.

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; J.C. Penney; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Eagle; Dollar Shop; Rose's.
Chain Supermarkets-Davis; Giant Mkt. 2; Smith's IGA 2; Kroger's; Winn-Dixie; Food City.
Discount Stores-Howard Bros.; Sky City; Wal-Mart; K mart; Roses.
Chain Drug Stores-Revco; Freel's; Minnis 4; Treasure Store; Rite-Aid.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 20,118; (S) 22,778; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St., Morristown, TN 37814; Tel. (615) 581-5630.
National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County (In Nashville-Davidson SMSA). E&P Map C-2, County Seat. Residential, education center (Middle Tennessee State University); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Major airlines at Nashville Municipal Airport (26 miles).
Motor Freight Carriers-Murf. Frt. Line; S&W Frt. Line.

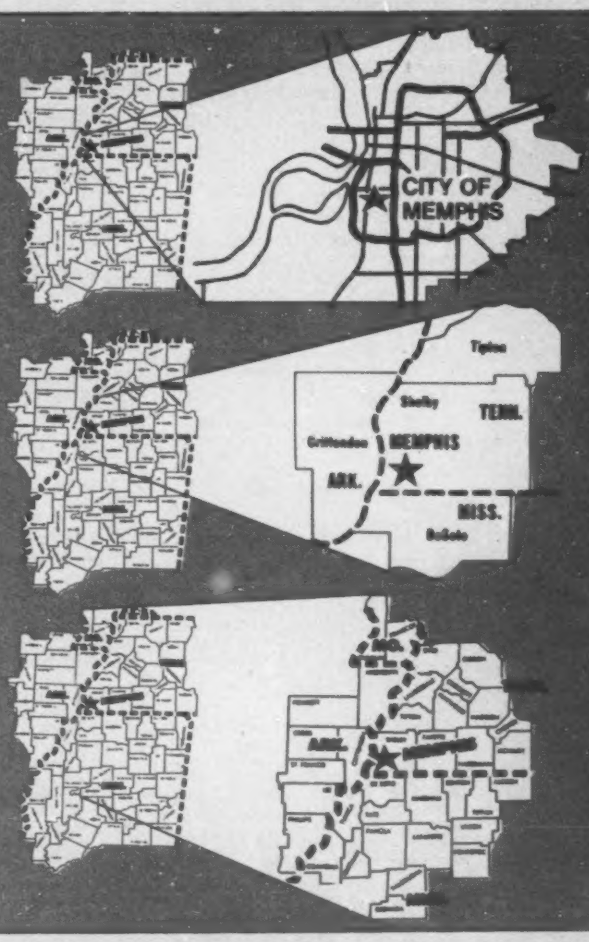
3 - POPULATION:
Corp. City 80 Cen. 32,845; Loc. Est. 33,093
CZ-ABC: (70) 26,360; (82) 39,200
RTZ-ABC: (70) 33,068; (82) 51,400
County 80 Cen. 84,058; Loc. Est. 86,811
SMSA 80 Cen. 850,505; Loc. Est. 874,512
City & RTZ-ABC: (70) 59,428; (82) 90,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,517; Loc. Est. 11,855
CZ-ABC: (70) 7,930; (82) 13,800
RTZ-ABC: (70) 9,482; (82) 17,300
County 80 Cen. 28,002; Loc. Est. 29,825
SMSA 80 Cen. 201,945; Loc. Est. 310,896
City & RTZ-ABC: (70) 17,412; (82) 31,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	4	$187,000,000
Commercial	5	$288,000,000

newspapers mean business

in the Memphis Market



MEMPHIS CITY
92% of adults
(in households with
income $25,000 and up)
Read The Commercial Appeal,
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or both
over a 5-Day period.

MEMPHIS SMSA
91% of adults
(in households with
income $25,000 and up)
Read The Commercial Appeal,
Memphis Press-Scimitar
or both
over a 5-day period.

MEMPHIS ADI
71% of adults
(in households with
income $25,000 and up)
Read The Commercial Appeal,
Memphis Press-Scimitar
or both
over a 5-day period.

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SCRIPPS-HOWARD NEWSPAPERS Represented Nationally by Story & Kelly-Smith Inc.
Mid-South Magazine Represented Nationally by Metropolitan Sunday Newspapers

6 - PASSENGER AUTOS: County 46,634

7 - ELECTRIC METERS: County Residence 32,669

8 - GAS METERS: Residence 7,876

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Eqcip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jackson Heights (18)	NA	Sullivan's, Bi-Rite
Mercury Plaza(18)	NA	Rose's, Cooper-Martin Mkt., Harvey's
Memorial Village(10)	NA	Wal-Mart, Giant Foods
Murfreesboro Mall(21)	NA	K mart, Kroger, Walgreen

Principal Shopping Days-Fri., Sat., & Sun.

13 - RETAIL OUTLETS: Department Stores-Goldstein's; J.C. Penney; Harvey's, Sullivan's.
Variety Stores-Kent's.
Discount Stores-Clark's; Wal-Mart; K mart; Rose's; Fred's.
Chain Drug Stores-Revco 2; Super D; SupeRx; Walgreen.
Chain Supermarkets-Big Star; Bi-Rite; H.G. Hill; IGA 2; Kroger 2.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 12,365; (S) 14,059; Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Alan Werner, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.
National Representative: Landon Associates.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville-Davidson SMSA). E&P Map C-2. State Capital. Industrial, financial. education, recreational and distribution center; river terminal; 6-spoke hub on interstate highways.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Illinois Central.
Motor Freight Carriers-100.
Intercity Bus Lines-Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines-Eastern; American; Ozark; TWA; Republic; USAir; Piedmont; Delta; Capitol. Total 200 flights daily.

3 - POPULATION:
Corp. City 80 Cen. 455,651; Loc. Est. 459,050
PMA-ABC: (70) 699,018; (82) 866,000
County 80 Cen. 477,811; Loc. Est. 487,376
SMSA 80 Cen. 850,505; Loc. Est. 874,512
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 169,674; Loc. Est. 168,147
PMA-ABC: (70) 216,849; (82) 313,700
County 80 Cen. 177,737; Loc. Est. 178,034
SMSA 80 Cen. 201,945; Loc. Est. 310,896

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$4,183,000
Savings & Loan	9	$1,393,000

6 - PASSENGER AUTOS: County 320,101

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Shoes; Paper Prod.; Hosiery; Stoves; Food Prod.; Glass; Appliances; Dacron; Cellophane; Barges; Boats; Tires; Music; Corfam; Tourism.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Avg. Temp. Winter 38; Summer 80. First killing frost, Oct. 22. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Downtown Shopping Area-3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. North; 1 on Sixth Ave. North.
Nearby Shopping Centers-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. South at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Bavarian Village, at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Meade Plaza(16)	6	Kroger
Melrose(13)	3	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Bi-Rite
Green Hills(50)	6	Castner-Knott, Cain-Sloan
Madison Sq.(27)	9	Harvey's, Winn Dixie
Elysian Fields(6)	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz.(22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	Harvey's, Woolco, J.C. Penney
Rivergate(98)	10	Castner's, McCrory, J.C. Penney, Winn-Dixie
South Plaza	NA	J.C.Penney
Bavarian Vlg.(14)	NA	Village Store
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq.(26)	NA	Big K
Due West	8	Zayre, Big Star
Northgate	5	
Hickory Hollow(11)	15	Cain-Sloan, Sears, Castner-Knott
Hickory Plaza(12)	8	Kroger, SupeRx
Gallatin/ Madison(11)	NA	Cooper-Martin Mkt., Zayre
H.G. Hills (5 Ctrs.)	NA	H.G. Hill
Overton Plaza	NA	
Richland Creek(13)	NA	Hill Bros.
Lion's Head Vlg.	6	Handy City, Target

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Harveys; Castner-Knott; Cain-Sloan; Sears; J.C. Penney; Sullivans.
Discount Stores-K mart; Zayre; Woolco; Hills; Target; Wal-Mart.
Variety Stores-Woolworth; Woolco; McCrory; McLellan; Kress; Ben Franklin; G.C. Murphy.
Chain Drug Stores-Wilson Quick 10; J.P. Brown 4; Garrett 4; Walgreen 11; Rexall; SupeRx Drugs 5; Medicine Shoppe 2; Revco 9; Payless of Tenn. 1; Super D 3; Blankenship 3; Medicine Shoppe 7; Treasury Drugs 5.
Chain Supermarkets-Total Number of Supermarkets 117. H.G. Hill 12; Kroger 17; Winn-Dixie 10; Waremart.
Drive-In Markets-EZ Food Shops 10; Jim Dandy 19; 7-Eleven 18; Stop-N-Go 9; Hot Stop 18; Quik Sak; Hot Stop/ SDI-11.
Other Chain Stores-Shoes: Hill Bros. 2, Baynhams, Edison, Bakers, Burts, Foot-So-Port, Bell Bros., Flagg Bros., Hardy, Holiday 2, Jarman, Manss, International, Bells, Florsheim, Family Booteries 5, American. Paints: Mary Carter, Lowe Bros., Pee-Gee, Sherwin-Williams, Glidden. Auto Supplies: Midas Mufflers, Pierson Auto Paint, Karco 3, SureFit Seat Cover, Western Auto 6. Clothing: National Shirt, Three Sisters 3, Wormser Hats, Childs Toggery 3. Jewelry & Optical: Gordons, Kay, Zales. Others: Singer Co., Dalleys, Genesco Sales, Gus Mayer, One Hour Valet, Orkin Exterminating, Radio Shack Corp., Sterchi, Russell Stover Candy, Tooley-Myron Studios, Handy City 3, Homecrafters 5, Spiegel (catalog).

14 - NEWSPAPERS: BANNER (e) 74,235; Mar. 28, 1982 ABC. TENNESSEAN (m) 127,296; (s) 246,081; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir., TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37202; Tel. (615) 255-1221.
National Representative: Gannett.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties, (In Knoxville SMSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mtn. Natl. Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 61, 62, 95, 58.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-American; Delta; Piedmont; Southern; United; TWA.

3 - POPULATION:
Corp. City 80 Cen. 27,662; Loc. Est. 24,320
CZ-ABC: (70) 35,645; (82) 38,400
RTZ-ABC: (70) 66,195; (82) 83,500
Counties 80 Cen. 115,771; Loc. Est. 111,623
Anderson County 80 Cen. 67,346; Loc. Est. 61,306
Roane County 80 Cen. 48,425; Loc. Est 50,317
SMSA 80 Cen. 476,517; Loc. Est. 476,559
City & RTZ-ABC: (70) 101,840; (82) 121,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,021; Loc. Est. 9,897
CZ-ABC: (70) 11,527; (82) 14,500
RTZ-ABC: (70) 20,036; (82) 29,800
Counties 80 Cen. 41,696; Loc. Est. 41,278
Anderson County 80 Cen. 24,616; Loc. Est. 23,016
Roane County 80 Cen. 17,078; Loc. Est. 18,262
SMSA 80 Cen. 174,691; Loc. Est. 179,943
City & RTZ-ABC: (70) 31,563; (82) 44,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$220,811,130
Savings & Loan	3	$96,432,616

6 - PASSENGER AUTOS: Anderson Co. 62,698; Roane Co. 28,021.

7 - ELECTRIC METERS: Residence 10,796

8 - GAS METERS: Residence 3,880

9 - PRINCIPAL INDUSTRIES: Union Carbide Energy & Conservation Research & Development, Fuel for Nuclear Power Reactors 16,400 emp.; Dept. of Energy 802 emp.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

12 - RETAILING:Principal Shopping Center-on Oak Ridge Tpk. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Illinois Ave.(8)	1/2	Howards, K mart
Ridgeway Ctr. (20)	1 1/2	Adroit Office Supply
French's Plaza (10)	1 1/2	French's Market
Grove Ctr.(30)	1	White Store
Jackson Sq.(45)	2	Watson's
Four Oaks(10)	4	Ridge Paint, Bank
Bruner Ctr.(8)	4 1/2	Bruner Food Center
King's Ctr.(3)	2	King's, Winn-Dixie
TriCounty(15)	6	Heck's

Neighborhood Shopping Areas-Elm Grove, 5 miles on E. Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Road; Hilltop, 3 miles on Illinois Ave. at Outer Drive; Pine Valley, 2 miles on New York Ave. at Utah Ave.; West Village. 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores-Miller's; J.C. Penney; Proffitt's; Watson's.
Variety Stores-McCrory's; Whiteway; Woolworth.
Discount Stores-Watson's Valu-Mart; King's; Howard Bros.; K mart; Heck's.
Chain Drug Stores-Treasury Drug Ctr.; Revco.
Chain Supermarkets-A&P; Kroger; White; French's; IGA; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check.
Other Chain Stores-Marilyn; Brown's Bootery; Nettie Lee; Conley E. Morris; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Pittsburgh Plate Glass; Royal Jewelers; The Cloth Shop; Jo Ann Fabrics; Federal Bake Shop; Singer Co.; Sterchi Bros. (furniture); Fowler Bros. (furniture); Western Auto; Goodyear; Firestone; Sears; Otasco.

14 - NEWSPAPERS: OAK RIDGER (e-mon to fri) 12,045; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER, 785 Oak Ridge Turnpike, Oak Ridge, TN 37830; Tel. (615) 482 1021.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County, E&P Map B-2, County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,728; Loc. Est. 10,896
County 80 Cen. 28,656; Loc. Est. 29,850

4 - HOUSEHOLDS:
City 80 Cen. 4,397; Loc. Est. 3,976
County 80 Cen. 10,914; Loc. Est. 11,721

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$137,745,000
Savings & Loan	1	$56,891,104

6 - PASSENGER AUTOS: County (all vehicles) 23,893

7 - ELECTRIC METERS: County 14,400

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Carburetors 1,500; Rubber Prod. 468; Clay Mining & Processing 300; Auto Brake Parts 368; Power Tools 600; Brick Making Eqpt. 75; Lamps 180; Mobile Homes 190; School Furniture 72; Meat Products 98; Hardboard 200; Electric Motors 350.

10 - CLIMATE: Annual avg. temp. 61.5; monthly avg. Jan. 41.5-July 81.3; Avg. annual precipitation 49.73 in. Avg. annual snowfall 6.0 in.

11 - TAP WATER: Hardness 46.0 PPM. Iron 2.1 PPM; calcium 22.0 PPM; turbidity 10.0 PPM; ph 5.9.

12 - RETAILING:Principal Shopping Center-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Paris(3)	1	Kroger, Fred's
Lakeway Vlg.(9)	2	Uncle Lee's, Odoms Mkt.
Lee Greer(5)	1	Radio Shack
Paris Sq.(6)	1	IGA Foodliner
Paris Plaza(6)	1	Warehouse Foods, Wal-Mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. till 8; Groceries-Fri. & Sat til 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays-Some supermarkets, department, drug.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; National; Howard & Jobe; Dollar General.
Discount Stores-Fred's; Wal-Mart; Uncle Lee's.
Variety Stores-Pay-Less.
Chain Drug Stores-Pay-Less; Rexall; SupeRx; Super D.
Chain Supermarkets-Kroger; Jim Adam; IGA; Odom's; Warehouse Foods.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Pic 'N Pay; Radio Shack; Catos; Campbells; Ashleys Outlet; Pay-Less Shoes; Auto Shack.

14 - NEWSPAPERS: POST-INTELLIGENCER (e) 8,333; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St., PO Box 310, Paris, TN 38212; Tel. (901) 642-1162.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Bedford County, E&P Map C-2, County Seat. Retail center. Misc. light mfg. and dairy center. 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,530; Loc. Est. 14,226
County 80 Cen. 27,916; Loc. Est. 29,437
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,031; Loc. Est. 5,405
County 80 Cen. 9,943; Loc. Est. 10,838

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$150,629,815
Savings & Loan	2	$253,036,859

6 - PASSENGER AUTOS: County 19,824

7 - ELECTRIC METERS: Residence, City 5,504

8 - GAS METERS: Residence 1,969

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Building Constr. 170; Road Constr. 300; Plumbing-Electrical 200; Food Processing 500; Textile & Garment 550; Printing & Pub. 285; Plastics 300; Leather & Leather Goods 120; Machine Shops 75; Trans. Equip. 680; Pencil Mfg. 1,220; Metals Proc. 200; Retail & Wholesale Trade 268; Misc. Retail Workers 305; Food Service 300; Automobile Serv. 135; Fin. & Banking 125;

Insurance 40; Repair Shops 40; Service 230.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, medium hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on main square; 1 on Depot St.; 5 on Main St.; Madison St.
Neighborhood Shopping Centers-Edgemont; Big Springs; Madison St.; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Springs(15)	NA	SupeRx, Burkhart's, Wal Mart, Kenwyn, Sullivan's
Edgemont	NA	
Madison(7)	NA	K mart, Kroger, Revco, Family Dollar

Principal Shopping Days-Sat., Mon., Fri.
Stores Close-Some-Wed. aft., Jan. thru Nov.
Stores Open Evenings-Dept.-Food Daily.

13 - RETAIL OUTLETS: Department Stores Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; Burkhart's; Crocker's-Rone Jewelers; Simmons Jewelers; Lambert's Jewelers; Hastings; Bootery; Artley's; Montgomery Ward (local franchise); Clifford Furniture; Williams Bros. Furniture; John F's Furniture; Kenwin's.
Chain Drug Stores-SupeRx; Revco.
Variety Stores-Scottie's; Fred's.
Discount Stores-Wal-mart; K mart; Family Dollar; Dollar General; Freds.
Chain Supermarkets-Day Bros.; Kroger; Guy's Mkt.; Shelbyville Super; Riverview; Dial's Superett; Kwik Stop 2; Sav-A-Lot; D&D Foods.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,076; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, PO Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Obion County, E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Illinois Central Gulf.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airlines-Taylor Charter.

3 - POPULATION:
Corp. City 80 Cen. 10,436; Loc. Est. 9,843
County 80 Cen. 32,781; Loc. Est. 32,855

4 - HOUSEHOLDS:
City 80 Cen. 4,027; Loc. Est. 3,836
County 80 Cen. 12,079; Loc. Est. 12,434

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$170,000,000
Savings & Loan	1	$92,000,000

6 - PASSENGER AUTOS: County 18,773

7 - ELECTRIC METERS: Residence 4,425

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 1,407 ($187); Leather & Shoes 672 ($200); Metal Fabrication 1,000 ($240); Food Packing 808 ($260); Tire 2,964 ($360); Lumber 207 ($190).
Principal Industrial Pay Days-Thu.

10 - CLIMATE: First killing frost, Nov. 12. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; East Main Terminus; Reelfoot Shopping Center-Reelfoot & 1st St.; Obion Square, Reelfoot Ave.
Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shainberg's; Shatz; Jackson's; Falksff's; Behrs
Variety Stores-Kents; Freds $1 Store.
Chain Drug Stores-Revco Drugs; Super D; K&D.
Chain Supermarkets-Kroger; E. W. James; IGA.
Discount Stores-Gibson's; Big K; K mart.
Other Chain Stores-Libby's; Goodyear; Sears; Singer Co.; Otasco; Gibson Discount; Royce Shoes; Sherwin-Williams; Homestead; Pick'N Pay Shoe; Ashleys Outlet; Scott Hallmark.

14 - NEWSPAPERS: MESSENGER (e) 8,200; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, 613 Jackson St., Union City, TN 38261; Tel. (901) 885-0744.
National Representatives: Landon Associates.

TEXAS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Abilene-Jones, Taylor and Callahan Counties.
Amarillo-Potter and Randall Counties.
Austin-Hays, Travis and Willamson Counties.
Beaumont-Port Arthur-Orange-Hardin, Jefferson and Orange Counties.
Bownsville-Harlingen-San Benito-Camaron County.
Bryan-College Station-Brazos County.
Corpus Christi-Nueces and San Patricio Counties.
Dallas-Fort Worth-Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant and Wise Counties.
El Paso-El Paso County.
Galveston-Texas City-Galveston County.
Houston-Brazoria, Fort Bend, Harris, Liberty, Montgomery and Waller Counties.
Kileen-Temple-Bell and Coryell Counties.
Laredo-Webb County.
Longview-Marshall-Gregg and Harrison Counties.
Lubbock-Lubbock County.
Midland-Midland County.
McAllen-Pharr-Edinburg-Hidalgo County.
Odessa-Ector County.
San Angelo-Tom Green County.
San Antonio-Bexar, Comal and Gauadalupe Counties.
Sherman-Denison-Grayson County.
Texarkana, Tex.-Ark.-Bowie County, Tex.; Little River and Miller Counties, Ark.
Tyler-Smith County.
Victoria-Victoria County.
Waco-McLennan County.
Wichita Falls-Clay and Wichita Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Houston-Galveston-includes Houston SMSA; GalvestonTexas City SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	1,001	1,169	1,276
5-14 Years	2,330	2,350	2,565
15-24 Years	2,053	2,773	3,027
25-44 Years	2,686	4,029	4,399
45-64 Years	2,142	2,536	2,769
65 and Over	987	1,371	1,497
TOTAL	11,199	14,228	15,533

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	1,315	2,295	3,998
General Mdse	3,620	5,884	11,268
Food	5,533	9,737	21,252
Automobiles	5,874	11,259	18,615
Gasoline Stations	1,999	3,444	8,358
Apparel	1,482	2,445	4,637
Furniture	1,219	2,044	3,664
Eat-Drink Places	1,781	3,678	8,208
Drugs	772	1,311	2,712
TOTAL	25,833	45,816	91,317

ABILENE

1 - LOCATION: Taylor County, (In Abilene SMSA). E&P Map D-3. 40 mi. NW of Geographical Ctr. of Texas. County Seat. Cattle, oil, ind., education & transportation center.

2 - TRANSPORTATION: Railroads-Abilene Southern; Burlington; Texas & Pacific; Ft. Worth & Denver.
Motor Freight Carriers-14.
Intercity Bus Lines-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
Airlines-Chaparral Airlines.

3 - POPULATION:
Corp. City 80 Cen. 98,315; Loc. Est. 99,617
CZ-ABC: (70) 90,571; (82) 103,900
Bal. in PMA-ABC: (70) 31,593; (82) 37,400
Total PMA-ABC: (70) 122,164; (82) 141,300
County 80 Cen. 110,932; Loc. Est. 113,288
SMSA 80 Cen. 139,192; Loc. Est. 142,231
Bal. in RTZ-ABC: (70) 116,503; (82) 120,600
PMA & RTZ-ABC: (70) 238,667; (82) 261,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,939; Loc. Est. 36,060
CZ-ABC: (70) 27,492; (82) 36,800
Bal. in PMA-ABC: (70) 11,246; (82) 15,700
Total PMA-ABC: (70) 38,738; (82) 50,200
County 80 Cen. 38,515; Loc. Est. 41,611
SMSA 80 Cen. 49,032; Loc. Est. 51,562
Bal. in RTZ-ABC: (70) 41,340; (82) 50,200
PMA & RTZ-ABC: (70) 80,078; (82) 102,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$1,458,665,000
Savings & Loan	5	$427,143,348

6 - PASSENGER AUTOS: County 99,905 (All Vehicles)

7 - ELECTRIC METERS: Residence 35,154

8 - GAS METERS: Residence 35,601

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Feed, Cottonseed Oil Products 250; Aero Space Structures 320; Meat Products 448; Newspaper 300; Oil & Gas Processing 150; Bakery Products 200; Soft Drinks 300; Steel Fabrication 250; Plumbing Fixtures, Fitting & Trim 200; Band Instruments 385; Tire Retreading 100; Calculators 260; Total 130 Industries; 7,680 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; So. 23 & Barrow; 1 on Judge Ely Blvd.; Hi-way 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
8th & Hickory(5)	NA	
Brook Hollow(12)	NA	Safeway, Gibson
Burro Alley(16)	NA	
Crossroads(25)	NA	
Edgewood(4)	NA	M System
Elmwood West(28)	NA	Piggly Wiggly
Frenchman's Creek(17)	NA	Albertsons
Hillcrest(5)	NA	
Mall of Abilene(96)	NA	J.C. Penney, Sears, Dillards
Meads Suburban(9)	NA	Luskey's
Merchant Park(9)	NA	Furr's Mkt., TG&Y
Oakwood Vlg.(95)	NA	Super Duper Food
Park Terrace(8)	NA	
River Oaks(20)	NA	Super Duper, TG&Y
Rose Park(9)	NA	
Radford Hills(23)	NA	Gibsons
Southwest Pk.(12)	NA	
Westgate(42)	NA	Mont. Ward, Minters, Bealls, Thorntons

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores-Grissoms, Minters; Thornton's 5; K mart 2; Sears; Montgomery Ward; Dillards; Bealls 2.
Discount Stores-Gibson's 3; K mart; Payless Cashways; McCoy's; Highway 84 Lumber; TG&Y 5; Wilsons.
Variety Stores-TG&Y 5.
Chain Drug Stores-Eckerd 6; Gibsons 3.
Chain Supermarkets-M-System 3; Safeway 3; Furr Food 2, Piggly Wiggly 2; Super Duper 9; Skinnys 23; Colonial 14; Albertson.
Other Chain Stores-J.C. Penney Sears; Kinney's; White's; Firestone; Goodyear; SherwinWilliams; Zale's 3; Jewel Box; S&Q Clothiers; Baker's; Lerners; Anthony's; S&H Green Stamps.

14 - NEWSPAPERS: REPORTER-NEWS (m-mon. to fri) 39,859; (e-mon to fri) 16,152; Comb. (m&e) 56,011; (m-sat) 49,413; (S) 58,008; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pat Hartsfield, Adv. Dir., REPORTER-NEWS, PO Box 30, Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives: Harte-Hanks; Branham.

ALICE

1 - LOCATION: Jim Wells Count, E&P Map D-5, 125 mi. from San Antonio, 50 mi. W. of Corpus Christi at the Hub of SW part of State. On U.S. Hwy. 281; State Hwys. 44 & 359.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas Mexican.
Intercity Bus Lines-Continental.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 20,961; Loc. Est. 20,600
County 80 Cen. 36,498; Loc. Est. 36,413

4 - HOUSEHOLDS:
City 80 Cen. 6,481; Loc. Est. 6,287
County 80 Cen. 11,165; Loc. Est. 11,486

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$191,642,754
Savings & Loan	2	$72,051,752

6 - PASSENGER AUTOS: County 27,663 (All Vehicles)

7 - ELECTRIC METERS: Residence 6,322

8 - GAS METERS: Residence 5,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Stock Auction Barns, 125· Oil Field Chem. (3) 300; Crude Oil Ref., 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 72-96; Fall 70-86; Winter 32-78.

11 - TAP WATER: Light alkaline to medium soft.

12 - RETAILING:Principal Shopping Center-20 blocks over 3 main sts. & cross sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
LaVillita(9)	NA	J.C. Penney, TG&Y, Kroger's, Sears
Sagewood Mall (19)	NA	Mont. Ward, HEB Mkt., Firestone, Levines
Roselawn(6)	NA	Bealls, Gibsons

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Sat. & Thu.
Stores Open Sundays-Drug; Drive-in Grocery.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; J. C. Penney; Levine; Terry Farris; Sears Roebuck (order store); Montgomery Ward (order store); Beall's; Levines.
Discount Stores-Factory Outlet; Gibson's; TG&Y Family Center; Fashion Outlet.
Variety Stores-TG&Y; Duke & Ayers.
Chain Drug Stores-Roselawn; Alice Walgreen; Rushing Rexall.
Chain Supermarkets-Foodcraft 2; Lone Star 5; HEB 2; Kroger Family Center.
Other Chain Stores-Singer Co.; Western Auto; Firestone; Whites; Goodyear; Maverick Mkts; Circle K.

14 - NEWSPAPERS: ECHO-NEWS (e-mon to fri) 7,200; (S) 8,500; sworn Feb. 1982.
Local Contact for Advertising and Merchandising Data: Lowell Hunt, Pub., ECHO-NEWS, 405 E. Main, Alice, TX 78332; Tel. (512) 664-6588.
National Representative: Texas Daily Press League.

ALVIN

1 - LOCATION: Brazoria County, E&P Map E-5. (In Houston, Tex. SMSA). Located in the SE Portion of State. 25 mi S. of Houston, On State Hwy. 35.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Served by all major airlines through Houston Airport.

The Community
Information
Center In
Abilene,
Texas.

Abilene
Reporter-News
A Harte-Hanks
NEWSPAPER

3 - POPULATION:
Corp. City 80 Cen. 16,515; Loc. Est. 18,223
County 80 Cen. 169,587; Loc. Est. 187,483
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781

4 - HOUSEHOLDS:
City 80 Cen. 5,660; Loc. Est. 6,321
County 80 Cen. 53,907; Loc. Est. 61,509
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$170,000,000

6 - PASSENGER AUTOS: County 140,923 (All Vehicles 1980).

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Nurseries; Oil & Gas refineries; Oil wells; Chemicals.
Principal Industry Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 65-80; Summer 75-90; Fall 62-78; Winter 62-75;

11 - TAP WATER: Alkaline, hard. not flouridated.

12 - RETAILING:Principal Shopping Centers-2500 Hwy. 35 Bypass; Gordon & Coombs, N. Taylor & Willis Gordon & E. House St.; Rosharon Rd.; Loop & Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alvin Bottom Dollar(15)	NA	Bottom Dollar Discount Store
Alvin Ctr.(9)	NA	Mont. Ward, TG&Y
Highland Sq.(16)	NA	Lewis & Coker
Stanton Ctr.	NA	
Meadowpark	NA	Revco, K mart
Wrights Corner	NA	Eckerds

Principal Shopping Days-[illegible] & Sat.
Stores Open Evenings-Shopp[illegible] Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockman's; Montgomery Ward:
Discount Stores-Bottom Dollar; K mart; Wal-Mart.
Variety Stores-Perry's; TG&Y.
Chain Drug Stores-Alvin Pharmacy.
Chain Supermarkets-Jumbo; Foodking; Lewis & Coker; Kroger.
Other Chain Stores-House of Beauty; Blue Bonnet Dress Shop; Film 'N Foto.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 8,676; sworn Feb., 1982.
Local Contact for Advertising and Merchandising Data: Peter Scott, Ret. Adv. Mgr., SUN, 201 E. House, Alvin, TX 77511; Tel. (713) 331-4421.
National Representative: None.

AMARILLO

1 - LOCATION: Potter & Randall Counties, (SMSA). E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 66, 87, 60, 287, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: Railroads-Burlington; Santa Fe; Rock Island.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-TWA; Frontier; Texas International; Air Midwest; Southwest; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 149,230; Loc. Est. 180,349
CZ-ABC: (70) 127,010; (82) 165,600
RTZ-ABC: (70) 356,074; (82) 371,200
Counties/SMSA 80 Cen. 173,699; Loc. Est. 180,349
Potter 80 Cen. 98,637; Loc. Est. 98,441
Randall 80 Cen. 75,062; Loc. Est. 81,908
City & RTZ-ABC: (70) 483,084; (82) 536,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,216; Loc. Est. 68,937
CZ-ABC: (70) Cen. 42,296; (82) 63,700
RTZ-ABC: (70) Cen. 111,455; (82) 135,900
Counties/SMSA 80 Cen. 64,478; Loc. Est. 68,937
Potter 80 Cen. 37,769; Loc. Est. 38,865
Randall 80 Cen. 26,709; Loc. Est. 38,072
City & RTZ-ABC: (70) 153,751; (82) 199,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$1,860,951,000
Savings & Loan	6	$594,486,909

6 - PASSENGER AUTOS: Counties: Potter 152,000; Randall 40,385 (All Vehicles)

7 - ELECTRIC METERS: Residence 69,621

8 - GAS METERS: Residence 55,585

9 - PRINCIPAL INDUSTRIES: Mfg. 9,950; Mining Oil 2,900; Const. 5,800; Utilites 7,100; Services 13,950; Trade 23,550; Finance 4,150.
Principal Industrial Pay Days-1st & 15th.

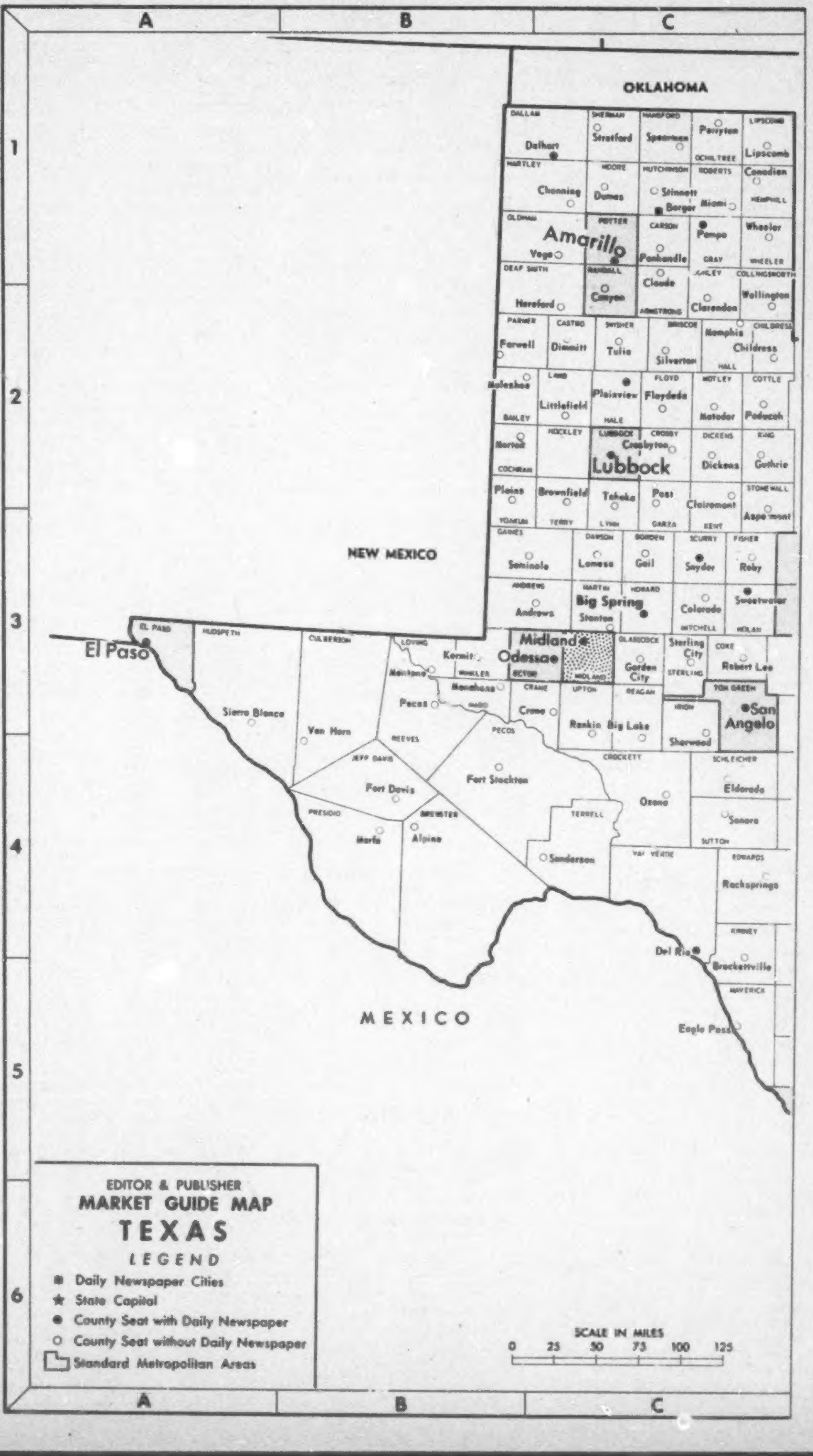
10 - CLIMATE: Min. & Max. Temp.-Spring 10-69; Summer 62-89; Fall 43-71; Winter 23-51. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Downtown Area 5 blocks on Polk, Taylor & Tyler.
Neighborhood Shopping Centers-34th & Georgia; Wolflin & Georgia (69); 3600 W. 15th; N.E. 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell.
Stores Open Evenings-Sat., Mon. & Thu.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woflin-Village	NA	Colberts, TG&Y
Woflin-Georgia(69)	4	Skaggs Drug, K mart, Blackburn Bros.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El Paso
Dalhart
Pampa
Borger
Canyon
Hereford
Plainview
Snyder
Sweetwater
Pecos
Fort Stockton
Alpine
Marfa
Fort Davis
Van Horn
Sierra Blanca
Del Rio
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
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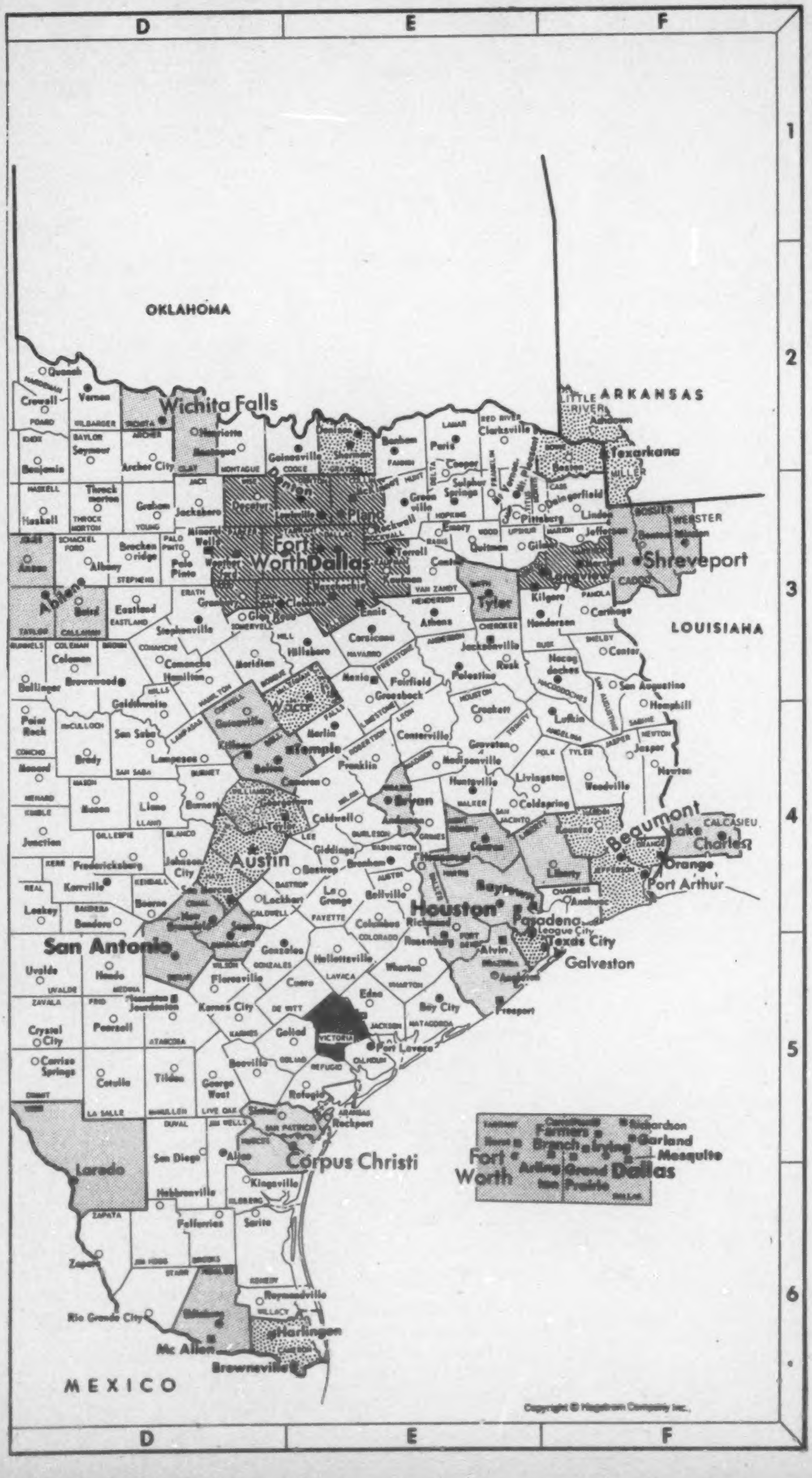
Martindale(14)	3	K's, Thriftstore, United Foods
Sunset(15)	3	Hub, J.C. Penney
Trades Fair	5	K mart, Furr Food, TG&Y
So. Lawn Plz.	6	United Foods, TG&Y, C.R. Anthony
Western Plaza(32)	5	Montgomery Ward, Woolco, Sakowitz
Western Square	6	Albertsons Drugs & Food, United Food
Puckett Plaza(30)	7	Safeway, United, Revco, Sprouse-Reitz
Spanish Crossroads	NA	Furr Foods, Furr's Family Ctr.
Georgia Terrace	6	Furr Foods
Lawndale	6	Furr Foods, TG&Y, C.R. Anthony
Bell Plaza	8	Grand Central
Wellington Sq.(26)	4	Garaski's Loft, Swiss Colony Cheese
Westgate Mall(120)	8	Sears, Dillards, Mervyn's, Bealls
Interstate Village	6	Anderson Jewelry, Albertson's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OKLAHOMA
ARKANSAS
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MEXICO
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Quanah
Vernon
Crowell
Wichita Falls
Henrietta
Montague
Archer City
Seymour
Benjamin
Haskell
Throckmorton
Graham
Jacksboro
Decatur
Gainesville
Denton
Sherman
Bonham
Paris
Clarksville
Cooper
Sulphur Springs
Greenville
Plano
Rockwall
McKinney
Texarkana
Boston
Daingerfield
Pittsburg
Linden
Jefferson
Gilmer
Quitman
Emory
Terrell
Canton
Kaufman
Mineral Wells
Weatherford
Fort Worth
Dallas
Shreveport
Longview
Marshall
Tyler
Kilgore
Henderson
Carthage
Anson
Albany
Breckenridge
Palo Pinto
Abilene
Baird
Eastland
Stephenville
Granbury
Glen Rose
Cleburne
Ennis
Athens
Corsicana
Hillsboro
Jacksonville
Rusk
Nacogdoches
Center
San Augustine
Hemphill
Ballinger
Coleman
Brownwood
Comanche
Hamilton
Meridian
Waco
Mexia
Fairfield
Groesbeck
Palestine
Crockett
Lufkin
Jasper
Newton
Paint Rock
Goldthwaite
San Saba
Brady
Lampasas
Gatesville
Killeen
Temple
Belton
Marlin
Franklin
Centerville
Madisonville
Groveton
Livingston
Woodville
Menard
Mason
Llano
Burnet
Georgetown
Cameron
Caldwell
Bryan
Huntsville
Coldspring
Junction
Fredericksburg
Johnson City
Austin
Taylor
Giddings
Brenham
Navasota
Conroe
Liberty
Beaumont
Lake Charles
Calcasieu
Orange
Port Arthur
Anahuac
Kerrville
Leakey
Bandera
Boerne
New Braunfels
San Marcos
Seguin
Lockhart
Bastrop
La Grange
Bellville
Houston
Baytown
Pasadena
League City
Texas City
Galveston
Alvin
Angleton
Freeport
Richmond
Rosenberg
Columbus
Hallettsville
Wharton
Bay City
Edna
San Antonio
Uvalde
Hondo
Floresville
Gonzales
Cuero
Pleasanton
Jourdanton
Karnes City
Goliad
Victoria
Port Lavaca
Crystal City
Pearsall
Carrizo Springs
Cotulla
Tilden
George West
Beeville
Refugio
Sinton
Rockport
Corpus Christi
Alice
Kingsville
San Diego
Laredo
Hebbronville
Falfurrias
Sarita
Zapata
Raymondville
Rio Grande City
Mc Allen
Edinburg
Harlingen
Brownsville
Carrollton
Richardson
Farmers Branch
Irving
Garland
Mesquite
Fort Worth
Arlington
Grand Prairie
Dallas
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Stores Open Evenings-Dept.-Thu.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony 4; Sakowitz; Sears; Blackburn Bros. 2; Montgomery Ward; J. C. Penney; Hub 2; Colbert's 2; Harry Holland.
Discount Stores-K mart; Gibson's; Woolco; Best; Grand Central.
Variety Stores-Woolworth; TG&Y 6; Thrift Stores 2.
Chain Drug Stores-Albertsons 3; D&S 4; Maxor 2; S&M 2; Sav-On 5; Revco.
Chain Supermarkets-Furr Food 10; Safeway 4; Food Bonanza; United 7; Toot-N-Totum 40; Circle K Stores 7; 7-Eleven 16.
Other Chain Stores-Lerner's; Whites Auto; Western Auto; Zales; S&H Green Stamps; Firestone; B. F. Goodrich.

14 - NEWSPAPERS: NEWS (m) 43,279; (e-mon to fri) 28,664; Comb. (m&e) 71,943; (S) 72,924; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bryce S. Cockerham, Adv. Dir., GLOBE-NEWS, 900 Harrison St., Amarillo, TX 79166; Tel. (806) 376-4488.
National Representative: Texas Daily Press League.

ANGLETON

1 - LOCATION: Brazoria County, E&P Map E-5 (in Houston SMSA). County Seat. Chemical, oil & gas industries. Agriculture, cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo; Merchants; UPS.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 11,091; Loc. Est. 13,887
County 80 Cen. 169,587; Loc. Est. 187,483
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,678; Loc. Est. 4,605
County 80 Cen. 53,907; Loc. Est. 61,509
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 130,176 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chemical; Farming.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping CentersN. Downing Rd & Hwy. 35 (9 stores); County Rd (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys; 36 & 288 (9 stores); K mart Hwy 288.
Neighborhood Shopping Centers-Four Corners; Angleton Plaza; Angleton Palm Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall	9	Sears, Wilsons, JC Penney, Joskers
Lacks Plantation	12	Lacks Center

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockmans; Weiners.
Discount Stores-Bottom Dollar; K mart.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Eckerds; Walgreens.
Chain Supermarkets-Safeway; Kroger.
Other Chain Stores-Firestone; World of Fabrics; Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri, S) 4,907; VAC June, 1982.
Local Contact for Advertising and Merchandising Data: Dwight L. Moody, Jr., Pub., ANGLETON TIMES, PO Box 936, Angleton, TX 77515; Tel. (713) 849-8581.
National Representative: USSPI.

ARLINGTON

1 - LOCATION: Tarrant County (In Dallas-Fort Worth SMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: Railroads-Texas and Pacific; Great Southwest.
Motor Freight Carriers-45.
Intercity Bus Lines-Texas Motor Coaches; Continental Trailways.
AirlinesDallas-Ft. Worth Regional Airport; Arlington Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 160,123; Loc. Est. 168,203
County 80 Cen. 860,880; Loc. Est. 904,369
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 58,650; Loc. Est. 65,188
County 80 Cen. 310,272; Loc. Est. 336,108
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$474,654,010
Savings & Loan	9	$6,625,486,014

6 - PASSENGER AUTOS: County 740,996 (All Vehicles 1980)

7 - ELECTRIC METERS: Residence 61,197

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field equipment. (Avg. hourly wage $6.69.)

10 - CLIMATE: Avg. Temp.-Summer 88; Winter 34.

11 - TAP WATER: From Lake Arlington Reservoir and 14 city wells. Well water, very soft, alkaline; lake water, medium.

12 - RETAILING:Downtown Shopping Area, plus 15 major centers in outlying area; 785 retail outlets (C. of C.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlington Plaza(8)	NA	Buddies
Ashbury(12)	NA	Skaggs-Alpha-Beta, Cloth World
Fielder North(25)	NA	Buddies
Forum 303 Mall(60)	NA	Montgomery Ward, Dillards, Kinneys
Four Corners(7)	NA	Krogers
French Market(5)	NA	Woolco, Buddies, Motts, J. Bran[illegible]
Galleria Plaza(5)	NA	
Overland Stage	NA	
Park Plaza(4)	NA	Buddies
Parkway Central(15)	NA	Tom Thumb
Randol Mill West(2)	NA	
Royal Park(5)	NA	Skaggs-Alpha-Beta
Six Flags Mall(72)	NA	Sears, Sanger-Harris, JC Penney
Sylvan Heights(16)	NA	Piggly-Wiggly
Town North(40)	NA	Buddies, Ben Franklin
Westbury Sq.(5)	NA	Monnigs
Woodland West(28)	NA	Safeway

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-Penney; Anthonys; Sears; Mitchell's; Watsons; K mart; Treasure City; Dillard's; Sanger-Harris; Montgomery Ward; Joskes.
Variety Stores-Ben Franklin 3; Motts; M.E. Moses; McCrory's.
Discount Stores-Gibson's; K mart; Treasure City; Target; Edison's; Woolco; Best.
Chain Drug Stores-Arlington; Baker 2; Skillkens 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerds; Revco.
Chain Supermarkets-Buddies 7; Safeway 4; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewel T; Tom Thumb.
Other Chain Stores-Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon., tue., thu., fri.) 4,870; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Bob Canon, Pres., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (817) 277-5511.
National Representative: USSPI.

ATHENS

1 - LOCATION: Henderson County, E&P Map E-3, County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: Railroads-St. L., SW; T&NO.
Motor Freight Carriers-3.
Intercity Bus Lines-Central Texas Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,197; Loc. Est. 9,971
County 80 Cen. 42,606; Loc. Est. 45,242

4 - HOUSEHOLDS:
City 80 Cen. 3,777; Loc. Est. 2,930
County 80 Cen. 16,087; Loc. Est. 17,579

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$110,777,531
Savings & Loan	2	$124,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 39,691

7 - ELECTRIC METERS: Residence 4,675

8 - GAS METERS: Residence 3,643

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 465 ($160); Oil & Gas 325 ($225); Television 600 ($230); Mobile Homes 235 ($200).

10 - CLIMATE: Jan. normal 47; July normal 83. Last killing frost, Mar. 15. First killing frost, Nov. 18. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-On Courthouse Square & two blocks in all directions.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland(6)	NA	Montgomery Ward
Park Highland(4)	NA	Penney, Brookshire, Perry Bros.
South Park(4)	NA	Holiday Cleaners, Athens Glass
Heritage Sq.(6)	NA	Daniels' Super Drug, Sears
Athens Ctr.(5)	NA	Wal-Mart, Beall's

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K. Wolens; Beall Bros. 3.
Variety Stores-Perry Bros.; Duke & Ayer's.
Discount Stores-Gibsons; K mart; Wal-Mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Winn Dixie; Brookshire's.
Other Chain Stores-Western Auto; White; Singer.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 5,943; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising [illegible] Archer, Nat'l. Adv. Mgr., REVIEW, Box [illegible] TX 75751; Tel. (214) 675-5626.
National Representative: Texas Daily Press League.

AUSTIN

1 - LOCATION: Travis County (In Austin SMSA). E&P Map D-4. State Capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2 - TRANSPORTATION: Railroads-Mo. Pacific; Southern Pacific; Mo. Kansas & Texas; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines.
Airlines-Texas International; Continental; Southwest; Delta; Eastern; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 345,496; Loc. Est. 384,500
CZ-ABC: (70) 258,351; (82) 374,300
RTZ-ABC: (70) 194,766; (82) 337,700
County 80 Cen. 419,335; Loc. Est. 468,100
SMSA 80 Cen. 536,450; Loc. Est. 551,986
City & RTZ-ABC: (70) 453,117; (82) 712,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,934; Loc. Est. 154,600
CZ-ABC: (70) 80,019; (82) 135,500
RTZ-ABC: (70) 59,884; (82) 122,400
County 80 Cen. 158,341; Loc. Est. 184,500
SMSA 80 Cen. 195,856; Loc. Est. 207,419
City & RTZ-ABC: (70) 139,903; (82) 257,900

5 - BANKS:	NUMBER	EST. DEP.
Commercial	25	$2,900,000,000
Savings & Loan	11	$1,100,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 354,758

7 - ELECTRIC METERS: Residence 164,000

8 - GAS METERS: Residence 107,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Gov't. 78,650; Trade 54,750; Services/Misc. 50,000; Mfg. 33,150; Construction 12,800; Fin., Ins., and Real Estate 16,200; Trans. and Comm. and Util. 7,900; Mining 850.
Principal Pay Days-Fridays and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton Creek Mall	6	Dillards, Foley's, Montgomery Ward, Sears, Scarbrough's, JC Penney
Capital Plaza(31)	4	Montgomery Ward, Bealls, H.E.B.
Downtown	0	Scarbroughs
Hancock Center(38)	3	Dillards, Sears, H.E.B.
Highland Mall(84)	3	Joske's, JC Penney, Scarbrough's, Foley's
Northcross Mall(55)	6	Frost Bros., Bealls
Westgate Mall(31)	[illegible]	H.E.B. Market, Lacks, Woolco, Bealls

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Bealls 6; Dillards 2; Foley's 2; Frost Bros; J.C. Penney 2; Joske's; Leon's 4; Montgomery Ward 2; Sears 2; Weiner's 5; Yaring's 9.
Discount Stores-Gibson's 3; K mart 4; Target 2; Woolco 4.
Variety Stores-TG&Y; Winn's 15.
Chain Drug Stores-Ace 7; Eckerd 14; Revco 14; Sommers 10; Walgreen 6.
Chain Supermarkets-Eagle 3; Foodland 3; H.E.B. 15; Kash-Karry [illegible] MiniMax 4; Safeway 17; Tom Thumb 9; Skaggs 3; Market Basket 7.
Other Chain Stores-Baker's 3; Franklin's 3; Lerners; Mission Jewelry 2; S&H Green Stamps 2; Thom McAn 2; Western Auto 5; White's; Zale's 4; McCoy's; Handy Dan.

14 - NEWSPAPERS: AMERICAN-STATESMAN (all day-mon to fri) 136,685; (m-sat) 134,145; (S) 162,238; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Spaulding, Adv. Dir., AMERICAN-STATESMAN, PO Box 670, Austin, TX 78767; Tel. (512) 445-3748.
National Representative: CWO&O.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5, County Seat. On the Colorado River. 150 mi. NE of Corpus Christi. 80 mi. SW of Houston and Galveston and 20 mi. N of Matagorda Riv. to the Gulf of Mexico.

2 - TRANSPORTATION: Railroads-AT&SF; Mo. Pac. (G.C.L.); SP.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837; Loc. Est. 18,749
County 80 Cen. 37,828; Loc. Est. 38,965
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,313; Loc. Est. 6,009
County 80 Cen. 13,110; Loc. Est. 13,954

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$131,991,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 29,214

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.C. Penney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores-Matagorda Phcy.; Discount Pharmacy; Houston Drug; Eckerd Drug.
Discount Stores-Gibsons; K mart; Bottom Dollar.
Variety Stores-Ben Franklin; Perry's.
Chain Supermarkets-Day City Food; Stanley 3; Duffy's; H.E.B.; Safeway.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Montgomery Ward; Sears.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 7,113; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Patrick Peabody, Nat. Adv. Mgr., TRIBUNE, 3013 7th Bay City, TX 77414; Tel. (713) 245-5555.
National Representative: None.

BAYTOWN

1 - LOCATION: Harris County (In Houston SMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; I-10.

2 - TRANSPORTATION: Railroads-SP branch and MP Railroads.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 58,959; Loc. Est. 60,875
County 80 Cen. 2,549,700; Loc. Est. 2,610,279
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,731; Loc. Est. 21,312
County 80 Cen. 869,880; Loc. Est. 971,800
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$267,348,141
Savings & Loan	5	$248,804,425

6 - PASSENGER AUTOS: County (All Vehicles) 4,066,366

7 - ELECTRIC METERS: Residence 20,498

8 - GAS METERS: Residence 16,158

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Production 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440); Steel 1,700 ($220); Steel Administration 150 ($412).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral (Artesian), semi-soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Plaza(35)	NA	O'Briens, TG&Y, Bayfair
K mart(4)	NA	K mart
Woolco(11)	NA	Woolco
West Town(28)	NA	Beall Bros., Safeway
Wood Creek(9)	NA	Texas Super Foods, Weiners
Garth Plaza(5)	NA	Style Shop
San Jacinto Mall(160)	NA	Foleys, Sears, Montgomery Ward

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All to 9:30 P.M.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; Beall Bros 2; Montgomery Ward; J.C. Penney; Weiners; Foleys; Wilsons; Palais Royale; The Fair 2; Walgreens 2; Oshman's; Craig's.
Discount Stores-K mart; Gibson's; Kroger; TG&Y; Eckerds; Woolco; United Jewelers; J. Brannans.
Variety Stores-TG&Y 2.
Chain Drug Stores-Big Chief; Black's; Gibson's; Gray 2; Gulf Coast; Lakewood; Lawhon; Medic; Medicine Jar; Eckerd's; Walgreens.
Chain Supermarkets-Weingarten; Big Chief; 7-Eleven 8; Jones; Hathaways 2; O'Briens 3; Kroger 2; Lyons; Stop-N-Go 5; Texas Super Foods; Safeway 2; SuperO's.
Other Chain Stores-Gordon Jewelers; Western Auto; Merle Norman 2; Holiday Inn; Texas State Optical; Pay Less Shoes; Baskin Robbins; Goodyear; Firestone; Culpepper Furn.; Lowe's; 84 Lumber; McCoys; Sweeney Jewelers; Royal Optical.

14 - NEWSPAPERS: SUN (e-mon to fri; S) 1,229 controlled; 18,479 paid; June 30, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Mike Graziola, Adv. Mgr., SUN, PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: USSPI.

BEAUMONT

1 - LOCATION: Jefferson County. (In Beaumont-Port Arthur-Orange SMSA). E&P Map F-4, County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Kansas City & Southern; AT&SF.
Motor Freight Carriers-12.
Freight Steamship Lines-9.
Intercity Bus Lines-Continental; Continental Southern; Continental Dixie; Greyhound; Texas.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 118,102; Loc. Est. 117,344
CZ-ABC: (70) 130,598; (82) 138,400
RTZ-ABC: (70) 428,784; (82) 505,800
County 80 Cen. 250,938; Loc. Est. 249,750
SMSA 80 Cen. 375,497; Loc. Est. 380,662
City & RTZ-ABC: (70) 559,382; (82) 644,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,082; Loc. Est. 44,419
CZ-ABC: (70) 41,308; (82) 51,200
RTZ-ABC: (70) 128,190; (82) 176,900
County 80 Cen. 90,245; Loc. Est. 92,454
SMSA 80 Cen. 131,890; Loc. Est. 137,609
City & RTZ-ABC: (70) 169,498; (82) 228,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	10	$874,100,000
Savings & Loan	6	$497,305,110

6 - PASSENGER AUTOS: County (All Vehicles 1980) 212,485

7 - ELECTRIC METERS: Residence 51,564

8 - GAS METERS: Residence 36,924

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum 14,500; Chemicals 11,250; Construction 15,800; Food 1,050; Machinery 1,550; Transportation Equipment 4,750; Mining 1,300; Paper, Lumber, Wood Products 1,550; Transportation 7,400; Fabricated Metal Products 3,200.
Principal Pay Days-Thurs., Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(54)	4	White House, Ardan, Beall's, Kroger Mkt.
Gaylynn(14)	3	Beall's, Fair
Parkdale Mall(85)	6	J.C. Penney, Mont. Ward, Joske's, Beall's
Stadium(9)	3	Market Basket, Beall's
23rd St.(8)	4	Market Basket
Village(30)	4	Gibson's, Weingarten's
Weingarten's(7)	4	Weingarten's, Sav-Mor
Parkway Plaza(12)	5	Woolco, Kroger
Tower Plaza(6)	NA	
Fullbright(8)	4	Discount Foods
Forest Park(5)	7	Gerland's
11th St. Plaza(25)	3	
Ridgewood Center(10)	3	
Westmont Center(17)	6	Eckerds, Weingarten's
Phelan Center(17)	4	Albertson's
The Oaks	6	Walgreen's

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thu., Fri., Sat.; Food Stores open 24 hours daily incl. Sat. & Sun.
Stores Open Evenings-Food Daily; Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-White House; Fair Store; Bealls; Palais Royal: Sears; J.C. Penney; Joske's; Montgomery Ward.
Discount Stores-Gibson's; Giant Food Center; K mart; Woolco; Gemco; Ardan; Wilsons; Target.
Variety Stores-Murphy's; McCrory.
Chain Drug Stores-Walgreen's 3; Bill Thames' 3, Smith's 2; De Koven; Richard's RX; Eckerd's 2; Lovoi & Son's 2- Medical Ctr.; Raimey's 2; Sommer's 5; Sav-mor.
Chain Supermarkets-Kroger's 3; Weingarten's 8; Ace Drive In 7; Fruitland 2; Jim's Drive In 3; Jones 7-Eleven 3; O'Bannion's 7; Stedman's 2; Market Basket 18; Gerland's 3, Discount Foods; Albertson's; Safeway.
Other Chain Stores-Firestone; Goodyear; Western Auto; National Shirt; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Hardy; Zale's Jewelry; Finger's Furn.; Gulf Mills; Oshman's (sporting goods); Candle Shop; Casual Corners; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; House of Jeans; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Stride-Rite Shoes; Walden Books; Cloth World; Hancock Fabrics.

14 - NEWSPAPERS: ENTERPRISE (m-mon to fri) 64,594; JOURNAL (e-mon to fri) 10,708; Comb. (m&e) 75,302; ENTERPRISE-JOURNAL 10,708; (sat & hol) 68,579; (S) 7[illegible],820; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Nat. Adv. Mgr., ENTERPRISE and JOURNAL, 380 Walnut, PO Box 3071, Beaumont, TX 77701; Tel. (713) 833-3311.
National Representative: Branham.

BIG SPRING

1 - LOCATION: Howard County, E&P Map C-3, County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas & 333 mi. East of El Paso.

2 - TRANSPORTATION: Railroads-Texas & Pacific (division point.)
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 24,804; Loc. Est. 24,979
PMA-ABC: (70) 28,735; (82) 24,100
Bal. in PMA-ABC: (70) 9,061; (82) 8,100
County 80 Cen. 33,142; Loc. Est. 33,512
Total PMA-ABC: (70) 37,796; (82) 32,200
Demographic Information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,089; Loc. Est. 9,100
PMA-ABC: (70) 9,299; (82) 9,100
Bal. in PMA-ABC: (70) 2,223; (82) 2,400
County 80 Cen. 11,965; Loc. Est. 12,483
Total PMA-ABC: (70) 11,522; (82) 11,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$244,131,777
Savings & Loan	2	$146,760,238

6 - PASSENGER AUTOS: (All Vehicles 1980) 33,056

7 - ELECTRIC METERS: Residence 10,639

8 - GAS METERS: Residence 9,477

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Processing 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Processing 11 ($260); Plastic Moulding, [illegible]0 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17. Last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; Johnson St.; 9th to 10th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park(21)	1	TG&Y, Safeway, Anthony's
Highland South(24)	2	Mont. Ward, TG&Y, Dunlaps
Coronado Plz.(5)	2	Winn-Dixie Thornton's
Big Springs(14)	3	J.C. Penney, Beall's

Principal Shopping Days-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, K mart, J.C. Penney, Beall's, TG&Y; all stores in Big Spring Mall.

13 - RETAIL OUTLETS: Department Stores-Dunlap's; Montgomery Ward; C.R. Anthony; J.C. Penney; Thornton's; Beall's.
Discount Stores-Gibson's; K mart.
Variety Stores-Woolworth; TG&Y 2.
Chain Drug Stores-Leonard's 6; Professional Phcy.
Chain Supermarkets-Safeway 2; Winn-Dixie; Furr's; Giant Discount; Newsom's.
Other Chain Stores-Beall's; Zale's 3; Barnes-Pelletier; Firestone; White's (home & auto); Goodyear; S&H Green Stamps; Connies; Emphasis (clothing); Gordon's Jewelry; Peanut Shack; Alladin's Castle; Cowtown Boots; Curtis Mathis.

14 - NEWSPAPERS: HERALD (e-mon to fri) 10,562; (S) 11,936; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Clements, Adv. Dir., HERALD, 710 Scurry, Big Spring, TX 79720; Tel. (915) 263-7331.
National Representatives: Branham; Harte-Hanks.

BONHAM

1 - LOCATION: Fannin County, E&P Map E-2, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Texas & Pacific (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,338; Loc. Est. 7,131
County 80 Cen. 24,285; Loc. Est. 24,340

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,877; Loc. Est. 2,779
County 80 Cen. 9,267; Loc. Est. 9,556

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: (All Vehicles 1980) 22,257

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agriculture; Meat Packing; Cable.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter -5-55. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Lake Water, medium hardness; fluoridated, abundant supply.

12 - RETAILING:Principal Shopping Centers-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: Department Stores-J. B. White; Hunt; Wal-Mart.
Variety Stores-Ben Franklin; Benley's; Duke & Ayres.
Discount Stores-Brittain Discount.
Chain Supermarkets-Safeway; Piggly Wiggly; Brookshires.
Other Chain Stores-Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-mon to fri; S) 3,747; sworn July 4, 1982.
Local Contact for Advertising and Merchandising Data: Michael B. Cooper, Pub., FAVORITE, Box 560, Bonham, TX 75418; Tel. (214) 583-2124.
National Representatives: Texas Daily Press League.

BORG[illegible]

1 - LOCATION: Hutchins[illegible] E&P Map C-1. 50 mi. N of Amarillo; 2[illegible] Pampa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental-Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837; Loc. Est. 16,859
CZ-ABC: (70) 18,112; (82) 19,700
RTZ-ABC: (70) 19,040; (82) 19,700
County 80 Cen. 26,304; Loc. Est. 27,767
City & RTZ-ABC: (70) 37,152; (82) 39,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,093; Loc. Est. 6,504
CZ-ABC: (70) 6,331; (82) 8,100
RTZ-ABC: (70) 6,050; (82) 7,300
County 80 Cen. 9,837; Loc. Est. 10,683
City & RTZ-ABC: (70) 12,381; (82) 15,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$48,773,144
Commercial	2	$136,420,228

6 - PASSENGER AUTOS: County (All Vehicles 1980) 31,596

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 6,646

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink Devel. & Res.; Anhydrous Ammonia Fertilizer; Tool & Mech. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(6)	0	Food Bonanza, Ideal
Downtown	NA	Whites
Bunavista	NA	Fairlanes Mkt.
Borger Plaza	1	K mart, United Foods
North Park Center	1	TG&Y

Principal Shopping Days-Mon., Wed., Thu., Sat.
Stores Open Evenings-Penney's, Thu.; Food, daily.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; J.C. Penney; Bealls.
Variety Stores-M.E. Moses; TG&Y.
Chain Drug Stores-Heard & Jones; Harris 3; H&M; Lee; Revco Drug.
Chain Supermarkets-Furr Food; Safeway; 7-Eleven; Holt; Allsups 5; Quick Stop 6; Jim's 2; Venture Foods; Taylor and Sons.
Discount Stores-K mart; TG&Y.
Other Chain Stores-Hastings Books & Records; White's; Zale's; Oklahoma Tire; Hub Clothiers; Singer Co.; Montgomery Ward (catalog); Sears (catalog); K mart; Payless Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 8,097; (S) 8,888; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don Allen, Adv. Mgr., NEWS-HERALD, PO Box 5130, Borger, TX 79007; Tel. (806) 273-5611.
National Representative: Texas Daily Press League.

BRENHAM

1 - LOCATION: Washington County, E&P Map E-4, County Seat. Agricultural center. 84 mi. E of Austin and 74 mi. W of Houston.

2 - TRANSPORTATION: Railroads-Gulf, Colorado & Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Kerrville, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,966; Loc. Est. 11,884
County 80 Cen. 21,998; Loc. Est. 23,583

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,790; Loc. Est. 3,765
County 80 Cen. 7,817; Loc. Est. 8,701

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$140,000,000
Savings & Loan	2	$80,000,000

6 - PASSENGER AUTOS: (All Vehicles) 18,345

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Ice Cream Manf. Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

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Big Spring,
Texas.

Big Spring
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NEWSPAPER

11 - TAP WATER: Alkaline.

12 - RETAILING:Downtown 5 Block Square.
Shopping Centers-HEB; Gibson's; Brookshire's; Four Corners.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; New York; Lou's; Fran's, Wenier's, Marsh-Leader; Kathy's Fashions.
Discount Stores-Gibson's; Eckerd Drug.
Variety Stores-Duke & Ayres; Perry Bros.; Gibson's.
Chain Supermarkets-Food City; Brookshire Bros.; HEB; City Foods 3; Stanley's.
Other Chain Stores-Goodyear; White Auto; Western Auto; Sears; Wards.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri) 5,917; Dec. 31, 1981 VAC
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub., or Don R. Chandler, Asst. Pub., BANNER PRESS, Box 585, Brenham, TX 77833; Tel. (713) 836-7956.
National Representative: USSPI.

BROWNSVILLE

1 - LOCATION: Cameron County, E&P Map E-6, (In Brownsville-Harlingen-San Benito, SMSA). Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; National Railways of Mexico.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.
Airlines-Emerald.

3 - POPULATION:
Corp. City 80 Cen. 84,997; Loc. Est. 93,368
CZ-ABC: (70) 52,522; (82) 90,900
RTZ-ABC: (70) 168,567; (82) 255,100
County/SMSA 80 Cen. 209,680; Loc. Est. 230,330
City & RTZ-ABC: (70) 221,089; (82) 346,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,882; Loc. Est. 24,514
CZ-ABC: (70) 12,888; (82) 26,100
RTZ-ABC: (70) 38,174; (82) 64,200
County/SMSA 80 Cen. 58,409; Loc. Est. 66,216
City & RTZ-ABC: (70) 51,062; (82) 90,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$650,883,660
Savings & Loan	3	$174,905,894

6 - PASSENGER AUTOS: County (All Vehicles 1980) 122,302

7 - ELECTRIC METERS: Residence 25,804

8 - GAS METERS: Residence 12,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Fishing-Shrimping 4,000 ($135); Cotton Proc. 2,200 ($135); Natural Gas Proc. 600 ($150); Port of Brownsville 2,200 (NA); Aviation 200 ($175); Clothing Mfg. 2,600 ($134); Import-Export 1,000 ($135); Electronics 400 ($135); Clothing 100 ($135); Mfg. Oil Drilling Rigs 1,200 ($200); Ship Dismantling 450 ($158); Misc. Dockside 500 ($150).
Principal Pay Days-Sat.; 1 & 15.

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Bryan-College Station,
Texas

Bryan-College Station
Eagle

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10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23. Last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING:Principal Shopping Center-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. bet. Palm Blvd. & Sixth St.
Neighborhood Shopping Centers-W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amigoland Mall(55)	NA	Dillard's, JC Penney, Montgomery Ward
Hosp[illegible]5)	NA	Ransome's
N. Park Plz.(40)	NA	Kroger Family Ctr.
Palm Vlg.(18)	NA	King Mart
Sunrise Mall(85)	NA	Sears, Beall's, K mart

Principal Shopping Days-Mon., Sat., First Mon., Dollar Days Monthly.
Stores Open Evenings-Dept.-Sat.; Some Discount Stores; Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: Department Stores-Anthony; Aziz Bros.; Bealls; Penney; Terry-Farris; Sears Roebuck; Montgomery Ward; Dillards.
Discount Stores-K mart; Gibson's; Woolco.
Variety Stores-Kress; Woolworth; McCrory's.
Chain Drug Stores-Walgreen; Rexall; Medico.
Chain Supermarkets-H. E. Butt 2; El Centro 2; Kroger; King Mart 2; Lopez 4; Saldana; Valley Mart 2; Food City.
Other Chain Stores-Tires, Auto Accessories: Goodyear, Goodrich, Western Auto 2, Firestone. Shoes: Thom McAn, Baker's, Kinnney's, Pat's Show Box, Wally's Shoes; Women's Clothing: Franklin's, Parisian, Lerner Shops, Vogue, Snyders-Chenards, Advance Shop, Jane Hunter, Village Casuals, Popular, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's; Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch, Strouds Furniture.

14 - NEWSPAPERS: HERALD (e-mon to fri) 14,987; (S) 18,384; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l. Adv. Dir., HERALD, PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Texas Daily Press League.

BROWNWOOD

1 - LOCATION: Brown County, E&P Map D-3, County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 283; State Hwys. 279 & 10.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Arrow Coach Lines; Continental Trailways.
Airlines-Eagle Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,203; Loc. Est. 18,862
CZ-ABC: (70) 18,465; (82) 22,600
RTZ-ABC: (70) 63,679; (82) 73,200
County 80 Cen. 33,057; Loc. Est. 33,523
City & RTZ-ABC: (70) 82,144; (82) 95,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,203; Loc. Est. 6,754
CZ-ABC: (70) 6,619; (82) 8,800
RTZ-ABC: (70) 23,988; (82) 32,800
County 80 Cen. 12,308; Loc. Est. 12,844
City & RTZ-ABC: (70) 30,607; (82) 41,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$167,573,232
Savings & Loan	3	$144,126,047

6 - PASSENGER AUTOS: County (All Vehicles 1980) 30,589

7 - ELECTRIC METERS: 8,196

8 - GAS METERS: 7,001

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-RR 356; Needlecraft 165; 3M 600; Superior Cable 273; Rock River Woolen Mill 220; Kohler 300; Ross Co. 150; FMC Wellhead Division, 300.
Principal Pay Days-Fri.; 1, 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers-Austin Ave.; Coggin Ave.; Melwood Ave.; W. Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center.; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall	1	K mart, Beall's, J.C. Penney
Coggin Ave.	1	Village Shoppe Pharmacy
JRB	0	Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Buddies Handyman, Eckerd
Melwood Ave.	NA	Harper's Food
Commerce Sq.	NA	Safeway, Thorton's Dept., TG&Y, Fabric Center
Village	NA	Pat Walker's, Fans & Things, Music Box

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Gregory's 5th Season; J. C. Penney; Montgomery Ward; Sears; Beall's; Thornton's; Stevenson's; Worth's; Connies; K mart.
Discount Stores-Gibson; Thompson Surplus.
Variety Stores-Village Shop; TG&Y; Motts.
Chain Drug Stores-Gibsons; Walgreen's; Eckerd; Revco; Sav-X.
Chain Supermarkets-Safeway; Winn-Dixie; JRB's 2; Kroger.
Other Chain Stores-Western Auto; SherwinWilliams; Goodyear; Firestone; Fabrific; Shook Tire; Higginbotham Bros.; Nathan's; Weakly-Watson; S&H Green Stamps; Radio Shack; Hastings; Camelot Music; Jo Ann Fabric; Zales; Kay Jewelers; Kinney Shoes; Gallen Kamp Shoes; Athlete's Foot; T-Shirts Plus; Gateway Cards; B. Dalton Booksellers; Love Shop; Peanut Shack; Circus World Toys; Payless Shoe Source.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 10,443; (S) 12,251; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Arnold, Adv. Mgr., BULLETIN, 700 Carnegie, Brownwood, TX 76801; Tel. (915) 646-2541.
National Representative: Texas Daily Press League.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station SMSA). E&P Map E-4, County Seat (Bryan). Midway bet. Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: Railroads-Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Davis Airlines; Rio Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609; Loc. Est. 86,481
Bryan 80 Cen. 44,337; Loc. Est. 46,217
College Station 80 Cen. 37,272; Loc. Est. 40,264
County/SMSA 80 Cen. 93,588; Loc. Est. 101,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 28,048; Loc. Est. 30,145
Bryan 80 Cen. 16,081; Loc. Est. 16,994
College Station 80 Cen. 11,967; Loc. Est. 13,151
County/SMSA 80 Cen. 32,488; Loc. Est. 36,236

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$403,176,000
Savings & Loan	5	$329,280,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 63,152

7 - ELECTRIC METERS: Bryan 18,309; College Station 10,850

8 - GAS METERS: 20,255

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Furniture 475; Rubber Slabs & Sales 275; Alum Windows 593; Poultry Proc. 115; Agri. Chemicals 146; Texas A&M (College Station) 9,200; Allen Military Academy (Bryan); Texas Instruments 500; Oil Well Products 150; Computer Terminals 300; Westinghouse 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING:Principal Shopping Area-Downtown Bryan area: 10 blocks long; 5 blocks wide; Manor East Mall; Post Oak Mall (1,000,000 sq. ft.); Townshire Center; 13 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave.(40)	NA	Kroger, Weingarten
Culpepper Plz(26)	NA	Safeway, Weiner's
Manor East(20)	NA	J.C. Penney, Ward's, Fair
University Sq.(8)	NA	Skagg's
Sunnyland(7)	NA	
Townshire(12)	NA	
Villa Maria(12)	NA	Merle Norman
Redmond Terr.(10)	NA	Gibson's
Briar Crest Drive(16)	NA	Ardans, Star Furn., Woodstone
Post Oak Mall(88)	NA	Sears, Dillards

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears; Beall Bros.; K. Wolen's; Goodyear; Edge's; Weiner's; J.B. White; Fed Mart; Margo la Mode; Skagg's; Dillards; Foley's (1983).
Variety Stores-Woolworth; Perry Bros.
Chain Drug Stores-Eckerd's; Skagg's.
Discount Stores-Gibson's; K-Mart; Kroger.
Chain Supermarkets-Safeway 3; Weingartens; Piggly-Wiggly 3; Kroger's 2; Skagg's; Fed Mart.
Other Chain Stores-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; S&H Green Stamps; Star Furn.; Wards; Payless; Fair; Cloth World; Hancocks; Ardans; Willards; Wilsons.

14 - NEWSPAPERS: EAGLE (m) 22,483; (S) 24,871; [illegible] Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Greg Shrader, Adv. Dir., EAGLE, PO Box 2000, Bryan, TX 77805; Tel. (713) 779-4444.
National Representatives: Harte-Hanks; Branham.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston SMSA). E&P Map F-4, Clear Lake Bay Area including northern portion of Galveston County. N.A.S.A. Johnson Space Center, 4 mi. away. Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: Railroads-Galveston-Houston Henderson RR Co.
Motor Freight Carriers-All Houston based freight lines.
Airlines-10 mi. from Houston's Hobby Airport, 1 mi. from Metro Airlines.

3 - POPULATION:
Retail Trading Zone Loc. Est. 125,000
County 80 Cen. 2,409,544; Loc. Est. 2,610,279
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Retail Trading Zone Loc. Est. 31,000
County 80 Cen. 869,880; Loc. Est. 971,800
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$96,907,000
Commercial	6	$121,900,000

6 - PASSENGER AUTOS: County 1,902,330 (All Vehicles 1980)

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-I-45 at Bay Area Blvd. Baybrook Mall (110 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camino South(27)	3	Eagle, Walgreen
Town Plaza(20)	5	Kroger, Suparx
Nassau Bay(21)	5	Weingarten's, Target
Village Real(31)	3	Palais Royal, Kroger
Miramar(27)	7	Kroger, Gibson
Clear Lake(17)	3	Safeway, Weiner
Dickinson Plz(18)	6	Weingarten's, Weiner's,
League City	2	Eckerds
Armand Center	4	Garlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: Department Stores-Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Joske's.

Discount Stores-Gibson's; K mart; Target.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Walgreen; Echerd; SupeRx.
Chain Supermarkets-Eagle; Kroger; Safeway; Weingarten's; Gerland's.
Other Chain Stores-Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to sat; S) 8,414; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Lonnie Clement, Adv. Dir., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative: USSPI.

CLEBURNE

1 - LOCATION: Johnson County (In Dallas-Ft. Worth SMSA). E&P Map D-3, County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: Railroads-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe Freight.
Intercity Bus Lines-Central Texas.
Motor Freight-Central; Western Tex-Pac Express; Santa Fe Transpt.
Airlines-60 mi. to DFW Int'l. Airport-Air Canada; American; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Peidmont; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 19,218; Loc. Est. 18,677
County 80 Cen. 67,649; Loc. Est. 68,447
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,290; Loc. Est. 7,273
County 80 Cen. 23,122; Loc. Est. 24,132
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$184,194,941
Savings & Loan	3	$88,716,069

6 - PASSENGER AUTOS: County (All Vehicles 1980) 60,932

7 - ELECTRIC METERS: Residence 7,376

8 - GAS METERS: Residence 6,775

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prod.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosivers; Fiberglass Prod. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Prod.; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING:Principal Shopping Centers-N.A.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Crest(6)	NA	Gibson
Cleburne(5)	NA	Sears; Ben Franklin
Meadowbrook(6)	NA	Winn's, Revco, Winn-Dixie
Ridgeway(4)	NA	Cleburne True Value Hardware
Nolan River(33)	NA	K mart, Beall's, J.C. Penney

The Community
Information
Center In

Corpus
Christi,
Texas.

Corpus Christi
Caller & Times

A Harte-Hanks
NEWSPAPER

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lintz; Howells; Penney's; Montgomery Ward; Sears; Mr. Gus; Bealls; K. Wolens.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Winn's; Wal-Mart; K mart
Chain Drug Stores-Rexall 4; Gibsons; Eckerds; Revco; Safeway.
Chain Supermarkets-Piggly Wiggly; Safeway Super Store; Winn-Dixie; Thrift Mart; 7-Eleven 2.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; Wade O' Day; True Value Hardware; Zales; Austin Shoes; White's Auto; Jo Ann; Stewarts Womens Wear; T-shirts Plus; Musicland; Kays Jewelers; Regis Hairstyling; Kinneys; Pearl Vision; Stevensons; Giovannis; Aladins Castle; Karmel Korn; Walden II; Peanut Shack; Jewel-T; Marr's Short Stop 4; Chief Auto Parts; Scotty's Auto; Higginbothams Lumber; Direct Factory Outlet; Singer Co.; The Tire Store; Merle Norman; Handy Man Hardware; Hallmark Cards; Fayva.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri) 8,876; (S) 10,302; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bill Rice, Adv. Dir., TIMES REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative: Texas Daily Press League.

CLUTE
See LAKE JACKSON

CONROE

1 - LOCATION: Montgomery County, (In Houston SMSA) E&P Map E-4, County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy 75; I-45.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines. 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034; Loc. Est. 19,099
CZ-ABC: (70) 11,969 (82) 19,700
RTZ-ABC: (70) 37,510; (82) 128,000
County 80 Cen. 128,487; Loc. Est. 145,609
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781
City & RTZ-ABC: (70) 49,479; (82) 147,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,660; Loc. Est. 7,073
CZ-ABC: (70) 3,968; (82) 8,400
RTZ-ABC: (70) 10,973; (82) 43,800
County 80 Cen. 41,487; Loc. Est. 48,484
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837
City & RTZ-ABC: (70) 14,941; (82) 52,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$667,251,208
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County (All Vehicles 1980) 101,139

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Hardwood Lumber; Timber; Carbon Black; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75, Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conroe(14)	NA	Wacker's Variety, Sears
Greenspoint	NA	Beall Bros. Dept.
East Davis(8)	NA	Piggly Wiggly
Edgewood	NA	Weingarten, Weiners
North Hills(34)	NA	West Dept., M&L Variety
Crossroads	NA	Echerds, Wackers, Safeway

Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Wests, Gibsons; Whites.
Variety Stores-M&L.
Chain Supermarkets-Kroger; Weingarten; Safeway; Piggly Wiggly 3; Brookshire Bros. 2; Clayton; Barbers 2; Jamail's.
Other Chain Stores-Echerds; Radio Shack; Weiners; Penneys; Wards; Western Auto.

14 - NEWSPAPERS: COURIER (e) 11,743; (S) 12,817; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alan Smith, Adv. Dir., COURIER, 100 Ave. A, Conroe, TX 77301; Tel. (713) 756-6671.
National Representative: USSPI.

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi SMSA). E&P Map E-5 on Gulf of Mexico in S Texas. 210 mi. SW of Houston, 145 mi. SE of San Antonio. 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77 & 181; State Hwys. 9, 44, 286. Average Altitude is 35 ft. above sea level.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-Alamo Express; Brown Express; ETMF Freight Systems; Central Freight; Lee Way Motor Freight; Missouri Pacific Truck Lines; Rodeway Express; Ryder Truck Lines; Red Arrow; Southern Pacific; Southwestern Motor; Tex-Pack Express; Yellow Freight System.
Airlines-American; Eagle, Eastern; Texas International; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 231,999; Loc. Est. 257,054
CZ-ABC: (70) 205,518; (82) 236,800
PMA-ABC: (70) 284,832; (82) 333,400
County 80 Cen. 268,215; Loc. Est. 297,514
SMSA 80 Cen. 326,228; Loc. Est. 333,400
CZ-PMA & RTZ-ABC: (70) 417,222; (82) 481,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 76,061; Loc. Est. 85,861
CZ-ABC: (70) 58,808; (82) 79,400
PMA-ABC: (70) 79,770; (82) 109,300
County 80 Cen. 86,989; Loc. Est. 97,427
SMSA 80 Cen. 104,540; Loc. Est. 109,043
CZ-PMA & RTZ-ABC: (70) 116,688; (82) 157,900

5 - BANKS:	NUMBER	EST. DEP.
Commercial	15	$1,500,000,000
Savings & Loan	9	$580,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 213,840

7 - ELECTRIC METERS: Residence 86,000

8 - GAS METERS: Residence 56,000

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prod.; Milk Prod.; Petroleum Prod.; Steel Bars; Fabricating; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Utilities; Stone, Clay & Glass; Allied Products; Garment Mfg.
Principal Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Average, 63.7-78.6; mean average 71.2.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING:Principal Shopping Centers-Sunrise Mall; S. Padre Island Dr. & Airline Rd.
Neighborhood Shopping Centers-Airline Park, 5900 Williams; Bel-Aire, 2700 Staples at Annapolis; Carmel, 4100 S. Staples; Commerce I, 4455 S. Padre Island Dr.; Country Club Plaza, 5800 Everhart; Country Village, 5810 S. Staples; The Crossings, Staples & Holly; Crossroads Shopping Village, 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S. Alameda At Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Square, 1016 Santa Fe at Hancock & Third; Kingsberry Square, 6400 Weber at Saratoga; Meadowbrook, 4700 S. Alameda at Airline; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S. Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S. Alameda at Staples 7 Ayers; South Park, 3800 S. Padre Island Dr.; Stonegate, 5400 Everhart; Village Park Square, 5500 Everhart; Windsor Park, 4300 S. Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda(17)	NA	H.E.B., Winn's
Arcadia Vlg.(12)	NA	Winn's, Barber College
Ayers St.(14)	NA	H.E.B.
Gulfway(42)	NA	Sun Harvest
Hamlin Place	NA	Hamlin Phcy.
K mart(8)	NA	K mart, Shipley Donuts
Lamar Park(4)	NA	Womans Shop
Mission(8)	NA	K mart, Walgreens
Padre Staples(87)	NA	Beall's, Dillard's, Penney, Woolworth
Parkdale Plz.(38)	NA	Appliance Mart
Portairs(35)	NA	Beall's, Echerd's, Warehouse Grocery
Saratoga Oaks	NA	Memo's
Shell Ctr.(9)	NA	Super-Mex
Shoppers World	NA	Foodland
Stonewall Mall(4)	NA	Model Market
Suburban City	NA	Huff's Foodtown
Sunrise Mall(95)	NA	Frost, Joske's, H.E.B., Sears
The Village(11)	NA	Jack English, Apropos
Town & Country(30)	NA	H.E.B., Bill's Shoes, Market Place
Village Park(15)	NA	Waterbed Gallery, Jr. Foodmart
Weber Square(16)	NA	H.E.B., Sportman's Ctr.
Westwood City(5)	NA	H.E.B.
Woodlawn(21)	NA	Beall's, Foodtown

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night 'til 9.

13 - RETAIL OUTLETS: Department Stores-Beall's; Dillard's; Frost Bros.; Joske's; J.C. Penney; Oshman's; Sears.
Variety Stores-Woolworth 2; Kress; Winn's 7; Ben Franklin.
Chain Drug Stores-Walgreen; Eckerds 7; Parr's; Nichols 3; Rexall 5; City Pharmacy; Economical Clinic; Lamar Park; Port Avenue.
Chain Supermarkets-H. E. Butt 12; Model Mkt.; Kroger's 3; Foodtown 7; Maverick Markets 39; Super-D; Super-Mex 5; Circle K 26; 7-Eleven 20; Warehouse Groceries 2; Albertson's.

14 - NEWSPAPERS: CALLER (m-mon to fri) 63,831; TIMES (e-mon to fri) 24,075; Comb. (m&e) 87,906; (sat) 72,215; (S) 89,985; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jane Merritt, Nat'l. Adv. Coordinator, CALLER and TIMES, 820 N. Lower Broadway, Corpus Christi, TX 78408; Tel. (512) 884-2011.
National Representatives: Branham; Harte-Hanks.

CORSICANA

1 - LOCATION: Navarro County, E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: Railroads-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 21,712; Loc. Est. 22,783
County 80 Cen. 35,323; Loc. Est. 37,429

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,323; Loc. Est. 8,653
County 80 Cen. 13,331; Loc. Est. 14,558

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$207,914,370
Savings & Loan	4	$245,517,930

6 - PASSENGER AUTOS: County (All Vehicles) 32,209

7 - ELECTRIC METERS: Residence 9,332

8 - GAS METERS: Residence 7,794

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Soft Drink Bottles 270; Pastries & Cake 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Potato Chip 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance

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Corsicana
Daily Sun

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165; Mobile Homes 400; Plastic Prod. 300; Oil Field Equip. 1,000; Drilling Equip. 300; Glass 400.

10 - CLIMATE: Min. & max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Circle(7)	NA	Gibson's, Winn Dixie
Navarro Mall(18)	NA	Bealls, Woolworth
Seventh Ave.	NA	Eckerd's, Minyard
Westgate(5)	NA	Sears, Mont. Ward

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, J.M. Dyer; J. C. Penney; Miles; Tehell's; Beall's; Montgomery Ward.
Variety Stores-Duke & Ayres; Woolworth.
Discount Stores-Gibson's; K mart; K. Wolens.
Chain Supermarkets-Brookshire; Safeway; Buddie's; Minyard.
Other Chain Stores-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; White Auto; Radio Shack.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,447; (S) 11,114; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: A. J. Kenney, Pub., SUN, PO Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.
National Representatives: Branham; Harte-Hanks.

DALHART

1 - LOCATION: Dallam and Hartley Counties, E&P Map C-1. At Intersection of Hwys. 87, 51, and 54. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Ft. Worth & Denver.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,854; Loc. Est. 6,532
Counties 80 Cen. 10,518; Loc. Est. 10,756
Dallam 80 Cen. 6,531; Loc. Est. 6,407
Hartley 80 Cen. 3,987; Loc. Est. 4,349
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,545; Loc. Est. 2,370
Counties 80 Cen. 3,747; Loc. Est. 3,885
Dallam 80 Cen. 2,386; Loc. Est. 2,362
Hartley 80 Cen. 1,361; Loc. Est. 1,523

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$156,607,000

6 - PASSENGER AUTOS: Counties (All Vehicles): Dallam 8,236; Hartley 4,222

7 - ELECTRIC METERS: Residence 2,7?9

8 - GAS METERS: Residence 2,9?7

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Meat Proc. 75 ($150); Electric Power 48 ($200); Feed Proc. 75 ($150); Cold Drinks 65 ($175); Commercial Feed Lots (Cap. 150,000 Head of Cattle) ($175).

Principal Industrial Pay Days-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Centers-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Center on 7th St.; Apache Shopping Center on 16th and Tennessee (Furr, United Food Store, Furniture Fashions).
Principal Shopping Days-Thu., Wed.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Sears; Wards.
Variety Stores-H. & B.; Franklin's.
Discount Stores-Alco.
Chain Supermarkets-Jack & Jill; United Food; Furr Family; Porters; Alsup's 2; Southland 2; 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-tues to fri, S) 2,985; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative: Texas Daily Press League.

DALLAS

1 - LOCATION: Dallas County, E&P Map E-3 (In Dallas-Fort Worth, TX SMSA). Northeast portion of Texas on Trinity River 32 miles from Fort Worth, 240 miles NW of Houston and 300 miles NE of San Antonio. On Interstate Highways 20, 30, 35E, and 45. Also U.S. Highways 67, 75, 77, 80 and 175; State Hwys. 78, 114, 183, 289, 121, 342, 352, 356. County Seat. A financial, distribution, educational, marketing and insurance center. Manufacturing, wholesale and retail trade, real estate, transportation and convention trade add to Dallas' economy.

2 - TRANSPORTATION: Railroads-Amtrak; Atchison Topeka & Santa Fe; Burlington Northern; Kansas City Southern Lines; Fort Worth and Denver; Missouri-Kansas-Texas; Missouri Pacific; St. Louis Southwestern; Southern Pacific; plus 12 off-line Carriers.
Motor Freight Carriers-61 lines serve Dallas.
Intercity Bus Lines-Central Texas Bus Lines; Continental Trailways; Greyhound; Texas Motor Coach; Texas Electric; Transportation Enterprises.
In-city Bus Service-Dallas Transit System (105 routes).
Airlines-Air Canada; Air Florida; Air Jamaica; American; British Caledonian; Chaparral; Continental; Delta; Eagle; Eastern; Frontier; Jamaire; Jerdon; Lufthansa; Metro Airlines; Mexicana; Muse Air; Ozark; Piedmont; Pan Am; Rio; Republic; Skyways; Southwest; Texas International; Thai International; TWA; Wein Air; Western; and over 35 air cargo shippers and 44 rental firms.

3 - POPULATION:
Corp. City 80 Cen. 904,078; Loc. Est. 925,365
County 80 Cen. 1,556,549; Loc. Est. 1,628,301
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814
DALLAS MORNING NEWS:
CZ-ABC: (70) 1,327,321; (82) 1,601,000
Bal. in PMA-ABC: (70) 1,867,330; (82) 2,530,200
Total PMA-ABC: (70) 3,194,651; (82) 4,131,200
DALLAS TIMES HERALD:
CZ-ABC: (70) 1,327,321; (82) 1,601,000
RTZ-ABC: (70) 807,944; (82) 1,162,500
City & RTZ-ABC: (70) 2,135,265; (82) 2,763,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 355,073; Loc. Est. 381,682
County 80 Cen. 577,753; Loc. Est. 623,265
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062
DALLAS MORNING NEWS:
CZ-ABC: (70) 421,913; (82) 596,600
Bal. in PMA-ABC: (70) 603,043; (82) 954,300
Total PMA-ABC: (70) 1,024,956; (82) 1,550,900
DALLAS TIMES HERALD:
CZ-ABC: (70) 421,913; (82) 596,600
RTZ-ABC: (70) 259,533; (82) 434,300
City & RTZ-ABC: (70) 681,446; (82) 1,030,900

5 - BANKS: (Dallas County)	NUMBER	EST. DEP.
Commercial	114	$19.9 billion
Savings & Loan	36	$3.8 billion

6 - PASSENGER AUTOS: County (All Vehicles) 1,981,147

7 - ELECTRIC METERS: Res. Ind. & Comm. 3??,062 (Avg. monthly chg. 500 KWH $34).

8 - GAS METERS: Res. Ind. & Comm. 234,693 (Avg. monthly chg. 1000 cubic ft. $30).

9 - PRINCIPAL INDUSTRIES: Dallas Fort Worth SMSA (State of Texas Avg. Wkly. Wage)Wholesale and Retail Trade 411,700 ($226); Manufacturing 323,800 ($342); Services and Misc. 298,600 (NA); Government 186,400 (NA); Financial, Insurance, Real Estate 119,400 (NA); Transportation and Utilities 100,100 ($385); Construction 79,800 (NA); Mining 32,100 ($405); Total Labor Force 1,551,900.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp: Annual Avg. 66F; Hottest month (Avg. 24 hr. temp.) 85F. Coldest month (Avg. 24 hr. temp.) 45F. Record temps. (highest) 113F; (lowest) 4F; Precipitation Avg. Annual 32 inches.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Major Shopping Centers-Northpark; Valley View; Prestonwood; Galleria; Red Bird Mall; Collin Creek Mall; Town East; Richardson Square; Downtown Dallas; Preston Center; Big Town; Preston Forest; Wynnewood; Irving Mall; Northtown Mall; Abrams-Forest; Bruton Road Village; Bruton Terrace; Buckingham Plaza; Broadway Village; Canyon Creek; Carrollton Center; Caruth Plaza; Casa Linda Plaza; Casa View; Custer Square; Cedar Crest; Duncanville Village; Hampton Square; Hampton Village; Highland Park Village; Hillcrest Village; Independence Square; Inwood Village; Keystone Park; Kiest-Polk Village; Knox Street Village; Lancaster-Kiest; Lochwood Mall; MacArthur Center; Marsh Lane Plaza; Meadow Central Mall; Medallion Center; Miracle Mile; Northlake; Northwood Hills; Oak Lawn; Old Town in the Village; Olla Podrida; Parker Plaza; Park Forest; Pepper Square; Pleasant Grove; Plymouth Park; Preston Royal; Richardson Heights; Sakowitz Village; Snider Plaza; South Park; Spanish Village; Spring Creek Village; Spring Valley; Stevens Park; The Corner; The Quadrangle; Valwood Village; Turtle Creek Village; Walnut Hill Village; Walnut Plaza; plus over 125 smaller centers throughout Dallas and suburban area.
Major Retail Shopping Areas Preston Road; Lovers Lane; Mockingbird Lane; Dallas North Parkway; Beltline Road; Northwest Highway; Buckner. Boulevard; Garland Road; W. Jefferson; Interstate 30; Interstate 20; Interstate 35E; North Central Expressway; Inwood Road; Lemmon Avenue; Oak Lawn; Plano Road; Greenville Avenue; McKinney Avenue; Hampton Road; Kiest Boulevard; Lake June Road; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Road; Coit Road; Arapaho Road; Zangs Boulevard; Illinois and the Downtown area.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Many stores open to 9 PM every night except Sat. Most stores open to 9PM Thurs. Food stores open late every night.

13 - RETAIL OUTLETS: Department Stores-Sanger-Harris 11; Joske's 12; Dillars 9; Neiman-Marcus 4; Lord & Taylor 3; J.C.Penney 14; Sears Roebuck 13; Montgomery Ward 11; Myers 11; Sakowitz; Marshall Field; Saks Fifth Avenue.
Discount Stores-K mart 22; Target 10; Woolco 6; Gibson 14; Sterling Wholesale Jewelry 3; Best Products 3; O.G. Wilson's 2; Wilson's Jewelry Showrooms 2.
Variety Stores-M. E. Moses 27; Mott 18; Ben Franklin 5; TG&Y 6; Duke & Ayers 4; H.L. Green 2; McCrory 3; Hall's 3.
Chain Drug Stores-Revco 70; Eckerd's 40; Myatt's 7; Drug Mart 6; Page Drug/Tom Thumb 29; Skaggs Alpha Beta Pharmacies 14; Treasury Drug 20; Myers & Rosser 6; Safeway Stores Pharmacies 10; Dougherty's 4; Gibson Pharmacies 6; K mart Pharmacies 8; Raven's 4; Target Stores Pharmacies 3; Kroger 2.
Chain Supermarkets- Safeway 73; Tom Thumb 44; Minyard's 41; Kroger 36; Skaggs Alpha Beta 18; Winn-Dixie 9; Piggly Wiggly 4; 7-Eleven 157; Stop 'N Go 36; Schepps 19; Mr. M 18.
Other Chain Stores-Women's Apparel: J. Brannum Co., Colbert's, County Seat, The Gap, Jeans West, John's Jeans, Lerner Shops, Margo's, Marg-ies, Lane Bryant; Men's Apparel: Brooks Brothers, Chess King, Clyde Campbell, Dads and Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins, Western Junction, Family Clothing Store: Jas. K. Wilson, Woolf Bros., Schepl-ers, Coopers, Culwell and Son, Longhorn; Shoe Stores: Baker's Shoes, Butler's Shoes, Fayva, Florsheim Shops, Foot Locker, Hardy's, Jarman Stores, Kinney Shoes, Larry's, Knapp Shoes, Naturalizer Stores, Payless, Red Cross Shoe Stores, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear Stores, Firestone, Goodrich Service Centers, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Gulf Car Care, Midas, Tune-up Masters, All-Pro Parts, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto, White's Auto; Jewelry Stores: Adelstein's, Bachendorf's, Corrigans, Everts, Fullers, Gordon's, Linz Jewelers, Ounce 'O Gold, Rings and Things, Semor Jewelers, J.C. Sloan, Tabers, Sterlings, Wilsons, Zales; Cleaners: Fishburns, Holiday, One-Hour Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Handy Dan, Homers, Payless Cashways, Sutherland Lumber, Ivy Lumber, Simms-Moore, Wickes Home Ace Hardware, Blue Grass, C&S, Sharp Hdwe., Olympic Paint Stores, Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Colony Paints, Dutch Boy, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Home Furniture, Gabbarts, Freed Furniture, Drexel Furniture Stores, Eathan Allen Galleries, Kennyon's, Hart, La Z Boy Stores, Rick Furniture, Levitz Furniture, Sleep Country, Duffey's, Weirs; TV-Stereo: J.G. Boyd's, Curtis Mathes TV Centers, Videoland, Video of Texas, CMC Stereo, Custom Hi Fi, Sound Climax, Thompson Sound, Radio Shack.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m) 308,649; (S) 380,981; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harry Stanley, V.P.-Adv., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 745-8222.
National Representative: CWO&O.
DALLAS TIMES-HERALD (all day) 267,524; (S) 352,372; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Merrill, Adv. Dir., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 744-6111.
National Representative: Branham.
WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 229,232; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr.,
WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.
Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County, E&P Map C-5, County Seat, 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines- Painter (Greyhound Affiliate); Continental Trailways; Oil Field.
Airlines-Eagle.

3 - POPULATION:
Corp. City 80 Cen. 30,034; Loc. Est. 32,478
County 80 Cen. 35,910; Loc. Est. 38,832
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City. 80 Cen. 8,724; Loc. Est. 9,121
County 80 Cen. 10,355; Loc. Est. 11,521

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$151,924,029
Savings & Loan	2	$48,720,627

6 - PASSENGER AUTOS: County (All Vehicles) 25,312

7 - ELECTRIC METERS: Residence 11,871

8 - GAS METERS: Residence 6,700

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; R.R.; Clothing; Winery; Electronics; Bottling; Construction.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-43-73; Summer 56-88; Fall 41-71; Winter 21-51. First killing frost, Nov. 29. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.
Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N. Main; East Gibbs St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Fashion Hotlines, Radio Shack
La Villita(30)	NA	Anthony's Handy Andy
Plaza del Sol(40)	NA	Beall's, K mart, JC Penney

Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Gurantee Store; Beall's; Terry-Farris; Anthony.
Variety Stores-Kress; Morrison; Perry Bros. 2.
Discount Stores-Gibson's; K mart; Wal-Mart.
Chain Drug Stores-Gibson; Payless 2; Skillerns.
Chain Supermarkets-H. E. Butt 2; Handy Andy 2;

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Short Stop Drive In 3; Urby's, Fina One Stop 2; Butcher Boy; Foodway; Minit Mart 4.
Other Chain Stores-Lane's; Three Sisters; Charm; Firestone; Goodyear; Western Auto; Goodrich; Greens Jewelers; White Auto Inc.; True Value Hardware; Ace Hardware; Radio Shack; Montgomery Ward (catalog); Sears (catalog); Lacks; Zale's; Gordon; House of Jeans; Brockwell.

14 - **NEWSPAPERS**: NEWS-HERALD (e-mon to fri) 6,395; (m-sat) 6,400; (S) 6,928, sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Oscar San Miguel, Adv. Mgr., NEWS-HERALD, PO Drawer C, Del Rio, TX 78840; Tel. (512) 775-1551.
National Representative: Branham.

DENISON

1 - **LOCATION**: Grayson County, (In Sherman-Denison, SMSA). E&P Map E-2. Industrial & Recreational Ctr. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69 & 75; State Hwys. 6, 84, & 169.

2 - **TRANSPORTATION**: **Railroads**-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - **POPULATION**:
Corp. City 80 Cen. 23,884; Loc. Est. 23,463
PMA-ABC: (70) 24,923; (82) 24,400
Bal. in PMA-ABC: (70) 58,302; (82) 65,800
County/SMSA 80 Cen. 89,796; Loc. Est. 91,051
Total PMA-ABC: (70) 83,225; (82) 90,200
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
Corp. City 80 Cen. 9,304; Loc. Est. 9,897
PMA-ABC: (70) 8,495; (82) 9,700
Bal. in PMA: (70) 19,176; (82) 25,400
County/SMSA 80 Cen. 33,972; Loc. Est. 35,561
Total PMA-ABC: (70) 27,671; (82) 35,100

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	3	$193,077,014

6 - **PASSENGER AUTOS**: County (All Vehicles) 80,955

7 - **ELECTRIC METERS**: Residence 9,309

8 - **GAS METERS**: Residence 7,924

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners-Medicare Claims Processing 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 420; Men's Slacks 400; Box Cars 800; Refrigerated Dough Products 287; Earth Augers 313; Edible Oil Products 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prod. 350.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14. Last killing frost, Mar. 21

11 - **TAP WATER**: Alkaline, hard; not fluoridated.

12 - **RETAILING**:**Principal Shopping Center**-7 blocks on Main St.
Neighborhood Shopping Centers-100 to 600 Blocks S. Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S. Austin Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway	5	Sears
Sher-Den Mall(68)	6	JC Penney, Bealls, Montgomery Ward
West Park	11	Piggly Wiggly, Wackers

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening. Downtown Thu. to 8 P.M.

13 - **RETAIL OUTLETS**: **Department Stores**-Sears; JC Penney; Montgomery Ward; Bealls.
Chain Supermarkets-Piggly Wiggly; Safeway; Bestyet; Kroger.
Discount Stores-Wackers; Wal-Mart; K mart.

14 - **NEWSPAPERS**: HERALD (e-mon to fri) 13,182; (S) 14,923; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Blake, Adv. Dir., HERALD, 331 W. Woodard, Denison, TX 75020; Tel. (214) 465-7171.
National Representative: Branham; Harte-Hanks.

DENTON

1 - **LOCATION**: Denton County, (in Dallas-Ft. Worth SMSA). E&P Map E-2. County Seat. Educational manufacturing, retail & shipping ctr. N. central part of State. 38 hwy. mi. from Dallas; 35 hwy. mi. from Ft. Worth. Junction of Interstate 35W and Interstate 35E; State Hwys. 377 & 380.

2 - **TRANSPORTATION**: **Railroads**-Missouri Pacific; Santa Fe; Texas & Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental Trailways.

3 - **POPULATION**:
Corp. City 80 Cen. 48,063; Loc. Est. 50,846
CZ-ABC: (70) 47,635; (82) 74,500
RTZ-ABC: (70) 39,603; (82) 106,800
County 80 Cen. 143,126; Loc. Est. 163,401
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814
City & RTZ-ABC: (70) 87,238; (82) 181,300
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
Corp. City 80 Cen. 17,522; Loc. Est. 18,939
CZ-ABC: (70) 13,869; (82) 25,000
RTZ-ABC: (70) 12,690; (82) 39,400
County 80 Cen. 49,134; Loc. Est. 58,008
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,814
City & RTZ-ABC: (70) 26,559; (82) 64,400

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	5	$286,077,453
Savings & Loan	3	$246,078,798

6 - **PASSENGER AUTOS**: County (All Vehicles) 119,314

7 - **ELECTRIC METERS**: Residence 16,791

8 - **GAS METERS**: Residence 13,675

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners (Annual Payroll)North Texas State Univ., 4,047 ($45,500,000); Texas Women's Univ., 914 ($22,282,000); Denton State School, 1,600 ($19,000,000); Welding Equip. & Suppl., 775 (N.A.); Business Forms, 590 (over $10,000,000); Flour, Corn Meal, Convenience Foods, 143 ($2,400,000); Diesel Trucks, 340 (N.A.); Clothing, 321 (over $7,000,000); Bricks, 130 (NA); Microwave Antennae, 286 ($4,400,000); Rings, 315 ($6,000,000).
Principal Industrial Pay Day-Fri.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10. Last killing frost, Mar. 26.

11 - **TAP WATER**: Hardness 140; Alkalinity 105; ph 7.8.

12 - **RETAILING**:**Principal Shopping Center**-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.
Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks east on University Drive; Picadilly, 2 blocks at Malone & University; 2 on W. Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carriage Sq.(18)	NA	Winn-Dixie, TG&Y, Revco
Denton Center(39)	NA	Zales, Radio Shack, Revco, Safeway, Piggly Wiggly
Sunset(10)	NA	Sherwin-Williams, Curtis Mathes
University Center(8)	NA	S&H Green Stamps, Lee Optical

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Thu., Sat.

13 - **RETAIL OUTLETS**: **Department Stores**-Russells; J. C. Penney; Sears; Beall's; Craven; Dillards; Montgomery Ward; McClurkans; Wilsons.
Discount Stores-Wal-Mart; TG&Y; K mart.
Variety Stores-Duke & Ayers; M.E. Moses; McCrory's.
Chain Drug Stores-Revco 2; Eckerd's 2; Osco.
Chain Supermarkets-Safeway 2; Kroger; Piggly Wiggly 4; Buddies 2; Skaggs; Alpha Beta; Minyards.
Other Chain Stores-B. Dalton; Baker's Shoes; Brooks Fashion Store; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; El Chico; Flagg Bros. Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Hastings Records; Coach House Gifts; Jean Nicole; Jeans West; Jo Ann Fabrics; John's Jeans; Joyce Bertram Bath; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys by Roy; Sweetbriar; Singer Co.; Goodyear; Margie's; Pay Less Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal.

14 - **NEWSPAPERS**: RECORD-CHRONICLE (e-mon to fri) 14,810; (S) 17,832; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Fred Patterson, Adv. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.
National Representative: Texas Daily Press League.

EDINBURG

1 - **LOCATION**: Hidalgo County, E&P Map D-6 (In McAllen-Pharr-Edinburg SMSA). County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - **TRANSPORTATION**: **Railroads**-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways.
Airlines-Trans-Texas; Southwest.

3 - **POPULATION**:
Corp. City 80 Cen. 24,075; Loc. Est. 25,548
County/SMSA 80 Cen. 283,229; Loc. Est. 306,076

4 - **HOUSEHOLDS**:
City 80 Cen. 6,755; Loc. Est. 6,772
County/SMSA 80 Cen. 75,816; Loc. Est. 84,329

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	3	$111,882,282
Savings & Loan	2	$151,583,085

6 - **PASSENGER AUTOS**: County (All Vehicles 1980) 169,629

7 - **ELECTRIC METERS**: Residence 5,940

8 - **GAS METERS**: Residence 4,000

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agriculture 2,300; Mineral Extraction; Oil N.A.; Mfg. and Const. N.A.; Govt. Service 1,090; Non-Ag. 2,900.
Principal Pay Days-Sat. 1st & 15th.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - **TAP WATER**: Alkaline, hard.

12 - **RETAILING**:**Principal Shopping Center**-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plaza (6 stores); University Plaza (11 stores); Ebony Hills Shopping Center.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Sat.

13 - **RETAIL OUTLETS**: **Department Stores**-J.C. Penney; C.R. Anthony; Bealls; J&V Mart.
Variety Stores-Winn's; TG&Y; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Medico; Eckerd's.
Chain Supermarkets-H.E. Butt; Scurlock's; Valley Mart Rivas 2; Treveno's Drive In 3.
Other Chain Stores-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Payless Shoe Source; Lack's; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; Sonic; Sherwin-Williams; Zales.

14 - **NEWSPAPERS**: REVIEW (e-tues to fri; S) 5,600; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr., Edinburg, TX 78539; Tel. (512) 383-2705.
National Representative: None.

EL PASO

1 - **LOCATION**: El Paso County (SMSA). E&P Map A-3, County Seat. SW tip of Texas. Wholesale & mfr. ctr. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army); W. Beaumont Army Medical Center.

2 - **TRANSPORTATION**: **Railroads**-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; New Mexico Transp.; Continental Trailways; Autobuses Intercionales; Elpaso-Los Angeles; Limosine Express Inc.; Omnibus De Mexico; Tex. N.M./Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit.
Airlines-American; Continental; Aeronaves de Mexico; Frontier; Southwest; Airways of New Mexico; Eastern; Texas Int'l Permian Airways.

3 - **POPULATION**:
Corp. City 80 Cen. 425,259; Loc. Est. 431,462
CZ-ABC: (70) 339,775; (82) 472,600
RTZ-ABC: (70) 273,880; (82) 372,100
County/SMSA 80 Cen. 479,899; Loc. Est. 490,616
City & RTZ-ABC: (70) 613,655; (82) 844,700
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
Corp. City 80 Cen. 128,167; Loc. Est. 134,512
CZ-ABC: (70) 91,085; (82) 138,000
RTZ-ABC: (70) 78,380; (82) 128,300
County/SMSA 80 Cen. 140,806; Loc. Est. 148,403
City & RTZ-ABC: (70) 169,465; (82) 266,300

5 - **BANKS**: Dep. $1,657,533,000

6 - **PASSENGER AUTOS**: County (All Vehicles) 298,280

7 - **ELECTRIC METERS**: Residence 145,401

8 - **GAS METERS**: Residence 114,631

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 15,000; Metals 4,000; Oil Refining 1,200; Durable Goods ($211); Non-Durable Goods ($139).
Principal Pay Days-Fort Bliss, 1st; Others 1st and 15th & Fri.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51,64; Winter 42-55.

11 - **TAP WATER**: Soft; fluoridated.

12 - **RETAILING**:**Principal Shopping Centers**-5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(65)	NA	Safeway, Popular, White House, Mervyn's
Chelmont(33)	NA	Woolworth, C.R. Anthony
Cielo Vista Mall(100)	NA	Mont. Ward, Penney, Joskes, Dillard's
Country Club	NA	Shur-Sav, Winn's Variety
Coronado Hills(27)	NA	Safeway, Woolworth, Anthony's
Fox Plaza(37)	NA	J.C. Penney, Winn's
Eastgate(7)	NA	Safeway, Walgreen's
El Mercado Mesa	NA	Safeway, Skillerns
Kern Plaza(15)	NA	Walgreen's
Lakeside(15)	NA	Food Mkt., Woolworth
Northgate(48)	NA	Safeway, Popular
Northland(19)	NA	Woolco, Furr's
Pebble Hills(16)	NA	Safeway, Skillerns
Ranchland(17)	NA	Winns Variety
Rushfair(24)	NA	Skillern's
Scottsdale(14)	NA	Winn Variety
Sunrise(43)	NA	C.R. Anthony, Zale's
Valley	NA	Big 8 Mkt., Ben Franklin
Viscount(15)	NA	Woolco
Morningside(25)	NA	Furrs Cafeteria
Montwood Sq.(27)	NA	Skaggs
Pepper Tree Sq.(25)	NA	Charlottes Interiors
Trawood(14)	NA	Crafts Unlimited, 7-11
Vista Hills(26)	NA	Mervyn's
Yarbrough Trading Center(11)	NA	Mervyn's

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.
Stores Open Evenings-Shpg. Ctrs.-Mon., Thu., Sat.

13 - **RETAIL OUTLETS**: **Department Stores**-Popular Dry Goods 3; White House; Sears Roebuck

The Community
Information
Center In
**Denison,
Texas.**

The Denison
Herald
A Harte-Hanks
NEWSPAPER

2; Penney 4; Newberry; C.R. Anthony 4; Levines; Del Norte; Montgomery Ward; Dillards; Joskes; Bealls 3; Mervyn's 4.
Discount Stores-K mart 6; Gibson 3; Woolco 2.
Variety Stores-Kress; Woolworth 2; Winns 13; Springers Center; Sprouse-Reitz 4; Kresge; TG&Y Stores 2.
Chain Drug Stores-Walgreen 8; Coleman's 4; McCrory 2; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
Chain Supermarkets-Shur-Sav 9; Furr's 7; Safeway 7; Skaggs Alpha-Beta 3; Gibsons 3.
Other Chain Stores-Singer Co. 2; Ladies Apparel; Franklin's; Lerner's 4; White's Auto 4; Western Auto 5; Goodyear 6; Goodrich; Firestone 4; Zales 7; Thom McAn; Payless Shoes 6; Kinney; S&H Green Stamps.

14 - NEWSPAPERS: TIMES (m) 57,070; HERALD-POST (e-mon to fri; m-sat) 32,435; Comb. (m&e) 89,505; TIMES (S) 88,662; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ashworth, Mgr. Gen. Adv., TIMES and HERALD-POST, 410 Mills Ave., El Paso, TX 79901; Tel. (915) 747-6700.
National Representatives: Gannett; Story & Kelly-Smith.

ENNIS

1 - LOCATION: Ellis County (In Dallas-Ft. Worth SMSA); E&P Map E-3. In Eastern half of Ellis County. 33 mi. SE of Dallas, 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110; Loc. Est. 12,464
County 80 Cen. 59,743; Loc. Est. 63,667
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,112; Loc. Est. 4,300
County 80 Cen. 19,866; Loc. Est. 21,879
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$17,327,355
Savings & Loan	2	$4,500,000

6 - PASSENGER AUTOS: (All Vehicles) 50,553

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,419

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chemical Equipment; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Shopping Centers-Willow Creek S/C; 15 stores; 700 parking spaces.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-A. Wolens; Anthony's; Gibsons; Wal-Mart.
Discount Stores-Gibson's; Holmes Discount Salvage; Jekell Salvage.
Variety Stores-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (eS) 4,427; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Texas Daily Press League.

FORT WORTH

1 - LOCATION: Tarrant County, E&P Map D-3 (In Dallas-Ft. Worth SMSA). County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington; Missouri-Kansas-Texas; Missouri Pacific; Frisco; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Greyhound; Texas Motor Coaches.
Airlines-American; Frontier; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan American; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 385,141; Loc. Est. 384,463
PMA-ABC: (70) 716,317; (82) 891,500
RTZ-ABC: (70) 294,204; (82) 447,100
County 80 Cen. 860,880; Loc. Est. 904,369
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814
PMA & RTZ-ABC: (70) 1,010,521; (82) 1,338,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 144,025; Loc. Est. 147,886
County 80 Cen. 310,372; Loc. Est. 336,018
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062
PMA-ABC: (70) 225,873; (82) 329,500
RTZ-ABC: (70) 96,718; (82) 169,600
PMA & RTZ-ABC (70) 322,591; (82) 499,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	51	$4,819,775,581
Savings & Loan	13	$1,247,589,000

6 - PASSENGER AUTOS: County (All Vehicles) 740,996

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 206,513

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Machinery; Food Processing Containers (Av. Wkly. Wage $125).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast(98)	NA	Dillards, Mont. Ward, Sears, JC Penney
Ridgmar(137)	NA	Dillards, Sears, Penney, Neiman-Marcus
Seminary So.(68)	NA	Dillards, Striplings, Sears, JC Penney
Forum 303(65)	NA	Dillards, Wards
Hulen Mall(92)	NA	Sangers, Wards
North Hills(56)	NA	Sangers, Cox's
Tandy Center	NA	Dillards
Century City(28)	NA	Safeway, Revco
Cox's Center(9)	NA	Cox's
Greater Richland Center(28)	NA	Buddies
Hulen Square(25)	NA	Buddies, Motts
Monnig's Oaks(20)	NA	Monnig's, Motts
Park Plaza(60)	NA	Joske's, Minyard
Tandy Town(20)	NA	Mitchell's
Town & Country(27)	NA	Eckerd Drug
Fielder Plaza(41)	NA	Buddies, Eckerds

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. Fri.; Food daily.

13 - RETAIL OUTLETS: Department Stores-Cox's; Dillards; Neiman-Marcus; Sanger-Harris; Sears; Montgomery Wards; Mitchell's; Penney; W.C. Stripling; G.C. Murphy; Margo's; S&H Green Stamps.
Discount Stores-K mart 2; Woolco; Treasure City; Mannings; Target.
Variety Stores-Woolworth's; Mott's; Ben Franklin; McCrory's.
Chain Drug Stores-Echerds; Skaggs 2; Skillern's 8; Revco 12; Town & Country 3; Daniel 3; Modern 2; Mr. Cut Rate 2; Perrone & Park 3; Weaver 2; Wren 2.
Chain Supermarkets-Seven-Eleven 63; Save U 26; Buddies 34; Wyatts 10; Safeway 18; Supersave 6; A&P 6; Chicotsky's Village Food Mkts. 2; F&M 5; Biunen's 4; Candle 4; Crow 9; Diamond 2; Fugua's 2; Ed Harnis 3; Hitchin-Post & Drive In 2; Kimbell's 3; McCloud's; Quietway 9; Randy's 3; Bill Sodd 5; Thrifty Marts 13; Windy's Drive-In's; Zip-In 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 103,897; (e-mon to fri) 126,757; Comb. (m&e) 230,654; (sat) 230,803; (S) 260,710; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joe Waller, Nat'l. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
National Representative: Sawyer-Ferguson-Walker, Towmar (Mexico).

FREEPORT

See LAKE JACKSON

GAINESVILLE

1 - LOCATION: Cooke County, E&P Map E-2, County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; American.

3 - POPULATION:
Corp. City 80 Cen. 14,077; Loc. Est. 14,484
County 80 Cen. 27,656; Loc. Est. 29,479

4 - HOUSEHOLDS:
City 80 Cen. 5,568; Loc. Est. 5,604
County 80 Cen. 10,078; Loc. Est. 11,035

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$80,563,000
Commercial	4	$194,222,023

6 - PASSENGER AUTOS: County (All Vehicles) 28,000

7 - ELECTRIC METERS: Residence, County 8,800

8 - GAS METERS: Residence, City 5,492; County 6,501

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Center-20 blocks on 4 streets. Shopping center, Highway 82 at Grand Avenue; 25 units.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Chick's; J. C. Penney; Beall's.
Variety Stores-Duke & Ayres; K mart.
Discount Stores-Wal-Mart; Dollar General.
Chain Drug Stores-Page Super Drug; Eckard's; Wal-Mart.
Chain Supermarkets-Tom Thumb; Safeway; AG 4; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Babcock Bros.; Sears (catalog); White Auto; Zales; Radio Shack.

14 - NEWSPAPERS: REGISTER (e) 8,360; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Texas Daily Press League.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City SMSA). E&P Map F-4, County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Only tin smelter in U.S. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

2 - TRANSPORTATION: Railroads-Burlington; Chicago-Rock Island; Galveston, Houston & Henderson; Mo. Pac.; Santa Fe; M&T; Southern Pacific; Barges on intracoastal canal.
Motor Freight Carriers-7.
Intercity Bus Lines-Texas Bus Lines.
Airlines-Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 61,902; Loc. Est. 62,028
CZ-ABC: (70) 61,809; (82) 52,500
RTZ-ABC: (70) 78,527; (82) 95,900
County/SMSA 80 Cen. 195,940; Loc. Est. 203,466
City & RTZ-ABC: (70) 140,336; (82) 144,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,013; Loc. Est. 24,034
CZ-ABC: (70) 21,023; (82) 20,900
RTZ-ABC: (70) 23,118; (82) 33,300
County/SMSA 80 Cen. 69,284; Loc. Est. 74,250
City & RTZ-ABC: (70) 44,141; (82) 54,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$465,182,000
Savings & Loan	3	$392,045,400

6 - PASSENGER AUTOS: County (All Vehicles 1980) 150,532

7 - ELECTRIC METERS: Residence 25,887

8 - GAS METERS: Residence 18,814

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Hospital 7,767; Chemical 4,715; Government 3,915; Petroleum 3,315; Transportation equipment 1,831; Insurance 1,774; Food Products 1,190.
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-16 blocks on D, E and F Streets.
Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(45)	NA	Sears, Woolco, Bealls
Port Holiday(28)	NA	TG&Y, The Fair, Kroger
Westgate(12)	NA	Safeway, Eckerd's
K mart(10)	NA	K mart

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Shopping centers every evening to 9.
Stores Open Sundays-Krogers, Gerlands, Weingartens, Eckerd's, Safeway.

13 - RETAIL OUTLETS: Department Stores-The Fair; Eibands; J.C. Penney; Sears; Schwartz's; Weiners; Bealls; Craigs.
Variety Stores-S.H. Kress; McCrory's; Perry's; TG&Y.
Discount Stores-K mart; Mr. Thrifty; Woolco.
Chain Drug Stores-Walgreen 2; Wright's 3; Texas 4; SupeRx; Eckerd's.
Chain Supermarkets-Gerland's 3; Kroger; Weingarten's; Safeway 1; 7-Eleven 11; Stop-n-Go 5; U-Tote M-7; Micheletti's 2.
Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney; Morse Cook Paint; Firestone; Goodyear; Mangel's; Pittsburgh Plate Glass; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; Tru-Valu Dresses; Western Auto; Zale's Jewelry; Goodrich; Grahams; Western Auto; Margos La Mode; B. Dalton Bookseller; Evenson's; General Nurtition Center; Graves Fashions; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Bldg. Supplies; Color Tile; Radio Shack; Walter Pye's.

14 - NEWSPAPERS: NEWS (m) 27,847; (S) 29,180; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, PO Box 628, Galveston, TX 77553; Tel. (713) 744-3611.
National Representative: Landon Associates.

GARLAND

1 - LOCATION: Dallas County, E&P Map E-3 (In Dallas-Ft. Worth SMSA). 12 mi. NE of Dallas.

2 - TRANSPORTATION: Railroads-M.K.T. of Texas; Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 138,857; Loc. Est. 145,246
CZ-ABC: (70) 81,437; (82) 159,600
RTZ-ABC: (70) 4,109; (82) 4,900
County 80 Cen. 1,556,549; Loc. Est. 1,628,301
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814
City & RTZ-ABC: (70) 85,546; (82) 164,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 45,978; Loc. Est. 48,283
CZ-ABC: (70) 23,068; (82) 53,200
RTZ-ABC: (70) 1,175; (82) 1,800
County 80 Cen. 577,753; Loc. Est. 623,265
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062
City & RTZ-ABC: (70) 24,243; (82) 55,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$338,000,000
Savings & Loan	8	$2,416,240,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: Residence 42,018

8 - GAS METERS: Residence 31,567

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersOil Equip. 1,000; Food Prods. 3,000; Clothing 750; Electronics 2,500; Paint, Varnish 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping centers-6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Cntr; Meadowcreek; Lakeview Village.
Neighborhood Shopping Centers-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corner Kingsley & First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buckingham Plz(20)	NA	Tom Thumb, TG&Y
North Star Plaza (22)	NA	North Star Rexall
K mart Plaza(8)	NA	K mart
Walnut Village(21)	NA	Minyards
Walnut Plaza(25)	NA	Revco, Kroger
Walnut Creek(10)	NA	Safeway
Jupiter Plaza(24)	NA	Radio Shack
Walnut Park(12)	NA	Pizza Inn
Plano/Walnut(17)	NA	Yardbirds
Duckcreek(9)	NA	Safeway
Meadowcreek(37)	NA	Safeway
Ridgewood(70)	NA	Minyards, Sears
Orchard Hills(14)	NA	Orchard Hills Pharm., Piggly Wiggly
Club Hills(30)	NA	Safeway
Broadway Vlg.(35)	NA	Tom Thumb
Garland(27)	NA	JC Penney
Eastgate(20)	NA	Radio Shack, Garlands
Centerville Crossroads(22)	NA	Target, Kroger, Homers
Lakeview Vlg.(21)	NA	Winn-Dixie
Richardson Sq.(110)	NA	Dillards, Mont. Ward
Town East(145)	NA	Sears, Joskes

Principal Shopping Days-Thu. Night; Fri. & Fri. night, Sat.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Cole & Davis.
Discount Stores-Gibson's; K mart; Treasure City; Woolco.
Chain Drug Stores-Drug Mart 2; Skagg's; Revco 5; Eckerds 4; Garland Phcy. 3; Garview.
Chain Supermarkets-Safeway 5; Kroger 3; Tom Thumb 3; Minyards 3; Skaggs/Albertson; Gerland Food Fair; Winn-Dixie.
Other Chain Stores-Babcock Bros.; Sherwin Williams; Goodyear; Revco; TG&Y; Myers; Sears; Satellite Store; Zales; Sears Order Store; M. E. Moses.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,645; (S) 11,467; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Linda L. Stith, Adv. Mgr., NEWS, 613 State St., Garland, TX 75040; Tel. (214) 272-6591.
National Representative: USSPI.

GONZALES

1 - LOCATION: Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River. 90 mi. from coast in south central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

2 - TRANSPORTATION: Railroads-Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers-6.
Interstate Bus Lines-Kerrville; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,152; Loc. Est. 7,661
County 80 Cen. 16,883; Loc. Est. 17,378

4 - HOUSEHOLDS:
City 80 Cen. 2,480; Loc. Est. 2,473
County 80 Cen. 5,949; Loc. Est. 6,323

5 - BANKS:	NUMBER	DEPOSITS
Commercial	1	$57,285,456
Savings & Loan	1	$94,573,326

6 - PASSENGER AUTOS: County (All Vehicles 1980) 14,130

7 - ELECTRIC METERS: 2,905

8 - GAS METERS: 2,650

9 - PRINCIPAL INDUSTRIES: Southern Clay Prod.; Egg Packing; Feed Mill; Hatcheries; Purina Products Plant; Meat Pkg.; Cattle Buyers; Holly Farms.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp. -Spring 33-74; Summer 56-98; Fall 48-85; Winter 65-81. First killing frost, Nov. 11-26. Last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING:Principal Shopping Center-13 blocks on 5 sts.
Principal Shopping Days-Mon., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gindler's; Lieberman's; Men's Wear: The Toggery; Ladies Wear: J.B. White, Bill's Dollar Store; Shoe Bar; The Corral Western Wear; Sonnie's Western Wear; Shoe World; Gibson; Wal-Mart; The Clothes Tree.
Variety Stores-Perrys; Ben Franklin.
Chain Drug Stores-Wal-Mart Pharm.; Kotzebue Rexall.
Chain Supermarkets-United Supers; Boysen's; Circle R; Wuest's; H.E.B.
Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Johnson; True Value.

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 3,010; [illegible] Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Po[illegible]bertson, Adv. Dir., INQUIRER, Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.
National Representative: None.

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.

2 - TRANSPORTATION: Railroads-T&P.
Intercity Bus Lines-Texas Motor Coaches.
Motor Freight Lines-15.
Airlines-Airports; Love Field Dallas/Ft. Worth Airport.

3 - POPULATION:
Corp. City 80 Cen. 71,462; Loc. Est. 77,523
CZ-ABC: (70) 50,904; (82) 71,500
County 80 Cen. 1,556,549; Loc. Est. 1,628,301
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,714; Loc. Est. 25,998
CZ-ABC: (70) 15,383; (82) 25,300
County 80 Cen. 577,753; Loc. Est. 623,265
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$44,904,162
Savings & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: 16,000

8 - GAS METERS: 15,000

9 - PRINCIPAL INDUSTRIES: Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10 - CLIMATE: Av. Temp. Jan. 46, June 85.

11 - TAP WATER: Artesian Wells plus water main connection with Dallas.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carrier Parkway Center(9)	NA	Mitchell's Dept., Thrifty Drug
Dalworth Ctr.(2)	NA	Buddies; Winn-Dixie
Grand Central(4)	NA	JC Penney, Skillern's
Indian Hills(10)	NA	B&W Foods
Inglewood(3)	NA	Dairy Mart
Marshall Plz.(25)	NA	Piggly Wiggly, Skillern's
Midway Mall	NA	Goodyear

Principal Shopping Days-Fri., Sat. All Stores open on Thurs., Fri. nights.

13 - RETAIL OUTLETS: Department Stores-Watson Bros.; Meyer's; Dillard's; Montgomery Ward.
Variety Stores-Woolworth; Mott's; TG&Y.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Ward's; Skillern's 2; Millar; Walgreen; Cicero's Rexall; Baker's; Thrifty; SupeRx.
Chain Supermarkets-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Eddelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson 1; Mingards 1.
Other Chain Stores-Firestone; Goodyear; Whites Western Auto; Sherwin-Williams Paint; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,687; (S) 7,178; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Davidson, Pub./Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel (214) 661-8100.
National Representative: USSPI.

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

2 - TRANSPORTATION: Railroads-MKT; KCS-L&A; SSLSW.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-7

3 - POPULATION:
Corp. City 80 Cen. 22,161; Loc. Est. 22,645
CZ-ABC: (70) 22,043; (82) 21,900
Bal. in PMA-ABC: (70) 25,905; (82) 34,900
County 80 Cen. 55,248; Loc. Est. 58,434
Total PMA-ABC: (70) 47,948; (82) 56,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,271; Loc. Est. 8,389
County 80 Cen. 20,331; Loc. Est. 22,203
CZ-ABC: (70) 7,463; (82) 8,600
Bal. in PMA-ABC: (70) 8,402; (82) 13,400
Total PMA-ABC: (70) 15,865; (82) 22,000

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$185,000,600
Savings & Loan	2	$143,250,000

6 - PASSENGER AUTOS: County 27,000

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 11,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Electrical 165 ($225); Rail 275 ($175); Wood and Furniture Mfg. 400 ($190 to $265); Auto Mufflers 350 ($5.25 hr.).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(26)	NA	Wal-Mart, Beall's, JC Penney
Rolling Hills(15)	NA	Martin Theatres, Woody's Mkt.
South Gate(8)	NA	Jewel-T, Harvey's TV
Town South(15)	NA	TG&Y, Eckerd's, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Beall's; Sears Roebuck; Swartz.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; General Distributors; TG&Y; Howards; K mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Brookshire; Kroger; Woody's 12; E-Z Mart 2.
Other Chain Stores-White's Auto; S&H Green Stamps; Eckerd's; Hallmark.

14 - NEWSPAPERS: HERALD-BANNER (m) 12,181; (S) 12,424; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.
National Representatives: Branham; Harte-Hanks.

HARLINGEN

1 - LOCATION: Cameron County, E&P Map D-6 (In Brownsville-Harlingen-San Benito SMSA). In the Ctr. Valley at Junction of Federal Hwys. 77 & 83. 245 mi. SE of San Antonio.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Valley Transit.
Airlines-Texas International; Southwest; American; Mexicana.

3 - POPULATION:
Corp. City 80 Cen. 43,543; Loc. Est. 46,627
CZ-ABC: (70) 50,270; (82) 67,000
RTZ-ABC: (70) 162,321; (82) 262,400
County/SMSA 80 Cen. 209,680; Loc. Est. 230,330
City & RTZ-ABC: (70) 212,591; (82) 329,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,091; Loc. Est. 13,400
CZ-ABC: (70) 13,276; (82) 20,800
RTZ-ABC: (70) 39,355; (82) 74,600
County/SMSA 80 Cen. 58,409; Loc. Est. 66,216
City & RTZ-ABC: (70) 52,631; (82) 95,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$281,083,996
Savings & Loan	4	$385,096,798

6 - PASSENGER AUTOS: County (All Vehicles 1980) 122,302

7 - ELECTRIC METERS: Residence 18,376

8 - GAS METERS: Residence 8,356

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Dairy Proc. 175; Bakery 600; Fruit & Veg. Mach. 200; Food Proc. 1,700; Cotton Proc. 500; Chem. Plants 350; Bottlers 250; Publishing 100; Clothing Mfg. 350; Aircraft 200.
Principal Pay Days-Sat.; 1st & 15th.

10 - CLIMATE: Av. Annual Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-(Downtown); 5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers-7th St. & 77th Blvd.; 15th St. & 77th Hwy.; W. Harrison & H Sts.; E Harrison from S. 1st to S. 9th St.; 77th Hwy. between 13th & E. Jefferson; Ed Carey Drive.
Principal Shopping Days-Sat.; 1st Mon. monthly.
Stores Open Evenings-All on Sat.

13 - RETAIL OUTLETS: Department Stores-Woolco; Sears; Terry Farris; J.C. Penney; TG&Y; Gibson's Discount; Thriftex; Diskay; Beall's; K mart.
Variety Stores-S. H. Kress's; McLellan's.
Chain Drug Stores-Day (Rexall 2); Adams Walgreen; Dentral Drug; Medico.
Chain Supermarkets-Red & White 4; H.E. Butt 3; Foodcraft; Andy's; Scurlocks; Kroger; Kenner's 4; Valley Mart.
Other Chain Stores-Amigo Stores; Feder's Fabrics; Central Drug; Kattan's Variety; Pat's Variety; Baum's Men's; Herb's Men's; Man's Shop; Wally's Shoes; Diana Shop; Day's Drug; Frank Forstner Zenith; Schvab's Jewelry; Casa de Novia Dress Shop; Zales Jewelry; Monterrey Fabrics; Brasher and Jones; The Woman Dress; Hill's Lingerie; Lack's Furniture; Parisian Dress; Delta Gift Bazaar; Engnehl's Fabrics; Young Fashions; Yarbroughs Carpets; The Lighthouse; Payless Shoes; The Book Mart; Lemon Tree; Tene Dress Shop; Luby's Cafeterias; Carolyn's Shoes; Heritage Gifts; Seaifs Fabrics; Card & Quill; Sherwin-Williams Paints; Fabrific; Roys Carpets; Weavers; Adams Pharmacy; S&H Green Stamps; Lairsens; Fads & Fashions; Gallenkamp Shoes; Kenney's Shoes; Saybrook Fabrics; Singer Sewing Center; Lina Jean; Uniroyal; Goodyear; Goodrich; Firestone; Western Auto; Edelstein's; Junkins; Star; Lack's; Economy; Lee Optical; Texas State Optical; Wick's Lumber and Bldg.; Cash and Carry Lumber.

14 - NEWSPAPERS: VALLEY STAR (m) 26,844; (S) 28,157; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l Adv. Mgr., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Texas Daily Press League.

HENDERSON

1 - LOCATION: Rusk County, E&P Map E-3, County Seat. Residential center. 138 mi. E of Dallas; 78 mi. W of Shreveport; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2 - TRANSPORTATION: Railroads-M.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Lines-5.

3 - POPULATION:
Corp. City 80 Cen. 11,473; Loc. Est. 11,512
County 80 Cen. 41,382; Loc. Est. 42,230

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,218
County 80 Cen. 15,011; Loc. Est. 15,773

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	2	$76,637,810
Commercial	3	$171,310,947

The Community
Information
Center In
Greenville,
Texas.

The Herald
Banner

A Harte-Hanks
NEWSPAPER

6 - PASSENGER AUTOS: County (All Vehicles 1980) 36,617

7 - ELECTRIC METERS: Residence 5,301

8 - GAS METERS: Residence 4,765

9 - PRINCIPAL INDUSTRIES: Industry (Number of Employees)-Oil (3,000); Bricks (400); Mobile Homes (150); Office Furn. (225); Lumber (225); Garment (300).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson Plz.(11)	NA	Wal-Mart, Beall's, Safeway
South Main Plz.(8)	NA	K mart, Brookshire Bros., Eckerd's

Principal Shopping Days-Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores Beall's; J.B. White.
Variety Stores-M.E. Moses; Duke & Ayers.
Discount Stores-Gibson's; United Dollar; Wal-Mart; K mart.
Chain Drug Stores-Drug-Sav; Gibson's; Eckerd's; Revco; Safeway.
Chain Supermarkets-Safeway; Brookshire; Piggly Wiggly; Griffith; Gibson's.
Other Chain Stores-Goodyear; White Auto; Singer Co.; Western Auto; Regan's; Sears; Collegiate Shoppe; Montgomery Ward; Otasco.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,961; (S) 7,101; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jim S. Robertson, Pub., NEWS, 1703 Hwy. 79 South, Henderson, TX 75652; Tel. (214) 657-2501.
National Representative: None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on US-60, 95 mi. N of Lubbock.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,853; Loc. Est. 16,130
County 80 Cen. 21,165; Loc. Est. 21,245

4 - HOUSEHOLDS:
City 80 Cen. 4,969; Loc. Est. 5,136
County 80 Cen. 6,487; Loc. Est. 6,746

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$89,010,000
Savings & Loan	2	$52,800,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 19,024

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersMeat Packing 446; Sugar Plant 360; Clothing 162. (Total work force 10,215).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22. Last killing frost, April 15.

The Community Information Center In
Huntsville, Texas.

The Huntsville Item
A Harte-Hanks NEWSPAPER

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING:Principal Shopping Center-8 blocks downtown, 20 other on principal highways.
Neighborhood Shopping Centers-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(12)	1	Jack & Jill, TG&Y
Sugarland Mall(25)	1	Furr's, JC Penney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; C. R. Anthony 2; Gaston's; Harman's 2; Rutherford's.
Discount Stores-Gebo's; Farm Discount & Lumber.
Variety Stores-M. E. Moses; TG&Y; Winn's.
Chain Supermarkets-Furr's; Thriftway; PriceLess; Jack & Jill.
Other Chain Stores-Sherwin-Williams; Montgomery Ward; Sears (Catalog); Western Auto; White's Auto; Mode O'Day; Sweetbriar.

14 - NEWSPAPERS: BRAND (e-tues to fri) 3,132; (S) 3,966; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BRAND, 313 N. Lee, Box 673, Hereford, TX 79045; Tel. (806) 364-2030.
National Representative: None.

HOUSTON

1 - LOCATION: Harris County, E&P Map E-4. (SMSA) On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 90, 75, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Missouri Pacific; Katy; Amtrak; Burlington Northern.
Motor Freight Carriers-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas.
Freight Steamship Lines-Over 200.
Airlines-American; Air France; Eastern; KLM; Pan American; Texas International; Continental; Delta; Southwest; Aeromexico; Air Canada; British Caledonian; Cayman Airways; Viasa (Venezuelan Airlines); USAir; Western; Republic; Ozark; Air Jamaica; Alia Royal Jordanian; TWA; United; Frontier Airlines; Piedmont; Emerald Valley; Muse Air.

3 - POPULATION:
Corp. City 80 Cen. 1,594,086; Loc. Est. 1,704,441
CZ-ABC: (70) 1,741,912; (82) 2,576,600
RTZ-ABC: (70) 618,930; (82) 1,060,400
County 80 Cen. 2,409,544; Loc. Est. 2,610,279
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781
City & RTZ-ABC: (70) 2,360,842; (82) 3,637,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 602,242; Loc. Est. 661,138
CZ-ABC: (70) 540,855; (82) 937,400
RTZ-ABC: (70) 184,012; (82) 365,700
County 80 Cen. 896,880; Loc. Est. 971,800
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837
City & RTZ-ABC: (70) 724,867; (82) 1,303,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	173	$29,871,026,000
Savings & Loan	43	$6,676,047,513

6 - PASSENGER AUTOS: County (All Vehicles) 2,088,314

7 - ELECTRIC METERS: Residence County 1,012,486

8 - GAS METERS: Residence County 562,925

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage & Salary Earners (Total Number 1,598,100). Manufacturing 262,200-Durable Goods 154,800: Lumber & Wood Prods. 2,800; Furniture & Fixtures 1,600; Stone, Clay & Glass 8,500; Primary Metals 13,200; Fabricated Metal Prods. 37,000; Machinery excl. Electrical 59,100; Electrical Machinery & Equip. 18,100; Transportation Equip. 6,600; Other Durable Goods 7,900; Nondurable Goods 95,600: Food & Kindred Prods. [illegible]2,900; Textile & Apparel 1,900; Paper & Allied Prods. 4,100; Printing & Publishing 16,000; Chemicals and Allied Prods. 36,000; Petroleum Refining 16,900; Other Nondurable Goods 7,800. Nonmanufacturing 1,225,400-Mining 84,500; Contract Construction 145,300; Transp. Comm. & Utils. 135,838 (Transp. & Allied Services 63,500, Communications 19,100, Utilities 22,100); Trade 346,800 (Wholesale 124,300, Retail 222,500); Fin., Ins. & Real Estate 90,800; Service, Excl. Priv. Hsld. 286,300 (Bus. & Personal Serv. 139,100, Med & Prof Serv. 142,400, Agric. Serv, For. & Fish 4,800); Government 167,000 (Federal 20,000, State 31,000, Local 116,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
Neighborhood Shopping Centers-There are about 200 shopping centers in the area.

SHOPPING CENTERS

50 or More Stores-Almeda Mall; Gulfgate Mall; Baytown; Highland Village; Laura Koppe; Memorial City; Northwest Mall; Palm Center; River Oaks; Sharpstown; Town & Country; Meyerland; Northline; Westwood Mall; Galleria; Greenspoint Mall; The Village; Baybrook Mall; Carillon West; Pasadena Plaza; Oak Forest; Northshore Village; Meyerland Plaza; Long Point; Bellaire; San Jacinto Mall; Willowbrook Mall.

31 to 50 Stores-Pasadena Oaks; Northtown Plaza; Campbell-Sear; Denver Harbor; Greenway Plaza, Heights; Humble; Lakewood Center; Lantern Lane; Lawndale-Weingarten's Center; N. Main & Quitman; Oak Ridge Plaza; Popolo Village; Champions Village III.

21 to 30 Stores-Galena Park; Almeda Square; Bay Plaza Center; Beltway; Braeswood Shopping Center; Spring Village; North Oaks Mall; Wood Lakes Square; Northwood; Briargrove; Champions Village I; Cypress Village; Deauville Northwest; Dixie Drive; Echo Lane; Fondren Square; Golfcrest; Graywood; Harrisburg; Kempwood Plaza; Lakeside; Miramer; Montclair; Nassau Bay; Oak Village; OST; Southway; Westhill Village; Windsor Plaza; Greenbriar; Maplewood; Merchant's Park; Spring Branch; Sears-Harrisburg; Spring Shadows Plaza; Westchase Mall; Westbury Mall; Woodlake Square.

15 to 20 Stores-Allen Center; Antoine Plaza; Country Club; Edgebrook Plaza; 45 York Plaza; Foster Place; Garden Oaks; Gessner Sq.; Jacinto City; Jensen & Liberty; Jones Rd. Plaza; Kingwood; Klein; Kuykendall Village; Loop Center; MacGregor Pl.; N. Shepherd; Ponderosa; Rummel Creek Village; Tanglewilde; Alabama; Ashford Sq.; Allendale; Ayrshire; Braes Hghts.; Bunker Hill; Edgewood; Port City; Post Oak Center; Post Oak Plaza; Ridgecrest; South Main; Stella Link; Tower; Northbrook; Deauville Sq.; Hammerly Plaza.

10 or less Stores-Bookman; Berry Road; Fontaine; Greens Bayou; Jester Village; Katy Road; Melcher; Mosher; North Shepherd; Oak Village; Pinewood Village; Plum Creek; Prestonwood Village; Richmond Village; Robindell; South Hill; Southway.
Principal Shopping Days-Department Stores: Fri. Sat. Food: Thurs., Mon.
Stores Open Evenings-Department Stores: Many open til 9 every weekday. Food: Most open til 9 weekdays; many 24 hours.

13 - RETAIL OUTLETS: Department Stores-Foley's 9; Lord & Taylor 4; Montgomery Ward 9; Neiman-Marcus; Joske's 8; Sakowitz 5; Saks Fifth Avenue; Sears 10; Marshall Field.
Discount Stores-Gemco 6; K mart 21; Target 13; Winn's 15; Sage 2; Gibsons 5; Woolco 11; United Jewelers 7; Wilson Catalog Stores 5; Best Products 3; W. Bell & Co. 3.
Variety Stores-Ben Franklin 2; Kresge 2; Woolworth 9; TG&Y 18; Wackers 5; Variety Values 4.
Chain Drug Stores-Cunningham's 4; Doyles 2; Eckerd 67; Medic Pharmacy 4; Jones Apothecary 9; Ralstons 22; Sage 3; Sommers 10; SupeRx 23; Walgreens 39; Sav-On-Drugs 6.
Chain Supermarkets-Baby Giant 10; Cheri's Superette 4; Clayton's 4; Continental 5; Corner Food Stores 8; Davis Food City; Doyle Drive Inn 2; Eagle-Gemco 24; Fiesta 5; Food City 8; Food Giant 4; Foodland 3; Gerlands 35; Jumbo 2; Korner Pantry 6; Kroger 55; Lewis & Coker 11; Lucky Seven 33; Minimax 22; Mr. M 35; Obrien's 3; Piggly Wiggly; Randalls 16; Rice 39; Safeway 47; Save Mart 3; Sellers Bros. 6; 7-Eleven 245; Stop N Go 256; Sunny's 48; U Totem 233; Weingartens 59.
Other Chain Stores-Men's Clothing: Al's Formal Wear 12, Bond's, Buck's 2, Chess King 8, County Seat 6, The Gap 11, Graham's 5, Jean Connection 2, Jean Machine 3, Kuppenheimer's 3, Leopold Price & Rolle 11, Men's Warehouse 10, Norton Ditto 2, Oshman's 16, J. Riggin's 7, Rodneys 2, Ventura's 10, Way Out West 7, Zindler's 3; **Women's Clothing**: Casual Corner 13, Charles Ford 3, Esther Wolf, Everitt Buelow 4, Exclusively Yours, Fashion Conspiracy 7, Finder's Keepers 5, Foxmoor 6, Frederick's 2, Isabell Gerhart 3, Judy's 5, Kinda Krazy 4, Lane Bryant 6, Lerner's 11, The Limited 9, Margies 5, Margos 11, Picadilly 10, Shelly's Tall Girls 4, Size 5-7-9 5, The Woman's Shop 7; **Family Clothing**: Beall's 12, Craig's 11, The Fair 3, Frost Brothers 3, Leonard's 9, Marshall's 4, Palais Royal 20, Walter Pye 4, Weiner's 42; **Shoes**: Athletes Foot 3, Baker's 10, Bally's, Brucals 4, Burt's 2, Butlers 4, Chandler's 6, Church's, Cowtown 3, El Bee 3, Ellis 2, Famolare, Fayva 23, 5 & 10 Shoe Store 3, Flagg Brothers 5, Florsheim 12, Florsheim Thayer McNeil 6, Footgear 3, French Bootery 3, Hanover 4, Hardy's 6, Hopper's, Jarman 3, Johnston Murphy 2, Joyce Selby 2, Just Boots 4, Kinney's 22, Knapp 4, National Brand 4, Naturalizer 6, Payless 20, Pix 2, Red Cross 6, Red Wing 7, Sak's 2, Shoe Box 9, The Shoe Fair 4, Shoe Gallery 3, Shoe Hut 2, The Shoe Rack 3, Shoes N' Such 5, Shoe Warehouse, Sofwear Shoes 2, Shoe World, Standard Shoes 12, Wild Pair 6; **Furniture**: Blum's, Brittain's 3, Carolina, Denhome 2, Dinettes N' Barstools 4, Fingers 6, Furniture Clearance Center, Furniture Idea 2, Georgetown Manor 2, Haverty's 2, Hilsher's 2, Lazy Boy Showcase Shoppers, Leather & Oak, Leon's, Levitz 2, Metropolitan 4, Modern Furniture Rentals 4, R & B Furniture 4, Sleep-N-Aire 11, Star 12, Storehouse 4, Suniland 2; W&J Sloane 2, Waddell's 2; **Miscellaneous**: Academy 14, Best Products 4, Firestone 19, Goodyear 29, Houston Jewelry 2, United Jeweler's 5, Whites 19, Wilson's 5.

14 - NEWSPAPERS: CHRONICLE (all day-mon to fri) 393,730; (m-sat) 386,155; (S) 481,319; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Thomas, Nat'l. Adv. Mgr., CHRONICLE, 801 Texas Ave., Houston, TX 77002; Tel. (713) 220-7171.
National Representative: Sawyer-Ferguson-Walker.
POST (m-mon to fri) 376,883; (m-sat) 400,060; (S) 440,136; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry D. Burton, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.
National Representative: Branham.

HUNTSVILLE

1 - LOCATION: Walker County, E&P Map E-4; County Seat. Diversified farming, cotton seed milling, lumber, rock quarries. Sam Houston State University. 70 mi. N of Houston; on U.S. Hwy. 190; State Hwy. 30, 94; I-45.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Most national, some international lines at Houston.

3 - POPULATION:
Corp. City 80 Cen. 23,936; Loc. Est. 24,575
County 80 Cen. 41,789; Loc. Est. 43,706

4 - HOUSEHOLDS:
City 80 Cen. 6,558; Loc. Est. 6,329
County 80 Cen. 11,813; Loc. Est. 12,825

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$129,379,600

6 - PASSENGER AUTOS: County (All Vehicles 1980) 22,818

7 - ELECTRIC METERS: 14,378

8 - GAS METERS: 5,152

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Coors Beer Dist.; Chemicals; Rock Quarries; Lumber & Timber; Cottonseed Oil Mills; Farming; Oil Field Equipment.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Northwest Shopping Ctr., 11th St. (9 stores); Timber Hills.
Neighborhood Shopping Centers-Downtown (Ave. L & 13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores)
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Some in Northwest Shopping Center to 9

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears (catalog); Montgomery Ward (catalog).
Discount Stores-Howard's; Wal-Mart; K mart.
Variety Stores-TG&Y; Duke & Ayres.

Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Piggly Wiggly; Safeway; Rice's; Kroger's.
Other Chain Stores-Zale's Jewelry; Firestone; Goodyear; Western Auto; Baskin Robbins; TSO; Radio Shack.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,509; (S) 7,802; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Steve Balke, Adv. Dir., ITEM, PO Box 539, Huntsville, TX 77340; Tel. (713) 295-5407.
National Representatives: Branham; Harte-Hanks.

HURST

1 - LOCATION: Tarrant County (In Dallas-Fort Worth SMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 337.

2 - TRANSPORTATION: Railroads-Rock Island; T&P; MK&T; St. Louis & Southwestern.
Intercity Bus Lines-Continental Trailways; Greyhound; Texan Motor Coach.
Airlines-American; Frontier; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3 - POPULATION:
Corp. City 80 Cen. 31,420; Loc. Est. 32,709
CZ-ABC: (70) 81,959; Cities of Hurst & Bedford, Villages of Euless and towns of North Richland Hills and Richland Hills (82) 110,900
County 80 Cen. 860,880; Loc. Est. 904,369
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,111; Loc. Est. 12,148
CZ-ABC: (70) 22,819; (81) 36,200
County 80 Cen. 310,272; Loc. Est. 336,018
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$278,199,990

6 - PASSENGER AUTOS: County (All Vehicles) 740,996

7 - ELECTRIC METERS: Residence 31,514

8 - GAS METERS: Residence 23,444

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prod.; Auto Air Conditioners; Paint Mfg.; Furniture; Bag & Box Mfg.; Tile; Tower Const.; Fiberglass Engrg.; Neon Signs; Felt; Pet foods; Hermetics; Aircraft Component.

10 - CLIMATE: Mild; Av. Annual Temp. 66; Av. Annual Rainfall 33 in.

11 - TAP WATER: Artesian wells; fluoridated.

12 - RETAILING:Nearby Shopping Centers-Belaire; Richland Plaza; Richland Center; Wilshire; Norrich; North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellvue(11)	NA	
Euless Town Ctr.	NA	Woolco, Handy Dan
Hill's(8)	NA	Buddies
Hurst Belaire(34)	NA	Moses Variety
Hurstgate(15)	NA	
Hurst Plaza(8)	NA	Town & Country Drugs
Hurstview(9)	NA	
Mayfair Village	NA	Tom Thumb, Monnig's
Myers(7)	NA	Myers
North East(100)	NA	Penney, Sears, Montgomery Ward, Striplings, Dillards
Pipeline Road(6)	NA	
Plaza Grande(11)	NA	Tom Thumb
Shady Oaks(29)	NA	Safeway
Stonegate(8)	NA	Thrifty Drug
Uptown Medical Plz	NA	
Village Square(22)	NA	Safeway, Skillerns
White's Plaza(7)	NA	Whites
Val Oaks(21)	NA	Cloth World, Eckard's
Willows(12)	NA	Safeway
North Hills(60)	NA	Sanger Harris, Cox's

Principal Shopping Days-Thu., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: Department Stores-Myers; Montgomery Ward; J. C. Penney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard's; Striplings; Sears; Cox's; Sanger-Harris.
Variety Stores-M. E. Moses; Mott's.
Discount Stores-Gibson's; K mart; Treasure City; Best; H. S. Wilson; Target; Woolco.
Chain Drug Stores-Revco; Treasury Drug; Eckerd; Skillern's; Town & Country; Skagg's.
Chain Supermarkets-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skaggs; Alpha Beta; Jewel T; Affiliated; Minyards.
Other Chain Stores-White's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-mon to fri) 7,321; (S) 7,514; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Rutledge, Adv. Bus. Mgr., MID-CITIES NEWS, 728 Brown Trail, Hurst, TX 76053.
National Representative: USSPI.

IRVING

1 - LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). E&P Map E-3. Light manufacturing, North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: Railroads-Frisco.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental.
Airlines-American; Continental; Delta; Ozark; Eastern; Frontier; Mexicana; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 109,943; Loc. Est. 114,032
CZ-ABC: (70) 97,260; (82) 117,300
County 80 Cen. 1,556,549; Loc. Est. 1,628,301
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,184; Loc. Est. 42,696
CZ-ABC: (70) 28,831; (82) 40,800
County 80 Cen. 577,753; Loc. Est. 623,265
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$190,000,000
Savings & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: Residence 23,275

8 - GAS METERS: Residence 22,844

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chemicals; Aluminum Prods.; Heavy Equipment; Precision Tools; Food Distribution; Chemicals; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING:Neighborhood Shopping Centers-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carvel Square(10)	NA	Safeway
Central Pk. Plz.(33)	NA	Ward Drug
Citizens Ctr.(20)	NA	Pulido's, Tom Thumb
Cortez Plaza(20)	NA	Page Drug, Tom Thumb
Freeway(9)	NA	Sears
Irvingate(10)	NA	Nichols
Irving Mall(78)	NA	Sears, Penney, Joske's
Irving North	NA	Food Basket
Irving Shopping Village(17)	NA	TG&Y, Skillern's
MacArthur	NA	Minyards
Martinique	NA	Jewel T
Plymouth Pk. No. (15)	NA	Ward Drug, Minyards
Plymouth Park(100)	NA	Kroger, Woolco
2nd & Jefferson	NA	Buddies

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; White Stores; Neal's Dry Goods; SangerHarris; Western Auto; Dillards; Joskes.
Variety Stores-Duke & Ayres 2; M. E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores-Big State 3; Ward Cut Rate; Dekoven; Page Drug; SupeRx; Skagg's; Skillern's 2.
Discount Stores-Gibson's; K mart; Woolco.
Chain Supermarkets-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertsons.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,823; (S) 12,028; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rick Neal, Mgr., NEWS, 1622 W. Irving Blvd., Irving, TX 75060; Tel. (214) 254-6161.
National Representative: USSPI.

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As a market representing a 38-county area with a 2.1 million population. The Austin Group ADI tops the San Antonio and El Paso numbers, coming in 3rd in the entire state.

	Households	Retail Sales ($ Billions)
Dallas/Ft. Worth ADI	1,378,200	18.6
Houston ADI	1,294,900	19.3
AUSTIN GROUP ADI	793,210	11.8
San Antonio ADI	501,900	6.2
El Paso ADI	190,300	2.5

We're a group of growing markets.
Our five cities — from Austin to Longview are noted for consistent growth over the past few years. As a whole, here's what you get:

Households	793,210
Population	2.1 Million
Consumer Spendable Income	$17.8 Billion
Total Retail Sales	$11.4 Billion

Retail Sales by Store Group

Food	$2.6 Billion
Auto	$2.5 Billion
General Merchandise	$1.3 Billion
Apparel	$591.1 Million
Home Furnishings	$504.2 Million
Drug	$318.2 Million

(Source: SRDS CMD 81 82. ABC Publishers Statements.)

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JACKSONVILLE

1 - **LOCATION:** Cherokee County, E&P Map E-3. Shipping and distribution center for E. Texas agri., mfg. & lbr. area. College center in E. Central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - **TRANSPORTATION:** **Railroads**-Missouri Pacific; Southern Pacific (freight); Cotton Belt (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Continental; Central Texas; Texas Lines.

3 - **POPULATION:**
Corp. City 80 Cen. 12,264; Loc. Est. 12,985
County 80 Cen. 38,127; Loc. Est. 40,369

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 4,501; Loc. Est. 4,627
County 80 Cen. 13,627; Loc. Est. 14,867

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	2	$83,894,000
Savings & Loan	2	$86,860,000

6 - **PASSENGER AUTOS:** County (All Vehicles 1980) 30,882

7 - **ELECTRIC METERS:** Residence 6,988

8 - **GAS METERS:** Residence 4,527

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Avg. Wkly. Wage)-Charcoal 75 ($140); Plastic 722 ($170); Monuments 15 ($160); Aluminum 45 ($145); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($145); Printing 72 ($145); Mobile Homes 140 ($180); Signs 50 ($185); Plants 350 ($145).

10 - **CLIMATE:** Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - **TAP WATER:** Alkaline, very soft.

12 - **RETAILING:Principal Shopping Center**-18 blocks on 6 Sts.; Jackson Square (15 Units).
Principal Shopping Days-Thurs., Fri., Sat., Mon.

13 - **RETAIL OUTLETS:** **Department Stores**-Beall's; J. B. White; Sears; J.C. Penney; Montgomery Ward.
Variety Stores-Perry; Duke & Ayres.
Chain Supermarkets-Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores-Discount City Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Stores-Bearden Furn.; Western Auto; Goodyear; Sport Shop; Lynell's (Ladies); Groom Furn.; Murphy Bros. Furn.; Linda Kay; Ron Moore's Man Shop; Lang Jewelry; Diamond Shop; Otasco.
Jacksonville is hdqtrs. for following chains: Beall's; White & Mayes; Cherokee Hardware.

14 - **NEWSPAPERS:** PROGRESS (e-mon to fri) 6,047; (S) 6,882; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Joe Ben Oller, Mgr., PROGRESS, 201 Austin St., Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative: Texas Daily Press League.

KERRVILLE

1 - **LOCATION:** Kerr County, E&P Map D-4, County Seat. Agriculture center 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - **TRANSPORTATION:** **Intercity Bus Lines**-Kerrville.
Motor Freight Carriers-5.

3 - **POPULATION:**
Corp. City 80 Cen. 15,276; Loc. Est. 16,276
CZ-ABC: (70) 12,672; (82) 16,000
RTZ-ABC: (70) 21,994; (82) 37,600
County 80 Cen. 28,780; Loc. Est. 31,888
City & RTZ-ABC: (70) 34,666; (82) 53,600

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 5,955; Loc. Est. 5,997
CZ-ABC: (70) 4,199; (82) 6,200
RTZ-ABC: (70) 7,931; (82) 15,700
County 80 Cen. 11,171; Loc. Est. 12,801
City & RTZ-ABC: (70) 12,130; (82) 21,900

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	3	$305,675,867
Savings & Loan	3	N.A.

6 - **PASSENGER AUTOS:** County (All Vehicles 1980) 25,478

7 - **ELECTRIC METERS:** Corp. City 6,431

8 - **GAS METERS:** Residence 4,579

9 - **PRINCIPAL INDUSTRIES:** Airplane Mfr.; Tourism; Agr. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - **TAP WATER:** Alkaline.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Hills(40)	NA	Beall's, K mart, Penney
River Oaks(30)	NA	Winn's Super S
Town Plaza(9)	NA	Winn's Variety

Principal Shopping Days-Mon. & Sat.

13 - **RETAIL OUTLETS:** **Department Stores**-Schreiner's; J. C. Penney; C. R. Anthony; Bealls; K mart.
Variety Stores-Winn's 2.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Rexall; Gibson's; Revco.
Chain Supermarkets-Handy-Andy; HEB; M System; United Super; Stop & Shop 3; Circle; K3; Supers.
Other Chain Stores-Goodyear; Western Auto; Radio Shack; Baskin-Robbins.

14 - **NEWSPAPERS:** TIMES (e-mon to fri) 7,052; (S) 8,526; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William E. Dozier, Jr., Pub., TIMES, 429 Jefferson St., Kerrville, TX 78028; Tel. (512) 896-7000.
National Representative: Landon Associates.

KILGORE

1 - **LOCATION:** Gregg & Rusk Counties, E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. 259; I-20.

2 - **TRANSPORTATION:** **Railroads**-Mo. Pac.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-4.
Airlines-Metro.

3 - **POPULATION:**
Corp. City 80 Cen. 10,968; Loc. Est. 11,332
Counties 80 Cen. 140,860; Loc. Est. 148,139
  Gregg 80 Cen. 99,487; Loc. Est. 105,999
  Rusk 80 Cen. 41,382; Loc. Est. 42,230

4 - **HOUSEHOLDS:**
City 80 Cen. 4,265; Loc. Est. 4,595
Counties 80 Cen. 50,895; Loc. Est. 55,175
  Gregg 80 Cen. 35,884; Loc. Est. 39,402
  Rusk 80 Cen. 15,011; Loc. Est. 15,778

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	3	$200,141,867
Savings & Loan	2	$89,054,830

6 - **PASSENGER AUTOS:** Gregg 36,374; Rusk 18,916

7 - **ELECTRIC METERS:** Residence 6,440

8 - **GAS METERS:** Residence 5,982

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4500 ($240); Plumbing Fixtures 362 ($280); Boat Mfg 107 ($224).

10 - **CLIMATE:** Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - **TAP WATER:** Aklaline, very soft; not fluoridated.

12 - **RETAILING:Principal Shopping Centers**: Kilgore Plaza Shopping Center: betw. Hwy. 42 & 259. Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Lynn's Toy Store; Hurwitz; Revco; Brookshire's; J.B. White Co.; Baskin Robbins.
Mid-Town Shopping Center: Safeway; Eckerd's; Cashen Jewelry; Danni's Music Store; TG&Y; Margie's; Kilgore First Nat'l. Mini-Bank; Joyce's Hair Fashions.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Sat.

13 - **RETAIL OUTLETS:** **Department Stores**-J.C. Penney; Beall's; J.B. White Co.
Variety Stores-TG&Y.
Discount Stores-Gibson's; Dollar General.
Chain Drug Stores-Longhorn; Revco; Safeway; Hall; Gibson's; Eckerd.
Chain Supermarkets-Safeway; Gothard's AG; Brookshire's.
Other Chain Stores-The Automotive, Inc.; Western Auto; White Auto Supp.; Montgomery Ward; Collegiate Shoppe; Mode O'Day; Hurwitz; Otasco; Murphy Furn.; E-Z Mart; 7-Eleven 2; Baskin Robbins; Thriftyman Foods 2; The New Yorker; Lynn's Toy Store; Kenwin; Fastop 4; Golden Flake Sweet Shop; Revco; Bob Miller Tires; Cavender's Boot City; ColorTyme.

14 - **NEWSPAPERS:** NEWS HERALD (e-mon to fri) 5,889; (S) 6,710; sworn. Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann Anderson, Nat. Adv. Mgr., NEWS HERALD, PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative: None.

KILLEEN

1 - **LOCATION:** Bell County (In Killeen-Temple SMSA). E&P Map D-4. Home of Fort Hood (Largest U.S. Army Armored Post), American Educational Complex. Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2 - **TRANSPORTATION:** **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-2.
Airlines-Rio Airlines: daily to Dallas.

3 - **POPULATION:**
Corp. City 80 Cen. 46,296; Loc. Est. 49,877
CZ-ABC: (70) 72,320; (82) 99,000
RTZ-ABC: (70) 17,028; (82) 28,900
County 80 Cen. 157,889; Loc. Est. 221,825
SMSA 80 Cen. 214,656; Loc. Est. 221,825
City & RTZ-ABC: (70) 89,348; (82) 127,900

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 16,672; Loc. Est. 21,940
CZ-ABC: (70) 15,800 (82) 24,700
RTZ-ABC: (70) 4,818; (82) 9,700
County 80 Cen. 52,661; Loc. Est. 61,057
SMSA 80 Cen. 66,751; Loc. Est. 78,480
City & RTZ-ABC: (70) 20,618; (82) 34,400

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	7	$245,661,768
Savings & Loan	6	$378,739,980

6 - **PASSENGER AUTOS:** County (All Vehicles) 117,251

7 - **ELECTRIC METERS:** City & RTZ 28,476

8 - **GAS METERS:** City & RTZ 14,988

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners-Lbr. & Wood Products 580; Furniture & Fixtures 1,100; Stone, Clay & Glass 500; Machinery 1,800; Transportation Equipment 200; Other Durable Goods 460; Food & Kindred Prods. 330; Apparel & Fin. Prods. 360; Printing & Publishing 520; Rubber & Misc. Plastic Prods. 1,730; Other Nondurable Goods 560; Also Fort Hood: 40,125 troops; 48,124 dependents. Total annual payroll $804 million.
Principal Pay Days-1st, 15th of month.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25. Last killing frost, Mar. 10.

11 - **TAP WATER:** Soft, natural; fluoridation.

12 - **RETAILING:Principal Shopping Centers**
KILLEEN: Killeen Mall (100 stores, Dillards, Sears, O.G. Wilson, Beall's, J.C. Penney), 40 Blocks Business 190, Downtown, 440 Plaza, Wendland Plaza, Mid-town Mall, 40 Blocks Rancier St. COPPERAS COVE: 25 Blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. HARKER HEIGHTS: 20 Blocks Business 190, Downtown, Heights Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Terrace(42)	10	Brooks, Gibson's
West Park(18)	10	Winn-Dixie, TG&Y
E. Rancier(5)	1	Minimax
HEB Cntr(2)	1	Winn's, HEB
Eastlake(12)	1/2	Piggly Wiggly
Gibson Cntr.(2)	1	Gibson's, King Saver
Highland Park(8)	1	Winn's, Minimax
Midtown Mall(21)	NA	HEB, Woolworth
440 Plaza(36)	3	Anthonys, TG&Y, Winn-Dixie
Wendland(10)	3	K mart, HEB
Heights(3)	NA	Piggly Wiggly, Winns

Principal Shopping Days-Wed., Fri., Sat.

13 - **RETAIL OUTLETS:** **Department Stores**-Beall's; Sears; Barry's; Montgomery Ward; Woolworth; K's Thrift; Dillards; JC Penney.
Discount Stores-Gibson's 3; Ft. Hood Commissary & Post Exchange 3; Academy Surplus 2; Revco 2; K mart; Wal-Mart 2; O.G. Wilson.
Variety Stores-Winn's 6; TG&Y 3.
Chain Supermarkets-Affiliated 3; Minimax 2; Safeway; HEB 4; Winn-Dixie 3; Piggly Wiggly 2.
Other Chain Stores-Mode O'Day; White Auto; Firestone 2; Western Auto 2; Goodyear; Wards; Bealls; Mary Carter Paints; Sherwin-Williams Paints; S&H Green Stamps; Zale's Jewelers 3; K's Thrift Center; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Carlyle & Co.; Walgreen; Baker Shoes; Gallenkamp Shoes; Linz Jewelry; Waldenbook.

14 - **NEWSPAPERS:** HERALD (e-mon to fri) 15,097; (S) 18,476; Mar. 31, 1982 ABC.
(Effective Sept. 4, 1982, the HERALD converted to a morning & Sunday frequency.)
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, 2nd & Avenue A, Killeen, TX 76541; Tel. (817) 634-2125.
National Representative: Texas Daily Press League.

LAKE JACKSON-FREEPORT-CLUTE

1 - **LOCATION:** Southern three-fourths of Brazoria County. E&P Map E-5 (In Houston SMSA). Five mi. from Gulf coast, 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Oil production. Shrimping. Major cities: Lake Jackson, Freeport, Angleton, Clute, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury and Old Ocean.

2 - **TRANSPORTATION:** **Railroads**-Missouri Pacific.
Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway-Intercoastal Canal; Brazos River; Port of Free Port.
Airlines-Connecting with all major airlines in Houston.

3 - **POPULATION:**
Corp. Cities 80 Cen. 42,123; Loc. Est. 42,805
  Lake Jackson 80 Cen. 19,102; Loc. Est. 20,793
  Freeport 80 Cen. 13,444; Loc. Est. 13,919
  Clute 80 Cen. 9,577; Loc. Est. 10,613
CZ-ABC: (70) 32,848; (82) 46,000
RTZ-ABC: (70) 44,869; (82) 84,000
County 80 Cen. 169,587; Loc. Est. 187,483
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781
City & RTZ-ABC: (70) 77,717; (82) 130,000
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Cities 80 Cen. 19,090; Loc. Est. 15,301
  Lake Jackson 80 Cen. 6,549; Loc. Est. 6,996
  Freeport 80 Cen. 4,536; Loc. Est. 4,745
  Clute 80 Cen. 3,327; Loc. Est. 3,560
CZ-ABC: (70) 9,728; (82) 15,800
RTZ-ABC: (70) 12,208; (82) 27,200
County 80 Cen. 53,907; Loc. Est. 61,509
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837
City & RTZ-ABC: (70) 21,936; (82) 43,000

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	12	$408,000,000
Savings & Loan	4	$226,000,000
Credit Union	2	$54,000,000

6 - **PASSENGER AUTOS:** County (All Vehicles 1980) 130,176

7 - **ELECTRIC METERS:** Residence 22,000

8 - **GAS METERS:** Residence 18,000

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Weekly Wage)Chem 7,500 ($345); Constr. 3,500 ($335); Mfg. 800 ($225); Comm. Fishing 900 ($200); Shipping & Trans. 350 ($225).
Principal Industrial Pay Days-Thu., Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - **TAP WATER:** Alkaline, hard; not fluoridated.

12 - **RETAILING:Downtown Shopping Areas**-Lake Jackson, 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way. Freeport, 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad. Angleton, 8 blocks on Hwy 288, 10 on Hwy 35. Clute, 10 blocks on S. Hwy 288, 5 on S. Main, 8 on Dixie Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall (90)	NA	Sears, Penney's, Joske's, Beall's, Osco Drug, Fair
Freeport 4 Corners(10)	NA	Kroger's, Eckerd's Weiner
Lake Jackson 4 Corners(12)	NA	Stanley's, Eckerd's Wacker
Angleton 4 Corners(4)	NA	Kroger's, Weiner's, TG&Y
Angleton Safeway Plaza(14)	NA	Safeway, Eckerd's
Palm Center(7)	NA	Blount's Foods, Perry's Firestone, Brockman's
Brazosport Village (20)	NA	Weingarten's, Ward's, Weiner's
Lack's Plantation Center(27)	NA	Lack's, Baron's, American Savings
Kroger Center(10)	NA	Kroger, Super-X, True Value

K mart Center(1)	NA	K mart
Oyster Creek Ctr. (15)	NA	Safeway, Mr. Gatti, Lake Drug

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery: Brazos Mall; most discount.

13 - RETAIL OUTLETS: Department Stores-Penney's; Sears; Joske's; Beall's; Fair.
Variety Stores-Perry's 2; Wacker's; Ben Franklin; TG&Y.
Discount Stores-K mart; Howard's; Bottom Dollar; Wilson's.
Chain Drug Stores-Eckerd's 3; Super-X; Osco.
Chain Supermarkets-Weingarten's; Kroger 3; Safeway 2; Gerland's; 2; Stanley's; Lucky 7 (2).
Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Florsheim; Gordon's; Kinney Shoes; Lerner's National Shirt; Zales; Thom McAn; Walden Books; Spencer Gifts; Joyce Bertram; Naturalizer Shoes; Radio Shack; Corrigan's Jewelers; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Jeans West; Ventura's Formal Wear; Flagg Shoes; Hanover Shoes; B. Dalton; Pier I; Montgomery Ward.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e) 19,659; (S) 20,717; Mar. 31, 1982 ABC. (Initial audit.)
Local Contact for Advertising and Merchandising Data: Larry Rasmussen, Retail Adv. Mgr., BRAZOSPORT FACTS, PO Box 547, Clute, TX 77531; Tel. (713) 265-7411.
National Representative: USSPI.

LAREDO

1 - LOCATION: Webb County (SMSA). E&P Map D-6, County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 83, 81, 59; State Hwy. 359; I-35.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte.
Airlines-Texas International; Texas Airlines.

3 - POPULATION:
Corp. City 80 Cen. 91,449; Loc. Est. 95,875
CZ-ABC: (70) 69,024; (82) 98,700
RTZ-ABC: (70) 21,069; (82) 28,200
County/SMSA 80 Cen. 99,258; Loc. Est. 104,607
City & RTZ-ABC: (70) 90,093; (82) 126,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,903; Loc. Est. 25,444
CZ-ABC: (70) 16,889; (82) 28,200
RTZ-ABC: (70) 5,746; (82) 3,100
County/SMSA 80 Cen. 25,896; Loc. Est. 28,135
City & RTZ-ABC: (70) 22,637; (82) 37,300

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$410,000,000
Savings & Loan	3	$31,000,500

6 - PASSENGER AUTOS: County (All Vehicles) 51,547

7 - ELECTRIC METERS: Residence 22,866

8 - GAS METERS: Residence 17,420

9 - PRINCIPAL INDUSTRIES: Mach.; Smelting; Mattresses; Frocks; Cement Prod.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire-Testing; Tourism; Meat Packing.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Mar	NA	
Laredo Mall(25)	NA	Woolco
Las Lomas(8)	NA	Sweeney's Foods, Perry Variety
Mall Del Norte (120)	NA	Sears, Dillards, Montgomery Ward
Riverdrive Mall (60)	NA	Penney, Santos Dept, Frost Bros., McCrory's

Principal Shopping Days-Dept. Stores: Mon. Tues., Fri. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Dept.: Sat.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Richter's; Hachar's; Sears Roebuck; J.C. Penney; Beall's; Montgomery Ward.
Men's Wear-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's; Bon Ton.
Specialty-La Feria; Dillard's; Vardon (Ladies); Las Novedades; D'Arcy's; Polly Adams; Town House; De Anda's Distinctive Fashions; Frontier Dept. Stores; Sample Hut; California Dress Talk; Carrousel; Jacqueline; Cindy Fashions, (Ladies).
Shoes-Guarantee; Kinney Shoes 2; Scooti; El Sol del Oriente; Sam Sullivan Shoes; Bell Bros.; Dalton Shoes; Thom McAn 2.
Discount Stores-Gibson; Santos; Munden; Kroger's; Barker's; Woolco; Dr. Ike's Economy Center.
Variety Stores-S.H. Kress; Woolworth; McLellan's; Neisner Bros.; Perry's.
Chain Drug Stores-Central (Walgreen); Continental Rexall; City Drug.
Chain Supermarkets-El Rio Family Center; Barrera's; Kroger; Tony's 2; Food City 5; H.E.B. 4; Jitney Jungle.
Other Chain Stores-O. Tamez; Red & White; Maverick Markets 8; Barrera's Stop 'N Shop; Cabello Bros.; Winnie Lee; Charm (Ladies); Vogue (Ladies); La Mode (Ladies); Farragut's; Lane's; Sherwin-Williams; Franklin's; Outlet; Three Sisters; Firestone; Western Auto; Beall's; White's Auto; Singer Co.; Zale's Jewelers; Green's Jewelers; Gordon's Jewelers; S&H Green Stamps; Amigo; PFAU Tire; Radio Shack; Studers Furniture; Modern; City Service; Goodyear; Laredo Furn. Distributors; Wig Fashions; Star Beauty Supply; Dick & Jeannie's.

14 - NEWSPAPERS: TIMES (m) 19,436; (S) 19,654; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Soco Garza, Nat. Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.
National Representative: Texas Daily Press League.
NEWS (bilingual) (m) 22,594; (S) 22,594; Sept. 30, 1981 CAC.
Local Contact for Advertising and Merchandising Data: John C. Spear, Adv. Dir., NEWS, 2301 Saunders St., Laredo, TX 78041; Tel. (512) 724-8386.
National Representative: Landon Associates.

LEWISVILLE

1 - LOCATION: Denton County (In Dallas-Fort Worth SMSA). E&P Map E-3. Light industry and agriculture. In North Central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Int'l. Airport. On State Hwy. 121.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa-Fe; Mo.-Kansas-Texas.
Motor Freight Carriers-50.
Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Braniff; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3 - POPULATION:
Corp. City 80 Cen. 24,273; Loc. Est. 27,711
County 80 Cen. 143,126; Loc. Est. 163,401
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
City 80 Cen. 7,986; Loc. Est. 9,212
County 80 Cen. 49,134; Loc. Est. 58,008
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$90,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County (All Vehicles 1980) 114,970

7 - ELECTRIC METERS: 10,000

8 - GAS METERS: Residence/City 9,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Aver. Wkly. Wage)Metal Fabrication 205 ($200); Clothing 57 (N.A.); Boats 51 (N.A.); Electronics-Computer N.A. ($300).
Principal Industrial Pay Days-1st, 15th, Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11 - TAP WATER: Slight alkaline, hard.

12 - RETAILING:Principal Shopping Center-Main Valley-33 stores; Lakeland Plaza-28 stores; Old Orchard Village-22 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Triangle Mall(100)	10	Denton, Montgomery Ward, Sears, Dillards, Bealls, McClurkan's
Irving Mall(77)	12	Sears, Penney, Titche's
Northtown Mall	13	Ward's, Woolco
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers, every evening.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Sears.
Variety Stores-M.E. Moses 2.
Discount Stores-Wal-Mart; Gibson; K mart.
Chain Drug Stores-Revco; Eckerd;
Chain Supermarkets-Piggly-Wiggly; Minyard's; Tom Thumb; Safeway; Kroger; Winn-Dixie; The Colony.
Other Chain Stores-Goodyear; Firestone; Zale's.

14 - NEWSPAPERS: LEADER (e-tues to fri) 4,736; (S) 4,727; sworn Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Wanda Lund, Pub., LEADER, PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566.
National Representative: USSPI.

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall SMSA). E&P Map E-3; County Seat. Oil field & industrial ctr. On U.S. 80 and 259 & I-20. 65 mi. W of Shreveport, La., 126 mi. E of Dallas, 210 mi. N of Houston.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Mooney Motor Coach; Carthage.
Airlines-Metro Flight Airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,762; Loc. Est. 66,814
CZ-ABC: (70) 53,715; (82) 75,500
RTZ-ABC: (70) 109,701; (82) 140,600
County 80 Cen. 99,487; Loc. Est. 105,909
SMSA 80 Cen. 151,752; Loc. Est. 161,357
City & RTZ-ABC: (70) 163,416; (82) 216,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,934; Loc. Est. 25,034
CZ-ABC: (70) 17,372; (82) 28,600
RTZ-ABC: (70) 36,165; (82) 54,300
County 80 Cen. 35,884; Loc. Est. 39,402
SMSA 80 Cen. 53,933; Loc. Est. 59,104
City & RTZ-ABC: (70) 53,537; (82) 82,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$312,919,929
Savings & Loan	3	$185,069,710

6 - PASSENGER AUTOS: County (All Vehicles) 102,267

7 - ELECTRIC METERS: 28,690

8 - GAS METERS: 21,735

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Gas 2,460 ($293); Chem. & Refiner (NA); Machine Shop 3,970 ($301); Construction 3,680 ($216); Apparel 1,260 ($133); Food & Bev. 1,020 ($321); Fabricated Metals 3,420 ($277); Transport Equip. 1,860 ($250); Other Mfg. 6,690 ($375); Total Employees 37,789 ($215).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing fost, Nov. 15-20. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Tyler St., 4 on Fredonia; 5 on Methvin; 4 on Center; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann, including 650,000 sq. ft. mall; 3 on Loop 281; 2 on Mobberly.
Neighborhood Shopping Centers-Pinewood Earlee; High Colonial; Brookwood; Southview; Greggton; Pine Tree; Chapparal; Brookwood; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Village; Royal Forest; Alpine Village; Spring Hill; Towne Lake.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thu., Fri., Sat., Mon., Tues.
Stores Open Evenings-Department Stores-Thurs., Sat.; Food-Fri., Sat.; Longview Mall 10 a.m.-9 p.m.

13 - RETAIL OUTLETS: Department Stores-K mart; Dillard's; Beall; Sears; K. Wolens; Anthony 3; J. C. Penney; Seller Bros.; Wilson's.
Discount Stores-Treasure City; Gibson's 2; Wacker's; Kroger Family Center; Zale's Jeweler; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y 2; K mart; Otasco 2.
Variety Stores-Moses 2; Perry Bros. 3.
Chain Drug Stores-Skagg's 2; Skillern's 1; Louis Morgan 4; McIntosh 3; Eckerd 31.
Chain Supermarkets-Safeway 3; Brookshire 6; Kroger 2; Buddies 2.
Other Chain Stores-Franklin's (women's); Sherwin-Williams; Mary Carter Paint; Austin Shoe; Texas State Optical; Lee Optical; Regan's (women's); Auto Supplies: H. & S. 555, Owen, Western, Firestone, Goodrich, Bill Day Tire Store, General Tire, Goodyear, KellySpringfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, Wadel-Connolly, Reliable, East Texas; S&H Green Stamps; Gold Bond Stamps; Reynold's; Penland; White's; Home & Auto Center; Fox Photo; Royal Optical; Gordon's Jewelers; Thom McAn; Kinney Shoes; Buster Brown Shoes; Bakers Shoes; County Seat; Fashion Conspiracy; Spencer Gifts; Walden Books; Circus World; General Nutrition.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 18,205; NEWS (e-mon to fri) 16,292; Comb. (m&e) 34,497; (S) 39,561; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pam Dickerson, Nat'l. Adv. Mgr., JOURNAL and NEWS, 310-16 E. Methvin, Longview, TX 75601; Tel. (214) 747-3311.
National Representative: CWO&O.

LUBBOCK

1 - LOCATION: Lubbock County (SMSA) E&P Map C-2, County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads-AT&SF; FW&D.
Motor Freight Carriers-15.
Intercity Bus Lines- Texas, New Mexico & Oklahoma Coaches.
Airlines-Southwest; Continental; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 173,979; Loc. Est. 182,702
CZ-ABC: (70) 153,591; (82) 186,700
RTZ-ABC: (70) 220,001; (82) 235,200
County/SMSA 80 Cen. 211,651; Loc. Est. 222,843
City & RTZ-ABC: (70) 373,592; (82) 421,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,783; Loc. Est. 65,500
CZ-ABC: (70) 45,872; (82) 65,300
RTZ-ABC: (70) 66,244; (82) 82,900
County/SMSA 80 Cen. 72,627; Loc. Est. 78,959
City & RTZ-ABC: (70) 112,116; (82) 148,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$1,105,852,716
Savings & Loan	6	$328,674,752

6 - PASSENGER AUTOS: County (All Vehicles) 171,019

7 - ELECTRIC METERS: Residence 63,422

8 - GAS METERS: Residence 50,764

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Centers-10 on Main: 8 on Aves. G., H., Texas Ave., Aves J.K.L.&M. all in downtown section; 8 on 50th & Ave. H.; South Plains Mall.
Neighborhood Shopping Centers-6 blocks on Ave. Q and Broadway: 4 at 34th St. Village; 3 in Green Acres Shopping Center; 10 on E. Broadway; 10 in Arnett-Benson Center; 2 in Highland Place; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Center; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Village; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr. 1;2 on Slide & 13th; Winchester; 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mackenzie Terr.	2	TG&Y, Furr's, United
Family Park	2	TG&Y, Furr's, Raff & Hall Drug
Caprock	4	Dunlap's, White Auto, Mont. Ward, TG&Y, Furr's
Monterey(28)	4	Halsey Drug
Town & Country(32)	2	TG&Y, Furr's
Red Bud Sq.(15)	NA	Furr's, TG&Y

Westgate	NA	Day Drug, United Mkt.
So. Plains Mall(115)	9	Penney, Dillard's, Sears, Hemphill-Wells Dept.
Biercroft(15)	NA	TG&Y, Payless Shoes
Cactus Alley(12)	NA	
Flintwood(4)	NA	Latham's Dept.
Green Acres(19)	NA	Furr's Mkt.
Highland Place(23)	NA	Safeway
Indiana Gdns.(4)	NA	Lena Stephen's Dept.
Mardi Gras(4)	NA	Furr's
Oakwood(13)	NA	Village Food
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thu. evg.; Food Tues. evg.; Wed. morn. & Thu. evg., Fri. morn.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; S&O Clothiers; Hemphill Wells; Dunlap's; J. C. Penney; Skibell's; Lena Stephen's; Dillard's; Margaret's.
Variety Stores-TG&Y 8; Anthony's.
Chain Drug Stores-Day Drugs 3; John Halsey 3; L & H 4; Presciption Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd's 31.
Discount Stores-Furr's; White Stores Family Ctr.; K mart; Albertson; Woolco; TG&Y Family Center; Best Products; Target; H.J. Wilson.
Chain Supermarkets-Furr's 5; Safeway 3; United 4; Independents 67; 7-Eleven 12; Albertson 3.
Other Chain Stores-Thom McAn; White Stores; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Fabric World; Payless Cashway; McCoys; Handy Dan; Homers.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 58,628; (e-mon to fri) 14,201; Comb. (m&e) 77,829; (m-sat) 67,764; (S) 81,226; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Carl Cannon, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.
National Representative: Texas Daily Press League.

LUFKIN

1 - LOCATION: Angelina County, E&P Map F-4. E. central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State 103, 94.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Angelina & Neches River; Texas Southeastern; Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Texas Continental.

3 - POPULATION:
Corp. City 80 Cen. 28,562; Loc. Est. 29,630
CZ-ABC: (70) 23,049; (82) 29,900
RTZ-ABC: (70) 86,369; (82) 117,900
County 80 Cen. 64,172; Loc. Est. 67,245
City & RTZ-ABC: (70) 109,418; (82) 147,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,180; Loc. Est. 10,371
CZ-ABC: (70) 7,431; (82) 11,400
RTZ-ABC: (70) 26,702; (82) 42,500
County 80 Cen. 21,781; Loc. Est. 23,561
City & RTZ-ABC: (70) 34,133; (82) 53,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$226,115,300
Savings & Loan	2	$154,739,285

The Community
Information
Center In
Marshall,
Texas.

Marshall
News Messenger
A Harte-Hanks
NEWSPAPER

6 - PASSENGER AUTOS: County (All Vehicles 1980) 56,649

7 - ELECTRIC METERS: Residence 27,000

8 - GAS METERS: Residence 11,880

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber, Total 5,134 employees.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Angelina Mall (23)	NA	Woolco, Clark Dept.
Chestnut Vlg(18)	NA	Mont. Ward, Eckerd
Judson(12)	NA	Brookshire Groc.
Lufkin Mall(71)	NA	J.C. Penney, Sears
Timberland(7)	NA	Don's Grocery
Towne Square(20)	NA	Wal-Mart, Pier I

Principal Shopping Days-Department Stores: Wed. thru Sat. Food: Tues.; Fri., Sat.

13 - RETAIL OUTLETS: Department Stores Mathews-Miller; Clark's; Beall's; Woolco; J.C. Penney; Wal-Mart; Sears; The Fair.
Discount Stores-K's Thrift Center; Howard's; Woolco; Wal-Mart.
Chain Drug Stores-Cavanagh; Peden 2; Thompson Phcy.; Eckerd's Drug 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Mac's 3; Safeway 2; Beard's.
Other Chain Stores-Beall's; The Fair; Sears Roebuck; Montgomery Ward; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Hancock Fabrics; Regans; Perry Bros.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,521; (S) 16,350; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (713) 632-6631.
National Representative: CWO&O.

MARLIN

1 - LOCATION: Falls County, E&P Map E-4, County Seat, Agri. & Mfg., Livestock and geothermal heat ctr. 222-bed VA Admin. Hosp. midway between Dallas & Houston. Tomato Shpg. Ctr. on Hwys 6 & 7.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099; Loc. Est. 7,078
County 80 Cen. 17,946; Loc. Est. 17,561

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,810; Loc. Est. 2,834
County 80 Cen. 6,920; Loc. Est. 6,960

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$78,000,000
Savings & Loan	1	$137,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 15,722

7 - ELECTRIC METERS: Residence 3,700

8 - GAS METERS: Residence 3,156

9 - PRINCIPAL INDUSTRIES: Carpet; Glass; Sand Mining & Proc; Soap & Candles; Business Forms Printing; Silk Flowers & Arrangements; Mfg. Business Clothing/Apparel; Day-Nite Wild Game Feeders; Boats; Fuel Alcohol & Components; Marlin Mineral Water Geothermal Energy Resource; Private Hospital & Clinic; VA Hospital; Lignite & Coal Strip Mining.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov. Last killing frost, early Apr.

11 - TAP WATER: Surface lake, alkaline.

12 - RETAILING:Principal Shopping Center-Downtown 3 blocks on Live Oak Street, with expansion eastward and shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Wal-Mart; Ben Franklin.
Chain Drug Stores-Majestic; Shelton; Sanitarium Drugs.
Chain Supermarkets-Live Oak; Kash Way; HEB; Marlin Super Mart.
Other Chain Stores-J.B. White; Rush's Truevalue; Lonnie Hicks Shoe Store; RJ's; Better Mousetrap; Perry Bros.; Barnett's; Rae's Jewelry; Threadgill's Jewelry; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kenwin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Roppolo Gifts; Meuse Furniture.

14 - NEWSPAPERS: DEMOCRAT (e) 3,240; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dwight L. Thomas, Pub., DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative: None.

MARSHALL

1 - LOCATION: Harrison County (In Longview-Marshall SMSA). E&P Map F-3, County Seat. Railroad division point, system-wide general stores site and shops. Shipping and mfg. center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri-Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,921; Loc. Est. 25,997
CZ-ABC: (70) 24,779; (82) 26,900
Bal. in PMA-ABC: (70) 48,770; (82) 63,000
County 80 Cen. 52,265; Loc. Est. 55,448
SMSA 80 Cen. 151,752; Loc. Est. 161,357
Total PMA-ABC: (70) 73,549; (82) 89,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,818; Loc. Est. 9,141
CZ-ABC: (70) 8,149; (82) 10,300
Bal. in PMA-ABC: (70) 15,449; (82) 23,500
County 80 Cen. 18,049; Loc. Est. 19,702
SMSA 80 Cen. 53,933; Loc. Est. 59,104
Total PMA-ABC: (70) 23,598; (82) 33,800

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$211,313,000
Savings & Loan	3	$116,688,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 41,249

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,766

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Pyrotechnics Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equipment and Pumps 800; Agricultural Prod. 725; Lignite Mining and Processing to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 200; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter -1-87. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on South Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove; Marshall Mall (36 stores); Pinecrest Dr. (South).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side	2	Brookshire's Food
W. Grand	2	Sure Way Food
Parkview(6)	NA	Magic Mart
Pinecrest(7)	NA	Safeway, Ben Franklin, Famous Pharmacy, Singer
Marshall Mall(36)	3	Penney's, Beall's, K mart
East End Blvd.	2	Gibson's
Grand Plaza(9)	1	TG&Y, Payless Shoes, Brookshire's Food
Eastpark(5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. thru Sat.
Stores Open Sundays-Supermarkets; Anthony's.

13 - RETAIL OUTLETS: Department Stores-Joe Weisman; J.C. Penney; Beall Bros.; Sears.
Discount Stores-Magic Mart; Gibson's; K mart.
Variety Stores-McLelland's; Ben Franklin; TG&Y.
Chain Supermarkets-Kroger; Safeway 2; Brookshire 2.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Montgomery Ward (catalog); Otasco; S&H Green Stamps; C.R. Anthony.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 10,393; (S) 11,945; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jesse L. Walker, Jr., Adv. Dir., NEWS MESSENGER, PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representatives: Branham; Harte-Hanks.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Pharr-Edinburgh SMSA). E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Motor Freight Line-5.
Airlines-Texas International; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 67,042; Loc. Est. 72,450
CZ-ABC: (70) 88,741; (82) 152,100
RTZ-ABC: (70) 110,501; (82) 181,400
County/SMSA 80 Cen. 283,229; Loc. Est. 306,076
City & RTZ-ABC: (70) 199,242; (82) 333,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,628; Loc. Est. 20,866
CZ-ABC: (70) 22,342; (82) 45,100
RTZ-ABC: (70) 25,511; (82) 48,800
County/SMSA 80 Cen. 75,816; Loc. Est. 84,329
City & RTZ-ABC: (70) 47,853; (82) 93,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$699,593,237
Savings & Loan	3	$429,763,327

6 - PASSENGER AUTOS: County (All Vehicles 1980) 169,629

7 - ELECTRIC METERS: Residence 24,376

8 - GAS METERS: Residence 9,656

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Clothing Mfg.; Chemical & Fertilizer Mfg.; Bottling Co.; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Screw Worm Eradication Station; Tourist; Import & Export; Citrus & Vegetable; Cotton.

10 - CLIMATE: Av. Annual Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING:Principal Shopping Center-5 blocks on Main & Bway., 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro Mall(50)	NA	Mont. Ward, Woolco
La Plaza Mall(103)	NA	Bealls, Dillards, Jones & Jones, JC Penney, Sears
Palm Valley Mall(69)	NA	JC Penney, Sears, Zales
Weslaco	NA	
University Plz.(7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month), Thurs., Fri. and Sat.
Stores Open Evenings-Sat.; Groc. to 7, Sat.

13 - RETAIL OUTLETS: Department Stores-Penney; Anthony; Terry-Farris; Sears Roebuck; Valley Mercantile; Barkers; Montgomery Ward; Beall's; Dillards; Jones & Jones; Kroger Family Center; H.E.B. Family Center.
Variety Stores-Woolworth; McCrory's; McLellans; Hanshaws; Kress.
Discount Stores-Bargain World; Shoppers World; Globe; Discount House, Inc.; Gibson's 2; Kroger; Whalen's; K mart; Woolco.
Chain Drug Stores-Klinck's; Walgreen 2; Faulkner's Rexall 2; Medico.
Chain Supermarkets-HEB 3; Kroger; Globe; M. Rivas; Carl's; King Mart; Valley Mart; Warehouse Grocery.
Other Chain Stores-Ardans; Barkers; Osment's Applicance; Strouds Furniture; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; Parisian; PayLess Shoes; Man's Shop; Franklin's; Lack's; Doyle's; Puryear's; Thom McAn; Whalen's; Vogue; Aaron-

son Bros.; Amigo Store; Advance; Zales; Winn's; White Auto.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 25,411; (S) 34,326; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dale R. Pearson, Nat. Adv. Mgr., THE MONITOR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Texas Daily Press League.

McKINNEY

1 - LOCATION: Collin County (In Dallas-Ft. Worth SMSA). E&P Map E-3, County Seat. Mfg. Ctr., 30 min. N of Dallas, 55 mi. NE of Ft. Worth, Ctr. of highly productive agricultural area; in Metropolitan Dallas Area.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249; Loc. Est. 15,718
County 80 Cen. 144,490; Loc. Est. 157,595
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,612; Loc. Est. 5,648
County 80 Cen. 46,344; Loc. Est. 52,108
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$98,470,260
Savings & Loan	3	$69,206,140

6 - PASSENGER AUTOS: County (All Vehicles) 106,656

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,462

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Garments 435 ($175); Milk, Ice Cream 100 ($190).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; The Annex; Penney; McKinney; B&B; Gibson's; Wal-Mart.
Chain Drug Stores-North Side 2; Ward's; Skillerns.
Variety Stores-Woolworth; Duke & Ayres; Ben Franklin.
Chain Supermarkets-Safeway 2; Cabell's; Piggly-Wiggly; Moseleys; Birds; Brookshire.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri; S) 6,110; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 308 W. Virginia, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative: USSPI.

MESQUITE

1 - LOCATION: Dallas County (In Dallas-Fort Worth SMSA). E&P Map E-3. Manufacturing area; in NE part of state, 10 mi. E. of Dallas; on U.S. Hwys. 80, I-20, I-635.

2 - TRANSPORTATION: Railroads-Texas & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas).

3 - POPULATION:
Corp. City 80 Cen. 67,053; Loc. Est. 70,139
County 80 Cen. 1,556,549; Loc. Est. 1,628,301
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,368; Loc. Est. 22,232
County 80 Cen. 577,753; Loc. Est. 623,265
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$62,267,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 1,362,276

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Food Freezing; Mfg. Pharmaceuticals; Paints; Tools; Containers; Building Supplies; Brick Making; Electionic Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Town (52)	NA	Mont. Ward, JC Penney
Broadmoor Plz(15)	NA	Revco
Broadway Vlg(6)	NA	Broadway Foods
Little Town(4)	NA	Safeway
Mesquite Central(30)	NA	Sears
Northridge(14)	NA	Piggly Wiggly
Town East Mall(150)	NA	Sears, Revco Drug
Town East(14)	NA	Skaggs, TG&Y
Driftwood Vlg(20)	NA	Firestone Store

13 - RETAIL OUTLETS: Department Stores-Dillards; Sanger-Harris; Joske's.
Discount Stores-Gibson's; Woolco.
Chain Supermarkets-Safeway; Kroger's; Minyard's; Tom Thumb.

14 - NEWSPAPERS: NEWS (e-tues to fri, S) 4,045; Sept. 30, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Roger Ash, Pub., NEWS, PO Box 136, Mesquite, TX 75149; Tel. (214) 285-6301.
National Representative: None.

MEXIA

1 - LOCATION: Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2 - TRANSPORTATION: Railroads-Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth; Denver.
Bus Lines-Continental Trailways; Central Texas.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,094; Loc. Est. 6,880
County 80 Cen. 20,224; Loc. Est. 19,318

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,862; Loc. Est. 2,616
County 80 Cen. 7,421; Loc. Est. 7,253

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$10,000,000
Commercial	2	$30,887,000

6 - PASSENGER AUTOS: County (All Vehicles) 15,025

7 - ELECTRIC METERS: Residence 3,043

8 - GAS METERS: Residence 2,465

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. W[illegible] State School 915 (N.A.); Furniture Mfg. 100 ([illegible].

10 - CLIMATE: First killing frost, Nov. 20. Last killing frost, Mar. 14.

11 - TAP WATER: neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on M'Kinney; 1 on Milam.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Karner-Phillips; K. Wolens.
Variety Stores-Perry Bros.; Duke & Ayres.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-Safeway; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,902; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative: None.

MIDLAND

1 - LOCATION: Midland County (SMSA). E&P Map C-3, County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agriculture, shopping center. More than 800 oil and oil servicing firms maintain offices here. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; Interstate 20; State Hwys. 349, 158; F. M. 307,868.

2 - TRANSPORTATION: Railroads-Texas & Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Continental; Texas International; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 70,525; Loc. Est. 72,135
CZ-ABC: (70) 60,095; (82) 73,700
RTZ-ABC: (70) 168,673; (82) 203,600
County/SMSA 80 Cen. 82,636; Loc. Est. 85,675
City & RTZ-ABC: (70) 228,768; (82) 277,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,558; Loc. Est. 26,906
CZ-ABC: (70) 18,244; (82) 26,200
RTZ-ABC: (70) 51,031; (82) 72,100
County/SMSA 80 Cen. 29,650; Loc. Est. 31,722
City & RTZ-ABC: (70) 69,275; (82) 98,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$1,544,034,704
Savings & Loan	3	$237,484,375

6 - PASSENGER AUTOS: County (All Vehicles) 79,627

7 - ELECTRIC METERS: Residence 24,044

8 - GAS METERS: Residence 23,439

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Construction 2,790 ($253); Trade 9,830 ($233); Services 6,820 ($216); Gov't. 4,720 ($290).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 16 in.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Neighborhood Shopping Area-Dodson St., Secor Street, W. Ohio; N. Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive; Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Permian	1	Mid Tex of Midland
The Village(25)	1	Walgreen, White's Auto, TG&Y
Village Annex(8)	1	Ward's Catalog
Brunson Village(7)	1	Carter's Market
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Sq.(25)	3	Pappagallo
Highland	1	
Town & Country(12)	2	Furr's, Anthony's, Sears
Northland(12)	1	Wolfe Nursery, M. System
Dellwood Plaza(31)	2	Dunlap's, Thornton's
The Strip(16)	2	Tull's Drug
The Plaza(25)	2	Safeway, Skillern's
Regency(7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Sq.	NA	Sports Place
Midland Mall(80)	NA	Sears, J.C. Penney, Dillard's
Tiara Del Sol	NA	U.A. Cine 4, Gibsons

Principal Shopping Days-Sat., Mon. and Thu.

13 - RETAIL OUTLETS: Department Stores-Dunlap; Skibell's; J.C. Penney; Grammer-Murphy; Sears; S&Q; Thornton's; Anthony's; Dillard's; Sakowitz.
Chain Drug Stores-Walgreen; Tull's 3; Skillern's.
Discount Stores-Walgreen's; White's; Gibson's; Albertson's; Revco.
Variety Stores-Kresge's; Sprouse Reitz; TG&Y.
Chain Supermarkets Furr's 2; Safeway 2; M. System 3; Seven-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2.
Other Chain Stores-Austin Shoes; Barnes Shoes 2; Krugers Jewelry; Balie Griffith Firestone 2; S&Q Clothiers 2; White's Stores; Singer; Southwestern Drug; Pittsburgh Plate Glass; Montgomery Ward (catalog); Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; J & K Shoe Store; PayLess Shoes; Skibell's; Good Housekeeping Shop; Goodyear; The Rag Doll; Heath Furn.; Dunlap's; Thornton's; Gold Bond Stamps; S&H Green Stamps; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 24,410; (S) 24,085; (m-sat) 28,520; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Leland Barnes, Adv. Dir., REPORTERTELEGRAM, 201 E. Illinois St., Midland, TX 79701; Tel. (915) 682-5311.
National Representative: Texas Daily Press League.

MINERAL WELLS

1 - LOCATION: Palo Pinto County, E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Weatherford; Mineral Wells & NW.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,468; Loc. Est. 14,604
County 80 Cen. 24,062; Loc. Est. 24,629
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,257; Loc. Est. 4,728
County 80 Cen. 8,977; Loc. Est. 9,411

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$134,952,811
Savings & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 23,134

7 - ELECTRIC METERS: Residence 5,155

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Aluminum Prod.; Kitchen Fixtures & Cabinets; Plastic Prod.; Oil & Gas Drilling & Related Industries.

10 - CLIMATE: Av. Annual Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Postons; J. C. Penney; Mitchell's; Sturdivant Hdwe.
Variety Stores-Parry Bros.; Duke & Ayres; Ben Franklin.
Chain Drug Stores-Hilley's Phcy.
Discount Stores-Buy-Rite; Gibson's; Buddies Handyman; Alco.
Chain Supermarkets-Southside; Safeway; Piggly Wiggly; Winn-Dixie; Marr's Short Stop 8; Joyners.
Other Chain Stores-Goodyear; Montgomery Ward; White Auto; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri; S) 5,132; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Don Dillard, Pub./Gen. Mgr., INDEX, PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4465.
National Representative: Texas Daily Press League.

MOUNT PLEASANT

1 - LOCATION: Titus County, E&P Map E-3, County Seat. 61 miles SW of Texarkana. On U.S. Hwys. 271, I-30.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Cotton Belt.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 11,003; Loc. Est. 11,108
CZ-ABC: (70) 9,459; (82) 11,900
RTZ-ABC: (70) 31,027; (82) 38,700
County 80 Cen. 21,442; Loc. Est. 21,803
City & RTZ-ABC: (70) 40,486; (82) 50,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,056; Loc. Est. 4,097
CZ-ABC: (70) 3,119; (82) 4,900
RTZ-ABC: (70) 10,283; (82) 15,100
County 80 Cen. 7,740; Loc. Est. 8,115
City & RTZ-ABC: (70) 13,402; (82) 20,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$123,539,000
Savings & Loan	2	$33,451,000

6 - PASSENGER AUTOS: County (All Vehicles) 19,933

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Whlse. Meat Proc.; Sawmills; Furniture Mfg.; Chicken Proc.; Meat Pkg. Cannery; Mattresses; Hardwood Timber; Clay Prod.; Lignite; Coal; Oil Refining; Women's Wear; Electrical Generating; Ind. Cable and Tubing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Centers-Town & Country (4 stores-Piggly Wiggly, McKeller Dept., Perry Bros. Variety); Jefferson Park-Safeway, Skillern's; TG&Y, Bealls, Sears; South

Townsmall shops; Square, sixteen small shops downtown.

13 - RETAIL OUTLETS: Department Stores-West's; Beall Bros.; Marshall's; S&H Green Stamps; McKellar's; Gold Bond Stamps; Montgomery Ward; Sears.
Variety Stores-Perry's; Duke & Ayres.
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Chain Drug Stores: Rexall; Walgreen; Drug-Sav; Skillern's.
Chain Supermarkets-Safeway; Piggly Wiggly 4; Brookshire's.
Other Chain Stores-Goodyear; White Auto; Western Auto; Radio Shack; Wise Dept. Store; True Value Hdwe. 2.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 5,198; (S) 5,926; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Palmer, Pres./Pub., TRIBUNE, 111 E. Second St., Mount Pleasant, TX 75455; Tel. (214) 572-8701.
National Representative: Texas Daily Press League.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3, County Seat. 97 mi. from Shreveport; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION:
Railroads-H.E.&W.T.T.&N.O.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,149; Loc. Est. 27,253
County 80 Cen. 46,786; Loc. Est. 47,612

4 - HOUSEHOLDS:
City 80 Cen. 9,268; Loc. Est. 9,337
County 80 Cen. 16,457; Loc. Est. 17,251

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$282,277,281
Savings & Loan	3	$96,843,704

6 - PASSENGER AUTOS: County (All Vehicles 1980) 35,975

7 - ELECTRIC METERS: Residence 12,890

8 - GAS METERS: Residence 9,754

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Feed & Fertilizer 400; Brass Valves 300; Women's Dresses 200; Wood Wkg. 300; Poultry Processing 600; Chairs 400; Stephen F. Austin State University 13,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral. very soft; deep wells & surface lake; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northview Plaza(20)	20	Mont. Ward, The Fair, Otasco, Kroger's, Brookshire's Mkt.
North St.(6)	NA	Safeway, Buddies, Sears
University Mall(14)	NA	

Principal Shopping Days-Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mize; J.C. Penney; Beall's; The Fair; J.B. White; Weiners.
Variety Stores-McCrory's; Dollar Store; Ben Franklin.
Discount Stores-Gibson's; Wal-Mart; K mart.
Chain Drug Stores Eckerd's; Coulter-Coe 2.
Chain Supermarkets-Buddie's; Kroger's; Safeway; Brookshire's 2; Nen's Minit-Mkts 6.
Other Chain Stores-Firestone; Sears (catalog); Montgomery Ward (catalog); Western Auto; Weiner's; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 9,355; (S) 12,401; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, PO Box 68, Nacogdoches, TX 75961; Tel. (713) 564-8361.
National Representative: Texas Daily Press League.

NEW BRAUNFELS

1 - LOCATION: Comal County (in San Antonio SMSA) E&P Map D-4, County Seat. Mfg., textile, hosiery, stone quarries, diversified farming. 25 mi. N of San Antonio, 47 mi. S of Austin. On I-35 & U.S. Hwy 81.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Missouri-Kansas-Texas (Katy).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-At San Antonio Airport (all major carriers), 25 mi. south.

3 - POPULATION:
Corp. City 80 Cen. 22,402; Loc. Est. 21,878
CZ-ABC: (70) 17,859; (82) 23,400
RTZ-ABC: (70) 58,744; (82) 92,400
County 80 Cen. 36,446; Loc. Est. 36,828
SMSA 80 Cen. 1,071,954; Loc. Est. 1,090,138
City & RTZ-ABC: (70) 76,633; (82) 115,800

4 - HOUSEHOLDS:
City 80 Cen. 7,895; Loc. Est. 7,038
CZ-ABC: (70) 5,633; (82) 8,600
RTZ-ABC: (70) 16,782; (82) 31,200
County 80 Cen. 12,958; Loc. Est. 13,456
SMSA 80 Cen. 349,330; Loc. Est. 366,255
City & RTZ-ABC: (70) 22,415; (82) 39,800

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$128,473,000
Savings & Loan	3	$178,857,000

6 - PASSENGER AUTOS: County (All Vehicles) 29,480

7 - ELECTRIC METERS: Residence 10,867

8 - GAS METERS: Residence 4,845

9 - PRINCIPAL INDUSTRIES: Textiles; Furniture; Dresses; Lime Products; Limestone; Cement Forms; Canoes & Coolers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec. 15. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING:Principal Shopping Centers-Downtown 6 blocks north & south on Seguin St.; Downtown 7 blocks east & west on San Antonio St. around Plaza Square.
Neighborhood Shopping Centers-Courtyard, S. Seguin St. & I-35; Walnut Square, N. Walnut & I-35; Landa, W. Landa St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Courtyard(17)	3	TG&Y, Weiners, Divines Supermkt.
Walnut Sq.(11)	2 1/2	Safeway, Revco, K mart
Landa(13)	1	Wuest's, Winn's
Kroger(4)	1 1/2	A&B Hearing Ctr.

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Shopping Centers & Major Chains every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Paul Bruners; Jacob Schmidt's; Winn's; TG&Y; K mart; Weiner's.
Discount Storas-Gibson's; K mart; TG&Y.
Variety Stores-Winns.
Chain Drug Stores-Revco; Eckerd's.
Chain Supermarkets-Safeway; Wuest's; Kroger; H.E.B.; Poor Boy.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Zales; Radio Shack; Boise Cascade; Goodyear; JC Penney.

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 5,970; (S) 6,556; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Winter, Adv. Dir., HERALD-ZEITUNG, 186 S. Castell Ave., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative: USSPI.

ODESSA

1 - LOCATION: Ector County (SMSA) E&P Map C-3, County Seat. Oil; Petrochemical; Mfg.; 2 Colleges; Ranching; Whsl. & Ret. Ctr. Western portion of state; 320 mi. W. of Ft. Worth; 285 mi. E. of El Paso; U.S. Hwys. I-20, 80 & 385; State Hwy., 302.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental; TNM & O.
Airlines-Continental; Texas International; Southwest; Permian.

3 - POPULATION:
Corp. City 80 Cen. 90,027; Loc. Est. 95,619
CZ-ABC: (70) 89,575; (82) 108,800
RTZ-ABC: (70) 195,755; (82) 239,100
County/SMSA 80 Cen. 115,374; Loc. Est. 124,980
City & RTZ-ABC: (70) 285,330; (82) 347,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 32,139; Loc. Est. 34,751
CZ-ABC: (70) 26,979; (82) 38,400
RTZ-ABC: (70) 58,299; (82) 83,400
County/SMSA 80 Cen. 40,450; Loc. Est. 45,130
City & RTZ-ABC: (70)85,278 (82) 121,800

5 - BANKS:	NUMBER	EST. DEP.
Commercial	6	$544,148,000
Savings & Loan	5	$233,151,000

6 - PASSENGER AUTOS: County (All Vehicles) 113,848

7 - ELECTRIC METERS: 46,721

8 - GAS METERS: 29,084

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 9,952 ($374); Oilfield Supply 3,500 ($233); Construction 4,880 ($295); Higher Education 709 ($227); Retail 10,720 ($168); Wholesale 4,595 ($344); Services 6,040 ($232); Computers 2,650 ($215).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Downtown, 9 blocks long and 3 blocks wide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	
Crestwood(9)	NA	
Eastroad(9)	NA	Bill Sears Mkt.
Ector Plaza(8)	NA	TG&Y, Safeway
Grandview Ctr.(8)	NA	Safeway, Model Shop
Great Oil Basin(18)	NA	Dunlap Dept., Zale's
Harrisdale	NA	
Meyers Village(30)	NA	Clarks, M System
North Plaza(10)	NA	
Odessa Plaza	NA	
Permian Mall(144)	NA	Sears, Penneys, Dillards
Plaza Del Sol	NA	
Ridgecrest(30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Village(10)	NA	Walgreen, Cobbs, Cloth World, Stan's House of Maple
Sante Fe Sq.(25)	NA	Knorr Furn., Swenson's Ice Cream
Sherwood Vlg.(11)	NA	Sears, Super Mkt.
31st St.(14)	NA	Furrs, TG&Y, Anthony's, Hunter Furn., Radio Shack
Town & Country(10)	NA	Cobb's Dept., TG&Y, Furr's Mkt.
West County Plaza(15)	NA	Furr's, Anthony's, Radio Shack, Toy Box
Westgate Plaza	NA	Safeway, Beall's
West Redondo(3)	NA	
Winwood Mall(45)	NA	Woolco, Beall's, Franklin Dept., Mont. Ward

Principal Shopping Days-Mon., Wed., Thu., Sat.
Stores Open Evenings-Thur. Winwood Mall Mon. thru Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Dunlap's; Sears; Montgomery Ward; Beall's 2; Winkler's; Cobbs 2; Model Shop; Anderson's; C. R. Anthony 2; Ardan's; Thornton's; Dillards.
Variety Stores-Wacker; TG&Y 3; G. C. Murphy.
Discount Stores-Gibson's 2; Woolco; Walgreen Super Center; Strike-It-Rich; Furr's Family Center 3; K mart; Ardan's.
Chain Drug Stores-Walgreen; Skaggs.
Chain Supermarkets-Furr's 3; Skaggs-Albertson; Safeway 3; Sears Super Mkt. 5; Everybody's 2; M System 2; Foodway 3.
Other Chain Stores-White's (Auto), Kinney Shoes 2; Lushey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; S&H Green Stamps; Gold Bond Stamps; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 37,078; (m-sat) 38,160; (S) 46,117; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.
National Representative: Texas Daily Press League.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur-Orange SMSA). E&P Map F-4, County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. Industrial deep water port, lumber, rice cattle country on Texas Gulf Coast. Heavy industrial, petrochemical, steel fabrication; paper products and shipbuilding, cement, synthetic rubber. On U.S. Hwy. 90 (I.H. 10) and State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: **Water Transportation**-Ocean going freight facilities; Intracoastal barge lines operate through the Port of Orange.
Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW. with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight-Missouri Pacific; Southern Pacific; Herrin Transp.; Southern Motor; Central Freight; Strickland Transportation; Red Ball; Mercury; TMF.
Intercity Bus Lines-Greyhound.
Airlines-Mid-County Airport (Jefferson County); Texas International; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,628; Loc. Est. 23,673
CZ-ABC: (70) 33,020; (82) 35,100
RTZ-ABC: (70) 50,370; (82) 65,600
County 80 Cen. 83,838; Loc. Est. 88,308
SMSA 80 Cen. 375,497; Loc. Est. 380,662
City & RTZ-ABC: (70) 83,390; (82) 100,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,237; Loc. Est. 8,659
CZ-ABC: (70) 10,209; (82) 12,800
RTZ-ABC: (70) 14,189; (82) 21,600
County 80 Cen. 27,918; Loc. Est. 30,303
SMSA 80 Cen. 131,890; Loc. Est. 137,609
City & RTZ-ABC: (70) 24,398; (82) 34,400

5 - BANKS:	NUMBER	EST. DEP.
Savings & Loan	2	$268,411,000

6 - PASSENGER AUTOS: County (All Vehicles) 70,431

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)Chemicals 3,150 ($449); Steel Fabrication 1,000 ($316); Ship Boilding 1,900 ($292); Paper Prod. 750($309); Rice Milling 100($256); Utilities 200 ($279); Cement 70($326). Average Monthly Payroll $27,000,000.
Principal Industrial Pay Days-Wed., Thu., Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, October. Last killing frost, April.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Most retail stores are on or near a T-shaped district whose top extends about 4 miles along Green Ave. and its extension, MacArthur Drive, with its shank running 2 miles down 16th St. Other centers are: The Fair, Palais Royal, J.C. Penney, Bealls; Orangehurst West (K mart, Walgreen's Weiners, Gerland's Big Star, The Fair, Market Place, Eckerd Drug).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(4)	NA	Dollar General, Favorite Food Mkt.
MacArthur(25)	NA	Sears, Eckerd's, Weingarten's
Northway(20)	NA	Weingarten's, Zale's

Principal Shopping Days-Thu., Fri. and Sat. all Types; Mon. next best day.
Stores Open Evenings-Clothing Thu.; food Daily.

13 - RETAIL OUTLETS: Department Stores-The Fair; J. C. Penney's; Beall; Palais Royal; Sears Roebuck; Weiner's; Wards.
Variety Stores-Perry Bros. 2; TG&Y.
Discount Stores: Gibson's 3; Cliff's 17; Duran's 2; Gerland's Big Star.
Other Chain Stores-Goodyear; Western Auto; Firestone; Fayva Shoes; Duet Shoes; Zale's; Singer Co.; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General Stores; White's; McLaury's; Guarantee Shoe; Radio Shack 2; Safeway; Kroger.

14 - NEWSPAPERS: LEADER (e-mon to fri) 11,281; (S) 13,096; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ernest Knietsch, Adv. Dir. or J.B. Quigley, Pub., LEADER, 200 Front Ave., Orange, TX 77630; Tel. (713) 883-3571.
National Representative: None.

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 100 mi. S of Dallas; 150 mi. N of Houston; 133 mi. SW of Shreveport. RR, Ind. Commercial & Farm center in E. Texas. On U.S. Hwys. 84, 79 & 287; State Hwys. 19 & 155.

2 - TRANSPORTATION: Railroads-Gulf Div. "H" for Missouri Pacific, T.S.E.R.R.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 15,948; Loc. Est. 16,426
CZ-ABC: (70) 17,532; (82) 21,700
RTZ-ABC: (70) 26,899; (82) 40,300
County 80 Cen. 38,381; Loc. Est. 41,509
City & RTZ-ABC: (70) 44,431; (82) 62,000
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,977; Loc. Est. 6,216
CZ-ABC: (70) 6,003; (82) 8,700
RTZ-ABC: (70) 8,804; (82) 15,500
County 80 Cen. 12,385; Loc. Est. 13,870
City & RTZ-ABC: (70) 14,807; (82) 24,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$73,335,038
Savings & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County (All Vehicles 1980) 31,038

7 - ELECTRIC METERS: Residence 8,615

8 - GAS METERS: Residence 5,943

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railroad 700 ($230); Glass 438 ($180); Meat Packing; Glass Mfg.; Oil & Gas Prod.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prod.; 1 Bottling Plt.; 1 Ice Plt.; Millwork; Wooden Pallets; Newspaper Racks; International Fashions; Kay-Lynn Sportswear; Pabco-Sure Fit Metals; Cosmos Tablet Co.; Aluminum Company of America-Anderson County Works.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20. Last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.
Neighborhood Shopping Centers-Royall at Neches; N. Mallard. 300 F. Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Duke & Ayres
Palestine Plz(14)	NA	Piggly Wiggly, TG&Y

Principal Shopping Days-Mon.; Thurs.; Fri.; Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens; J. C. Penney; Beall's; Montgomery Ward (catalog); Sears Roebuck (catalog); Anthonys.
Discount Stores-Gibson; TG&Y Family Stores; K mart; Super Value Drug; Wal-Mart; McCoy's Building Supply Centers.
Chain Supermarkets-Safeway; Kroger; WinnDixie; Brookshire; Piggly Wiggly; Affiliated.
Other Chain Stores-Babcock Home & Auto; Automotive, Inc.; E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; Baskin-Robbins; 7-Eleven; Home Furniture; Zales; Gordons; Radio Shack; Burger King; Long John Silvers; Eckerd Drugs.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 19,404; (S) 11,287; Mar. 31, 1982 ABC.
Local Contact for Advertising and Marketing Data: Bill W. Knight, Adv. Dir., HERALD-PRESS, PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.
National Representative: Texas Daily Press League.

PAMPA

1 - LOCATION: Gray County, E&P Map C-1. 57 mi. E of Amarillo; 225 mi. W of Okla. City on Hwy. 60, County Seat. Agr. ctr. for 5 counties. Oil ctr. for 6 counties.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways Bus System.
Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N of city-5,500' asphalt runway with 1,000' overrun; charter & private facilities available; lighted.

3 - POPULATION:
Corp. City 80 Cen. 21,396; Loc. Est. 21,075
CZ-ABC: (70) 21,726; (82) 20,700
RTZ-ABC: (70) 32,274; (82) 36,100
County 80 Cen. 26,386; Loc. Est. 25,962
City & RTZ-ABC: (70) 54,000; (82) 56,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,290; Loc. Est. 8,314
CZ-ABC: (70) 7,537; (82) 8,400
RTZ-ABC: (70) 10,853; (82) 14,300
County 80 Cen. 10,224; Loc. Est. 10,346
City & RTZ-ABC: (70) 18,390; (82) 22,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$178,306,495
Savings & Loan	2	$266,671,643

6 - PASSENGER AUTOS: County (All Vehicles) 32,487

7 - ELECTRIC METERS: Residence 10,111

8 - GAS METERS: Residence 8,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 4,005 ($325); Mfg. 2,370 ($250); Construction 125 ($300).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15. Last killing frost, April 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Downtown Shopping Area-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers-3 miles of retail shops & offices on N. Hobart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(28)	2	Mont. Ward, Alco, Dunlaps
Pampa Mall(31)	5	Bealls, J.C. Penney, K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Gibson's; Alco; Ideal; Furr; Allsup; Wards; Anthony's; K mart; J.C. Penney; Beall's; and all other stores at Pampa Mall.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; C. R. Anthony 2; Dunlap's; Bealls; The Hub Clothier.
Variety Stores-Alco; K mart; Moses.
Discount Stores-Gibson's; Alco; Factory Outlet Clothing; Payless Shoes.
Chain Drug Stores-Family Pharmacy; Heard-Jones (Rexall); Revco.
Chain Supermarkets-Ideal 3; Furr's; Safeway.
Other Chain Stores Firestone; Zale's Jewelers 2; Sears (catalog); Sherwin-Williams; Singer; Pay-Less Shoes; White's Stores; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Shallow Waterbeds; Jo Ann Fabrics; Evensan's; Kinney Shoes; Flip Side Records; Stewarts; Stevenson's; Walden Books; Gordon's Jewelers; Karmelkorn Shoppe; Peanut Shacke; General Nutrition Center; Alladin's Castle; T-Shirts Plus; Texas State Optical; Regis; Checker Auto Parts.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,976; (S) 8,704; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: L. Gus Shaver, Adv. Mgr., NEWS, PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525.
National Representative: Texas Daily Press League.

PARIS

1 - LOCATION: Lamar County, E&P Map E-2, County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to Oklahoma border; 110 mi. to Dallas; 97 mi. to Texarkana.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental-Dixie; Jordan.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 25,498; Loc. Est. 25,578
CZ-ABC: (70) 23,441; (82) 25,300
Bal. in PMA-ABC: (70) 12,621; (82) 23,900
County 80 Cen. 42,156; Loc. Est. 43,005
Total PMA-ABC: (70) 36,062; (82) 42,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,923; Loc. Est. 10,125
CZ-ABC: (70) 8,354; (82) 10,400
Bal. in PMA-ABC: (70) 4,217; (82) 7,500
County 80 Cen. 15,710; Loc. Est. 16,544
Total PMA-ABC: (70) 12,571; (82) 17,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$153,222,635
Savings & Loan	2	$144,985,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 37,551

7 - ELECTRIC METERS: Residence 11,117

8 - GAS METERS: Residence 8,381

9 - PRINCIPAL INDUSTRIES: Elec. Lamps; Boilers; Concrete Prod.; Furn.; Wooden Containers & Crates; Bras & Corsets; Paper Boxes; Business Forms; Soups.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookshire(5)	NA	Brookshire
The Village(15)	NA	Carolines, Pizza Hut
Buttermilk Creek(4)	NA	Sherwin-Williams, Munsingwear
Western Oaks(6)	NA	Ken's Food Store
Williamsburg(42)	NA	Kroger, B.F. Goodrich
Micabeau(35)	NA	Safeway, J.C. Penney, Beall's, Belk's
Plaza(4)	NA	Palace Drug, Zale's

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Department Stores-Thu.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-Sears; Ayres; Beall Bros; J.C. Penney; Belk's.
Discount Stores-Gibson's; Kroger; Wal-Mart; K mart.
Variety Stores-Duke & Ayres; Wackers; Ben Franklin.
Chain Drug Stores-Palace (Hilley's); Eckerd Drug.
Chain Supermarkets-Safeway 2; Brookshire; Buddy's; Kroger's Family Center; R.R. Jordan 2; Piggly Wiggly; 7-Eleven 4.
Other Chain Stores-White (auto); Goodyear; Goodrich; Firestone; Babcock Bros.; S&H Green Stamps; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,280; (S) 14,027; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Stringfellow, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
National Representatives: Harte-Hanks; Branham.

PASADENA

1 - LOCATION: Harris County (In Houston SMSA). E&P Map E-4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560; Loc. Est. 119,736
County 80 Cen. 2,409,544; Loc. Est. 2,610,279
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,750; Loc. Est. 43,049
County 80 Cen. 869,880; Loc. Est. 971,800
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$490,000,000
Commercial	5	$328,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,902,330

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 33,700

9 - PRINCIPAL INDUSTRIES: Chemical; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees: Av. Wkly. Wage $180.

10 - CLIMATE: Aver. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10. Last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	Ben Franklin, White Stores
Market Ctr.(21)	NA	Eckerd Drugs, Weingarten's Mkt.
Pasadena Oaks(45)	NA	
Pasadena Plz.	NA	Kroger, White Stores, J.C. Penney, Kinney's, Palais Royal
Red Bluff(16)	NA	Lewis & Coker Mkt., White Stores
Arlington Place	NA	Stop & Go
Berkshire Vlg.	NA	Martin's Mkt.
Family Park	NA	Rice
Southmoor Plaza	NA	Kroger, SuperRx
Spencer Plz(30-40)	NA	Walgreen

Principal Shopping Days-Tue., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Palais Royal; J.C. Penney; Sears; Montgomery Ward; Foleys; Oshman's; Weiners; Whites.
Discount Stores-Walgreen; Abel's 3; Kev Rexall; Fed. Mart; K mart; Super Rx; Eckerd's 2; Rx Value; Crest 2.
Chain Supermarkets-Safeway; Save-Mart; Lucky-7; Sellers Bros.; Weingarten's; Food City; Kroger; U-Tote-em; Food King, Gerlands.
Other Chain Stores-Firestone; Goodrich; Goodyear.

14 - NEWSPAPERS: CITIZEN (mS) 11,833; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Harold Varnado, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: USSPI.

PECOS

1 - LOCATION: Reeves County, E&P Map B-3, County Seat. 207 mi. E of El Paso; 70 mi. W. of Odessa; On US Hwy. 285 & Interstate 20.

2 - TRANSPORTATION: Railroads-AT & SF; T&P; PVS.
Airlines-Continental; Texas International; Southwest.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,855; Loc. Est. 13,614
County 80 Cen. 15,801; Loc. Est. 16,527

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919; Loc. Est. 4,074
County 80 Cen. 4,567; Loc. Est. 5,138

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$75,000,000
Savings & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 11,949

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 3,464

9 - PRINCIPAL INDUSTRIES: Oil Refining; Oil & Gas Exploration; Agriculture; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Garment Mfg.; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING:Shopping Centers-Airlawn S.C. (3 Stores)-Safeway; Winn's White Auto; Anthony's.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Top Dollar.

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Variety Stores-Woolworth; C.R. Anthony, Sprouse-Reitz.
Discount Stores-Gibson's.
Chain Drug Stores-Pecos Drug 2; Bozeman.
Chain Supermarkets-Safeway; Foodway.
Other Chain Stores-Winn's; Western Auto; Whites; Goodyear; Singer Co.; Firestone; United Dry Goods.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,313; sworn Oct. 5, 1981.
Local Contact for Advertising and Merchandising Data: Ray M. Stafford, Publisher, ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: None.

PLAINVIEW

1 - LOCATION: Hale County, E&P Map C-2, County Seat. Retail center for 10-county area. Heart of irrigated district. Processing of farm products. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: **Railroads**-Panhandle & Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,187; Loc. Est. 23,250
County 80 Cen. 37,592; Loc. Est. 37,685
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,494; Loc. Est. 8,100
County 80 Cen. 12,385; Loc. Est. 12,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$188,477,658
Savings & Loan	4	$82,349,164

6 - PASSENGER AUTOS: County (All Vehicles 1980) 35,895

7 - ELECTRIC METERS: Residence 10,448

8 - GAS METERS: Residence 7,872

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage -Fertilizer 10-175 ($125-$225); Farm Equipment 10-155 ($125-$225); Irrigation Pumps 25-117 ($125); Concrete Tile 30-100 (N.A.); Mach. Shops 20 (N.A.); Beef Processing 675 ($125-$175); Clothing Mfg. 225 ($150); Bottling 100 (N.A.); Seed & Feed 225 ($125-$225); Aircraft 60 ($125-$200).
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Avg. min. 41 (Jan.); Avg. Max. 78 (July). First killing frost, Nov. 21. Last killing frost, Apr. 1. Avg. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Broadway, 9 on Ash; 7 on Austin; 13 on fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Olton Rd.(9)	NA	Bearings & Ind. Supply
Gabriel/Wayland (18)	NA	Buddys, Gabriel's, Perry's Checker Auto, Anthony's
The Village(21)	NA	Thriftway, Radio Shack
Edgemore(6)	NA	M-Systems, TG&Y, Revco, K mart
College(9)	NA	Camera Shop

Principal Shopping Days-Wed., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Marse & Son; Gabriels; J.C. Penney; C.R. Anthony; Dargan's; Montgomery Ward; K's Thrift Ctr.
Variety Stores-TG&Y; Perry's.
Chain Drug Stores-Revco.
Discount Stores-Gibson's; K mart.
Chain Supermarkets-Furr Food; Piggly Wiggly; Pay 'N Save 2; United Super Mkt.; 7-Eleven 3; M-Systems; Allsups 9.
Other Chain Stores-Western Auto; Goodyear; White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Gold Bond Stamps; Gunn Bros. Stamps; Sherwin-Williams; TG&Y Family Ctr.; Baskin-Robbins; Payless Shoes; Radio Shack; Checker Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,452; (S) 10,284; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jack Overby, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative: Texas Daily Press League.

The Community
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Center In

San Angelo,
Texas.

San Angelo
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PLANO

1 - LOCATION: Collin County (In Dallas-Fort Worth SMSA). E&P Map E-2. 18 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; St. Louis Southwestern.
Motor Freight Carriers-5.
Airlines-At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331; Loc. Est. 78,891
County 80 Cen. 144,490; Loc. Est. 157,595
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,221; Loc. Est. 24,738
County 80 Cen. 46,344; Loc. Est. 52,108
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$135,332,000

6 - PASSENGER AUTOS: County (All Vehicles) 106,656

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper and Brass Gas Fittings; Wire & Cable; Farming: grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Shops(5)	NA	True-Value Hdwe.
Dallas North(20)	NA	Drug Emporium
14 Jupiter Place	NA	Tom Thumb Mkt., Page Drug
Litte "K"(7)	NA	Ye Olde Butcher Shop
Park Mall(20)	NA	SupeRx, Ben Franklin, Kroger, Levine's
Plano North(7)	NA	Safeway, Sears, White Dept.
Pittman(20)	NA	Skaggs, Albertson
Prairie Creek(25)	NA	Safeway, Skillern's Vlg.
Lancers Sq.(25)	NA	True Value Hdwe., Firestone
Independence Square(20)	NA	Tom Thumb, Lester Melnick, Broders Hdwe.
Parker Plaza(20)	NA	Safeway, Woolco, Homers
Village Sq.(10)	NA	Winn Dixie, Revco, Cloth World
Cambridge Sq.(2)	NA	Target

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STAR-COURIER (e-mon to fri; S) 14,688; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Jan Walton, Adv. Mgr., STAR-COURIER, 19th St., Plano, TX 75074; Tel. (214) 424-6565.
National Representative: USSPI.

PORT ARTHUR

1 - LOCATION: Jefferson County, (In Beaumont-Port Arthur-Orange SMSA) E&P Map F-4. County sub-courthouse; Ind. Ctr.; Four major oil refineries. 981,000 barrels of crude daily capacity; shipping: 2nd largest deep water port in Texascommodities shipped; petroleum & by-prod.; oil & gas field; grain; lumber, etc.; 92 mi. E of Houston; 300 mi. W. of New Orleans; 78 mi. NE of Galveston; 40 feet deep water channel to Gulf of Mexico.

2 - TRANSPORTATION: **Railroads**-KCS; SP (freight).
Motor Freight Carriers-13.
Freight Steamship Agents-12.
Intercity Bus Lines-Greyhound; Texas Bus Lines.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 61,195; Loc. Est. 60,902
CZ-ABC: (70) 115,741; (82) 125,000
RTZ-ABC: (70) 57,900; (82) 62,400
County 80 Cen. 250,938; Loc. Est. 249,750
SMSA 80 Cen. 375,497; Loc. Est. 380,662
City & RTZ-ABC: (70) 173,641; (82) 187,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,130; Loc. Est. 22,813
CZ-ABC: (70) 35,895; (82) 45,300
RTZ-ABC: (70) 17,109; (82) 21,600
County 80 Cen. 90,245; Loc. Est. 92,454
SMSA 80 Cen. 131,890; Loc. Est. 137,609
City & RTZ-ABC: (70) 53,004; (82) 66,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$609,988,792
Savings & Loan	6	$301,430,621

6 - PASSENGER AUTOS: County (All Vehicles) 219,883

7 - ELECTRIC METERS: Residence 41,897

8 - GAS METERS: Residence 36,202

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemical, 12,600 ($524); Refining, 15,100 ($481); Fab. Metals, 2,700 ($283); Transportation Equipment Manufacturing, 4,500 ($385); Water Transportation 4,375; Construction; 14,625; Mining 1,400.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14. Last killing frost, Feb. 18.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:10 blocks on Twin City Hwy.
Neighborhood Shopping Centers-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Linculn Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway(12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	J.C. Penney, Woolco, Walgreen, Oshman's, Beall's
Snell(18)	NA	Garrison's Phcy., Drago Hdwe.
Weingarten's(10)	NA	Weingarten, TG&Y, Weiners Vlg.
K mart(8)	NA	K mart, Gerland's
New Town Mall(28)	NA	Safeway, Sear's, Beall's
Midcounty(10)	NA	Weingarten's, TG&Y, Fair
Tri-Cities(9)	NA	Market Basket, West's
Mid-Way(3)	NA	Speir's, Garret's TV
Steinhagen(8)	NA	Sleep-n-Aire Discount Shoes

Principal Shopping Days-Department Stores-Mon., Sat.; Food-Mon., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.C. Penney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; Wests; The White House.
Discount Stores-Gibson's; Woolco; K mart; Wal-Mart.
Variety Stores-McLellan; S.H. Kress; TG&Y; Dollar General Stores.
Chain Drug Stores-Walgreen 3; King's 2; Pat Wood 2; Mulkey 2; Webb 2; Eckerds.
Chain Supermarkets-Weingartens 2; Market Basket 10; Speir's 3; Gerland's; Safeway 2; Howdy Doody; Giant.
Other Chain Stores-Firestone; B.F. Goodrich; Goodyear; Western Auto 4; Binswanger Glass; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Gem Jewelry 2; Gordon Jewelry; Nacol Jewelry 2; Franklins; Lee Martin; Kinney's Shoes; Margolis Shoes; Pay-Less Shoes; Thom McAn Shoes; Conns; Oshman's; Hancock's; Graves; McLaury's; By-Way Shoes.

14 - NEWSPAPERS: NEWS (e) 25,057; (S) 27,281; (m-sat) 24,966; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hundley, Adv. Mgr., NEWS, PO Box 789, Port Arthur, TX 77640; Tel. (713) 985-5541.
National Representative: CWO&O.

PORT LAVACA

1 - LOCATION: Calhoun County, E&P Map E-5, County Seat. Diversified farming; cotton; grain; forage production; commercial fishing & seafood processing; mineral extraction; oil and gas walls. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35 On Lavaca Bay.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 10,911; Loc. Est. 10,993
County 80 Cen. 19,574; Loc. Est. 20,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,445; Loc. Est. 2,979
County 80 Cen. 6,469; Loc. Est. 6,770

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$99,787,621
Savings & Loan	3	$24,482,322

6 - PASSENGER AUTOS: County (All Vehicles 1980) 16,540

7 - ELECTRIC METERS: City Est. 4,697

8 - GAS METERS: City Est 3,089

9 - PRINCIPAL INDUSTRIES: Cotton Ginning; Shrimp and Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bottom Dollar(3)	3	Bottom Dollar Drugs
Brook Hollow	10	Rice Mkt.
Calhoun Plaza (29)	9	Safeway, Weiner's, TG&Y, Beall's, Sears, Eckerds
Fairway(9)	9	Bottom Dollar Disc., Stanley's, Goodyear, Mont. Ward
Viking Mall(14)	17	Cunningham Drug, HEB, Coles Dept., Oshman's

13 - RETAIL OUTLETS: **Department Stores**-Sears, Montgomery Ward.

14 - NEWSPAPERS: WAVE (e-mon to fri) 4,783; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St., Port Lavaca, TX 77979; Tel. (512) 552-9788.
National Representative: None.

RICHARDSON

1 - LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). Adjacent to Dallas City limits on N. Central Expressway. Aerospace center. Farming in North part of County.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-2 Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 72,496; Loc. Est. 75,832
CZ-ABC: (70) 64,102; (82) 183,700
County 80 Cen. 1,556,549; Loc. Est. 1,628,301
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,097; Loc. Est. 25,367
CZ-ABC: (70) 17,918; (82) 64,300
County 80 Cen. 577,753; Loc. Est. 623,265
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$468,500,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,893

9 - PRINCIPAL INDUSTRIES: Instruments; Radio;

Hoods; Sausage Plant; Electronics; Research Center. Avg. Wkly. Wage; $240.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11 - TAP WATER: Fairly Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapaho Vlg.(28)	NA	7-Eleven, Mont. Ward
Arapaho Vlg. North(11)	NA	Montgomery Ward
Buckingham Square(2)	NA	Woolco, Winn-Dixie
Camelot(17)	NA	A&P, Sears, Radio Shack
Campbell Rd. Village(10)	NA	Kroger, 7-Eleven
Canyon Creek	NA	
Custer Sq.(10)	NA	
Dal Rich Vlg.(25)	NA	TG&Y, Safeway
Northrich Vlg.(5)	NA	Gibsons
Pavillion	NA	Marshalls
Prairie Creek Vlg.	NA	
Promenade Ctr.(150)	NA	Oshmans, Tysons
Richardson E.(16)	NA	Baskin Robbins, Kinneys
Richardson Hghts. Village(60)	NA	Kroger, J.C. Penney, SunDrug
Richardson Sq. Mall(104)	NA	Sears, Dillards, Joskes, Montgomery Ward
Richardson Terrace(12)	NA	A&P, Safeway, Skillern
Spring Valley Village(13)	NA	Kroger, Rexall
South Rich Village	NA	
Town & Country (20)	NA	Goodyear, Wendys
University Village	NA	

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-[illegible]

13 - RETAIL OUTLETS: Department Stores-Sears; Penney; Montgomery Ward; Joskes; Dillards; Marshalls.
Chain Drug Stores-Skagg's; Skillenn's; Sun; Steen.
Variety Stores-Whites.
Discount Stores-Gibson's; K mart; Woolco
Chain Supermarkets-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie.

14 - NEWSPAPERS: NEWS (e-tue to fri) 6,537; (S) 6,755; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Joe Mazza, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 234-1131.
National Representative: USSPI.

ROSENBERG

1 - LOCATION: Fort Bend County, E&P Map E-4 (In Houston SMSA). On Hwys. 59, 36, 90A.

2 - TRANSPORTATION: Railroads-Gulf; Colorado & Santa Fe; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 17,995; Loc. Est. 19,736
County 80 Cen. 130,846; Loc. Est. 153,369
SMSA 80 Cen. 2,905,350; Loc. Est. 3,169,781

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,753; Loc. Est. 6,443
County 80 Cen. 39,840; Loc. Est. 48,245
SMSA 80 Cen. 1,027,067; Loc. Est. 1,154,837

5 - BANKS:

Commercial	**4**	**$48,272,000**

6 - PASSENGER AUTOS: County (All Vehicles) 83,107

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rose-Rich(7)	NA	Gerlands, Mont. Ward, Woolworth, Weiners
Weingarten	NA	Beall's, Weingarten Mkt. Plaza
Lamar Plaza(27)	NA	Kroger, Sears, Radio Shack, Fayva Shoes

13 - RETAIL OUTLETS: Discount Stores-Gibsons, K mart.

14 - NEWSPAPERS: HERALD COASTER (e-mon to thur; S) 6,878; Dec. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1115 Millie St., Rosenberg, TX 77471; Tel. (713) 232-3737.
National Representative: USSPI.

SAN ANGELO

1 - LOCATION: Tom Green County (SMSA). E&P Map C-4, County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: Railroads-Panhandle & Santa Fe; Gulf; Colorado & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville; Oil Field; Texas, New Mexico & Oklahoma Coaches.
Airlines-Rio; Eagle; Permian.

3 - POPULATION:
Corp. City 80 Cen. 73,240; Loc. Est. 75,300
CZ-ABC: (70) 63,884; (82) 77,200
Bal. in PMA-ABC: (70) 7,163; (82) 10,500
Bal. in RTZ-ABC: (70) 52,466; (82) 57,500
Total PMA-ABC: (70) 71,047; (82) 87,700
Total PMA & Bal. in RTZ-ABC: (70) 123,513; (82) 145,200
CountySMSA 80 Cen. 84,784; Loc. Est. 86,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,576; Loc. Est. 28,331
CZ-ABC: (70) 20,414; (82) 28,800
Bal. in PMA-ABC: (70) 2,186; (82) 3,800
Bal. in RTZ-ABC: (70) 18,066; (82) 23,100
Total PMA-ABC: (70) 22,600; (82) 32,600
Total PMA & Bal. in RTZ-ABC: (70) 40,666; (82) 55,700
CountySMSA 80 Cen. 30,369; Loc. Est. 32,039

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$648,610,000
Savings & Loan	5	$215,092,391

6 - PASSENGER AUTOS: County (All Vehicles) 83,763

7 - ELECTRIC METERS: 31,275

8 - GAS METERS: 24,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Govt. (ex. military) 6,230; Goodfellow AFB 2,873; Public Schools 1,073; Fin., Insur., Real Estate 1,490; Retail trade 6,870; Wholesale trade 1,360; Trans., Util. 3,210; Contract Const. 2,170; Mining 790; Prtg., Allied Ind. 420; Food & Kindred Prod. 870; Stone, Clay & Glass Prod. 130; Fabricated Metal Products 240; Other Durable Goods 3,300.

10 - CLIMATE: Av. Annual Temp., 63.5; Jan. Mean Minimum 32.2; July Mean Temp. 96.3; av. annual rainfall 17.53"; av. annual humidity 73% mornings, 40% afternoons.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Streets; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way bet. Van Buren and Village; 3 on N. Main St.; 2 on Chadbourne bet. Concho River & RR tracks; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Way and Ave. N.; Gibson's Knickerbocker Rd. at Stadium; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(8)	NA	K mart, M-System, Bowman Lumber
Aim Complex	NA	AIM(TG&Y), Lack's
Freeland(6)	NA	Holiday Cleaners Freeland Florist
Stadium Park(22)	NA	Gibsons, Fabric Mart, Jabbo's, Lynda's
Sherwood(9)	NA	Radio Shack, Beef & Bur
Village(23)	NA	Winn-Dixie, Ashley's, Gabriel's, Anthony's
University Plz.(4)	NA	Hallmark Cards, Schlotzsky's
Southwest Plaza (20)	NA	Furrs, Backstroms, Clothworld
Sunset Mall(88)	NA	Hemphill-Wells, J.C. Penney, Sears, Wilson's
Albertson's(1)	NA	Albertson's
W. Beauregard	NA	Home Hdw., Strike-it-Rich
N. Main	NA	Eckerd, Winn-Dixie, Winn's
Concho Valley Ctr.	NA	K Mart, M-System

Principal Shopping Days-Mon., Wed., Fri. & Sat.
Stores Close-Food-10 Mon. thru Sat. Most others 5:30; K mart; Gibson's to 9 Mon.-Sat.; Albertson's to 12 p.m.; M-System to 9 p.m.
Stores Open Sundays-Grocery

13 - RETAIL OUTLETS: Department Stores-Hemphill-Wells; Sears; J.C. Penney; Beall; Anthony's; Backstrom's.
Chain Drug Stores-Albertson's; Eckerd; Revco; Osco Drug.
Discount Stores-B-W Merchandise 2; K mart; Gibson's; Strike-It-Rich 2; Wilson's.
Variety Stores-Woolworth; Winn's.
Chain Supermarkets-Safeway 2; Winn Dixie 2; Town & Country 14; Colonial 17; Albertson's; M-System 3; Furrs.
Other Chain Stores-Western Auto; Singer Co.; Firestone; Goodyear; Goodrich; Cook Paint & Varnish; Sherwin-Williams; White; Zale Jewelry; S&H Green Stamps; Wilson's; Lerners; Thom McAn; SoFro; TG&Y (AIM).

14 - NEWSPAPERS: STANDARD-TIMES (m-mon to fri) 34,750; (e-mon to fri) 6,600; (sat) 37,015; (S) 41,169; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mike Sexton, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.
National Representatives: Harte-Hanks; Branham.

SAN ANTONIO

1 - LOCATION: Bexar County (SMSA). E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi and 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; Interstates 10, 35, 410 (37 under const.).

2 - TRANSPORTATION: Railroads-MKT (freight); MP; SP; Amtrak.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Continental Trailways; Kerrville; Valley; Arrow; Painter.
Airlines-Alamo; American; Amistad; Continental; Delta; Eastern; Metro; Mexicana; Muse Air; Ozark; Southwest; Texas; Texas International; TWA; USAir.

3 - POPULATION:
Corp. City 80 Cen. 785,410; Loc. Est. 795,762
CZ-ABC: (70) 806,656; (82) 992,400
RTZ-ABC: (70) 483,847; (82) 660,200
County 80 Cen. 988,800; Loc. Est. 1,001,833
SMSA 80 Cen. 1,071,954; Loc. Est. 1,090,138
City & RTZ-ABC: (70) 1,290,503; (82) 1,652,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 258,733; Loc. Est. 269,228
CZ-ABC (70) 227,326; (82) 327,900
RTZ-ABC: (70) 137,592; (82) 218,900
County 80 Cen. 320,639; Loc. Est. 344,871
SMSA 80 Cen. 349,330; Loc. Est. 366,255
City & RTZ-ABC: (70) 364,918; (82) 546,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	42	$4,949,132,000
Savings & Loan	14	$1,669,700,000

6 - PASSENGER AUTOS: County 768,541 (All Vehicles)

7 - ELECTRIC METERS: Residence 353,100

8 - GAS METERS: Residence 272,994

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Govt. 96,450; Retail/Wholesale 102,500; Mfg. 51,200; Medicine 48,400.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-85; Summer 72-94; Fall 48-88; Winter 41-66. First killing frost, Nov. 30. Last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; may require treatment for industry boiler use.

12 - RETAILING:Principal Shopping Center-6 blocks on 5 sts. (30 city blocks).
Shopping Centers (Number of Stores)-Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9, Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Central Park 90; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Feria Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCrelles Shopping City 46; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Star Mall 111; North Town Plaza; North View Concourse 18; North west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Southpark Mall 15; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place; The Yard; Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Wonderland Shopping City 79; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 4; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Food City 10; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11; Woolco Center 1; Windsor Park 125; Ingram Park Mall 145.
Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Thu.; Grocery & Shpg. Ctrs. week nights.

13 - RETAIL OUTLETS: Department Stores-Joskes; Sears Roebuck; J.C. Penney; Montgomery Ward; Frost; Dillard's; Beall's; Foley's.
Discount Stores-Shoppers World 5; Woolco 8; K mart 10.
Variety Stores-Woolworth; Kress; Kresge's; H.L. Green; TG&Y; Ben Franklin; Winn's.
Chain Drug Stores-Sommers 32; White Cross 2; Walgreen's 10; PayLess 3; Blanco 3; Crain & Palmer 2; Dellmar 3; Empire 2; Guerra's 2; Modern; Nick's 2; Royal Drugs 2; Sorola's; Revco 9.
Chain Supermarkets-HEB 37; Handy Andy 26; La Concordia Groc. 2; Stop 'N Go; Lone Star; Mr. M.; EZ-1; Albertsons 5; Centeno 5; Warehouse Crocery 10; Kroger 13.
Other Chain Stores-Grayson's; Thom McAn; Franklin's; Three Sisters; Baker's; Burt's; Chandler's; Western Auto; White's Auto; Goodyear;

San Antonio Light
FIRST IN TEXAS COMMUNITY SERVICE

San Antonio's Leading Newspaper

REPRESENTED NATIONALLY BY
HEARST ADVERTISING SERVICE

Firestone; Lerners; Zales; National Shirts; Kinney Shoes; Retail Liquor Chains; Don's & Ben's; Charles Dailey; Denson's; South Texas Stores; Texas; Radio Shack; Pier 1 Imports; Custom Hi-Fi; Texas Radio; Pfau Tire; Margos LaMode.

14 - NEWSPAPERS: EXPRESS (m-mon to fri) 84,879; NEWS (e-mon to fri) 75,512; Comb. (m&e) 160,391; (m-sat) 147,621; (S) 193,635; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Howard Schramm, V.P.-Adv., EXPRESS and NEWS, Avenue E and 3rd St., San Antonio, TX 78297; Tel. (512) 225-7411.
National Representative: Branham.
LIGHT (e-mon to fri) 122,319; (m-sat) 142,980; (S) 187,976; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Green, Adv. Dir., LIGHT, McCullough & Broadway, San Antonio, TX 78206; Tel. (512) 226-4271.
National Representatives: Hearst; Towmar.

SAN MARCOS

1 - LOCATION: Hays County, (In Austin SMSA). E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 miles SW of Austin. On Interstate Hwy. 35; U.S. Hwy. 81; State 12, 32; 123 & 306.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 23,420; Loc. Est. 24,361
County 80 Cen. 40,594; Loc. Est. 43,606
SMSA 80 Cen. 536,450; Loc. Est. 551,986

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,627; Loc. Est. 6,629
County 80 Cen. 12,583; Loc. Est. 13,938
SMSA 80 Cen. 195,856; Loc. Est. 207,419

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 28,481

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Woolens; Cotton Compress; Mfg. Building Materials; Cotton; Corn and Cattle; Furniture Factory; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators and Controls.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane).

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Bealls.
Discount Stores-Gibson's; Mundens; Wal-Mart.
Variety Stores-Wackers.
Chain Drug Stores-Revco.
Chain Supermarkets-H.E.B.; Wuests; Safeway.
Other Chain Stores: White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zales; Ben Franklin.

14 - NEWSPAPERS: RECORD (e-tue to fri) 4,544; (S) 5,836; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James Espinoza, Adv. Mgr., RECORD, 35 South, San Marcos, TX 78666; Tel. (512) 392-2458.
National Representative: None.

SEGUIN

1 - LOCATION: Guadalupe County, (In San Antonio SMSA) E&P Map D-4. County Seat. Texas Lutheran College, Mfg., Oil Wells, Agriculture, Cotton, Ranching. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,854; Loc. Est. 18,807
CZ-ABC: (70) 15,934; (82) 20,400
RTZ-ABC: (70) 42,425; (82) 61,200
County 80 Cen. 46,708; Loc. Est. 51,477
SMSA 80 Cen. 1,071,954; Loc. Est. 1,090,138
City & RTZ-ABC: (70) 58,359; (82) 81,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,751; Loc. Est. 5,884
CZ-ABC: (70) 4,633; (82) 6,900
RTZ-ABC: (70) 13,460; (82) 22,600
County 80 Cen. 15,733; Loc. Est. 17,928
SMSA 80 Cen. 349,330; Loc. Est. 366,255
City & RTZ-ABC: (70) 18,093; (82) 29,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$105,778,000

6 - PASSENGER AUTOS: County (All Vehicles) 36,459

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Car Radios; Oil wells; Cotton Gins; Bottling Works; Hatcheries; Ranching.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center: Hwy. 90 E. US Hwy. 90A & State Hwy. 123.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Park Center (13)	NA	Mode O'Day, J.C. Penney, S.H. Kress
Plaza Del Rey (26)	NA	Merle Norman, TG&Y, Eckerd, Beall's, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Bealls; J.C. Penney; J.B. White Co.
Discount Stores-Gibson's; K mart. T.G.&Y.
Variety Stores-Perry's; Duke & Agers.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Baenziger; Wuest's; Pic & Pac; Fleming; HEB; 7-Eleven; U-Totem.
Other Chain Stores-Mode O'Day; Sears Roebuck (catalogue); Hills Jewelers; Radio Shack; Auto Shack.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 4,859; (S) 5,762; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dana Ellis, Adv. Dir., GAZETTE-ENTERPRISE, PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5402.
National Representative: USSPI.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison SMSA). E&P Map E-2, County Seat. Agri., ind. & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City; 324 mi. SW of Little Rock, Ark.; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75 & 82 & State Hwy. 289.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,413; Loc. Est. 31,000
CZ-ABC: (70) 29,061; (82) 30,600
RTZ-ABC: (70) 138,265; (82) 209,800
County/SMSA 80 Cen. 89,796; Loc. Est. 91,000
City & RTZ-ABC: (70) 167,326; (82) 240,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,718; Loc. Est. 11,508
CZ-ABC: (70) 9,602; (82) 11,800
RTZ-ABC: (70) 46,399; (82) 81,500
County/SMSA 80 Cen. 33,972; Loc. Est. 35,561
City & RTZ-ABC: (70) 56,001; (82) 93,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$276,380,019
Savings & Loan	3	$158,955,084

6 - PASSENGER AUTOS: County (All Vehicles) 86,066

7 - ELECTRIC METERS: Residence 11,080

8 - GAS METERS: Residence 9,052

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronic Equip. 3,700; Food Processing 1,517; Surgical Prod. 720; Aluminum Castings & Extrusions N.A.; Textile Mfg. 600; Earth Augers 214; Conveyor Mfg. 167; Box Mfg. 90; Control Valves 330; Trailer Mfg. 150; Sheet & Iron Mfg. 294; Concrete Prod. 162; Auto Glass Mfg. 264; Men & Womens Clothing 35; Truck Body Mfg. 144; Buckle & Leather Works 53; Fishing Lures 36.
Principal Pay Days-Thu. & Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts., 1 at N. Travis & Evergreen Sts., 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(9)	NA	7-Eleven
Kam Corner's(4)	NA	Kroger, SupeRx
Midway	NA	Sears
Parkview(4)	NA	7-Eleven
Sher-Den Mall(63)	NA	Penney, Mont. Ward
Westwood(32)	NA	Piggly-Wiggly, Skillern's
Colonial Sq.(6)	NA	High Fashions

Principal Shopping Days-Sat., Thu., Mon.
Stores Open Evenings-Mon. thru Fri.
Stores Open Sundays-Drug, Supermarkets, Drive-In Grocers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Sears; Beall's; Lilley's.
Discount Stores-Gibson's 2; Moran's; Dean's; K mart.
Variety Stores-Duke & Ayers
Drug Stores-SupeRx 2; May's; Hestand; Revco.
Chain Supermarkets-Safeway; Piggly Wiggly 2; Kroger; Tom Thumb Food; Page Drug.
Other Chain Stores-Goodyear; Goodrich; White's Auto; Babcock Bros. (auto); Sherwin-Williams; K's Thrift Center; Home Furniture; Zale's; Mode O'Day; Kinney Shoes; Musicland; Sweeney Jewelry; Embassy Fabrics; Bell Bros. Shoes; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready-to-wear); Motherhood Maternity Shop; Orange Julius; 84 Lumber Co.; Foxworth-Galbreth Lbr.; Radio Shack; Sweeney Jewelers; Hickory Farms; Brooks Fashion Store; The Athletes Foot; Bolen's Card Shop; Chess King; Fashion Conspiracy; Foxmoor Casuals; Flowerama; Gordon's Jewelry; Lerners; Merle Norman Cosmetics; Wyatt's Cafeteria; T Shirts Plus; Enchanted Sun; Kimberly Collections; Swiss Pretzel; Tobacco House; B. Dalton Bookseller; Payless Cashways; Color Tile; Brands Western Wear; Furr's Cafeteria; Baskin Robbins; Sherman True Value Hardware; Southern Mills; Boise Cascade Bldg.; Material Center; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 19,489; (S) 21,804; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT, PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181.
National Representative: Texas Daily Press League.

SNYDER

1 - LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & Agri. Ctr. in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: Railroads-Snyder & Pacific & Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 12,705; Loc. Est. 12,366
County 80 Cen. 18,912; Loc. Est. 17,757

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,455; Loc. Est. 4,260
County 80 Cen. 6,376; Loc. Est. 6,381

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 18,740

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Gasoline plants 325 ($285); Petroleum Prod. 1,500 ($230); Petroleum Service 1,100 ($230); Chemical Prod. 315 ($255); Northern Electric ($200).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-(Downtown)-3 blocks on 25 St.; 4 on 26 St.; [illegible] on Ave. Q.; 4 on Ave. R; 4 on Ave. S.; Highland; New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; J. C. Penney; Sears; Montgomery Ward; Owens.
Variety Stores-Perry's.
Discount Stores-Munden's; K mart; TG&Y.
Chain Supermarkets-Furr's; Piggly Wiggly; Safeway; Handy Hut; Allsup's.
Other Chain Stores-Goodyear; Higginbotham Bartlett; White Auto; Western Auto; Clark Lumber.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,800; (S) 6,100; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative: None.

STEPHENVILLE

1 - LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 281, 67, 377 & State Hwy. 108.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Continental; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 11,881; Loc. Est. 11,562
County 80 Cen. 22,560; Loc. Est. 21,831
Demographic Information available, from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,652; Loc. Est. 4,482
County 80 Cen. 8,699; Loc. Est. 8.670

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$295,753,246
Savings & Loan	2	$216,244,155

6 - PASSENGER AUTOS: County (All Vehicles) 21,350

7 - ELECTRIC METERS: Residence 7,876

8 - GAS METERS: Residence 3,928

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Suite & Dresses 250; Peanut Prod. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg; FMC Corp; Emerson's Air Cond.

10 - CLIMATE: Min. & Max. Temp.-Avg. Jan. 56; July 97.

11 - TAP WATER: Approved.

12 - RETAILING:Principal Shopping Areas-Gibson's; South Loop Mall; Mitchells.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(10)	NA	Trade Mart
Plaza(10)	NA	K mart, Buddies Mkt.

Principal Shopping Days-Mon., Wed., Thu. & Sat.

13 - RETAIL OUTLETS: Department Stores-Penney; T/M Dept.; Higginbotham Bros.; Beall Bros.; S&H Green Stamps.
Chain Stores-10; 7 located in City Zone.
Variety Stores-Perry Bros.; Ben Franklin; Gibson Discount; K mart; Duke & Ayers.
Discount Stores-Gibson's; K mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Winn-Dixie.

14 - NEWSPAPERS: EMPIRE (e-mon to fri) 4,645; (S) 5,578; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3125.
National Representative: Texas Daily Press League.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution ctr. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).

Motor Freight Carriers-5.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,804; Loc. Est. 12,764
County 80 Cen. 25,247; Loc. Est. 25,242

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,013; Loc. Est. 4,909
County 80 Cen. 9,528; Loc. Est. 9,865

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$70,133,951
Commercial	3	$107,149,000

6 - PASSENGER AUTOS: County (All Vehicles) 21,998

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Processing; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Machinery; Meterological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13. Last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-12 blocks in downtown area.
Neighborhood Shopping Centers-Spring Village (16 stores-Howard's, Beall Bros., Kroger, Perry Bros. Variety); Shannon Square (10 stores, local retail).
Principal Shopping Days-Mon., Thurs., Fri. -

13 - RETAIL OUTLETS: **Department Stores**-Beall Bros.; Marshall's; J.C. Penney; Pratt's Federated; Foster's; Montgomery Ward; Sears.
Variety Stores-Perry Bros.; Duke & Ayres.
Chain Drug Stores-Skillerns.
Discount Stores-Howard's; Western; Gibson's; K mart.
Chain Supermarkets-Piggly Wiggly; Brookshire; Kroger; Super Handy 3; Safeway.

14 - NEWSPAPERS: NEWS-TELEGRAM (e-mon to fri) 6,598; (S) 7,016; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Clarke Keys Ed/Bus Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-3141.
National Representative: Texas Daily Press League.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 260 mi. W of Dallas.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Santa Fe; Orient.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,242; Loc. Est. 12,130
County 80 Cen. 17,359; Loc. Est. 17,429
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,654; Loc. Est. 4,606
County 80 Cen. 6,446; Loc. Est. 6,679

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$119,853,761
Savings & Loan	1	$88,659,227

6 - PASSENGER AUTOS: County (All Vehicles 1980) 17,033

7 - ELECTRIC METERS: Residence 7,352

8 - GAS METERS: Residence 4,225

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prod. 125 ($850); Clothing 550 (NA); Cotton Compress 100 (NA).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	2	Best Foods
Lamer St.	1	Sears, Village Food
Nolan County Plaza(5)	1	Safeway, TG&Y, Foust Foods

Principal Shopping Days-Mon., Wed., Sat. Food-Mon., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; C.R. Anthony; Thorntons.
Variety Stores-Mott's; TG&Y.
Discount Stores-Gibson; Munden; K mart.
Chain Drug Stores-Rexall; Curry-Armor; Eckerd's.
Chain Supermarkets-Village; Safeway; M. System.
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Shook Tires; Skinneys; Colonial.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,480; (S) 4,889; sworn Mar. 30, 1982.
Local Contact for Advertising and Merchandising Data: Woody Fritsch, Adv. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677.
National Representative: Texas Daily Press League.

TAYLOR

1 - LOCATION- Williamson County (In Austin SMSA). E&P Map D-4, 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95 & 29; U.S. Hwys. 79 & 112.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,619; Loc. Est. 10,708
County 80 Cen. 76,521; Loc. Est. 85,810
SMSA 80 Cen. 536,450; Loc. Est. 551,986

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,832; Loc. Est. 3,848
County 80 Cen. 24,932; Loc. Est. 28,861
SMSA 80 Cen. 195,856; Loc. Est. 207,419

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$80,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 57,271

7 - ELECTRIC METERS: Residence 3,619

8 - GAS METERS: Residence 3,618

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50 ($120); Clothing 100 ($115).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25. Last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-5 blocks on Main St.; Hwy. 95 North,
Neighborhood Shopping Centers-W. Second St.; N. Main St.; W. Lake Drive, S. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	NA	Montgomery Ward, Radio Shack
Taylor Plaza(6)	NA	Revco Drug, TG&Y

Principal Shopping Days-Department Stores-Mon. Wed., Sat. Food-Mon., Thurs., Fri., Sat.
Stores Open Evgs. & Sun.-Drug; grocers.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; J.C. Penney; Montgomery Ward; Sears.
Variety Stores-Duke & Ayres; Perry's.
Discount Stores-Gibson's; TG&Y; Wal-Mart.
Chain Drug Stores-Thrifty; Luhn & Johns; Schwenker Rexall 2; Gibson's; Revco.
Chain Supermarkets-Safeway; H.E.B.; Piggly Wiggly.
Other Chain Stores-Gellman's; Mode O'Day; Austin Shoes; Firestone; Western Auto; White Auto; Bill's Dollar Store; Kinwin; Fabric World; 100,000 Auto Parts; Fabric & Linen World; Perry's; Goodyear; Fotomat; Radio Shack; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,304; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574; Tel. (512) 352-3621.
National Representative: Texas Daily Press League.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple, Tex. SMSA). E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35, and intersection of U.S. 190, 81, State 36, 95 and 53.

2 - TRANSPORTATION: Railroads-MK&T; Santa Fe (division point); Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Southwestern Greyhound; Arrow Coach; Continental Trailways; Southwestern Transit.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,483; Loc. Est. 42,547
CZ-ABC: (70) 42,127; (82) 50,500
RTZ-ABC: (70) 161,132; (82) 234,200
County 80 Cen. 157,889; Loc. Est. 158,124
SMSA 80 Cen. 214,656; Loc. Est. 214,086
City & RTZ-ABC: (70) 203,259; (82) 284,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,039; Loc. Est. 15,798
CZ-ABC: (70) 13,916; (82) 19,600
RTZ-ABC: (70) 44,758; (82) 75,500
County 80 Cen. 52,661; Loc. Est. 54,350
SMSA 80 Cen. 66,751; Loc. Est. 65,518
City & RTZ-ABC: (70) 58,674; (82) 95,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$326,050,404
Savings & Loan	3	$274,782,166

6 - PASSENGER AUTOS: County (All Vehicles) 132,297

7 - ELECTRIC METERS: Residence. 22,965

8 - GAS METERS: Residence 13,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Clothing 500; Farm Equip. 225; Fixtures 200; Foundry 284; Food 650; Gov't 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Pub. 325; Railroad 725; Schools 950; Shoes 210; Screw Machine Prod. 15; Sheet Metal 363, Specialty Truck Bodies 24; Theatre, School, Church Furn. 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Wholesale 3,000; Wood 452; Electronics 1,650.
Principal Pay Days-Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 24. Last killing frost, Mar. 9.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-8 blocks on Main St.; 3 on Central Ave.; 2 on Avenue A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on South 25; Ave. A thru G on S. 8 St.; 25th thru 29th Sts. Bet. Adams & Barton Aves.; 21st thru 29th Sts. on Adams Ave.; 7th Thru 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35. So. 57th thru So. 63rd St.; 4400 block of So. Interstate Hwy. 35; S.E. Corner of Intersection of S. 31st St. & Loop 363.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Loop(14)	NA	Piggly Wiggly, Gibson's
Temple Mall(75)	NA	Dillards, Wilsons, J.C. Penney, Sears, Beall's
Towne & Country Mall(10)	NA	Montgomery Ward
West Adams(6)	NA	H.E.B.
Youngstown(12)	NA	Piggly Wiggly, K's Thrift
Southwest City(11)	NA	Safeway
Oak Park(6)	NA	Audio Tech
Temple Sq.(10)	NA	Revco Drug
The Market Pl.(30)	NA	H.E.B, Woolco

Principal Shopping Days-Mon., Thu., Sat.
Stores Open Evenings-Thu.
Stores Open Sundays-Groceries & Drug.

13 - RETAIL OUTLETS: Department Stores Cheeves Brothers, J. M. Dyer, Montgomery Ward, J. C. Penney, Sears, K's Thritt, Beall Brothers, Barry's; Dillards, Cochran, Blair & Potts (in Belton); Schigut's (in Belton).
Discount Stores-Gibson's Quality Discount; Woolco; K mart; K's Thrift Centar.
Variety Stores-Perry's.
Chain Supermarkets-Safeway Red & White 2; Piggly Wiggly 2; 7-Eleven 11; H. E. B. 3; Minimax; Super-Save; Strasburger; Meshack's 2; Williams Drive-In; Zippy 8; King Saver; Albertson's.
Chain Drug Stores-Eckerd's 2; Osco; Revco 2.
Other Chain Stores-Singer Company; Firestone; Goodyear; Western Auto; Career Girl (Women's); Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furniture; Austin's Shoes; McCoy's (lumber); Wilson's (Jewelry); Kinney (Shoes); Thom McAn (Shoes); The County Seat (pants); Fashion Conspiracy; General Nutrition; National Shirt Shop; Radio Shack; Walden Books; Molitor Toys; Leon's; Lerners; Lowery Organs; Baker's Shoes; Coach House Gifts; Fox Photo/Hallmark; K-G Men's Wear; Kruger Jewelry; Casual Corner; Connie's; Foot Action; Gordon's Jewelry; J. Riggins; Jerry's Pets; Ortega's (Jewelry); Merle Norman (cosmetics) (2); Mister Penguin (Men's Formal Wear); Mr. Music; Pipe Pub; Regis Hairstylists; Spencer's Gifts; Stuart's; T-Shirts Plus; Wicks N' Sticks; Weiner's; Red River Pottery; Fayva Shoes; Suzanne's; Oshman's; Command Performance.

14 - NEWSPAPERS: TELEGRAM (m) 25,799; (S) 27,809; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Adv. Mgr., TELEGRAM, 10 S 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative: Texas Daily Press League.

TERRELL

1 - LOCATION: Kaufman County (In Dallas-Ft. Worth SMSA). E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-7; Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,225; Loc. Est. 12,992
County 80 Cen. 39,015; Loc. Est. 40,889
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
City 80 Cen. 4,302; Loc. Est. 4,274
County 80 Cen. 13,154; Loc. Est. 14,229
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$155,270,000
Savings & Loan	2	$67,380,420

6 - PASSENGER AUTOS: County (All Vehicles 1980) 33,997

7 - ELECTRIC METERS: Residence 4,827

8 - GAS METERS: Residence 4,036

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wood Working 171 ($190); Hospital 1700 ($184); Dresses 100 ($160); Paper Prod. 122 ($234); Aluminum Prod. 322 ($236); Metal Shelving 210 ($150); Air Conditioning 406 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft

12 - RETAILING:Principal Shopping Centers-5 blocks on Hwy. 80 W. 4 blocks on N. Rockwall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plz.(20)	NA	Kroger, TG&Y, Sears
Town West Plz.(20)	NA	J.C.Penney, Kroger

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Lintz; K's Thrift.
Discount Centers-TG&Y; Revco; Wal-Mart.
Variety Stores-Mott's.
Chain Supermarkets-Safeway; Brookshires; Kroger; Fresher AG Foods.
Other Chain Stores-Babcock Auto Supply; Western Auto; White Auto; Goodyear; Radio Shack; Pay Less Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) controlled 424; paid 5,385; VAC Dec. 31, 1981.
Local Contact for Advertising and Merchandising Data: Noble H. Welch, Pub/Editor, TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, Tex.; Miller County, Ark. (In Texarkana, SMSA). E&P Map F-2, County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Whlse. distr. ctr. for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shpg. Ctr. for 100-mile area for cotton & cattle.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Kansas City Southern; Southern Pacific; Texas & Pacific; Amtrak.

Motor Freight Carriers-12.
Intercity Bus Lines-Continental; Greyhound; Jefferson & Jordan.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 52,730; Loc. Est. 52,581
CZ-ABC: (70) 63,830; (82) 65,800
RTZ-ABC: (70) 248,973; (82) 293,100
Counties 80 Cen. 113,067; Loc. Est. 115,483
  Bowie Co., TX 75,301; Loc. Est. 76,206
  Miller Co., AR 37,766; Loc. Est. 39,277
SMSA 80 Cen. 127,019; Loc. Est. 129,115
City & RTZ-ABC: (70) 312,803; (82) 358,900

4 - HOUSEHOLDS:
City 80 Cen. 20,213; Loc. Est. 20,669
CZ-ABC: (70) 21,440; (82) 24,900
RTZ-ABC: (70) 81,142; (82) 112,400
Counties 80 Cen. 40,925; Loc. Est. 43,039
  Bowie, TX 27,449; Loc. Est. 28,626
  Miller, AR 13,476; Loc. Est. 14,413
SMSA 80 Cen. 46,042; Loc. Est. 47,804
City & RTZ-ABC. (70) 102,582; (82) 137,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$403,942,419
Savings & Loan	4	$156,589,416

6 - PASSENGER AUTOS: Miller Co., AR 17,348; Bowie Co., TX (All Vehicles) 68,078

7 - ELECTRIC METERS: Residence 29,503

8 - GAS METERS: Residence 27,337

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Ordnance 7,593 ($158); Clay & Min. 200 ($120); Food 228 ($110); RR Tank Cars 358 ($160); Tires 1,050 ($175); Mobile Homes 431 ($120); Pipe Fitting Prod. ($104); Lumber Prod. 550 ($270).
Principal Pay Days-Ordnance, Fri.;Lbr., Sat.; Clay Prod., Sat.; Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Areas-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall	NA	Dillard, Sears, Penney's, Osco Drug, Beall's, Belk, Jones, Regan's
Southwest Mall	NA	Piggly Wiggly, Gibson's
Jefferson Sq.	NA	Safeway
New Boston Rd.(3)	NA	Weingarten's, TG&Y
Oaklawn	NA	Montgomery Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd's

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Belk-Jones; Ben F. Smith; Montgomery Ward; J. C. Penney; Sears Roebuck; West's.
Discount Stores-Howard's; K mart; Dollar General; Gibson's.
Chain Drug Stores-Osco; Boulevard Phcy.; Boyd's; Medisav; Hart 2; Eckerd.
Variety Stores-Sterlings; TG&Y; Woolworth.
Chain Supermarkets-Safeway 3; 7-Eleven 12; Piggly Wiggly 9; Weingarten's; Skagg's Alpha Beta; Pantry 10.
Other Chain Stores-Okla. Tire & Sup.; Firestone; Goodyear; Goodrich; Western Auto; White's Auto; Kay's; Gordon's; Zale's (jewelry); Austin's; Lee's (shoes); Singer; S&H Green Stamps; Skibell's; Regans; Regents; Holly's; Stelen's; Payless; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 30,187; (S) 33,257; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J. M. Whitworth, Adv. Mgr., GAZETTE, PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representatives: Arkansas Dailies; Texas Daily Press League.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City SMSA). E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75 and State Hwy. 146.

2 - TRANSPORTATION: Railroads-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; Central Texas.
Airlines-All major airlines at Houston, 40 miles.

3 - POPULATION:
Corp. City 80 Cen. 41,403; Loc. Est. 42,157
County/SMSA 80 Cen. 195,940; Loc. Est. 203,466
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,045; Loc. Est. 13,173
County/SMSA 80 Cen. 69,284; Loc. Est. 74,250

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 146,139

7 - ELECTRIC METERS: Residence 19,876

8 - GAS METERS: Residence 16,923

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,700 Employees. Annual Payroll $165,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Vlg.(5)	NA	Whites, Bay-Tex, Building Supply
Mainland Mall (10)	NA	Walgreens, Weingarten, Weiner's
Mainland Plaza (10)	NA	Texas Super, Minimax, Mainland Bank
Bay Center(10)	NA	Woolco, SupeRx, Kroger
Trade Winds(24)	NA	Safeway, Weiners, Sears, TG&Y

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Thu., Fri., Sat.
Stores Open Sundays-Drug and some supermarkets.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Weiners; Chambers; Woolco; The Fair.
Variety Stores-TG&Y.
Chain Drug Stores-Walgreen; SupeRx; Eckerd.
Discount Stores-White's; Gibson's; Woolco; K mart.
Chain Supermarkets-Weingarten's; Texas Super 3; Kroger; Lucky 7-2; Safeway.
Other Chain Stores-Western Auto; Sears (catalog); Montgomery Ward (catalog); Goodyear 2; Zale's Jewelers; White's; Sherwin-Williams; Firestone; Goodrich; Singer Co.

14 - NEWSPAPERS: SUN (e) 12,511; (S) 12,511; sworn Oct. 3, 1981.
Local Contact for Advertising and Merchandising Data: Jim Lee, Mktg. Dir., SUN, 624 Fourth Ave., Texas City, TX 77590; Tel. (713) 945-3441.
National Representative: Branham; USSPI.

TYLER

1 - LOCATION: Smith County (SMSA), E&P Map E-3, County Seat. Shipping, college, mfg., wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, La.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern (shops & gen. offices); Missouri Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Texas-Central Bus Lines; Greyhound.
Airlines-Texas Int'l.; Tricon Int'l.; Metroflight.

3 - POPULATION:
Corp. City 80 Cen. 70,508; Loc. Est. 74,192
CZ-ABC: (70) 62,607; (82) 80,300
RTZ-ABC: (70) 292,503; (82) 414,700
County/SMSA 80 Cen. 128,366; Loc. Est. 137,299
City & RTZ-ABC: (70) 355,110; (82) 495,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,024; Loc. Est. 27,770
CZ-ABC: (70) 20,246; (82) 30,500
RTZ-ABC: (70) 96,905; (82) 160,700
County/SMSA 80 Cen. 46,042; Loc. Est. 50,825
City & RTZ-ABC: (70) 117,151; (82) 191,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	$999,900,000
Savings & Loan	5	$559,300,000

6 - PASSENGER AUTOS: County (All Vehicles) 121,044

7 - ELECTRIC METERS: Residence 30,353

8 - GAS METERS: Residence 27,840

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Cast Iron Fdy. 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210); RR Man Office 300 ($246); Clothing 700 ($140); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,200 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58; First killing frost, Nov. 15. Last killing frost, Mar 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th. Broadway Mall 55 acres S. Broadway at Loop 323.
Neighborhood Shopping Centers-Lake Park Shopping Center-8 units; N.W. Loop Shopping Center-8 units; W.C. Square-5 units; Lincoln Plaza-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Sq. Mall(72)	4	Sears, Dillards, Penney, New Yorker, Zales, Selber Bros.
Bergfield(36)	2	Brookshire Groc., Mont. Ward
French Quarter(40)	NA	Eckerd Drug, Hancock Fabric, Safeway
Green Acres(41)	2	Brookshire Groc., Revco Drugs, TG&Y
Front-Beckham (14)	1	B-Mart Groc., Eckerd, S&H Green Stamps
West Bow	2	Beard's Groc., Eckerd Drug, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco, Perry 5&10, Hancock Fabrics
Gas Light Plz.(5)	1	Brookshire Groc., Otasco, Skillerns
Old English	4	Karls Cameras, Guys & Dolls

Principal Shopping Days-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.
Stores Open Evenings-Wed., Thurs.

13 - RETAIL OUTLETS: Department Stores-J.M. Dyer; Dillards; K. Wolen's; Sears; Montgomery Ward; Penney; New York Store; Selber Bros.; Sanger Harris.
Discount Stores-Gibson 2; K mart 2.
Variety Stores-Perry 5&10 3; TG&Y 2.
Chain Drug Stores-Eckerd Drugs 5; Skaggs Alpha Beta; Drug-Sav 4; Revco 6.
Chain Supermarkets-Safeway 2; Beards; Brookshire 7; B-Mart 4; Kroger 2; Skaggs Alpha Beta.
Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's; Broadway; Brewster; Chamness; Fowler; H. C. Pittman; Pope & Turner; Rose City; Ethen Allen; Parker-Chatham; Almand's; Furniture World; Kelly Furniture; Murphy Bros.; Wilson; Bossa Cascade Lumber; Jewel T.; Wilks Lumber.

14 - NEWSPAPERS: TELEGRAPH (m) 36,310; COURIER-TIMES (e-mon to fri) 8,567; Comb. (m&e) 44,877; COURIER-TIMES-TELEGRAPH (S) 44,855; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Wilson, Natl. Adv. Mgr., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St., Tyler, TX 75710; Tel. (214) 597-8111.
National Representative: None.

VERNON

1 - LOCATION: Wilbarger County, E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 287 and 281; State Hwys. 5, 23 and 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas and 180 mi. NE of Lubbock.

2 - TRANSPORTATION: Railroads-Ft. Worth and Denver City.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,695; Loc. Est. 12,478
County 80 Cen. 15,931; Loc. Est. 15,422
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,871; Loc. Est. 4,824
County 80 Cen. 5,983; Loc. Est. 5,920

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County (All Vehicles 1980) 15,357

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 250 ($150); Processing & Mfg. 48 (N.A.); Guar. Processing 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Food-daily; Family Centers-daily.

13 - RETAIL OUTLETS: Department Stores-Clayton's; C.R. Anthony; J.C. Penney; Inabnit's; Louise's; Sears; Watkins; Perry's.
Shoe Stores-Coleman's; Gibson's; T.G.&Y.; Osbornes; M.E. Moses.
Variety Stores-TG&Y; M. E. Moses; Children's Wear; Hill's Youth Center; Scott's; Perry's.
Drug Stores-Vernon Rexall; M&S Pharmacy; City Pharmacy; Gibson's; Hillcrest.
Chain Discount Stores-Gibson's; T.G.&.Y.
Chain Supermarkets-United; Vernon; Central; Coy's; Sharps.
Other Chain Stores-White's Auto; Serold's Firestone; Popular (furn.); Golden Furn. (furn.); Discount (furn.); Elliott Furn.; S&H Green Stamps.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,325; (S) 6,700; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Larry Crabtree, Pub.; or Jim Surber, Adv. Dir., RECORD, 1531 Cumberland, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative: None.

VICTORIA

1 - LOCATION: Victoria County (SMSA). E&P Map E-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: Railroads-So. Pac.; Mo. Pac.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 50,695; Loc. Est. 50,866
CZ-ABC: (70) 41,349; (82) 53,100
RTZ-ABC: (70) 111,133; (82) 122,100
County/SMSA 80 Cen. 68,807; Loc. Est. 69,649
City & RTZ-ABC: (70) 152,482; (82) 175,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,220; Loc. Est. 17,613
CZ-ABC: (70) 12,161; (82) 18,300
RTZ-ABC: (70) 34,291; (82) 43,700
County/SMSA 80 Cen. 22,988; Loc. Est. 24,023
City & RTZ-ABC: (70) 46,452; (82) 62,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$881,330,182
Savings & Loan	3	$258,443,000

6 - PASSENGER AUTOS: County (All Vehicles) 58,701

7 - ELECTRIC METERS: Residence 21,812

8 - GAS METERS: Residence 11,555

9 - PRINCIPAL INDUSTRIES: Various chemicals by duPont; Union Carbide; Vistron; Alcoa; Oil; Cattle; Bldg. materials; Petro-Chemical; Boats; Sand and Gravel; Clothing; Steel Fabricators.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree(16)	NA	7-Eleven, Dick's Mkt.
Montag Bros.	NA	Montag Mkt., Jerry Lenz Sports
Crossroads(14)	NA	G.E. Appliance Ctr., Cindy's Fashions, Peyton's Toys
Navarro Mall	NA	Woolworth, Bealls
Town & Country (33)	NA	Melvin's, Zales, Radio Shack
Town Plaza(28)	NA	Penney, Beall's, Graham
Village Center(22)	NA	Weiner's, HEB, Woolworths
North Cross(14)	NA	Weiners, Hastings, Clothworld
Victoria Mall (80)	NA	Sears, Dillards, Wilsons, Walgreens, Woolworths, Radio Shack, Thom McAn, Kinney's, Wal-Mart

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Simon; Dunlap's; Sears; Montgomery Ward (catalog); Beall Bros.; Leon's; Dillard's; Weiner's.
Discount Stores-Gibson's; Kroger's; Fed. Mart; K mart; Wal Mart; O.G. Wilson.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreen 2; Eckerd's.
Chain Supermarkets-H. E. Butt 3; Kroger; Dick's 3; Safeway; Albertson's; Warehouse Grocery.

14 - NEWSPAPERS: ADVOCATE (m) 34,760; (S) 35,565; Mar. 31, 1982 ABC.
Local Contact for Advertising And Merchandising Data: Clyde E. Lenz, Adv. Dir., ADVOCATE, PO Box 1518, Victoria, TX 77901; Tel. (512) 575-1451.
National Representative: Landon Associates.

WACO

1 - LOCATION: McLennan County (SMSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Cement, garment, rubber, glass, lumber, and wholesale center for 20-county area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 100 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State 6, 31; Interstate 35, 190 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Central Texas; Continental.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 101,261; Loc. Est. 103,553
CZ-ABC: (70) 121,503; (82) 146,100
RTZ-ABC: (70) 259,710; (82) 333,300
County/SMSA 80 Cen. 170,755; Loc. Est. 178,259
City & RTZ-ABC: (70) 381,213; (82) 479,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,578; Loc. Est. 39,433
CZ-ABC: (70) 39,318; (82) 55,400
RTZ-ABC: (70) 79,454; (82) 117,000
County/SMSA 80 Cen. 61,554; Loc. Est. 66,307
City & RTZ-ABC: (70) 118,772; (82) 174,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	$822,000,000
Savings & Loan	5	$724,717,689

6 - PASSENGER AUTOS: 137,306 (All Vehicles)

7 - ELECTRIC METERS: 60,376

8 - GAS METERS: 38,078

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tire Mfg. 1,600; Glass 1,000; Cement 150; Lumber and Wood Prod. 1,570; Furniture & Fixtures 500; Rocket Fuel 350; Mobile Homes & Transp. Equip. 600; Iron & Steel Fab. 850; Food & Candy 2,000; Plastics 100; Battery Mfg. 379; Machinery 680; Elec. Machinery 500; Apparel 1,980; Paper 500; Printing & Pub. 840.
Principal Pay Days-1st & 15th of month and Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown on Austin, Washington & Franklin Avenues; 11 neighborhood centers; 10 blocks on Elm St.; 6 on 25th st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (20)	NA	Austin-Closs, 7-Eleven
Eastgate Plz.(15)	NA	Winn's, HEB Food
Fairgate(21)	NA	DuBois Furniture
Lake Air Ctr.(30)	NA	Montgomery Ward, Goldstein-Migel
K mart Center	NA	Hancock, Pier 1
Richland Fashion Mall(90)	NA	Sears, J.C. Penney, Beall's, Dillard
Parkdale	NA	Sun Harvest, Woolco
Park Lake(14)	NA	Piggly Wiggly, HEB Food, Revco
Southgate(20)	NA	TG&Y, HEB Food
Westview	NA	Piggly Wiggly, Cox
Village(23)	NA	
Bosque Sq.(20)	NA	Winn-Dixie, TG&Y

Principal Shopping Days-Department Stores-Mon., Thur., Sat. Food-Fri. and Sat.
Stores Open Evenings-Dept.-Mon. & Thurs. Food Chains-all week.

13 - RETAIL OUTLETS: Department Stores-Goldstein-Migel; Cox's; Montgomery Ward; Penney; Sears; K mart 2; Dillard; Bealls; Woolco; Gibson's; Wilsons; O.G. Wilson; Target.
Variety Stores-McCrory; TG&Y 2; Winn's 5.
Discount Stores-Gibson; K mart 2.
Chain Drug Stores-Eckerd 4; Revco; Osco.
Chain Supermarkets-Safeway 6; Piggly Wiggly 6; H.E. Butt 6; 7-Eleven 29; Zippy 15; Jay-Zee's Drive In 2.
Other Chain Stores-Butlers; Thom McAn; Kinney's; Joe Lewis 5; Payless; Career Girl 5; Rhealee Hat; Regan's; Zales Jewelers 2; Piccadilly Cafeteria 2; Firestone; Olmstead-Kirk (paper); Sherwin-Williams 4; Singer Co.; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack 3; Pier 1.

14 - NEWSPAPERS: TRIBUNE HERALD (m-mon to fri) 51,648; (m-sat) 50,451; (S) 61,584; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James Tountas, Adv. Dir. TRIBUNE-HERALD, 900 Franklin, Waco, TX 76703; Tel. (817) 753-1511.
National Representative: CWO&O.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dalls-Ft. Worth SMSA). E&P Map E-3, County Seat. Diversified Economy; Light Industry; Agricultural Ctr. 28 mi. S of Dallas; 38 mi. S.E. of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri-Kansas-Texas; Fort Worth & Denver; Chicago, Rock Island & Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 14,624; Loc. Est. 16,200
County 80 Cen. 59,743; Loc. Est. 60,700
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,046; Loc. Est. 5,328
County 80 Cen. 19,866; Loc. Est. 21,879
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commerical	3	$102,399,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: County 50,553 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plaza	1 1/2	Kroger
J.C. Penney's	1/4	Penney's, Safeway
North Gate(30)	2	Sears, Eckerds, Beall's, Motts
Ferris Ave.	NA	J.C. Penney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Walmart; Revco; Eckerd's.

13 - RETAIL OUTLETS: Department Stores-Marchman's; Cheeves Bros.; J.C. Penney; K. Wolen's; Sears Roebuck; Levine's; Bealls.
Variety Stores-Motts; Revco; Wal-Mart.
Chain Drug Stores-Eckerd's.
Chain Supermarkets-Kroger; Safeway; Minyards.

14 - NEWSPAPERS: LIGHT (e-mon to fri) 5,290; (S) 5,510; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Chester Anglen, Publisher, or Lyall Kirton, Adv. Mgr., LIGHT, 200 W. Marvin, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative: Texas Daily Press League.

WEATHERFORD

1 - LOCATION: Parker County (In Dallas-Ft. Worth SMSA). E&P Map D-3, County Seat. 18 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Texas & Pacific, Weatherford M.W. & N.W.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049; Loc. Est. 11,396
County 80 Cen. 44,609; Loc. Est. 44,674
SMSA 80 Cen. 2,974,878; Loc. Est. 3,134,814
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,609; Loc. Est. 4,616
County 80 Cen. 15,640; Loc. Est. 16,133
SMSA 80 Cen. 1,076,320; Loc. Est. 1,169,062

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$159,382,315
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County (All Vehicles 1980) 39,509

7 - ELECTRIC METERS: Residence 6,560

8 - GAS METERS: Residence 4,302

9 - PRINCIPAL INDUSTRIES: Foundries; Mach. Shops; Gen. Agric.; Truck Farming; Nat. Gas; Bakery; Lamp Mfg.; Oil Tool Engrng.; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southtown(9)	NA	Radio Shack
Safeway(2)	NA	Safeway, Gibsons
Village(4)	NA	Sears, Piggly Wiggly
Parker Plaza(19)	NA	J.C. Penneys, Winn-Dixie
College Park(20)	NA	Kroger, TG&Y, Eckerd

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Mott's; Mitchells; The Hub.
Discount Stores-Gibsons; K mart; TG&Y; Revco; Eckerd's.
Chain Supermarkets-Safeway; Winn Dixie; Village; DeAll's; Tony's 2; Kroger.
Other Chain Stores-White Auto; Western Auto; Revco; Higinbotham's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 5,664; (S) 6,039; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Paul MCollom, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative: Texas Daily Press League.

WICHITA FALLS

1 - LOCATION: Wichita County (In Wichita Falls SMSA). E&P Map D-2, County Seat. Shopping, agri., oil mfg., whlse. ctr., 120 mi. NW of Fort Worth on U.S. Hwys. 287, 281, 277, 82; State 79.

2 - TRANSPORTATION: Railroads-Fort Worth & Denver; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines- Trailways, Inc.; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines-Rio; Metro.

3 - POPULATION:
Corp. City 80 Cen. 94,201; Loc. Est. 95,714
County 80 Cen. 121,082; Loc. Est. 120,941
SMSA 80 Cen. 130,664; Loc. Est. 130,925
CZ-ABC: (70) 97,564; (82) 94,000
Bal. in PMA-ABC: (70) 32,377; (82) 35,700
Total PMA-ABC: (70) 129,941; (82) 129,700
Bal. in RTZ-ABC: (70) 118,086; (82) 129,100
Total PMA & Bal. in RTZ-ABC:
(70) 248,027; (81) 257,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,647; Loc. Est. 36,593
County 80 Cen. 43,134; Loc. Est. 46,915
SMSA 80 Cen. 46,741; Loc. Est. 48,276
CZ-ABC: (70) 30,453; (82) 34,400
Bal. in PMA-ABC: (70) 10,672; (82) 13,700
Total PMA-ABC: (70) 41,125; (82) 48,100
Bal. in RTZ-ABC: (70) 42,801; (82) 53,000
Total PMA & Bal. in RTZ-ABC:
(70) 83,926; (81) 100,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$891,822,430

6 - PASSENGER AUTOS: County (All Vehicles 1980) 113,794

7 - ELECTRIC METERS: Residence 34,800

8 - GAS METERS: Residence 28,101 .

9 - PRINCIPAL INDUSTRIES: Industry, Number of employees-Lumber & Wood Prod. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pub. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Construction 2,820; Photographic, Medical 456; Trans., Comm. & Util. 2,400; Finance & Real Estate 2,320; Gov't 11,280; Petroleum Prod. 5,608; Private Household 1,820; Machinery 2,634; Electronic, Electrical 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Retail 8,692.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Indiana; 4 on Scott; 3 on Eighth; 3 on Ninth; 2 on Tenth; 10 blocks on Kemp.
Neighborhood Shopping Centers-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant 3 at N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	TG&Y, Superfine
Parker Sq.(45)	NA	McClurkan's, Montgomery's
Southmoor(11)	NA	Safeway
Faith Village(60)	NA	White's, Jewel, Cloth World
Sikes Center(79)	NA	Penney, Dillard's, Beall's

Principal Shopping Days-Thu., Sat., Mon.
Stores Open Evenings-Dept.: Thu.; Food: Fri., Sat. Sikes Senter, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Perkins; McClurkan's; Penney's; Sears; Hub; White's; Bealls.
Discount Stores-Gibson's 2; Treasure City; K mart 2; Best Prod; Target; Edisons.

The Community
Information
Center In
Wichita Falls,
Texas.

Wichita Falls
Times & Record
News
A Harte-Hanks
NEWSPAPER

Variety Stores-TGY Family Center 2; Winns 2.
Chain Drug Stores-Walgreen; Eckerd's; Albertson's.
Chain Supermarkets-Safeway 3; United 3; Jiffy 19; Affiliated Food Stores 7.

Other Chain Stores-White's; Western Auto; Firestone; Goodyear; PopularSpears'; Franklin's; Bakers; Lerner's; Brooks; Woods; Factory Outlet; Patricia; The Hub; Singer Co.; Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps; McCoys Building Supplies; 84 Lumber; Homers; Hallmark; Whites; Radio Shack; Sutherland Lumber.

14 - NEWSPAPERS: RECORD-NEWS (m-mon to fri) 34,511; (m-sat) 43,921; TIMES (e-mon to fri) 15,310; (S) 47,705; Comb. (m&e) 49,831; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Gen. Adv. Mgr., RECORD-NEWS and TIMES, 1301 Lamar St., Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representatives: CWO&O; Harte-Hanks.

UTAH SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Provo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber, Davis and Tooele Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	112	189	208
5-14 Years	241	272	300
15-24 Years	215	295	325
25-44 Years	238	384	423
45-64 Years	177	212	234
65 and Over	77	109	120
TOTAL	1,060	1,461	1,610

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	162	290	411
General Mdse	279	551	860
Food	470	821	1,461
Automobiles	530	952	1,283
Gasoline Stations	189	367	727
Apparel	95	169	261
Furniture	128	231	337
Eat-Drink Places	185	314	572
Drugs	145	130	219
TOTAL	2,384	4,146	6,740

LOGAN

1 - LOCATION: Cache County, E&P Map B-1, County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Cook; Greyhound.
Motor Freight Carriers-3.
Air Service-1.

3 - POPULATION:
Corp. City 80 Cen. 26,844; Loc. Est. 26,433
CZ-ABC: (70) 26,354; (82) 34,900
RTZ-ABC: (70) 23,350; (82) 34,800
County 80 Cen. 57,176; Loc. Est. 57,663
City & RTZ-ABC: (70) 49,704; (82) 69,700
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,291; Loc. Est. 9,380
CZ-ABC: (70) 7,394; (82) 11,400
RTZ-ABC: (70) 6,586; (82) 11,600
County 80 Cen. 17,558; Loc. Est. 18,274
City & RTZ-ABC: (70) 13,980; (82) 23,000

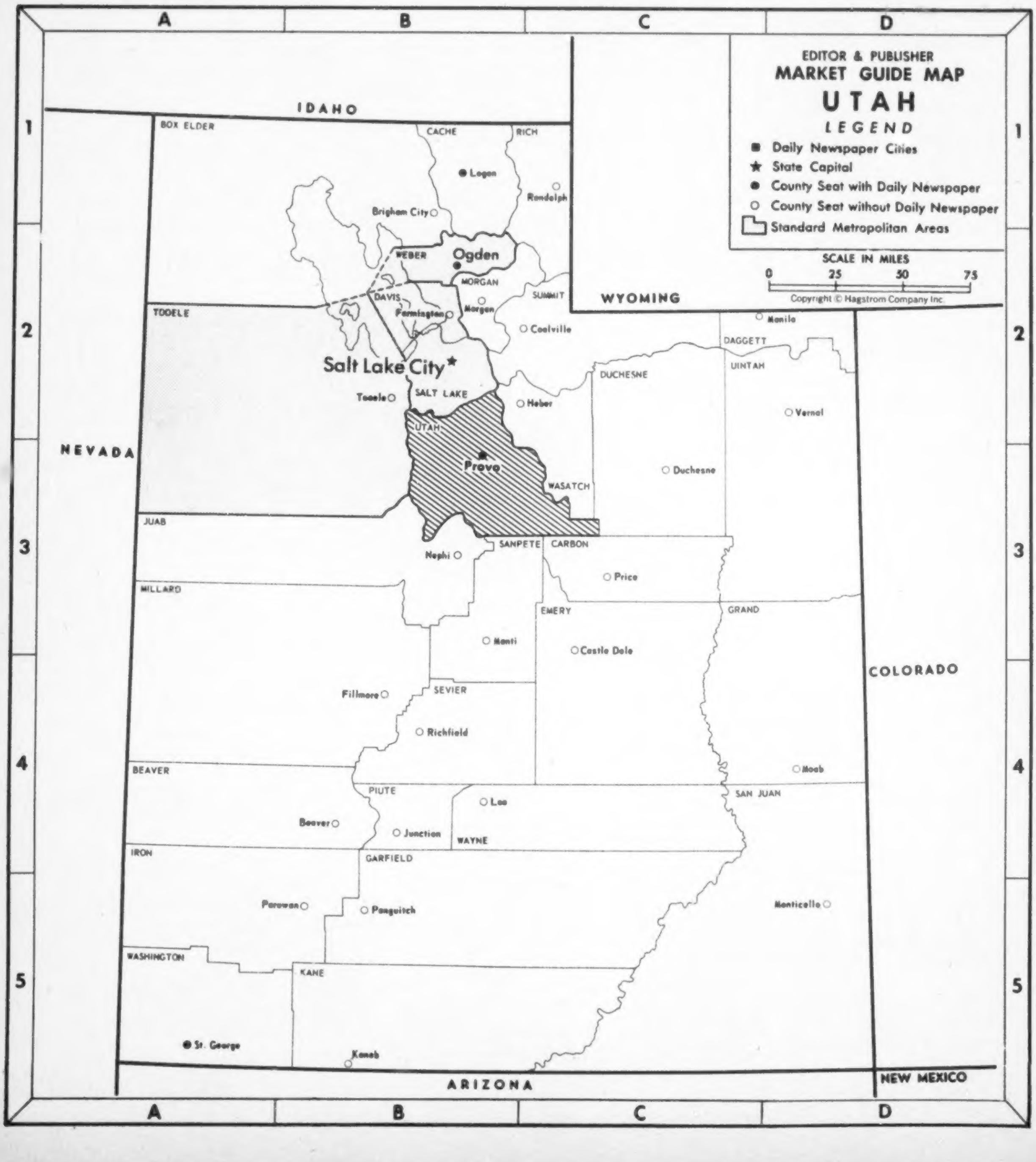
5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: 23,347 (1980)

7 - ELECTRIC METERS: Residence 10,832

8 - GAS METERS: Residence, City 10,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of


EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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A
B
C
D
1
2
3
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5
IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Salt Lake City
SALT LAKE
Tooele
Heber
DAGGETT
Manila
UINTAH
Vernal
DUCHESNE
Duchesne
UTAH
Provo
WASATCH
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
EMERY
GRAND
Manti
Castle Dale
Fillmore
SEVIER
Richfield
Moab
BEAVER
PIUTE
Loa
SAN JUAN
Beaver
Junction
WAYNE
IRON
GARFIELD
Parowan
Panguitch
Monticello
WASHINGTON
KANE
St. George
Kanab

Employees-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Piano Mfg. 230; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min.& Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings-Drug & Dept.: Nightly till 10 Grocery: Daily till midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: Department Stores-Sears; Keith O'Brien; J.C. Penney; Grand Central; Samon's; ZCMI; Ernst Home Centers; The Bon; K mart.
Variety Stores-Sprouse Reitz; King's.
Chain Drug Stores-Skagg's; Low Cost Drug Center; Grand Central; Smiths.
Chain Supermarkets-Safeway; IGA; Albertson; Smith's Foodking; Bobro's.
Other Chain Stores-State Hdwr.; Standard Optical; Sherwin-Williams; Sweetbriar; Goodyear; Montgomery Ward (catalog); Block's; Logan Howe; Sunset Sporting Goods; Kinney Shoes; Thom McAn Shoes; Maurice's; Lerner Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 12,892; (S) 13,152; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative: None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake CityOgden SMSA). E&P Map B-2, County Seat. Industrial Center, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30S; 15 & 80-N, State Hwys. 40, 39.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Denver & Rio Grande Western; Paciic Fruit Express Co.; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Lake Shore; Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407; Loc. Est. 62,048
PMA-ABC: (70) 209,879; (82) 268,900
County 80 Cen. 144,616; Loc. Est. 147,224
SMSA 80 Cen. 936,255; Loc. Est. 999,946

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,985; Loc. Est. 24,202
PMA-ABC; (70) 58,218; (82) 86,200
County 80 Cen. 47,643; Loc. Est. 49,998
SMSA 80 Cen. 297,345; Loc. Est. 327,386

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$795,000,000
Savings & Loan	7	$255,000,000

6 - PASSENGER AUTOS: 61,130

7 - ELECTRIC METERS: Residence 48,335

8 - GAS METERS: Residence 45,125

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 15,000; Internal Revenue 2,800; Defense Depot 1,700; Freeport Center (60 companies) 4,000; Weber County Industrial Park (1 heavy mfr., 7 companies) 1,200; Ogden Industrial Park (33 companies) 800; Western Zirconium 600; Great Salt Lake Mineral 500; Levelor Laurentzen 600; IOMEGA 300; Steel Fabricating (5 companies) 600.
Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-87; Fall 28-76; Winter 17-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated

12 - RETAILING:Neighborhood Shopping Centers2nd & Harrison Blvd.; 40th & Washington Blvd.; 39th & Harrison Blvd.; 36th & Wall, North Ogden; Riverdale Center; Harrison Blvd.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	Gibson's
Roy (21)	6	Smith's Foods
Five Points(46)	3	Wangsgard
Layton Hills Mall(90)	NA	Auerbach, Mervyn's, Castleton's
Wall Ave.	3	Sears, Smith's Foods
2nd-Harrison	2	
K mart(12)	2	K mart
Newgate(11)	NA	Sears
Newgate Mall	NA	Mervyn's, Sears
Ogden Mall	NA	Bon Marche, J.C. Penney, Nordstrom
Wangsgard's	2	Wangsgard's Mkt., Five Points

Principal Shopping Days-Dept. Stores: Mon., Thurs., Fri. & Sat. Food: Thurs., Fri. & Sat.
Stores Open Evenings-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Penney; Bon Marche; Sears Roebuck; ZCMI; Weinstocks; Nordstrom; Mervyn's.
Discount Stores-Gibson; Farr; Sav-On; Grand Central; K mart; Alpha Beta; Skagg's; Thrifty.
Variety Stores-Woolworth.
Chain Drug Stores-Skaggs 2; Thrifty; Hospital Drugs; Vinces 5; Prescription Centers 3; Grand Central Stores 2; Drug King.
Chain Supermarkets-Safeway 3; K mart; Albertson's 5; Smith's Food King 8; Richardsons; Stimson's 3.
Other Chain Stores-Singer Co.; Baker; Anita Shops; Pulman Wholesale Tailors; Firestone; Goodyear; Western Auto; Zale's; Pay N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 51,353; (S) 53,085; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455-23rd St., Ogden, UT 84401; Tel. (801) 394-7711.
National Representative: CWO&O.

PROVO

1 - LOCATION: Utah County; (In Provo-Orem SMSA). E&P Map B-3, County Seat. Site of Brigham Young University (25,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwy. 189,115.

2 - TRANSPORTATION: Railroads-D&RGW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907; Loc. Est. 76,679
CZ-ABC: (70) 96,927; (82) 150,000
RTZ-ABC: (70) 40,849; (82) 86,600
CountySMSA 80 Cen. 218,106; Loc. Est. 231,318
City & RTZ-ABC: (70) 137,776; (82) 236,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,059; Loc. Est. 21,406
CZ-ABC: (70) 23,818; (82) 43,100
RTZ-ABC: (70) 10,655; (82) 26,100
CountySMSA 80 Cen. 58,515; Loc. Est. 64,144
City & RTZ-ABC: (70) 34,473; (82) 69,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	16	$310,000,000
Savings & Loan	6	$111,150,000

6 - PASSENGER AUTOS: 60,556 (1980)

7 - ELECTRIC METERS: Residence 60,000

8 - GAS METERS: Residence (County) 55,003

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp.-Steel Prof. & Fab. Steel 5,600; Cast Iron Pipe and Fdry. 580; Fertilizers 561; Lingerie & Clothing 996; Canning (Seasonal) 1,100; Brick, Tile, Bldg. Blocks, Concrete, Concrete Pipe 422; Asphalt and Paving Prod. 210; Coal Tar Prod. 261; Electronics 1,100; Meat Packing 299.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Mall(160)	NA	ZCMI, Penney's, Mervyn's
9th East (9)	NA	Smith's Food King
Riverside(12)	NA	Skagg's, Labelles, Safeway
Grand Central(10)	NA	Grand Central, Smith's Food King
Norton's(7)	NA	Norton's Food
Orem Center(14)	NA	Safeway, Albertson's, Skagg's & Gibson's
Carillon Square(9)	NA	Ernst Home Ctr., Bobcos
Parkway(15)	NA	Fashion Gal, Stokes Bros.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Wed., Thur. to 9.

13 - RETAIL OUTLETS: Department Stores-LaBelle's; Penney; Sears; Grand Central; ZCMI; K mart; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz; Cornet.
Chain Drug Stores-Skagg's; City Drug (Walgreen); B&H Pharmacy (Rexall); Swallow's.
Chain Supermarkets-Safeway 4; Allen 4; IGA 4; Reams 4; Albertsons 3; A.G. Stores 8; Food King 2; Bobcos.
Other Chain Stores-Anderson Lumber; Boise Cascade; Firestone; Sherwin Williams Paint; Bennett's Paints; Lerner Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zales Jewelry; Montgomery Ward (catalog); House of Fabrics; Radio Shack; Payless Shoes; Leven's; Bradshaw Auto Parts; Utah Auto Parts; F.G. Ferre; Samon's; Wolfe's; Castleton's; Sunset Sporting; Checker Auto Supply; Singer Co.; Midas Muffler; Gibson's; Ernst Home Ctr.

14 - NEWSPAPERS: HERALD (e-mon to fri) 31,968; (S) 32,808; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kirk Parkinson, Adv. Mgr., HERALD, 1555 No. 200 W., Provo, UT 84601; Tel. (801) 373-5050.
National Representative: Scripps League Newspapers.

ST. GEORGE

1 - LOCATION: Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: Motor Freight Carriers-Milne; PIE & Garrett.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-All major airlines at Las Vegas, NV, Airport & Commuter Skywest.

3 - POPULATION:
Corp. City 80 Cen. 11,350; Loc. Est. 10,471
County 80 Cen. 26,065; Loc. Est. 30,117

4 - HOUSEHOLDS:
City 80 Cen. 3,589; Loc. Est. 3,482
County 80 Cen. 7,801; Loc. Est. 9,325

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 6,640

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Hay.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dixie Mall	NA	Safeway
East City(8)	NA	Montgomery Ward (catalog)
Kemp Korner(18)	NA	State Farm Ins., Chuck's
Red Hills Plaza	NA	
Skyline Ctr.	NA	
Sunshine Sq.(10)	NA	Sears (catalog), Ace Hardware, Thriftway
Ancestor Square(22)	NA	Picklesimer's, Cardon Shoes

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Center Dept.
Discount Stores-Gibson's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Skagg's; Good Neighbor Pharm.
Chain Supermarkets-Safeway; Thriftway; Food Town; Short Stop Mkt.
Other Chain Stores-Radio Shack; Sprouse Reitz; Ace Hdwr.; 7-Eleven; True Value Hdwr.

14 - NEWSPAPERS: COLOR COUNTRY SPECTRUM (e-tues to fri; S) 9,288; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Ronald I. Jones, Adv. Dir., COLOR COUNTRY SPECTRUM, PO Box 40, St. George, UT 84770; Tel. (801) 673-3511.
National Representative: None.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden SMSA). E&P Map B-2, State Capital, County Seat. SMSA: Salt Lake Davis, Weber & Tooele Counties. Mining, trade center, heavy industry, finance. On U.S. Hwys 40, 50, I-80, I-15.

2 - TRANSPORTATION: Railroads-Union-Pacific; Denver & Rio Grande Western; Western Pacific; Garfield & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Continental; Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transport Authority.
Airlines-Western; United; Texas International; American; Hughes Airwest; Frontier; TWA; Eastern; P.S.A.

3 - POPULATION:
Corp. City 80 Cen. 163,034; Loc. Est. 160,847
PMA-ABC: (70) 539,433; (82) 776,200
RTZ-ABC: (70) 284,058; (82) 466,400
County 80 Cen. 619,066; Loc. Est. 667,980
SMSA 80 Cen. 936,255; Loc. Est. 999,946
Total PMA & RTZ-ABC: (70) 823,491; (82) 1,242,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 67,576; Loc. Est. 70,301
PMA-ABC: (70) 155,903; (82) 262,600
RTZ-ABC: (70) 74,769; (82) 142,900
County 80 Cen. 201,742; Loc. Est. 224,420
SMSA 80 Cen. 297,345; Loc. Est. 327,386
Total PMA & RTZ-ABC: (70) 230,672; (82) 405,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
State	65	$3,333,890,000
National	11	$3,402,878,000
Savings & Loan	12	$4,181,821,032

6 - PASSENGER AUTOS: County 310,849 (1980)

7 - ELECTRIC METERS: Service area 440,000

8 - GAS METERS: Service area 400,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Monthly Wage)-Nonagricultural 548,419 ($1,004); Mining 17,694 ($1,719); Contract Construction 35,642 ($1,260); Manufacturing 86,734 ($1,161); Durable Goods 58,433 ($1,263); Nondurable Goods 28,301 ($950); Transportation, Communication and Public Utilities 33,573 ($1,469); Trade 129,378 ($765); Wholesale trade 33,342 ($1,236); Retail Trade 96,036 ($601); Finance, Insurance, Real Estate 25,817 ($953); Services 96,352 ($782); Total Government 123,229 ($1,024); Federal Govt. 36,597 ($1,328); State Govt. 31,541 ($1,011); Local Govt. 55,091 ($829).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-93; Winter 19-51. First killing frost, Nov. 16. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks at Sugarhouse. Murray, Midvale, Magna, Kearns, Sandy, Holladay, Granger, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cottonwood Mall(98)	NA	ZCMI Dept., Woolworth, Albertson's, Arden's, Penney's
Cottonwood Village(11)	NA	Safeway
Crossroads(160)		Nordstoms, Weinstocks
Family Center(40)	NA	Harmon's, Samon's
Fifth Ave. Shops	NA	
Fashion Place(108)	NA	Sears, Weinstock's
Foothill Village(24)	NA	Albertson's, Castleton's
Granger(27)	NA	Merc Dept., Sprouse Reitz, Granger Mkt., Sears
Olympus Hills(12)	NA	Skaggs
7th East(2)	NA	Skaggs, Food King
Sugar House(15)	NA	Penney, Albertson's
Trolley Sq.(118)	NA	
Union Sq.(35)	NA	
Valley Fair(85)	NA	Penney, ZCMI, Castleton
Valley(11)	NA	Safeway, Skaggs
Vicioria Park(12)	NA	Sprouse Reitz, Dan's Foods
ZCMI(70)	NA	ZCMI Dept.

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-ZCMI; Fashion Place; Magnin; Valley Fair; Castleton's; JM McDonalds; Keith O'Brien; Sears; J.C. Penney; Weinstock's.; Mervyns; Nordstroms.
Discount Stores-K mart; Gibson's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Grand Central 10; Skaggs 17; Erickson's 3; Thrifty Drug 7; Lowe 2; Dan's 3; Professional Phcy. 2; Prescription Phcy. 2.
Chain Supermarkets-AG-Foodtown 23; Smith-

Warshaw 21; Albertson's 22; Safeway 23; Reams 6; IGA 14; Harmon's 4; Dan's 5; The Store 3; 7-Eleven 52.
Other Chain Stores-Arden's; National Shirt; Lerner; Sherwin-Williams; Chandler's; Flagg Bros.; Mode O'Day; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Anita; House of Nine; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Castleton's; Mac's Clothes; Montgomery Ward (catalog); Ernst; Allwood's.

14 - NEWSPAPERS: TRIBUNE (m) 114,800; DESERET NEWS (e) 72,048; TRIBUNE (S) 183,580; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bill Fuller, Nat'l. Mgr., Newspaper Agency Corp., TRIBUNE/DESERET NEWS, 143 South Main, Salt Lake City, UT 84111; Tel. (801) 237-2720.
National Representative: None.

VERMONT SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski Cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston Towns in Chittenden County; Georgia Town in Franklin County; South Hero Town in Grand Isle County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1983
Under 5 Years	38	36	37
5-14 Years	92	81	84
15-24 Years	81	100	103
25-44 Years	100	145	150
45-64 Years	87	92	95
65 and Over	47	58	60
TOTAL	445	511	529

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	92	129	157
General Mdse	113	145	194
Food	261	388	592
Automobiles	207	307	355
Gasoline Stations	87	137	232
Apparel	40	63	83
Furniture	41	56	70
Eat-Drink Places	71	125	195
Drugs	25	37	54
TOTAL	1,103	1,668	2,361

BARRE-MONTPELIER

1 - LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shopping center for central VT. Granite center of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 2,302, 12, I-89.

2 - TRANSPORTATION: Railroads-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit; Twin City.
Airlines-Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065; Loc. Est. 17,994
  Barre 80 Cen. 9,824; Loc. Est. 9,792
  Montpelier 80 Cen. 8,241; Loc. Est. 8,202
CZ-ABC: (70) 20,868; (82) 20,600
RTZ-ABC: (70) 45,133; (82) 57,300
County 80 Cen. 52,393; Loc. Est. 54,076
City & RTZ-ABC: (70) 66,001; (82) 77,900

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,257; Loc. Est.6,552
  Barre 80 Cen. 4,003; Loc. Est. 3,587
  Monipelier 80 Cen. 3,254; Loc. Est. 2,965
CZ-ABC: (70) 7,006; (82) 8,100
RTZ-ABC: (70) 12,560; (82) 18,900
County 80 Cen. 18,613; Loc. Est. 19,782
City & RTZ-ABC: (70) 19,566; (82) 27,000

5 - BANKS:	NUMBER	EST. DEP.
Commmercial	N.A.	$273,055,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 8,052

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,250 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't. 3,750 ($236); Insurance 864 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34; First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Barre: Principal Shopping-Main St.; Summer; Washington; South Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(6)	NA	Ames, P&C, Radio Shack, Kenney Drugs
Central Plaza(5)	NA	Grand Union
Zayres(15)	NA	Woolworths, Zayre, Finast
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz(7)	NA	Branded Values

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Grocery chains, shopping center stores, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Homer Fitts.
Discount Stores-Harry's; Colonial Distributors; Ames; Zayre's.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Rexall; Red Cross; Kenney; L Drugs 2; Whelan's; Archer Kent; Rix Drugs 2; Seivwright Phcy. 2.
Chain Supermarkets-First National; Grand Union 2; P&C 3.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; Beaconway; Lafayette Radio; Radio Shack; Goss Tire; Goodyear.

14 - NEWSPAPERS: TIMES-ARGUS (e) 12,683; (S) 12,916; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harry Perrigo, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Landon Associates.

BENNINGTON

1 - LOCATION: Bennington County, E&P Map A-6, County Seat. Residential center. 180 mi. NE of New York; 148 mi. NW of Boston; 37 mi. NE of Albany. On U.S. Hwy. 7 and State Hwys. 7, 9.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815; Loc. Est. 16,912
County 80 Cen. 33,345; Loc. Est. 32,591

4 - HOUSEHOLDS:
City 80 Cen. 5,457; Loc. Est. 5,001
County 80 Cen. 11,956; Loc. Est. 12,036

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$130,000,000
Savings	1	$60,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 13,179 (1978)

7 - ELECTRIC METERS: Residence 3,860

8 - GAS METERS: Residence 1,147

9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics; Paper; Furn.; Wood Novelties; Brushes; Yarn; Ptg.; Tanning; Tissue Paper; Box Board; Chemical Prod.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Stanley Tools 800; Ben Mont Paper Co. 450; Bejur Lubrication 300; Total labor force (county) 14,200: Mfg. 4,500; Service and misc. 2,600; Gov. 1,200; Trade 2,450; Contract and Const. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1. Last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-Five blks. on Main St., downtown on Rt. 9. Four blks. on U.S. Rt. 7, downtown. A&P, Sears (catalog), Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bennington Plz.(6)	NA	Price Chopper Mkts., Kings
Monument Plz.(5)	NA	Woolworth's, Adams Drug
Bennington Sq.(11)	NA	J.C. Penney, K mart, P&C
North Street	NA	

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.

13 - RETAIL OUTLETS: **Department Stores**-E. L. Nichols; Fienberg Stores; J. C. Penney; H. Greenberg; Tuttle's.
Discount Stores-Kings; Woolworth's; K mart.
Chain Drug Stores-Adams; CVS; Rite-Aid.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper; Clark's IGA.
Other Chain Stores-Firestone; Montgomery Ward (catalog and automotive); Gladstone Shoes; Fayva; Sportique; Radio Shack; Sears (catalog).

14 - NEWSPAPERS: BANNER (e-mon to fri; m-sat) 7,253; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Michael Grover, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of State. 200 mi. from New York City; 100 mi. from Boston; on I, 91.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, N.H. (20 min.); Hartford, Conn. (1 1/2 hr.)

3 - POPULATION:
Corp. Town 80 Cen. 11,886; Loc. Est. 11,851
County 80 Cen. 36,933; Loc. Est. 38,070

4 - HOUSEHOLDS:
City 80 Cen. 4,598; Loc. Est. 3,535
County 80 Cen. 13,840; Loc. Est. 14,763

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$200,000,000
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 6,021

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Wood & Lumber Prod. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers-Western Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brattleboro Plaza(7)	NA	Mont. Ward Auto Svc., Super Duper
Brattleboro North Plaza(7)	NA	Mammoth Mart, O.K. Fairbanks
Fairfield Plz(12)	NA	Grand Union, Sears
Finast Plaza(4)	NA	

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.E. Mann; Army & Navy; J. C. Penney.
Variety Stores-Mall Drugs; Rite Aid; Brooks Drugs.
Discount Stores-Kings.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; First National; P&C; O.K. Fairbanks.

14 - NEWSPAPERS: REFORMER (e) 7,367; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative: Landon Associates.

BURLINGTON

1 - LOCATION: Chittenden County, (SMSA). E&P Map A-3, County Seat. Banking, shipping, manufacturing, resort, medical, wholesale and retail center; College center. In NW part of State. 300 mi. from New York City; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway.
Intercity Bus Lines-Greyhound: Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; Air North; Air Florida.

3 - POPULATION:
Corp. City 80 Cen. 37,712; Loc. Est. 37,249
CZ-ABC: (70) 53,909; (82) 54,700
RTZ-ABC: (70) 132,095; (82) 170,400
County 80 Cen. 115,534; Loc. Est. 119,365
SMSA 80 Cen. 114,070; Loc. Est. 117,820
City & R1Z-ABC: (70) 186,004; (82) 225,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,107; Loc. Est. 13,086
CZ-ABC: (70) 15,645; (82) 18,600
RTZ-ABC: (70) 36,456; (82) 55,400
County 80 Cen. 38,528; Loc. Est. 41,098
SMSA 80 Cen. 38,004; Loc. Est. 40,571
City & RTZ-ABC: (70) 52,101; (82) 74,000

5 - BANKS:	NUMBER	EST. DEP.
Commercial	4	$1,110,924,000
Savings	1	$373,470,000
Savings & Loan	1	$148,989,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 12,800

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aicraft Armament 2,350; Computer Electronic and Components 9,000; Greater Burlington Area-Mfg.-Lumber & Furniture 250; Prim & Fabricating Metal Working 3,150; Food 700; Paper & Ptg. 800; Non-electrical Machinery 700, All other Mfg. 1,100; Non-Mfg. Transp. Comm. & Pub. Util. 2,350; Trade Wholesale 2,550; Retail 9,800; Fin. Ins. & Real Estate 2,500; Medical Services 4,650; Educational Services 1,600; Nonprofit Membership Organizations 600; Social Services 800; Personal Services 550; Business Services 1,350; Hotels 950; All other Service Industries 1,800; Contract Const. 3,500; Federal, State & Local Gov't. 10,500; other Non-Mfg. 150; Non-Farm, 59,350.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-67; Summer 58-80; Fall 20-58; Winter 16-31. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on and crossing Church St. plus underground mall.
Shopping Centers-Seaway (6 units); Shelburne Rd. Plaza (6 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (43 units).
Principal Shopping Days-Food: Fri.; Others: Fri. & Sat.
Stores Open Evenings-Fri; Burlington Square (downtown) Mall: Mon-Fri.; University Mall: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Abernethy Clarkson Wright; Magram's; Woolworth; Hill's; Ben Franklin; Almy's.
Discount Stores-Gaynes; K mart; Zayre's; King's; Service Merchandise.
Chain Drug Stores-Mall; Brooks; Luv's; Duffy's; Welby's.
Chain Supermarkets-Grand Union 5; P&C 3; Martin's Foods 2.
Other Chain Stores-Thom McAn; G.R. Kinney's; Fanny Farmer; Goodyear; Victory Auto; Pittsburgh Plate Glass; Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land.

14 - NEWSPAPERS: FREE PRESS (m) 51,152; (S) 47,751; Mar. 28, 1982 ABC.
Local Contact for Advertsing and Merchandising Data: Winston G. Whitney, Gen. Adv. Mgr., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative: Gannett.

HARTFORD, VT

See LEBANON, NH

MONTPELIER

See BARRE

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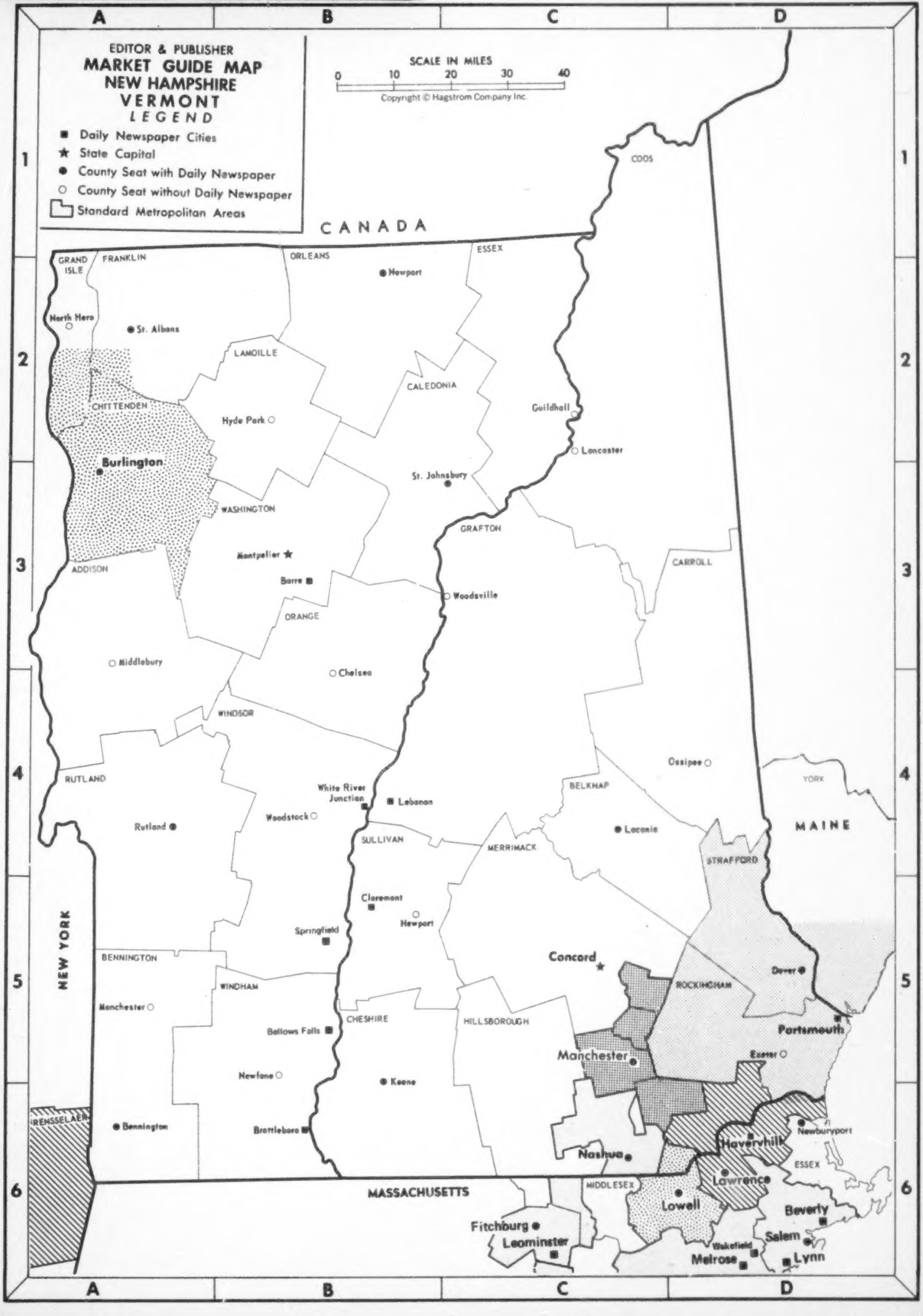
EDITOR & PUBLISHER
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VERMONT
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■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
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ESSEX
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St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
CARROLL
ADDISON
Barre
Woodsville
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Lebanon
BELKNAP
YORK
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Rutland
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MERRIMACK
STRAFFORD
Claremont
Newport
NEW YORK
Springfield
Concord
BENNINGTON
Dover
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Bellows Falls
Portsmouth
Exeter
Manchester
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Newburyport
Haverhill
Nashua
ESSEX
Lawrence
MIDDLESEX
MASSACHUSETTS
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2, County Seat. Shipping center for county agricultural and dairy area. Retail trade center; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Quebec Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur Buslines.

3 - POPULATION:
Corp. City 80 Cen. 4,756; Loc. Est. 4,662
County 80 Cen. 23,440; Loc. Est. 23,726

4 - HOUSEHOLDS:
City 80 Cen. 2,199; Loc. Est. 1,473
County 80 Cen. 8,097; Loc. Est. 8,462

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings	1	N.A.

6 - PASSENGER AUTOS: County 10,020 (1978)

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Railway 250 ($210); Clothing 220 ($130); Plastics 100 ($150); Plywood 100 ($160); Other Mfg. 900 ($125).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Center-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Kings.
Neighborhood Shopping Centers-East Main St., two blocks; Lakeside Shopping Ctr.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Needleman's.
Variety Stores-Newberry; Kings.
Chain Supermarkets-Grand Union; Fedeles' Market; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); Gladstone Shoes.; Montgomery Ward (catalog).

14 - NEWSPAPERS: EXPRESS (e) 4,348; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St., Newport, VT 05830; Tel. (802) 334-6568.
National Representative: Landon Associates.

RUTLAND

1 - LOCATION: Rutland County, E&P Map A-4, County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont; White River; Greyhound.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436; Loc. Est. 18,189
CZ-ABC: (70) 27,554; (82) 29,000
RTZ-ABC: (70) 94,485; (82) 111,200
County 80 Cen. 58,347; Loc. Est. 59,867
City & RTZ-ABC: (70) 122,039; (82) 140,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; Loc. Est. 5,949
CZ-ABC: (70) 8,751; (82) 10,800
RTZ-ABC: (70) 28,589; (82) 39,300
County 80 Cen. 20,604; Loc. Est. 21,763
City & RTZ-ABC: (70) 37,340; (82) 50,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$461,000,000
Savings	2	$207,174,364
Savings & Loan	1	$112,547,302

6 - PASSENGER AUTOS: 23,894 (1978)

7 - ELECTRIC METERS: 6,700

8 - GAS METERS: Residence City 2,400

9 - PRINCIPAL INDUSTRIES: Scales; Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers-Green Mountain Plaza; Rutland Plaza; Rutland Mall; Tenny Brook Mini-Mall.
Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Fri; Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Zayre; Montgomery Ward.
Discount Stores-King's.
Variety Stores-Woolworth; K mart.
Chain Supermarkets-Red & White 2; IGA 3; First National 2; Grand Union; Martin's; A&P.

14 - NEWSPAPERS: HERALD (m) 21,034; (S) 18,410; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alan Turner, Adv. Dir., HERALD, 27 Wales Street, Rutland, VT 05701; Tel. (802) 775-5511.
National Representative: Landon Associates.

ST. ALBANS

1 - LOCATION: Franklin County, E & P Map A-2. County Seat. 3 mi. E. of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: Railroads-Central Vermont.

3 - POPULATION:
Corp. City 80 Cen: 7,308; Loc. Est. 6,807
County 80 Cen. 34,788; Loc. Est. 34,214
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,913; Loc. Est. 2,365
County 80 Cen. 11,586; Loc. Est. 11,734

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processin Cheese; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Shopping Centers-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Nates; Anthoney Stevens; Federal Establishment; Lorrains; Bernos; Rixon's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highgate Plaza(12)	NA	Woolworths, Kinney Drugs, Martins
St. Albans(15)	NA	JC Penney, Ben Franklin, Grand Union

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Ben Franklin.
Discount Stores-Ames; Kinney Drug; Brooks; Woolworth.
Chain Supermarkets-Grand Union; Martin's; Blouin's IGA.

14 - NEWSPAPERS: MESSENGER (e-mon to fri; m-sat) 4,159; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Stanley R. Cummings, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104.
National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County, E&P Map C-3, County Seat. Shipping center for Caledonia and Essex Counties; dairy area; maple sugar center; Northeast part of state; U.S. Hwys. 2, 5, I-91; 188 railroad mi. from Boston; 317 mi. from N.Y.C.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Maine Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938; Loc. Est. 7,954
CZ-ABC: (70) 8,409; (82) 7,300
RTZ-ABC: (70) 41,816; (82) 50,800
County 80 Cen. 25,808; Loc. Est. 27,115
City & RTZ-ABC: (70) 50,225; (82) 58,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,131; Loc. Est. 2,774
CZ-ABC: (70) 2,901; (82) 2,900
RTZ-ABC: (70) 12,892; (82) 18,400
County 80 Cen. 9,225; Loc. Est. 10,010
City & RTZ-ABC: (70) 15,793; (82) 21,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	N.A.	$210,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 5,423

8 - GAS METERS: Residence 729

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Scales 800; Freight 118; Paper 600; Tap & Die Workers (in Lyndonville) 300; Maple Prod. 100; Sand & Gravel 325; Electronic 170; Electronics 245.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20. Last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Mountain Mall(8)	NA	Fayva Shoes, Radio Shack
St. Johnsbury Plz	NA	P&C Super Market

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hoveys; Hills; Zayre; J.C. Penney.
Variety Stores-Luvs; Brooks Drugs; M.D. Drug.
Discount Stores-Ames; Zayre.
Chain Supermarkets-Shop & Save 3; P&C.
Other Chain Stores-Sears; Aubuchon Hardware; Fayva; Radio Shack.

14 - NEWSPAPERS: CALEDONIAN RECORD (e) 9,204; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative: Landon Associates.

WHITE RIVER JUNCTION, VT

See LEBANON, NH

VIRGINIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol city, Scott and Washington Counties, Va.
Lynchburg-Lynchburg city; Amherst, Appomattox and Campbell Counties.
Newport News-Hampton-Newport News city; Hampton city; Williamsburg city; Poquoson city; Gloucester, James city and York Counties.
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.-Chesapeake, Norfolk, Portsmouth, Suffolk (Nansemond City merged with Suffolk city Jan. 2, 1974), and Virginia Beach cities, Va.; Currituck County, N.C.
Petersburg-Colonial Heights-Hopewell-Petersburg, Colonial Heights and Hopewell cities; Prince George and Dinwiddie Counties, Va.
Richmond-Richmond city; Charles city; Chesterfield Goochland, Hanover, Henrico, Powhatan and New Kent Counties.
Roanoke-Roanoke city; Salem city; Botetourt, Craig and Roanoke Counties.
Washington, D.C.-Md.-Va.-Washington, D.C.; Alexandria city, Fairfax city, Falls Church city, Manassas city and Manassas Park city, Va.; Arlington, Fairfax, Loudoun and Prince William Counties, Va.; Charles County, Md.; Montgomery County, Md.; Prince George County, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	352	361	376
5-14 Years	930	818	853
15-24 Years	882	1,036	1,081
25-44 Years	1,164	1,591	1,659
45-64 Years	917	1,035	1,079
65 and Over	367	505	526
TOTAL	4,652	5,346	5,574

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	507	813	1,187
General Mdse	1,521	2,215	3,557
Food	2,213	3,712	6,793
Automobiles	2,104	3,540	4,908
Gasoline Stations	805	1,481	3,013
Apparel	491	729	1,160
Furniture	492	740	1,112
Eat-Drink Places	637	1,239	2,319
Drugs	412	591	1,025
TOTAL	10,030	16,545	27,930

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, D.C.-MD-VA-SMSA). E&P Map E-1. Residential center. 6 mi. S of Washington, D.C., on Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
Motor Freight-All operating in East (41 in SMSA).
Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington, D.C.

3 - POPULATION:
Corp. City 80 Cen. 103,217; Loc. Est. 101,948
Counties 80 Cen. 749,500; Loc. Est. 782,549
Arlington 80 Cen. 152,599; Loc. Est. 151,968
Fairfax 80 Cen. 596,901; Loc. Est. 630,581
SMSA 80 Cen. 3,060,240; Loc. Est. 3,084,404
GAZETTE:
CZ-ABC: (70) 149,849; (81) 154,600
RTZ-ABC: (70) 448,852; (81) 591,000
City & RTZ-ABC: (70) 598,701; (81) 745,600
JOURNAL:
PMA-ABC: (70) 110,938; (82) 100,300

4 - HOUSEHOLDS:
City 80 Cen. 49,004; Loc. Est. 49,897
Counties 80 Cen. 276,781; Loc. Est. 297,071
Arlington 80 Cen. 71,615; Loc. Est. 73,568
Fairfax 80 Cen. 205,166; Loc. Est. 223,503
SMSA 80 Cen. 1,112,579; Loc. Est. 1,153,734
GAZETTE:
CZ-ABC: (70) 53,845; (81) 62,800
RTZ-ABC: (70) 124,959; (81) 189,200
City & RTZ-ABC: (70) 178,804; (81) 252,000
JOURNAL:
PMA-ABC: (70) 42,479; (82) 45,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$7,000,000,000
Savings & Loan	8	$200,000,000

6 - PASSENGER AUTOS: City 71,255

7 - ELECTRIC METERS: Residence 32,373; SMSA 873,200

8 - GAS METERS: Residence 18,361; SMSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 850; Iron Works 200; Dairy Prod. 365; Paper Cups 150; Shades & Awnings 200; Concrete Products 170; Services 14,000; Wholesale & Retail Trade 13,000; Government 8,000; Trans. & Public Utilities 5,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:Principal Shopping Center-7 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave; Landmark Center.
Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlandria(35)	NA	Kinneys, Mc Donalds

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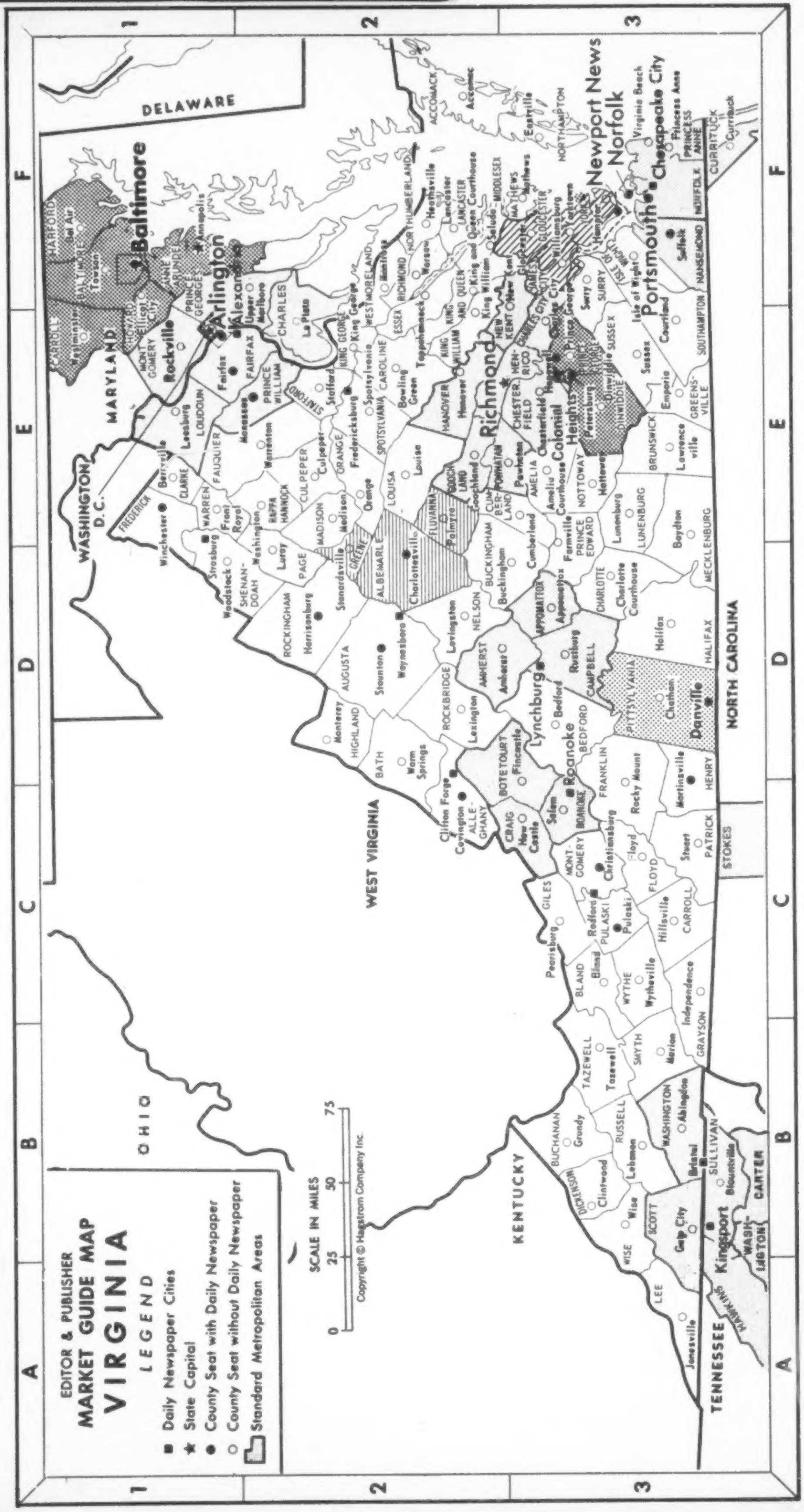
EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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WEST VIRGINIA
KENTUCKY
TENNESSEE
NORTH CAROLINA
MARYLAND
DELAWARE
OHIO
WASHINGTON D.C.
Baltimore
Arlington
Alexandria
Rockville
Richmond
Colonial Heights
Newport News
Norfolk
Portsmouth
Chesapeake City
Charlottesville
Lynchburg
Roanoke
Danville
Kingsport

Beacon Mall(28)	NA	Woolco, Giant Food
Belle View(30)	NA	Grand Union, People's Drugs
Farlington(12)	NA	Baskin-Robbins
Hollin Hall(9)	NA	Drug Fair
Penn Daw(10)	NA	Dart Drugs, K mart, Grand Union
Virginia Plaza(19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.

Stores Open Evenings-Dept.-Thu., Fri. Food everynight.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.

Discount Stores-Luskin Sales; Zayre; Memco; Woolco; K mart. Evans; Best.

Variety Stores-G.C. Murphy; H.L. Green.

Chain Drug Stores-People's 31; Drug Fair 13; Dart 10; Luskin 2; Revco.

Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Grand Union 10; Consumers.

Other Chain Stores-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Castlebergs.

14 - NEWSPAPERS: GAZETTE (e) 11,476; Sept. 30, 1981 ABC (latest statement available).

Local Contact for Advertising and Merchandising Data: Joan M. Martin, Adv. Dir., GAZETTE, 717 No. St. Asaph St., Alexandria, VA 22314; Tel. (703) 549-0004.

National Representative: Landon Associates.

JOURNAL (m-mon to fri) 5,518; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: C.L. Stevens, V.P. Adv/Bus Mgr., JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7552.

National Representative: USSPI.

ARLINGTON

1 - LOCATION: County seat in Arlington County, E & P Map E-1 (In Washington, D.C.-MD VA, SMSA). This Northern Virginia-trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately west and south of Washington, D.C., on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport.

2 - TRANSPORTATION:

Motor Freight-All operating in the East (41 in SMSA).

Intercity Bus Lines-Greyhound; Trailways; Gold Line; Colonial Transit.

Airlines-Major national and international airlines at Washington, D.C.

3 - POPULATION:

City/County 80 Cen. 152,599; Loc. Est. 151,968
SMSA 80 Cen. 3,060,240; Loc. Est. 3,084,404

4 - HOUSEHOLDS:

City/County 80 Cen. 71,615; Loc. Est. 73,568
SMSA 80 Cen. 1,112,579; Loc. Est. 1,153,734

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 95,698

7 - ELECTRIC METERS: Residence 138,470; SMSA 873,200

8 - GAS METERS: Residence 96,886; SMSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Retail Trade 22,950; Electronic Research 16,675; Transp. & Pub. Utility 14,850; Const. 14,000; Fin., Ins. & R. E. 5,500; Mfg. Prod. 4,575; Wholesale 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.

Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:

Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn, Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.

Fairfax County-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Hern-

don; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thurs., Fri., Sat.
Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: Department Stores-Hecht 3; Woodward & Lothrop 3; Sears 2; Garfinckel's 4; Jelleff's 2; Montgomery Ward 2; J.C. Penney 2; Lord & Taylor; Bloomingdale's.
Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores-Korvette's; Zayre's; K mart; Woolco.
Chain Drug Stores-People's 24; Drug Fair 22; Sav-Mor 2; Dart 10; Dial 3; Preston's 2; Standard; Revco.
Chain Supermarkets-A&P 8; Giant Foods 21; Grand Union 12; 7-Eleven 41; Safeway 37; High's Dairy 28; Westinont 2.
Other Chain Stores-Hahn's Shoe 4; Lerner's 3; Penn Jersey 3; Western Auto 3; Kay-Frane 2; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 16,227; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Ted Andrews, Adv. Mgr., NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22210; Tel. (703) 524-3000.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 10,113; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, JOURNAL, 475 School St., S.W., Washington, DC 20024; Tel. (202) 554-7550.
National Representative: USSPI.

BLUEFIELD, VA

See BLUEFIELD, WV

BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA SMSA) E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, and 150 mi. W of Roanoke, VA On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; Hickory Tree Busline; City Bus System.
Airlines-Piedmont: Republic; USAir; SunBird.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028; Loc. Est. 43,289
Bristol, TN 80 Cen. 23,986; Loc. Est. 24,337
Bristol, VA 80 Cen. 19,042; Loc. Est. 18,952
CZ-ABC: (70) 48,246; (82) 64,000
RTZ-ABC: (70) 223,273; (82) 257,700
Counties 80 Cen. 190,455; Loc. Est. 194,785
Sullivan, TN 80 Cen. 143,968; Loc. Est. 146,076
Washington, VA 80 Cen. 46,487; Loc. Est. 48,709
SMSA 80 Cen. 433,638; Loc. Est. 442,379
City & RTZ-ABC: (70) 271,519; (82) 321,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,543; Loc. Est. 17,194
Bristol, TN 80 Cen. 9,305; Loc. Est. 9,773
Bristol, VA 80 Cen 7,238; Loc. Est. 7,421
Counties 80 Cen. 67,888; Loc. Est. 71,523
Sullivan, TN 80 Cen. 52,022; Loc. Est. 54,340
Washington, VA 80 Cen. 15,866; Loc. Est. 17,183
CZ-ABC: (70) 15,534; (82) 24,200
RTZ-ABC: (70) 66,424; (82) 89,600
SMSA 80 Cen. 154,169; Loc. Est. 162,016
City & RTZ-ABC: (70) 81,958; (82) 113,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 104,302; Washington Co. (VA) 24,716; Bristol City (VA) 10,511

7 - ELECTRIC METERS: Residence 36,065

8 - GAS METERS: Residence 2,376

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chemical; Metal Work; Electronics; Wood Works; Printing & Publishing; Stone, Clay & Glass' Pdts.; Mining Equipment
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86: Winter 4-75. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Downtown Shopping Centers-16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr., 750 cars; Howard Bros. Volunteer Pkwy., 500 cars; Bristol Mall, Gate City Hwy. & Interstate 81. Approx 70 stores-Over 2,000 cars. K mart, Bountville Hwy. over 750 cars.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southside	2	Winn-Dixie
Bristol Plaza(9)	2	Kroger, Heck's, SupeRx
Giant Plaza South	1	Giant, Revco
Hills Volunteer Plaza	2	Hill's
Giant Plaza West	1	Giant Revco
Southgate	2	Kroger, SupeRx

Principal Shopping Days-Mon. Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. thru Fri.; Bristol Mall Merchants and Discount Stores-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-H.P. King; Parks-Belk; J.C. Penney; Sears Roebuck; Millers.
Discount Stores-Howard Bros.; Hills; J&M Wholesale Co.; K mart; Heck's.
Variety Stores-Woolworth; McCrory's; Dollar General; Family Dollar 2.
Chain Drug Stores-Revco 3; SupeRx 2, Eckerd's 2.
Chain Supermarkets-Kroger 2; Piggly Wiggly; Giant 2; Winn Dixie 2; Thrifty 2; Hurt's; A&P; Food City; Food Country 2.
Other Chain Stores-Lerner's (women's); Lowes; Firestone; Free Service; Family Dollar; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.; Jewel Box; Sherwin-Williams; Nettie Lee Boy & Girl Shop; Rush Electronics; Ford Shoes; Hickory Farms; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes; Cheap Joe's Texas Jeans; Wrangler Wranch; Port 'o' Call Records.

14 - NEWSPAPERS: HERALD-COURIER (m-mon to fri) 31,782; VIRGINIA-TENNESSEAN (e-mon to fri) 8,858; Comb. (m&e) 40,640; HERALD-COURIER, VIRGINIA-TENNESSEAN (m-sat) 37,791; (S) 40,006; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bradford Burley, Adv. Dir, HERALD-COURIER, VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative: Branham.

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville SMSA). E&P Map D-2, County Seat. University and agricultural manufacturing center. 133 mi. by rail & 117 hwy. mi. S of Washington, D.C.; 66 mi. W of Richmond, Va. On U.S. Hwy. 29 N & S; U.S. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: Railroads-Southern; C&O.
Motor Freight Carriers-5.
Airlines-Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 45,010; Loc. Est. 45,643
PMA-ABC: (70) 129,458; (82) 167,400
County 80 Cen. 50,689; Loc. Est. 51,519
SMSA 80 Cen. 113,568; Loc. Est. 116,033

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,706; Loc. Est. 16,409
PMA-ABC: (70) 39,652; (82) 59,100
County 80 Cen. 18,561; Loc. Est. 19,418
SMSA 80 Cen. 40,241; Loc. Est. 42,281

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$1,904,865,000
Savings & Loan	4	$203,000,000

6 - PASSENGER AUTOS: City 19,188; County 34,111

7 - ELECTRIC METERS: Residence 28,439

8 - GAS METERS: Residence 11,010

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-University Research & Medical Center 5,500; Electronic Eqpt. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Eqpt. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24. Last killing frost, Apr. 5.

11 - TAP WATER: Ph7; very soft (Less than 2 G.P.G.); fluoridated (1 P.P.M.).

12 - RETAILING:Principal Shopping Centers-10 blocks on E. Main St.
Neighborhood Shopping Centers-University, W. Main St.; K mart, University Shopping Center, Ivy Square, Woodbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albermarle Sq.(41)	NA	Safeway, Drug Fair
Barracks Road(64)	NA	A&P, Kroger
Charlottesville Fashion Sq.(75)	NA	J.C.Penney, Sears, Miller & Rhoads
Meadowbrook(10)	NA	Carriage Food House
Preston Plz.(15)	NA	Preddy Jewelers, Schwinn Center
Shoppers World(20)	NA	A&P, Dart Drug

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Downtown-Friday; Brks. Rd.- Mon.-Fri.
Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads 2; C.H. Williams; Wiley's; Sears Roebuck; K mart; Woolco; Leggett; J.C. Penney.
Chain Drug Stores-Standard; Peoples; Dart; Drug Fair; SupeRx.
Chain Supermarkets-Safeway 4; A&P 2; Kroger; Reid Super Save 2; IGA; Food Town.
Other Chain Stores-Kane Furn.; H&M Shoe; A&N; Shoe Center; Advance; Keystone Shoes; Rose's 2; McCrory's; Woolworth; Leggetts 2; Firestone; Glassner; Moores; Lowes; Best Products.

14 - NEWSPAPERS: PROGRESS (e-mon to fri; m-sat) 29,716; (S) 30,425; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David L. Smith, Adv. Dir., PROGRESS, 413 E. Market St., Charlottesville, VA 22902; Tel. (804) 295-0877.
National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County, County Seat, E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-United Parcel; Purlator Service.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 10,345; Loc. Est. 10,945
PMA-ABC: (70) 19,463; (82) 46,800
RTZ-ABC: (70) 27,694; (82) 20,500
County 80 Cen. 63,516; Loc. Est. 65,187
PMA & RTZ-ABC: (70; 47,157; (82) 67,300

4 - HOUSEHOLDS:
City 80 Cen. 3,929; Loc. Est. 3,689
PMA-ABC: (70) 6,658; (82) 15,500
RTZ-ABC: (70) 6,627; (82) 6,700
County 80 Cen. 20,831; Loc. Est. 21,973
PMA & RTZ-ABC: (70) 13,285; (82) 22,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 30,962

7 - ELECTRIC METERS: Residential Appalachian Power 23,950, V.P.I. 4,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Corning; Radford Arsenal; Paly Scientific; Electric Tech; Harvey Hubbell; Imperial Reading; Bassett Furniture.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20. Last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING:Principal Shopping Center-University Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(36)	1	Woolco
Gables(21)	0	Leggetts
Blackbury Sq.(4)	0	Lowes Foods
Hills(5)	9	Hills
Northgate Vlg.(5)	4	Food World

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-National Stores; K mart; Pic 'N Pay Shoes; Hills; Woolco; Family Dollar; TG&Y.
Variety Stores-Fenton Hardware; Pic 'N Save; Roses.
Chain Drug Stores-Eckerd's; People's; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Lowes.
Other Chain Stores-Sears; Heironimus; Leggetts.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 7,105; (S) 7,049; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jane Durrett, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.
National Representative: Landon Associates.

CLIFTON FORGE

1 - LOCATION: Independent City; Connected with Alleghany County, E&P Map D-2; 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: Railroads-Railroad junction on C & O, terminal for 3 divisions.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046; Loc. Est. 4,974
County 80 Cen. 14,333; Loc. Est. 13,915

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,896; Loc. Est. 1,939
County 80 Cen. 4,851; Loc. Est. 4,827

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$36,534,374
Savings & Loan	1	$7,344,534

6 - PASSENGER AUTOS: County 8,258

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 600; Annual Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation, 1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Hill(5)	NA	SupeRx, Krogers

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Leggett's.
Variety Stores-Dollar General Stores; Super Dollar; Family Dollar.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-A&P; Kroger; Safeway.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps; Montgomery Ward (catalog).

14 - NEWSPAPERS: REVIEW (e-mon to fri) 3,138; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW, 1 Jackson St., Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative: General Advertising Service.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County, E&P Map C-2, County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: Railroads-C&O; Railpax.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,063; Loc. Est. 8,709
CZ-ABC: (70) 10,060; (82) 8,700

RTZ-ABC: (70) 49,668; (82) 58,000
County 80 Cen. 14,333; Loc. Est. 13,915
City & RTZ-ABC: (70) 59,728; (82) 66,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,511; Loc. Est. 3,452
CZ-ABC: (70) 3,330; (82) 3,400
RTZ-ABC: (70) 15,582; (82) 21,200
County 80 Cen. 4,851; Loc. Est. 4,827
City & RTZ-ABC: (70) 18,912; (82) 24,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: City 5,066; County 8,258

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Family Dollar

Principal Shopping Days-Thurs. through Sun.
Stores Open Evenings-Groceries-Thu. & Fri.; dept., furn. & jewelry Fri.

13 - RETAIL OUTLETS: Department Stores-Leggett's; J. C. Penney; Sidney's; Dollar General Stores; Aides; K mart.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-Kroger; Safeway; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 7,655; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Horton P. Beirne, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County, County Seat, E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, D.C.; 85 mi. NW of Richmond, Va.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 6,621; Loc. Est. 6,540
County 80 Cen. 22,620; Loc. Est. 23,005
PMA-ABC: (70) 62,134; (82) 82,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,611; Loc. Est. 2,558
County 80 Cen. 7,605; Loc. Est. 8,006
PMA-ABC: (70) 18,256; (82) 28,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 13,722

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Communications 570.
Principal Pay Days-Thurs., Fri.

10 - CLIMATE: Mean Temperatures-Summer 76; Winter 35. First killing frost, Sept. 25. Last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culpeper(26)	1	A&P, Drug Fair
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Department.

13 - RETAIL OUTLETS: Department Stores-Leggett; Lerner's; Fashion Shop.
Variety Stores-Newberry; G.C. Murphy; Aide's; Jamesway.
Chain Supermarkets-Safeway; A&P.
Chain Drug Stores-Drug Fair; Peoples.
Other Chain Stores-Firestone; Western Auto; A&N Men's Clothing; Keystone Shoes; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 6,910; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary H. Thomas, STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (SMSA). E&P Map D-3, Industrial center 50 mi. N of Greensboro, N.C.; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: Railroads-Southern; Carolina & Northwestern; Norfolk, Franklin & Danville (Div. of Norfolk & Western).
Intercity Bus Lines-Greyhound; D&M; Trailways; Silver Fox; Safety.
Airlines-Mid-South Aviation.

3 - POPULATION:
Corp. City 80 Cen. 45,642; Loc. Est. 46,063
CZ-ABC: (70) 56,793; (82) 57,300
RTZ-ABC: (70) 67,317; (82) 74,000
County 80 Cen. 66,147; Loc. Est. 66,098
SMSA 80 Cen. 111,793; Loc. Est. 112,161
City & RTZ-ABC: (70) 124,110; (82) 131,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,511; Loc. Est. 18,223
CZ-ABC: (70) 18,583; (82) 21,900
RTZ-ABC: (70) 18,879; (82) 24,300
County 80 Cen. 22,147; Loc. Est. 22,810
SMSA 80 Cen. 39,658; Loc. Est. 41,033
City & RTZ-ABC: (70) 37,462; (82) 46,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
National	3	$145,346,211
State	5	(incl. above)

6 - PASSENGER AUTOS: City 26,777; County 38,585

7 - ELECTRIC METERS: Residence 31,429

8 - GAS METERS: Residence (Nat. Gas) 31,429

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Products 2,250; Food Products 352; Printing & Publishing 220; Mobile Homes 228.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(21)	2	Sherwood House Furn.
Danville Plaza	4	Value City, Food World
Riverside(29)	6	Thal. Roses, Winn-Dixie
K mart	6	Foodtown, K mart
Ballou Park(27)	5	Penney, Big Star, Foodtown
Dan River Plaza(4)	6	Kroger, Eckerds, Family Dollar
Nor-Dan(18)	7	Belk, Bestway Foods, Winn-Dixie
King's Plaza(9)	3	King's Dept., Kroger
North Danville(8)	4	Old Dutch Mkt.
Piney Forest(3)	6	Food Town

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Thalhimer's 2; Belk-Leggett 2; J.C. Penney; Sears.
Variety Stores-Woolworth; K mart; Rose's; G.C. Murphy.
Chain Drug Stores-Johnson Rexall; People's; Revco 2; Key Rexall; SupeRx 2; Thrift; Johnson Drug 2; Professional Phcy. 2; Eckerds; K mart.
Discount Stores-K mart; Value City.
Chain Supermarkets-Kroger 2; Big Star; Old Dutch 5; Winn-Dixie 2; Bestway; Food World; Food Town 3; Eddie's.
Other Chain Stores-Diana Shop; King's; Butler Shoes; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear Tire; PPG-Paint; High's Ice Cream 2; Schewel's Furn.; Western Auto; Advance; Olan Mills; Glen More; Prago-Guyes.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 7,928; BEE (e-mon to fri) 15,912; REGISTER/BEE comb. (m&e) 23,840; REGISTER & BEE WEEKENDER (sat) 20,626; REGISTER (S) 28,803; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FAIRFAX

1 - LOCATION: Independent City in Fairfax County (In Washington DC-MD-VA SMSA). County Seat, E&P Map E-1. Suburban Washington.

2 - TRANSPORTATION: Motor Freight Carriers-41 in SMSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Corp. City Cen. 19,390; Loc. Est. 20,415
County 80 Cen. 596,901; Loc. Est. 630,581
SMSA 80 Cen. 3,060,240; Loc. Est. 3,084,404
PMA-ABC: (70) 607,022; (82) 769,900

4 - HOUSEHOLDS:
City 80 Cen. 6,881; Loc. Est. 7,465
County 80 Cen. 205,166; Loc. Est. 223,503
SMSA 80 Cen. 1,112,579; Loc. Est. 1,153,734
PMA-ABC: (70) 180,923; (82) 263,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Comm. (SMSA)	63	$13,000,000,000
Sav. & Loan (SMSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 389,919

7 - ELECTRIC METERS: Residence 873,200 (SMSA)

8 - GAS METERS: Residence 565,320 (SMSA)

9 - PRINCIPAL INDUSTRIES: Government; Wholesale & Retail Trade; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Fair Oaks Mall.
Neighborhood Shopping Centers-Loehmanns Plaza; Pike 7 Plaza; Tyson's Center; Seven Corners; Beacon Mall; Bradick; Shirley Plaza; Wilston; Yorktown; Springfield Mall; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; Pickett Square; University Square; Virginia Plaza.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrop; Montgomery Ward.
Discount Stores-K mart; Woolco.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 46,351; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, FAIRFAX JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7550.
National Representative: USSPI.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, D.C.; 55 mi. N of Richmond on No. 1 Hwy; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapon Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: Railroads-Richmond; Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,322; Loc. Est. 15,593
PMA-ABC: (70) 77,425; (82) 127,000
County 80 Cen. 34,435; Loc. Est. 35,192

4 - HOUSEHOLDS:
City 80 Cen. 5,927; Loc. Est. 6,232
County 80 Cen. 10,860; Loc. Est. 11,477
PMA-ABC: (70) 22,082 (82) 42,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$294,789,350
Savings & Loan	4	$207,779,000

6 - PASSENGER AUTOS: City 8,523; County 22,088

7 - ELECTRIC METERS: City and 2 adj. Counties 35,000

8 - GAS METERS: Residence 9,800

9 - PRINCIPAL INDUSTRIES: Number of Wage EarnersManufacturing 4,010 (Apparel 482; lumber 735; stone, clay, & glass prod. 283; machinery

Our market continues to grow!

Population up 10% in decade; Households up 33%; Jobs up 38%! Growth continues to mark the progress of the Newport News— Hampton SMSA. More people in the market and a higher disposable income than ever before!

Plus the presence of consolidated military bases (Navy, Army, Air Force and Coast Guard), N.A.S.A. and increased defense spending (shipyards and high technology), along with tourism and increased port activity.

Learn more about the market, its people and the newspapers that reach it effectively and efficiently seven days a week! Call or write General Advertising Manager Jerry Marple today.

NEWPORT NEWS-HAMPTON SMSA
Daily Press
The Times-Herald
(804) 244-8421
P.O. Box 746, Newport News, Va. 23607
The Sunbelt Starts Here...At Hampton Roads!
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40; paper, printing & pub. 447). All other mgf. 1,938. Non-manufacturing 27,469 (Contract construction 2,390; trans. & public util. 1,256; wholesale & retail trade 8,196; finance, ins. & real estate 1,193; service 4,926; govt. 9,269). All other non-manufacturing 239.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, October 10 to 30. Last killing frost, Apr. 30 to May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers4 blocks of Caroline St., 3 on William Street, Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(17)	NA	K mart, Ward's
Fredericksburg	NA	
Greenbrier(20)	NA	A&P, Woolco
Spotsylvania	NA	Sears, J.C.Penney

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu., & Fri.; Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Montgomery Ward; Sears; Leggett's.
Variety Stores-Woolworth; McCrory's; Ben Franklin.
Discount Stores-S.E. Nichols; Woolco; K mart.
Chain-Drug Stores-Peoples 3; Drug Fair 2; Rite Aid 3.
Chain Supermarkets-Safeway 3; A&P; Bon Food; Giant.
Other Chain Stores-Firestone 2, A&N 2, LaVogue; Sherwin Williams; Radio Shack; Jay Aldons; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Pants Corral; Ritz Camera; Rogers Jewelry; So Fro Fabrics 2; Butler Shoes; Carlyle & Co.; Casual Corner; Coles Book Store; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Harmony Hut; Sports Locker; Sterling Optical; Susie Casuals; Walden Book Store.

14 - NEWSPAPERS: THE FREE-LANCE STAR (e) 29,832; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., THE FREE-LANCE STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representative: Landon Associates.

HAMPTON

See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County, E&P Map D-2, County Seat. 123 mi. SW of Washington, D.C.; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State 42, 260.

2 - TRANSPORTATION: Railroads-S; NW.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Alleghany Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,671; Loc. Est. 20,340
CZ-ABC: (70) 14,605; (82) 20,900
RTZ-ABC: (70) 92,700; (82) 113,200
County 80 Cen. 57,038; Loc. Est. 58,197
City & RTZ-ABC: (70) 107,305; (82) 134,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,956; Loc. Est. 6,281
CZ-ABC: (70) 4,326; (82) 7,200
RTZ-ABC: (70) 28,202; (82) 40,400
County 80 Cen. 19,078; Loc. Est. 20,006
City & RTZ-ABC: (70) 32,528; (82) 47,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$2,800,000,000
Savings & Loan	4	$20,000,000

6 - PASSENGER AUTOS: City 8,246; County 37,875

7 - ELECTRIC METERS: Residence 8,151

8 - GAS METERS: Residence 1,427

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Garments 600; Poultry 3263; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 500; Heating & Air Conditioning 500; Packaging 155; Pharmaceuticals 670; Aluminum Prods. 549.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers-Park View; Dayton Bridgewater; Sunset Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cloverleaf(12)	1	A&P, Best's, Radio Shack
Valley Plaza	½	Safeway, Rose's, Firestone, Goodyear
Nichols	2	Nichol's
Valley Mall(75)	2	J.C. Penney, Leggett, Watson's, Lowe's

Principal Shopping Days-Mon., Thurs., Fri., Sat. Food-Fri. & Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores Alfred Ney; Leggett; J.C. Penney; Watson's.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Rose's.
Chain Drug Stores-People's; Drug Fair.
Chain Supermarkets-Safeway; Mick-or-Mack 2; A&P; 7-Eleven 4; Red Front 2; Kroger.
Other Chain Stores-Glassner Jewelers; Jewel Box; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 29,448; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Petersburg-Colonial Heights-Hopewell SMSA). E&P Map E-3. Deepwater port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-Eastern; National; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397; Loc. Est. 23,777
CZ-ABC: (70) 23,471; (82) 23,300
RTZ-ABC: (70) 55,480; (82) 73,800
County 80 Cen. 25,733; Loc. Est. 25,519
SMSA 80 Cen. 129,296; Loc. Est. 130,132
City & RTZ-ABC: (70) 78,951; (82) 97,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,506; Loc. Est. 8,954
CZ-ABC: (70) 7,242; (82) 8,400
RTZ-ABC: (70) 13,754; (82) 23,400
County 80 Cen. 6,507; Loc. Est. 6,621
SMSA 80 Cen. 42,225; Loc. Est. 43,855
City & RTZ-ABC: (70) 20,996; (82) 30,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	$108,376,000

6 - PASSENGER AUTOS: City 13,960; County 9,968

7 - ELECTRIC METERS: 8,435

8 - GAS METERS: Residence 2,987

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper 728; Chemical 3,879; Fiber 3,855; Total Civilian Employment 11,832.
Principal Pay Days-Wed., Thu., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Square, Colonial Corner.
Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Square.
Shopping Centers-Cavalier (34 units); Safeway; Bond's True Value; Best Products; Drug Fair; Rose's; Peebles; Lee Plaza; Winn-Dixie; Center open evenings and Sat. Colonial Corner Shopping Ctr. 14 units; Drug Fair; A & P.

13 - RETAIL OUTLETS: Department Stores Rose's; Peebles; Lee Plaza.
Chain Drug Stores-Drug Fair 2; Medco; Rite-Aid.
Chain Supermarkets-A & P; Safeway; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores-Firestone; Sherwin-Williams Rose's; Harvey's Warehouse; ABC 2; Four Season Cleaners; Dollar General; Family Dollar; Pic 'N Pay; King's Dept. Store.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,437; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wallace Alderson, Adv. Dir., NEWS, 206 S. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative: General Adv. Service.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (SMSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; the hub of the Standard Metropolitan Area that consists of Campbell, Appomattox and Amherst counties and the independent city of Lynchburg. Financial, mercantile, distribution, industrial, educational & transportation center for central Virginia and trading center for rich farm & cattle market on S side of James River, 170 mi. S of Washington; 117 mi. W of Richmond. On U.S. Hwys. 29, 460, and 501; State Hwys. 128, 130, and 221.

2 - TRANSPORTATION: Railroads-N&W; Southern; C&O; Amtrak; Chessie System.
Motor Freight Carriers-23.
Intercity Bus Lines-Lynchburg; Greyhound; Trailways.
Airlines-Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 66,743; Loc. Est. 68,161
CZ-ABC: (70) 87,798; (82) 107,200
RTZ-ABC: (70) 89,088; (82) 102,400
Counties 80 Cen. 121,444; Loc. Est. 123,378
  Campbell 80 Cen. 45,424; Loc. Est. 46,105
  Bedford 80 Cen. 34,927; Loc. Est. 35,662
  Amherst 80 Cen. 29,122; Loc. Est. 29,416
  Appomattox 80 Cen. 11,971; Loc. Est. 12,195
SMSA 80 Cen. 153,260; Loc. Est. 155,877
City & RTZ-ABC: (70) 176,886; (82) 209,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,940; Loc. Est. 25,168
CZ-ABC: (70) 26,432; (82) 38,000
RTZ-ABC: (70) 26,168; (82) 35,000
Counties 80 Cen. 40,130; Loc. Est. 42,129
  Campbell 80 Cen. 15,130; Loc. Est. 15,870
  Bedford 80 Cen. 11,985; Loc. Est. 12,583
  Amherst 80 Cen. 8,962; Loc. Est. 9,366
  Appomattox 80 Cen. 4,053; Loc. Est. 4,310
SMSA 80 Cen. 51,085; Loc. Est. 54,714
City & RTZ-ABC: (70) 52,600; (82) 73,000

5 - BANKS:	NUMBER	EST. DEP.
Commercial	7	$816,432,000
Savings & Loan	4	$301,860,000

6 - PASSENGER AUTOS: City 37,682

7 - ELECTRIC METERS: Residence 53,817

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Shoes 1,315; Foundry 2,630; Paper Prods. 425; Needle Craft 850; Nuclear Facil. 3,260; Comm. Prod. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Products 432.
Principal Industrial Pay Day-Fri., weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Main St., Pitman Plaza; River Ridge Mall.
Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Ridge Mall (85)	NA	Sears, Leggetts, Miller & Rhoades, Thalhimer's
Pittman Plaza	NA	J.C. Penney, Murphy's
Forest Plaza	NA	Winn-Dixie, Drug Fair
West Forest Hill(30)	NA	Kroger
Forthill Vlg.(25)	NA	People's Drug, Winn-Dixie
Fairview Sq.	NA	Revo Drugs, King's Mkt.
Hills Lynchburg(10)	NA	Hill's, Big Star
Seminole	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Westover(17)	NA	Fairway, Robertson Drug
Waterlick Plaza	NA	Winn Dixie
Timbrook Square	NA	Kroger

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Leggett's; Sears; J. C. Penney; Murphy's; Thalhimer's.
Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores.
Variety Stores-Woolworth; Eagle Stores.
Chain Drug Stores-People's 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3.
Chain Supermarkets-A&P; Kroger 7; Big Star 2; Virginia Mkts.; Food World 14; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7.
Other Chain Stores-Eleanor Shops; Marilyn Shoes; Lerner's; Advance Stores; Western Auto 3; Firstone 2; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction.

14 - NEWSPAPERS: NEWS (m-mon to fri) 22,649; ADVANCE (e-mon to fri) 17,805; (sat. & Hol.) 39,501; Comb. (m&e) 40,454; (S) 40,784; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: E.S. Youngberg, Adv. Mgr., NEWS and ADVANCE, P.O. Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative: Landon Associates.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, D.C.-MD-VA SMSA) E&P Map E-2. County Seat. Timber; farming (grain, dairy and beef cattle); steel fabrication; 25 mi. SW of Washington D.C.; 90 mi. N of State Capitol, Richmond. On State Hyws. 28, 234; Interstate I-66.

2 - TRANSPORTATION: Railroads-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks).
Motor Freight Carriers-4.
Intercity Bus Lines-Virginia Trailways; Continental Trailways.
Airlines-Municipal Airport; Washington National Airport-25 miles away; Dulles Intl.-15 miles away.

3 - POPULATION:
Corp. City 80 Cen. 15,438; Loc. Est. 15,426
CZ-ABC: (70) 31,878; (82) 52,000
RTZ-ABC: (70) 13,703; (82) 22,200
County 80 Cen. 144,703; Loc. Est. 145,819
SMSA 80 Cen. 3,060,240; Loc. Est. 3,084,404
City & RTZ-ABC: (70) 45,581; (82) 74,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,048; Loc. Est. 5,138
CZ-ABC: (70) 8,247; (82) 15,800
RTZ-ABC: (70) 3,506; (82) 6,600
County 80 Cen. 43,790; Loc. Est. 45,471
SMSA 80 Cen. 1,112,579; Loc. Est. 1,153,734
City & RTZ-ABC: (70) 11,753; (82) 22,400

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$73,505,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: City 10,993; County 92,080

7 - ELECTRIC METERS: Residence Est. Town 4,000

8 - GAS METERS: Residence Est. Town 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Manufacturing 2,404; Construction 2,000; Transp. & Pub. Util. 1,000; Whole & Ret. Trade 4,400; Fin., Ins. & Real Estate 850; Services 2,235; Govt. 6,417; Other 2,234; Agriculture 515.
Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild; Jan. 36 degrees; July 76 degrees; Rainfall 41 inches; frost free growing season, 190 days.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Georgetown(9)	NA	Shoe Center
Mall at Manassas(60)	NA	Mont. Ward

K mart(20)	NA	K mart
Manassas	NA	A&P, Mont. Ward, Drug Fair, Woolworth
Westgate(35)	NA	Giant Food, Leggett's G.C. Murphy, People's Drug, Woolco
Manassas Junction	NA	Giant Food, Elm Tree, Pic'N Pay

13 - RETAIL OUTLETS: Department Stores-Leggett's; Montgomery Ward; Peeble's; Sears; K mart; The Hecht Co.
Variety Stores-Rohr's; Woolworth.
Chain Supermarkets-A&P; Grand Union; Safeway; Yorkshire Mkt.; Giant Food.
Other Chain Stores-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack.

14 - NEWSPAPERS: JOURNAL MESSENGER (e-mon to fri; m-sat); 10,978; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr., or Dennis E. Bradshaw, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County, E & P Map D-3. Industrial Center. 51 mi. So. of Roanoke; 60 mi. N. of Winston-Salem; 150 mi. E. of Bluefield, W. Va. On U.S. Hwys. 58,220; State Hwys. 57,108.

2 - TRANSPORTATION: Railroads-N & W; Carolina & Northwestern.
Motor Freight Carriers-15.
Intercity Bus Lines-Martinsville; Rapid; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,149; Loc. Est. 17,778
CZ-ABC: (70) 20,325; (82) 18,300
RTZ-ABC: (70) 58,894; (82) 68,300
County 80 Cen. 57,654; Loc. Est. 58,898
City & RTZ-ABC: (70) 79,219; (82) 86,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,021; Loc. Est. 6,724
CZ-ABC: (70) 6,169; (82) 6,500
RTZ-ABC: (70) 17,247; (82) 23,400
County 80 Cen. 19,560; Loc. Est. 20,627
City & RTZ-ABC: (70) 23,416; (82) 29,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$96,276,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 36,338

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Chemical 4,000; Furniture 8,170; Textile 11,182; Bldg. & Mfg. NA.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19. Last killing frost, Apr. 24.

11 - TAP WATER: PH Deposits 7.0 to 7.2, very soft.

12 - RETAILING:Principal Shopping Center-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett	7	Nathan's
Collinsville	5	Leggett's
Ridgeway	7	Harris & Craig
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	Penney's
Holiday(21)	8	Family Dollar
Central Plaza	2	A&P
Martinsville Plaza (8)	3	Mason's, Kroger
Riverside Plaza	6	Cooper & Ratcliff
Druid Hills(13)	NA	Kroger
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Leggett's; Globman's.
Variety Stores-Woolworth; Eagle's; Rose's.
Discount Stores-Bargain Center; Diskay; Family Dollar; Mason's; FBC; Mack's; Big Top; Dollar General.
Chain Drug Stores-Wampler's Walgreen; SupeRx; Rexall; People's; Revco 2, Shelton's 4.
Chain Supermarkets-Cooper & Ratcliff 4; Kroger 2; Winn-Dixie 3; Frank's Food Fairs 3; A & P; Big Star; King's.
Other Chain Stores-Jewel Box; Marilyn's; Glec More Clothes; Royal; Leed's; Goodfriend; Advance; Goodyear; Rhodes; Western Auto; Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co.; Phelps & Armistead; McCollum-Ferrel; Sherwin-Williams; Sidney's; Davidson's; Sears (catalog): Lowe's; Lazarus.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 17,850; (S) 17,673; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Martin, Pub./Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24112; Tel. (703) 638-8801.
National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Newport News-Hampton, VA SMSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On US. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Pentran.
Freight Steamship Lines-12.
Airlines-United; Piedmont; National; USAir

3 - POPULATION:
Corp. Cities 80 Cen. 267,520; Loc. Est. 266,768
Newport News 80 Cen. 144,903; Loc. Est. 145,876
Hampton 80 Cen. 122,617; Loc. Est. 120,892
PMA (SMSA)-ABC: (70) 333,140; (82) 370,800
Bal. in PMA-ABC: (70) 31,335; (82) 35,800
SMSA 80 Cen. 364,449; Loc. Est. 363,049
Total PMA-ABC: (70) 364,475; (82) 406,600
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 92,820; Loc. Est. 95,551
Newport News 51,314; Loc. Est. 53,219
Hampton 41,506; Loc. Est. 42,332
PMA (SMSA)-ABC: (70) 94,410; (82) 122,900
Bal. in PMA-ABC: (70) 9,092; (82) 12,200
SMSA 80 Cen. 124,101; Loc. Est. 127,469
Total PMA-ABC: (70) 103,502; (82) 135,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	10	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Newport News 75,782; Hampton 67,818

7 - ELECTRIC METERS: Residence 141,000

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Shipbuilding 25,400 (NA); Seafood Packing 1,100 ($125); Aeronautics 4,000 ($275); Electronics 500 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 3,500 ($175); Military 28,000; Gov't. 5,200.
Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8. Last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Mercury Blvd., Hampton.
Neighborhood Shopping Centers-Newport News: Hilton, Old Hilton Village. Hampton: Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Mont. Ward, K mart
Wythe	3	A&P, CS
Southampton	7	CS
Langley Square	3	Murphy Mart
Newport Square	5	Murphy Mart, Roses, Safeway, People's Drug
Phoebus	9	Rose's
Newmarket North	0	Sears, Leggett, Miller & Rhoades
Newmarket South	0	A&P, Heckinger, Murphy Mart
Warwick Village	1	Peoples, Nachman, K mart, Pantry Pride
Buckroe	10	A&P, Peoples CS
Brentwood	6	CS
Hidenwood	10	Woolworth, Big Star
Sherwood Park	19	Manor Mkt.
Riverdale	1	Pantry Pride
Langley Sq.	9	Murphy Mart, Big Star
Mercury Plaza	0	Mont. Ward, Giant, Open Air
Willow Oak	10	Food Fair, Murphy's
Todd Center	0	Woolco, Safeway
Warwick	7	Rice's-Nachman, GS
Coliseum Mall	0	J.C. Penney, Thalheimer, Rice's-Nachman, Smith & Welton
Beechmont	20	Big Star, Revco, Sears

Principal Shopping Days-Department Stores: Thurs., Fri., Sat., Mon.; Food Stores: Thurs., Fri., Sat., Sun.
Stores Open Evenings-Department Stores: Mon. thru Sat. Food Stores: most evenings; Many Open 24 hrs., seven days.

13 - RETAIL OUTLETS: Department Stores-Rice's Nachman; Leggetts; Mont. Ward; Sears; Smith & Welton; Woolco; Thalheimer's.
Discount Stores-King's; Woolco; K mart; Murphy Mart.
Variety Stores-Roses; Woolco; G.C. Murphy.
Chain Drug Stores-People's 7; Revco 6; Wornom's 7; Treasury.
Chain Supermarkets-Colonial 14; A&P 8; Giant; Belo 2; Manor 3; Farm Fresh; Safeway 6; Lou Smith; Pantry Pride; Winn-Dixie; Big Star 6.
Other Chain Stores-Auto: Western Auto, Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger, Lowes, Moore; Clothing: Lerner's, La Vogue; Shoes: McKinney, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Gliden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14 - NEWSPAPERS: PRESS (m-mon to fri) 58,706; (S) 104,927; TIMES-HERALD (e-mon to fri) 40,839; Comb. (m&e) 99,545; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Thieme, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 244-8421.
National Representative: Sawyer-Ferguson-Walker.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Portsmouth, VA-NC SMSA). E&P Map F-3. An important maritime, shipping, industrial, naval, vacation and seafood ctr. at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615 & Int. 64.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio; Seaboard Coast Line; Southern; Atlantic & Danville; Conrail; Norfolk Southern; Norfolk & Portsmouth Belt Line; Amtrak.
Motor Freight Carriers-46.
Freight Steamship Lines-70.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Piedmont; USAir; Eastern; American; Altair; Wheeler; Ozark; People Express; Sunbird; Air Virginia.

3 - POPULATION:
Corp. Cities 80 Cen. 747,981; Loc. Est. 760,200
Norfolk 80 Cen. 266,979; Loc. Est. 258,600
Portsmouth 80 Cen. 104,577; Loc. Est. 103,200
Virginia Beach 80 Cen. 262,199; Loc. Est. 279,100
Chesapeake 80 Cen. 114,226; Loc. Est. 119,300
PMA (SMSA)-ABC: (70) 732,600; (82) 859,600
Bal. in PMA-ABC: (70) 148,629; (82) 165,600
Total PMA-ABC: (70) 881,229; (82) 1,025,200
SMSA 80 Cen. 806,691; Loc. Est. 820,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 246,014; Loc. Est. 255,500
Norfolk 80 Cen. 87,802; Loc. Est. 86,500
Portsmouth 80 Cen. 36,746; Loc. Est. 36,900
Virginia Beach 80 Cen. 85,155: Loc. Est. 93,500
Chesapeake 80 Cen. 36,311; Loc. Est. 38,600
SMSA 80 Cen. 265,653; Loc. Est. 276,000
PMA (SMSA)-ABC: (70) 206,854; (82) 282,900
Bal. in PMA-ABC: (70) 43,322; (82) 57,000
Total PMA-ABC: (70) 250,176; (82) 339,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	22	$1,970,000,000
Savings & Loan	14	$1,240,000,000

6 - PASSENGER AUTOS: Norfolk 132,554; Portsmouth 55,171;
Virginia Beach 158,995; Chesapeake 72,441

7 - ELECTRIC METERS: SMSA 352,658

8 - GAS METERS: SMSA 137,318

9 - PRINCIPAL INDUSTRIES: (Metro Area)-Industry, Number of Employees (Av. Weekly Wage)-Fed. Gov't. 37,000 ($231); Retail 54,400 ($135); Services 54,900 ($149); Construction 15,900 ($206); Wholesale 14,600 ($194); Fin., Ins., Real Estate 14,600 ($174); Printing & Publishing 2,400 ($220); Transportation & Public Utilities 19,200 ($286).
Principal Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 53-95; Fall 38-84; Winter 22-74. First killing frost, Oct. 30. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Norfolk Principal Shopping Areas-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave.
Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.
Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.
Norfolk Neighborhood Shopping Areas-8 blocks both sides of 21st St. bet. Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby Street; Va. Beach Blvd. at Military Highway; Military Highway at Norview Avenue.
Portsmouth Neighborhood Shopping Areas-Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall.
Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall.
Virginia Beach Neighborhood Shopping Areas-P.A. Courthouse; Chimney Hill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norfolk:		
Bennett's(12)	4	Be-Lo
Bromley	10	Revco
Colley Vlg.(16)	2	Pantry Pride, People's
Downtown Plz.(23)	1	People's, Be Lo, Woolworths
Pantry Pride	4	Pantry Pride
Fox Hill(5)	4	Food Town
Ingleside(6)	4	Big Pig
Janaf(69)	6	Mont. Ward, Tru Value, A&P, Rices/Nachman's
Kings	7	Kings, Giant
Lakeland	7	People's
Little Creek(7)	8	Woolworth, Pantry Pride
Little Creek East(13)	10	Woolco, A&P, People's
Little Creek Rd.(8)	10	
Meadowbrook(5)	5	Be-Lo
Military Circle(117)	6	JC Penney, Thalhimer's, Smith & Welton, The Famous, Leggett
N. Lakeland	8	Foodtown
Roland Park	5	Be-Lo
Southern(49)	7	JC Penney, A&P, Woolworth's, Western Auto, Miller & Rhoads
Surf(8)	10	
Wards Corner	5	Rices/Nachmans, Smith & Welton, La Vogue, Hofheimer's, People's
Wayside Park	7	Minit Mart
Zayre	7	Zayre
Portsmouth:		
Churchland(22)	7	A&P, Giant, Roses, Murphy's
Mid-City(50)	NA	Smith & Welton, K mart
Kings Plaza	5	Kings, Mooies
Rodman's(9)	2	Earle's, Revco
7th & Lincoln(6)	2	Be-Lo
Tower Mall(60)	4	Montgomery Ward, Miller & Rhoads, Rices
Town & Country(18)	3	Giant, Roses, People's
Westgate Plz.(17)	5	Zayre, Revco
Chesapeake:		
Foundation Park	3	Be-Lo Mkt.
Southgate Plz.(14)	2	People's Drug

Great Bridge(25)	15	People's, Roses, Smith & Welton
Old Center	13	Western Auto
Indian River(16)	6	Safeway
Kitchin's	6	Be-Lo
Virginia Beach:		
Aragona Vlg.(17)	10	Food Fair
Bayside(26)	12	Giant
College Park(47)	10	Roses, Pantry Pride
Fairfield	10	A&P, People's
Great Neck(25)	19	Winn-Dixie, Farm Fresh, Foodtown
Haywood(43)	13	Roses, A&P
Hilltop(35)	17	Roses, Zayre, K mart, Pantry Pride, La Vogue, Safeway
Holland Plaza(50)	12	People's
Kings Plaza	9	Kings, Winn-Dixie, Revco
Linkhorn(5)	20	A&P
London Bridge(34)	14	Murden's, Be-Lo, Kings, Western Auto
Lynnhaven(5)	13	JC Penney, Montgomery Ward, Leggett
Princess Anne Plaza(56)	13	Rices/Nachman's, Roses, True Value
Providence Sq.(34)	10	Safeway, Drug Fair
Pembroke Mall(65)	11	Sears, Hechinger, Miller & Rhoads
Robbins Corner	11	Farm Fresh

Principal Shopping Days-Department Stores-Thurs., Fri., Sat., Mon.; Food-Wed., Thurs., Fri., Sat., Sun., Mon. (for all four cities).
Stores Open Evenings-Department Stores-Mon. thru Sat.; Food-most evenings.

13 - RETAIL OUTLETS: (Metro Area): Department Stores Leggett 4; Miller & Rhoads 3; J.C. Penney 6; Rices/Nachmans 6; Sears 3; Smith & Welton 7; Thalhimer's 2; Montgomery Ward 4; Altschul's; Bradlees 3.
Discount/Variety Stores-King's 4; K mart 6; Woolco 3; Zayre 4; Murphy Mart 2; Roses 14; Woolworth 5; McCrory's; Ben Franklin; K&K 4.
Chain Drug Stores in Metro Area-Medco 7; Irwin's 2; Care Drug Centers 7; Peoples 24; Standard 3; Murden 2; Giant 5; Revco 24; Drug Fair 2; K mart 5.
Chain Supermarkets-A&P 13; Safeway 7; Colonial 8; Pantry Pride 6; Giant Open Air 11; Be-Lo 30; Winn-Dixie 5; 7-Eleven 133; Boulevard 5; Earle's 6; Valu Fair 6; Tinee Giant 24; Overton's 2; Farm Fresh 11.
Other Chain Stores-Appliances: Prices, Singer, Bob's, Bryant Appliance, Southland; Automotive Supply: Kramer Tire Co., Henry Johnson Tire Centers, Harris Tire, NTW, One Price, Firestone, Midas Muffler, Pep Boys, Western Auto, General Tire, Goodrich, Goodyear, Master Auto; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Glidden, Sherwin-Williams, Hechinger, C. A. Nash, True Value, 84 Lumber, Norfolk Paint Co., Lowes, Carter Paints, Moores Whlsle. Candy: Forbes, Anne Lee, Fanny Farmer, Lofts; Furniture: Grockin-Levy, Exchange, Home, Haynes, Wickes, Scan Furniture, Louis Legum, Grand; Gasoline Service Stations: American, Arco, BP, Citgo, Crown Exxon, Gulf, Mobil, Phillips 66, Union Oil, Shell, Payless, Thornton, Spur, Stallings, Sunoco, Texaco, Tankar; Jewelers: Barr Bros., Frank R. Ford, Gordon's, Kay's, Hardy's, Zales, Chapman's, D. P. Paul's, Spertner, Tidewater Keepsake; Laundries and Cleaners: 1-Hour Valet, Sunlight, Howard's, Compeco, Albano, Suburban & 1 Hour Martinizing; Loan Companies: American Assoc. Loan, Beneficial, Eastern, G.A.C., Assoc. Financial Services, American Finance Corp., General Finance, Transouth. Household, Liberty Loan, Seaboard; Men's Clothing: A & N, Clark's Quality Shop, Arthur's, Alexander Beegle, Anderson Little, Country Legend, Hip Pocket, Stitches, Sullivan's, Shulman's HSM, S&K, The George Co., Fines, Hub, National Shirt, Frank Thomas; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Johnson Atwell, Pearle Vision Centers, Smith Dunfield, Traylor, A. Bartley & Sons, Optecon; Restaurants: Howard Johnson's, McDonalds, Champs, White Tower, Burger Chef, Burger King, Toddle House, Dobbs House, Hardee's, Kentucky Fried Chicken, Pizza Hut, Lum's, Tastee Freeze, Milton's Pizza, S & W Cafeteria, Morrison's Cafeterias, Piccadilly Cafeteria, Jolly Ox, Chart House, Bennigan's, Flannigan's, Cork & Cleaver, Pizza Inn, Wendy's, Capt. D's, Arthur Treacher's, Long John Silver's, Jack-in-the-Box, Taco Bell, Bonanza, Ponderosa, Rustler, Victoria Station, Jolly Tiger, Valle's, Arby's, Weiner King, Zero's Mr. Submarine; Shoes: Gallenkamp, Montagnas, Butlers, Hofheimers, Jarman, Kinney's, Thom McAn, Russell & Holmes; Trucks: Intl. Harvester, Mack, Ryder Truck Rental, Hertz, U-Haul; Women's Apparel: Antells, Pat Arnold's Clothes, Famous, LaVogue, Willners, Catherine Stout, Dara's Jr. Size Fashions, Stitches, Joy, Lerners, Parklane Hosiery, Naivette, Sidney's, Casual Corner, Flair, Kanters, Lane Bryant, Susie's Casuals.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m) 133,237; LEDGER-STAR (e) 93,922; Comb. (m&e) 227,159; VIRGINIA-PILOT (S) 211,857; Mar. 31, 1982 ABC. Newspaper publishes zoned editions for Norfolk Portsmouth/Chesapeake, Virginia Beach & Suffolk.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2000.
National Representative: None.

PETERSBURG

1 - LOCATION: In Petersburg-Colonial Heights-Hopewell SMSA. Independent City connected with Dinwiddie County; Colonial Heights, Independent City connected with Chesterfield Co., E&P Map E-3. Petersburg: 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460. I-95 & 85; State Highway 36. Colonial Heights: N of Petersburg, separated by Appomattox River, Fort Lee, U.S. Army Quartermaster Center and Fort Lee adjacent to Petersburg.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coast Line.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Trailways; Petersburg Area Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 57,514; Loc. Est. 57,828
Petersburg 80 Cen. 41,005; Loc. Est. 41,433
Colonial Hts. 80 Cen. 16,509; Loc. Est. 16,395
CZ-ABC: (70) 76,865; (82) 83,300
RTZ-ABC: (70) 101,559; (82) 141,500
Counties 80 Cen. 163,974; Loc. Est. 176,171
Dinwiddie 80 Cen. 22,602; Loc. Est. 23,008
Chesterfield 80 Cen. 141,372; Loc. Est. 158,163
SMSA 80 Cen. 129,296; Loc. Est. 130,132
City & RTZ-ABC: (70) 178,424; (82) 224,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 20,791; Loc. Est. 21,507
Petersburg 80 Cen. 14,920; Loc. Est. 15,522
Colonial Hts. 80 Cen. 5,871; Loc. Est. 5,985
CZ-ABC: (70) 19,727; (82) 26,200
RTZ-ABC: (70) 29,210; (82) 47,700
Counties 80 Cen. 52,242; Loc. Est. 59,706
Dinwiddie 80 Cen. 6,421; Loc. Est. 6,773
Chesterfield 80 Cen. 45,821; Loc. Est. 52,933
SMSA 80 Cen. 42,225; Loc. Est. 43,855
City & RTZ-ABC: (70) 48,937; (82) 73,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Petersburg:		
Commercial	6	$160,800,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$45,465,000

6 - PASSENGER AUTOS: City 21,682

7 - ELECTRIC METERS: Residence 47,624

8 - GAS METERS: 20,150

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Cigarette 3,100; Luggage 400; Optical 1,240; Lumber & Furniture 210; Machinery 490; Chemical 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay and Glass 180.
Principal Industry Pay Days-Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Centers-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers-Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. Beginning With 1900 block & Crater Rd., U.S. 301, South; Walnut Mall: Crater Rd., U.S. 301. South: Lee Plaza, Rte. 36; K mart, Rte 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ettrick	2	Goens, Bi-Rite Food, Ettrick Super Market
Walnut Hill(17)	2	Bradlees, Sears, Miller & Rhoads
Walnut Mall(27)	2	JC Penney, Thalhimers, Waldenbooks
Colonial Sq.(16)	3	Peebles, Hallmark, Merle Norman, Revco
Town Hall(3)	2	Roper True Value, People's, Mack's
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza(5)	5	Kings, Radio Shack, Winn-Dixie

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thu., Fri., Sat.
Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Ruckers; Penney; Taylor's; Globe; Roses; Sears; Thalhimers; Miller & Rhoads; S. E. Nichols; K mart; Peebles; Kings; Helig-Myers; Butterworth; Harlow-Hardy; Stanton's; Crater House; The Oak; Love's Wayside; Philip Levy; Musselwhites.
Discount Stores-Bradlees; Nichol's; K mart; Rose's; Peebles; Kings.
Variety Stores-McLellan's; Mack's; Jupiter Discount; Woolworth.
Chain Drug Stores-Petersburg: People's; Standard; Key-Rexall; Rite-Aid; Colonial Heights; Revco; Drug Fair; Hopewell; Rite Aid 2; Medco.
Chain Supermarkets-A&P; Safeway 6; Big Star 3; Pantry Pride 2; Hines Food; Young's 2; Liberty; Gates/Hines; Foodland 2; Winn-Dixie 2; Edgehill Mkt.; Robinson's; Ettrick Supermarket.
Other Chain Stores-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney's, National, Thom McAn, Shoe Show; Others: Fireston Goodyear; B. F. Goodrich; Singer Co.; SherwinWilliams; A&N; Pittsburgh Paint; Barr Bros.; So-Fro Fabrics; Moton's Jewelers; Zales Jewelers; Gary's; Moore's Super Stores; Lowe's; Master Tire; Hanover Tire; Lowe's; Wickes.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 22,067; (S) 22,888; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Howerton, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.
National Representative: Thomson Newspapers.

PORTSMOUTH

See NORFOLK

PULASKI

1 - LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81; State Hwy. 99.

2 - TRANSPORTATION: Railroads-N&W.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106; Loc. Est. 9,730
County 80 Cen. 35,229; Loc. Est. 35,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,859; Loc. Est. 3,680
County 80 Cen. 13,380; Loc. Est. 12,862

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 20,190

7 - ELECTRIC METERS: County 12,658

8 - GAS METERS: Residence/Est. 600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Hosiery 440 ($160); Furn. 1,800 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Processing 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov. Last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plaza(8)	NA	People's Drug
Pulaski Mall(10)	NA	Sidney's, Hecks
5th St.	NA	Rose's

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; Felix; Rose's; Heck's; K mart; Futures.
Discount Stores-Family Dollar Store; Saving Center; Sportswear Mart; Country Lane; Dollar General.
Chain Drug Stores-Peoples; Dee's; Pulaski Drugs; Tyler; Revco; Eckerd; Martins; Dublin Pharmacy; SupeRx.
Chain Supermarkets-Kroger; Piggly Wiggly; A&P; Food Fair; Pak & Sak; Fast Shop; Kenny's Bantam Mkt; Lowe's; Food Town; Hurst; Wade's.
Other Chain Stores-Western Auto; Advance; Sears; Vance Home Center; Firestone; Ray's; Quality Stamps; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; B&C Supply; Sherwin-Williams; S&H Green Stamps; Helig-Myers Furn.; Grand Piano; Sidney's.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri) 6,592; (S) 6,854; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Sandra Painter, Adv. Dir., SOUTHWEST TIMES, PO Box 391, Pulaski, VA 24301; Tel. (703) 980-5220.
National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County (Va.), E&P Map C-3. Residential, Industrial & Educational Center, 42 mi. SW of Roanoke, on US Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,225; Loc. Est. 13,758
County 80 Cen. 63,516; Loc. Est. 65,187

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,955; Loc. Est. 4,213
County 80 Cen. 20,831; Loc. Est. 21,973

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 30,962; City 6,493

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder, Castings & Pipe; Electrical Motors; Rubber; Dress Mfg.; Plastics; Western Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 34-80; Winter 17-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg(7)	8	Leggetts, Hills
Dublin	9	Wades
University Mall (Blacksburg)(20)	15	Heronimus, A&P, Woolco
Triangle	NA	Roses, Eckerd's
New River(13)	NA	Thriftway, Advance Auto
Radford Plaza(13)	NA	Kroger, K mart, Sears, Wards
New River (City of Radford)	NA	Leggetts, Whitchend Drug

Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Discount Stores-Family Dollar.
Variety Stores-Heck's; K mart; TG&Y; Hills; Heronimus; Woolco.
Chain Drug Stores-Revco; SupeRx; People's; Professional Pharmacy; Drug Plus (Whitehead's Pharmacy); Eckerd Drugs.
Other Chain Stores-Deli-Mart; 7-Eleven; Montgomery Ward; Sears; Hallmark Cards; Sidney's; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'n Pay; H&M Shoes; Goodyear; Firestone; Michelin; Village Oaks Shopping Center, Radford-Foodtown; Eckerd Drugs; Guyan Factory Outlet; Advance Auto.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri) 2,355; (S) 2,604; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data, Adv. Dept., NEWS JOURNAL, PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.
National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Independent City (SMSA). Connected with Hanover, Henrico, Goochland, Powhatan, New Kent, Charles City and Chesterfield Counties, E&P Map E-3, State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River, 107 mi. S of Washington; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 2, 10, 147, 161, 356, 5, 33 & 146; Interstate 95 (Richmond-Petersburg Tpke.) & 64 & 195.

2 - TRANSPORTATION: Railroads-CSX; RF&P; Norfolk & Southern.
Motor Freight Carriers-67.
Intercity Bus Lines-16; Greyhound; Trailways.
Airlines-Piedmont; Eastern; United; Hensen (USAir); Cardwal.
Water freight service on James River.

3 - POPULATION:
Corp. City 80 Cen. 219,214; Loc. Est. 216,900
PMA/SMSA-ABC: (70) 547,543; (82) 649,900
Bal. in PMA/SMSA-ABC: (70) 458,861; (82) 503,300
Counties 80 Cen. 372,504; Loc. Est. 397,360
Hanover 80 Cen. 50,398; Loc. Est. 51,953
Henrico 80 Cen. 180,735; Loc. Est. 187,244
Chesterfield 80 Cen. 141,372; Loc. Est. 158,163
SMSA 80 Cen. 632,015; Loc. Est. 658,670
Total PMA-ABC: (70) 1,006,403; (82) 1,152,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 85,797; Loc. Est. 88,734
PMA/SMSA-ABC: (70) 170,616; (82) 232,100
Bal. in PMA/SMSA-ABC: (70) 129,959; (82) 168,100
Counties 80 Cen. 129,485; Loc. Est. 151,859
Hanover 80 Cen. 16,267; Loc. Est. 17,311
Henrico 80 Cen. 67,037; Loc. Est. 71,615
Chesterfield 80 Cen. 45,821; Loc. Est. 52,933
SMSA 80 Cen. 226,977; Loc. Est. 243,465
Total PMA-ABC: (70) 300,575; (82) 400,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Savings	15	$10,260,300,000
Savings & Loan	16	$2,594,953,982

6 - PASSENGER AUTOS: 114,596

7 - ELECTRIC METERS: Residence 170,625

8 - GAS METERS: Residence 69,705

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Weekly Wage)-Tobacco 12,500 ($245); Lumber & Wood ex. Furniture 1,400 ($170); Fabricated Metals 2,600 ($242); Food Products 4,400 ($215); Apparel & Textile Products 2,200 ($150); Paper Products 4,100 ($237); Printing & Publishing 5,300 ($277); Chemical Products 7,800 ($318).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn(53)	4	J.C. Penney, Miller & Rhoads
Southside(48)	5	Miller & Rhoads
Azalea(37)	3 1/2	Woolco, Thalhimers
Eastgate(35)	6	Sears, Thalhimers
Circle(20)	5	Thalhimers
Cloverleaf(78)	6	Sears, J.C. Penney, Thalhimer's
Brook Hill(20)	3 1/2	A&P, Drug Way
Azalea(20)	NA	
Village(26)	5	A&P
Westland(18)	8	Safeway, A&P
Fountain Sq.	8	Ukrops
Ridge(28)	7	A&P
Stratford Hills(26)	7	Big Star
Hanover Vlg.(10)	8	A&P
Cary Court(15)	3	Revco, CMF Food
Beverly Hills(22)	6	Big Star
Buford(9)	8	Ukrop's
River Road(8)	5	Safeway
Laburnum Sq.(12)	4	Safeway, $ Super Mkt.
Richmond(15)	3	Big Star, Standard
Parham(20)	7	
Regency Sq.(100)	7	Sears, Penney, Miller & Rhoads, Thalhimers
Chesterfield Mall(8)	10	Miller & Rhoads, Giant Food
Huguerot Vlg.(20)	8	Drug Fair, A&P
Sycamore Sq.	13	Ukrop's
Beaufont	6	Best Products, A&P

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thu., Fri.
Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Thalhimers; Sears; Penney.
Discount Stores-King's 2; Woolco 2; Zayre; K mart 4; Memco 2; Best 3; Jefferson Ward 3.
Variety Stores-Woolworth 4; G. C. Murphy 5.
Chain Drug Stores-People's 11; Standard 8; Drug Way 7; Cardinal 7; Revco 9; Medco 5; Drug Fair 9; Drug City 3.
Chain Supermarkets-Safeway 23; Big Star 9; A&P 14; Pantry Pride 5; Lukhards 5; Siegel's 6; Foodtown 3; Ukrop's 10; Winn-Dixie 2.
Other Chain Stores-Appliances: Circuit City, Singer Co., Lowe's; Automotive Supply: Western Auto, Firestone, Goodrich, Goodyear, Pep Boys, Midas Muffler, General Tire, Uniroyal, Amoco, Earl Schieb; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber; Candy: Fanny Farmer; Women's Apparel: Lerner, LaVogue, Montaldo's, Flair, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Flair, Ardley. Men's Apparel-A&N, Fines, Websters, Rockingham, S&K, Greentree's, Eljo's, Shevel's, Berry Burk; Furniture: Philip-Levy, Heilig-Meyers, Harverty's, Virginia Wayside, Colony House, Sydnor & Hundley; JewelersZales, Schwarzchild, Morton's, D. P. Paul; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 135,240; NEW LEADER (e) 113,404; Comb. (m&e) 248,644; TIMES-DISPATCH (S) 218,929; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., THE NEWS-LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6501.
National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city (In Roanoke SMSA). Located in Roanoke County, E&P Map C-3. Financial, merchantile, industrial, distribution, transportation, agricultural, cultural, medical, insurance, manufacturing center for Western Va. HQ. for Norfolk & Western Ry. Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, D.C. On Interstate Hwy. 81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: Railroads-Norfolk & Western Ry. (headquarters for general offices and shops) major freight-break point, 5 radiating routes.
Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers-58.
Airlines-Air Virginia; Piedmont; general aviation air cargo; Charter and Helicopter Services.

3 - POPULATION:
Corp. City 80 Cen. 100,427; Loc. Est. 99,776
PMA (SMSA)-ABC: (70) 203,153; (82) 228,100
Bal. in PMA-ABC: (70) 427,859; (82) 505,500
Total PMA-ABC: (70) 631,012; (82) 733,600
County 80 Cen. 72,945; Loc. Est. 75,253
SMSA 80 Cen. 224,548; Loc. Est. 228,026
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,027; Loc. Est. 40,962
PMA (SMSA)-ABC: (70) 64,967; (82) 85,300
Bal. in PMA-ABC: (70) 127,964; (82) 176,300
Total PMA-ABC: (70) 192,931; (82) 261,600
County 80 Cen. 25,237; Loc. Est. 26,847
SMSA 80 Cen. 83,334; Loc. Est. 87,152

5 - BANKS: N.A.

6 - PASSENGER AUTOS: City 53,000

7 - ELECTRIC METERS: Metro-Res. 91,333

8 - GAS METERS: Metro-Res. 26,864

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agri., Forestry, & Fish 141 ($176); Construction 2,494 ($278); Manufacturing 9,983 ($269); Transportation, Com. & Util. 4,460 ($368); Trade 16,248 ($210); Fin. Ins. & Real Est. 4,425 ($269); Services 12,572 ($151); Average Weekly Wage Per Worker in City Zone: $205.
Principal Pay Days-Fri., 15th, Last day.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean annual temperature 55.2. First killing frost, Oct. 18. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas-29 blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. N.W. to City Limits; 11th St., N.W. & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town(4)	1	Roses, Revco, Sears
Grandin Road	2	Sureway, Revco, Mick-or-Mack
Oak-Grove(10)	7	Mick-or-Mack, Revco
Crossroads Mall(51)	5	Kroger, Woolco, Penney, S.H. Heironimus, Rose's, Peoples
Tanglewood Mall	5	Penney, Leggett's, Miller Rhodes, Kroger, Woolco, SupeRx
Towers(45)	2	John Simmons, Heironimus, Mick-or-Mack
Roanoke-Salem(43)	4	Leggett's, Miller & Rhoads, Peoples, Winn-Dixie
Cave Spring Corners(19)	5	Kroger, SupeRx, Hills
Townside	3	Mick or Mack
Vinton Plaza	3	Sherwin-Williams, Winn-Dixie
Parkside	3	K mart, Winn-Dixie
Lake Drive(8)	3	G.C. Murphy, Kroger, SupeRx, Sidney's
Spartan Sq.(26)	10	Kroger, K mart; SupeRx
West Salem Plz.(5)	9	Winn-Dixie, Rose's
Southwest Plz.(9)	7	Winn-Dixie, Revco, Firestone

Principal Shopping Days-Fri.; 15th; Last day of month.
Stores Close-Furn. Wed. afternoon.
Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores-S. H. Heironimus; Leggetts; Miller & Rhoads; Penney; Sears.
Discount Stores-Lowe's; Moore's; Pete Moore; Best Co., Inc.; Thriftee Discount 2, Revco; K mart 3; Woolco 2; Family Dollar Stores 4; Hills 2.
Variety Stores-Newberry; Rose's 3; Woolworth; People's 6; Revco 10; SupeRx 10; Scottie's.
Chain Supermarkets-Kroger 10; Mick-or-Mack 11; Winn-Dixie 8; Hop-In 23; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 24; Thriftway 4; Other Grocery Stores 264.
Other Chain Stores-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Harverty's; High's Ice Cream; Hoffemier's Shoes; Kinney's Shoe; Lerner Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin-Williams; Singer Co.; Thom McAn; Webster Clothers; Western Auto; Sidney's; Advance Stores; Spencer Gifts; Baskin-Robbins; Lane Bryant.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 71,243; (e-mon to fri) 47,834; Comb. (m&e) 119,077; (m-sat) 118,508; (S) 121,572; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Theodore H. Whitt, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3361.
National Representative: Branham.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2, County Seat. Trading ctr. for three-county agricultural area. School ctr. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Virginia Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 21,857; Loc. Est. 22,428
CZ-ABC: (70) 29,466; (82) 27,400
RTZ-ABC: (70) 86,035; (82) 99,300
County 80 Cen. 53,732; Loc. Est. 56,510
City & RTZ-ABC: (70) 115,501; (82) 126,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,097; Loc. Est. 8,628
CZ-ABC: (70) 8,867; (82) 9,700
RTZ-ABC: (70) 25,607; (82) 34,300
County 80 Cen. 17,978; Loc. Est. 19,467
City & RTZ-ABC: (70) 34,474; (82) 44,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: City 13,385; County 35,604

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Transp., Commer. & Utilities 1,377; Construction 477; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prod. & Fabric 1,080; Machy. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Construction 2,100; Fin., Ins., Real Estate 487; Govt. 5,130.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Neutral, meduim soft; fluoridated and chlorinated.

12 - RETAILING:Principal Shopping Center-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.
Neighborhood Shopping Centers-1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Plaza, Rt. 11, South (Greenville Ave.) (30 acres); 3 Blks. at Beverly & Grubert; 1 Blk. at Churchville & Springhill; Chestnut Hills Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Terry Court(24)	NA	Terry Court Drug
Town & Country(3)	NA	K mart, Sears
Staunton Plz.(31)		JC Penney, Safeway, Woolworth, Ward's, Gallenkamp Shoes
Chestnut Hills(5)	NA	Heck's, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Montgomery Ward; J.C. Penney.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-People's; SupeRx; Drug Fair; Medco.
Chain Supermarkets-IGA; Kroger; Shop & Save; 7-11; Safeway; A&P.
Discount Stores-Heck's; K mart.
Other Chain Stores-Lowe's; Goodyear; Dollar General; Heck's; Family Dollar; Advance; Western Auto; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; High's; Memory Lane Gifts; Super Dollar; University Tire Co.

14 - NEWSPAPERS: LEADER (e-mon to fri) 16,773; NEWS-LEADER (S) 20,948; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Grimes, Adv. Mgr., LEADER and NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7281.
National Representative: Branham.

STRASBURG

1 - LOCATION: Shenandoah County, E&P Map E-1. On U.S. Hwy. 11; State 55. I-81 and Junction I-66. Misc. mfg. center in heart of rich agricultural region. Large poultry producing region. 90 mi. W of Washington; 130 mi. SW of Baltimore. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 2,311; Loc. Est. 2,875
County 80 Cen. 27,559; Loc. Est. 29,235
Strasburg-ABC: (70) 2,431; (82) 2,900
Shenandoah Co.-ABC: (70) 22,852; (82) 28,500
Frederick Co.-ABC: (70) 43,536; (82) 56,400
Warren Co.-ABC: (70) 15,301; (82) 22,400

4 - HOUSEHOLDS:
Corp. City 904; Loc. Est. 936
County 80 Cen. 10,035; Loc. Est. 10,955
Strasburg-ABC: (70) 838; (82) 1,200
Shenandoah Co.-ABC: (70) 7,512; (82) 11,000
Frederick Co.-ABC: (70) 13,579; (82) 20,800
Warren Co.-ABC: (70) 4,980; (82) 8,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Shenandoah Co. 19,300; Warren Co. 14,092; Frederick Co. 22,900; Regional total 56,292.

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 5,440; Apple Prod. 2,750; Rubber Prod. 859; Poultry 3,260; Auto Parts 260; Brake Shoes 550; Sewing 900; Building Materials 425; Comm. Printing 300. (Av. Wkly. wage $200); Quarries 200; Food Processing 240; Records & Tapes 1,000; Travel Trailers & Mobile Homes 250; Furniture 350.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30. Last killing frost, April 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-Winchester; Front Royal; Strasburg; Woodstock.
Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Leggetts 2; Penneys; Sears; Peebles; Nichols; K mart 2; Zayre.
Variety Stores-Newberry 2; McCrorys 2; Ben Franklin; Kresge.
Chain Drug Stores-People's 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Supermarkets-Safeway 4; A&P 4; IGA 4; Grand Union; 7-Eleven 15; Acme; High's.
Other Chain Stores-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 4; Goodrich; Joe the Motorists' Friend 2; G.R. Kinney; Triangle-Shoe; Advance; A&N. 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 14,010; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Henry Himelright, Jr., Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.
National Representative: Landon Associates.

SUFFOLK

1 - LOCATION: Independent city (In Norfolk-Virginia Beach-Portsmouth, VA-NC SMSA). E&P Map F-3. 20 mi. SW of Norfolk, Va. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: Railroads-Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,621; Loc. Est. 46,789
CZ-ABC: (70) 45,024; (82) 48,600
RTZ-ABC (70) 38,769; (82) 42,600
SMSA 80 Cen. 806,691; Loc. Est. 826,459
City & RTZ-ABC: (70) 83,793; (82) 91,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,742; Loc. Est. 15,897
CZ-ABC: (70) 13,164; (82) 16,400
RTZ-ABC: (70) 10,703; (82) 13,800
SMSA 80 Cen. 265,653; Loc. Est. 280,525
City & RTZ-ABC: (70) 23,867; (82) 30,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: 25,070

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prod. 260; Farm Machy. Mfg. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Suffolk Plz.(28)	NA	Montgomery Ward, A&P, Murphy Mart
Suffolk West(19)	NA	Winn-Dixie, Drug Fair

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Leggett's; Murphy Mart; B. Laderberg & Son.
Variety Stores-Woolworth; Rose's; Super Dollar; Dollar General.
Chain Drug Stores-People's; Revco; Drug Fair.
Chain Supermarkets-A&P; Cavalier Foods; Belo 2; Safeway; Winn-Dixie.
Other Chain Stores-Goodyear; Kinney's Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Dollar General.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,881; (S) 7,279; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.
National Representative: Landon Associates.

VIRGINIA BEACH

See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2. R.R. junction and shipping center for industrial, agricultural and dairy area of E. Augusta, N. Nelson and W. Albermarle Counties, 98 mi. W NW of Richmond; 90 mi. N NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: Railroads-C&O; N&W; Belt (freight line)
Motor Freight Carriers-5.
Intercity Bus Lines-Virginia Tralways.
Airlines-Alleghaney Commuter.

3 - POPULATION:
Corp. City 80 Cen. 15,329; Loc. Est. 14,991
CZ-ABC: (70) 23,113; (82) 23,000
RTZ-ABC: (70) 37,135; (82) 46,100
County 80 Cen. 53,732; Loc. Est. 56,510
City & RTZ-ABC: (70) 60,248; (82) 69,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,870; Loc. Est. 5,907
CZ-ABC: (70) 7,216; (82) 8,400
RTZ-ABC: (70) 10,985; (82) 15,900
County 80 Cen. 17,976; Loc. Est. 19,467
City & RTZ-ABC: (70) 18,201; (82) 24,300

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 35,604

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics; Chemical and Synthetics; Furniture; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery; All employing over 9,000 people with industrial payroll in excess of $165,000,000. Net effective buying income over $124,380,000.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35. Summer av. temp. 75.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-234 retail outlets (32 chains) with retail sales in 1982 over $88,000,000. 22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers-3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waynesboro Center(22)	NA	K mart, Roses, Peoples, Heck's, Food Town

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. thru Fri.; Shopping Centers, Food Stores & many others nightly.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Southern; Cato's; Newberry; Corner Hdwe.
Variety Stores-Rose's.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair.
Chain Supermarkets-Safeway; A&P; Kroger Savon; IGA; Shop & Save.
Other Chain Stores-Western Auto; Advance Stores; High's Ice Cream; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Food Town; Grand Piano; Dollar General; Moores.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 13,237; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pat Montgomery, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County, E&P Map E-1, County Seat. Mfg., shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, D.C.; 142 mi. from Richmond.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Winchester & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217; Loc. Est. 20,225
CZ-ABC: (70) 14,643; (82) 21,300
Bal. in PMA-ABC: (70) 36,995; (82) 45,300
County 80 Cen. 34,150; Loc. Est. 34,068
Total CZ and Bal. in PMA-ABC: (70) 51,638; (82) 66,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,971; Loc. Est. 8,215
CZ-ABC: (70) 5,015; (82) 8,600
Bal. in PMA-ABC: (70) 11,035; (82) 15,900
County 80 Cen. 11,467; Loc. Est. 11,753
Total CZ and Bal. in PMA-ABC: (70) 16,050; (82) 24,500

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Savings	6	$29,350,050,099
Savings & Loan	3	$408,089,000

6 - PASSENGER AUTOS: County 22,900

7 - ELECTRIC METERS: Residence 8,130

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: (Winchester & Frederick County) Industry, Number of Wage Earners-Agricultural Services & Quarrying 330; Construction 1,600; Textiles & Apparel 530; Food 990; (fluctuates during year); Lumber & Furniture 670; Stone, Clay, Glass Products 1,420; Metal Prod. & Machy. 1,440; All Other Mfg. 15,400; Finance 970; Govt. 2,320; Services 3,670.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING:Principal Shopping Area-10 blocks on 5 sts.; Downtown Pedestrian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berryville Pl.	NA	Nichols, Grand Union
Ward Pl.(16)	NA	Wards, Kresge, People's Drug, Mays, Grand Union
Delco Plaza(8)	NA	Zayre, Dart Drug
Apple Valley Square(14)	NA	Acme, Fashion Bug, Revco, Heck's
Apple Blossom Mall(43)	NA	Leggett, Sears, JC Penney

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Department: Mon and Fri. Food and Shopping Centers: Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Penney; Montgomery Ward; Sears; K mart; Nichols.
Variety Stores-Newberry's; McCrory's; Kresge.
Discount Stores-Revco 3; Zayre; Nichols; K mart; Heck's.
Chain Drug Stores-Peoples 2; Drug Fair; Revco 3; Dart Drug.
Chain Supermarkets-A&P 2; Safeway; Grand Union 2; Acme.
Other Chain Stores-Jewel Box; Royal Jewelers; Kinney's; A&N.; Schewels; Firestone; J.W. Grove; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Pic Way; Pic N'Pay.

14 - NEWSPAPERS: STAR (e) 19,705; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Hourigarn, Adv. Mgr. STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.
National Representative: Landon Associates.

WOODBRIDGE

1 - LOCATION: Prince William County, E&P Map E-2. (In Washington, D.C.-MD-VA SMSA). Suburban residential and military center. In N Virginia, 30 mi. S of Washington, D.C., 20 mi. N of Fredericksburg; on I-95 and 66.

2 - TRANSPORTATION: Railroads-Richmond, Fredericksburg & Potomac; Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Major national and international airlines at Washington, D.C.

3 - POPULATION:
District 80 Cen. 14,867; Loc. Est. 15,164
PMA-ABC: (70) 75,511; (82) 122,400
County 80 Cen. 144,703; Loc. Est. 145,819
SMSA 80 Cen. 3,060,240; Loc. Est. 3,084.404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
District 80 Cen. 4,700; Loc. Est. 4,729
PMA-ABC: (70) 17,759; (82) 33,900
County 80 Cen. 43,790; Loc. Est. 45,471
SMSA 80 Cen. 1,112,579; Loc. Est. 1,153,734

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 92,080

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (70 Cen.)-Gov't. 4[illegible].6%; Prof. & Tech. 19.6%; Clerical 20.2%; Crafts 19.9%; Services 10.7%; Industrial 9.4%; Farming 0.3%.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Neighborhood Shopping Centers-Lake Ridge, Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plaza(50)	NA	Peebles, Giant Foods, People's Drug
Gordon Plaza(20)	NA	Zayre, Grand Union, Dart
Manassas Mall(75)	NA	Montgomery Ward, Hecht's
Manaport(25)	NA	Woolco, Dart Home
Manassas(41)	NA	Peebles, Drug Fair

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Woolco; Zayres; Leggetts; Montgomery Ward; Hecht Co.; K mart.
Chain Drug Stores-Dart; Peoples; Drug Fair.
Chain Supermarkets-Grand Union; A&P; Safeway; Giant Foods; Plus & Bon Food.
Other Chain Stores-Goodyear; Merchants Tire; Market Tire; Philipsborn; Mademoiselle Fashions; Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 23,218; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ed Swisher, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative: USSPI.

WASHINGTON SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Portland, Ore.-Wash.-Clackamas, Multnomah and Washington Counties, Ore.; Clark County, Wash.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Seattle-Everett-King and Snohomish Counties.
Spokane-Spokane County.
Tacoma-Pierce County.
YakimaYakima County.

STANDARD CONSOLIDATED STATISTICAL AREA

Seattle-Tacoma-Includes Seattle-Everett SMSA; Tacoma SMSA.

BEST AVAILABLE COPY

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	281	306	324
5-14 Years	679	618	655
15-24 Years	627	769	815
25-44 Years	808	1,231	1,305
45-64 Years	698	775	822
65 and Over	321	431	457
TOTAL	3,413	4,130	4,378

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	367	898	1,216
General Mdse	1,002	1,604	2,386
Food	1,740	2,895	4,910
Automobiles	1,440	2,757	3,543
Gasoline Stations	575	947	1,786
Apparel	337	611	900
Furniture	322	669	932
Eat-Drink Places	673	1,356	2,351
Drugs	302	536	862
TOTAL	7,494	13,503	21,098

ABERDEEN

1 - LOCATION: Grays Harbor County, E&P Map A-2. On the Chelalis River. 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Washington Coast Lines; Grays Harbor Transit.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 18,739; Loc. Est. 20,140
CZ-ABC: (70) 30,554; (82) 32,900
RTZ-ABC: (70) 38,885; (82) 45,900
County 80 Cen. 66,314; Loc. Est. 73,004
City & RTZ-ABC: (70) 69,439; (82) 78,800

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,539; Loc. Est. 8,090
CZ-ABC: (70) 10,743; (82) 13,500
RTZ-ABC: (70) 12,607; (82) 17,600
County 80 Cen. 25,181; Loc. Est. 28,735
City & RTZ-ABC: (70) 23,350; (82) 31,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$364,123,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 32,009

7 - ELECTRIC METERS: Residence 36,246

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days-Sat. 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.-East Wishkah Mall (20 stores); Aberdeen Square Mall (8 stores); South
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; La Monts.
Variety Stores-Pay'n Save.
Discount Stores-Payless; Ernst-Malmo.
Chain Drug Stores-Payless; Rexall Drugs 2; Pay N-Save.
Chain Supermarkets-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prarie Mkt.; Albertson's.
Other Chain Stores-Montgomery Ward (catalog); Weisfield Jewelers; Coast-to-Coast: Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; Mode O'Day; True Value Hardware 3; Sprouse-Reitz; Pizza Pete's; F. T. Kluh; Hickory Farms; D.J.'s Sound City; Squire Shop; B. Dalton; Hallmark 3; House of Fabrics; Sambo's; Denny's; Baskin-Robbins; McDonald's; Skipper's; Shakey's; Kentucky Fried Chicken 2; Maurices's; Dairy Queen; Taco Bell; 7-Eleven 4; Tires Inc.; Sea Galley; Burger King; Jack-in-the Box; Taco Bell; Centerville; Hazel's Candies; Waldenbooks; Orange Julius.

14 - NEWSPAPERS: WORLD (e) 18,610; (S) 18,544; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Duane Langeliers, Gen. Mgr. WORLD, 315 S. Michigan, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative: Branham.

AUBURN

1 - LOCATION: King County, E&P Map. B-2 (in Seattle-Everett SMSA). Manufactures dairy products, lumber, shingles charcoal, sheet metal & fibre glass products. Fruit, Vegetables packed & Shipped. Cold storage plant. Timber. Diversified farming. Aircraft engines, Aerospace, G.S.A., F.A.A. Located 25 mi. S of Seattle at the junction of SR167 & SR18 off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle)
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 28,585; Loc. Est. 29,782
County 80 Cen. 1,265,503; Loc. Est. 1,376,885
SMSA 80 Cen. 1,606,765; Loc. Est. 1,755,985

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,396; Loc. Est. 10,725
County 80 Cen. 497,263; Loc. Est. 555,975
SMSA 80 Cen. 617,645; Loc. Est. 695,607

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	4	$159,570,000
Commercial	8	$216,700,000

6 - PASSENGER AUTOS: County 600,125

7 - ELECTRIC METERS: Residence (Est.) 10,700

8 - GAS METERS: Residence (Est.) 7,300

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)-Aerospace 6,000 ($420); Government (Federal) 1,100 ($400); Railway 400 ($500); Plastics 100 ($300).
Principal Industrial Pay Days-1st and 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-72; Fall 47-60; Winter 38-47. First killing frost, Nov. 25; Last killing frost, Mar. 15.

11 - TAP WATER: Medium, hard.

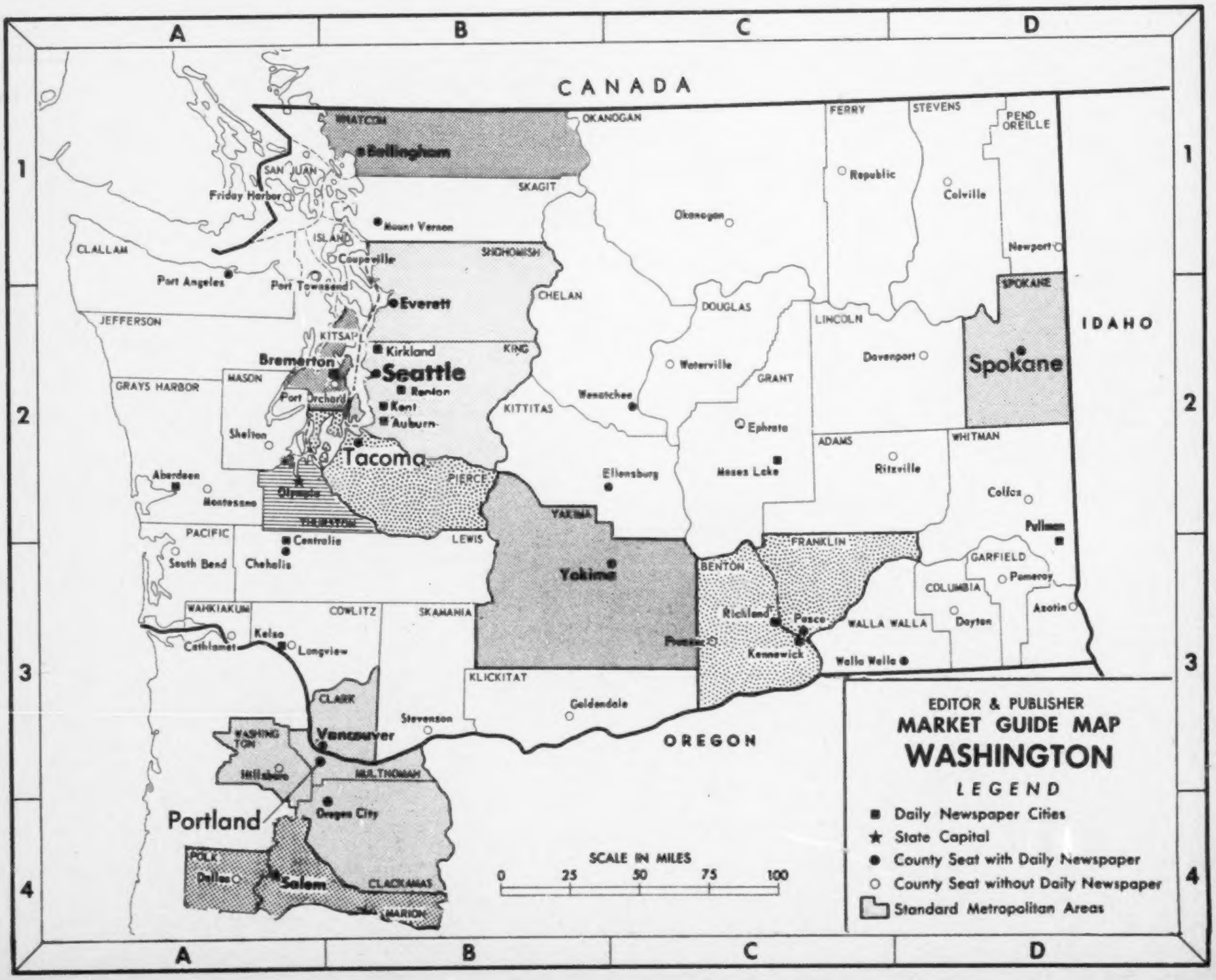
12 - RETAILING:Principal Shopping Center-Downtown Auburn,
Neighborhood Shopping Center-Auburn North Ctr.; Forest Villa; Auburn Way South; Auburn Way North; Little Detroit of the West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sea-TacMall(104)	8	Bon Marche, Sears, Peoples

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Mostly all.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney.
Variety Stores-Bonanza 88; Ben Franklin.
Chain Drug Stores-Skaggs; Pay'n Save.
Chain Supermarkets-Safeway; Albertsons; Thriftway.
Other Chain Stores-Coast-to-Coast; 7-11.


A
B
C
D
1
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CANADA
IDAHO
OREGON
WHATCOM
Bellingham
SAN JUAN
Friday Harbor
SKAGIT
Mount Vernon
OKANOGAN
Okanogan
FERRY
Republic
STEVENS
Colville
PEND OREILLE
Newport
CLALLAM
Port Angeles
Port Townsend
ISLAND
Coupeville
SNOHOMISH
Everett
CHELAN
JEFFERSON
DOUGLAS
LINCOLN
SPOKANE
Spokane
KITSAP
Kirkland
KING
Bremerton
Seattle
Renton
Kent
Auburn
Port Orchard
MASON
Shelton
GRAYS HARBOR
Aberdeen
Montesano
Tacoma
PIERCE
Olympia
THURSTON
KITTITAS
Wenatchee
Waterville
GRANT
Ephrata
Moses Lake
Davenport
ADAMS
Ritzville
WHITMAN
Colfax
Pullman
Ellensburg
PACIFIC
South Bend
Centralia
Chehalis
LEWIS
YAKIMA
Yakima
BENTON
FRANKLIN
Richland
Pasco
Kennewick
Prosser
WALLA WALLA
Walla Walla
GARFIELD
Pomeroy
COLUMBIA
Dayton
Asotin
WAHKIAKUM
Cathlamet
COWLITZ
Kelso
Longview
SKAMANIA
Stevenson
KLICKITAT
Goldendale
CLARK
Vancouver
WASHINGTON
Hillsboro
MULTNOMAH
Portland
Oregon City
POLK
Dallas
Salem
CLACKAMAS
MARION
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

14 - NEWSPAPERS: GLOBE NEWS (m) 1,746 controlled; 8,243 paid; Mar. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Joe Burns or John Souza, Valley Newspapers, 600 S. Washington, Kent, WA 98031; Tel. (206) 872-6600.
National Representative: USSPI.

BELLEVUE-KIRKLAND

1 - LOCATION: King County, E&P Map B-2 (In Seattle-Everett SMSA). 6 mi. east of Seattle. East of Lake Washington, on I-405 (alternate to north-south I-5 which passes thru Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; Western; TWA, Republic, WeinAir; (In Seattle).

3 - POPULATION:
Corp. Cities 80 Cen. 92,682; Loc. Est. 102,796
Bellevue 80 Cen. 73,903; Loc. Est. N.A.
Kirkland 80 Cen. 18,779; Loc. Est. N.A.
PMA-ABC: (70) 212,622; (82) 236,700
County 80 Cen. 1,269,749; Loc. Est. 1,376,885
SMSA 80 Cen. 1,606,765; Loc. Est. 1,755,985
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 35,721; Loc. Est. 40,793
Bellevue 80 Cen. 27,871; Loc. Est. N.A.
Kirkland 80 Cen. 7,850; Loc. Est. N.A.
PMA-ABC: (70) 61,673; (82) 80,200
County 80 Cen. 497,263; Loc. Est. 555,975
SMSA 80 Cen. 617,645; Loc. Est. 695,607

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: County 815,573

7 - ELECTRIC METERS: East Side 112,167

8 - GAS METERS: East Side 58,261

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Photo-typesetting Equipment; Bldg. Materials; Trucks; Construction Equipment; Soft Drinks; Food Pdts; Medical electronics.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2. Last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-(Number of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & NE 8th (126); Crossroads-NE 8 & 156th NE (40); Totem Lake Exit 124 off 405, Kirkland (45); Factoria, I-90 & 405; Overlake, 148th & N.E. 24th (55).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	NA	Fred'k & Nelson, Nordstrom's, J.C. Penney
Crossroads(60)	NA	Lamont's, Ernst Hdwr., Fred Meyer
Totem Lake(68)	NA	Pay'n Save, Thrifty, Ernst Hdwr., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(21)	NA	Pay'n Save, Safeway
Redmond Ctr.(21)	NA	IGA, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Village(20)	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertsons, Skaggs
Bear Creek(23)	NA	Pay'n Save, Safeway
Overlake(12)	NA	PayLess
Factoria(4)	NA	Pay'n Save, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Nordstrom's; Frederick and Nelson; Lamont's; Fred Meyer; Montgomery Ward; K mart; J. Jacobs; Trident Imports; Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores-Pay 'n Save; Payless; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak.
Chain Supermarkets-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Grocery Boys; Prairie Mark-It; Mark-It Foods; Tradewell; Fred Meyer; I.G.A.
Other Chain Stores-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Merribee Yarn Craft; Dunn Lumber; 7-Eleven Stores; Dairy Queen; Shuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Tire; Fabricland; Music West; Lee Miles Transmission; Capitol Tire; Sprouse-Reitz; Malmo; Sportswest Sams Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 27,146; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gus Tierney, National Ad. Mgr. JOURNAL-AMERICAN, PO Box 310, Bellevue, WA 98007; Tel. (206) 453-4270.
National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (SMSA). E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 45,794; Loc. Est. 49,055
CZ-ABC: (70) 39,375; (82) 49,800
RTZ-ABC: (70) 42,575; (82) 62,800
CountySMSA 80 Cen. 106,701; Loc. Est. 117,065
City & RTZ-ABC: (70) 81,950; (82) 112,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,440; Loc. Est. 19,750
CZ-ABC: (70) 13,762; (82) 20,400
RTZ-ABC: (70) 12,958; (82) 22,600
CountySMSA 80 Cen. 39,630; Loc. Est. 44,846
City & RTZ-ABC: (70) 26,720; (82) 43,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$277,600,000
Mutual Savings	5	$96,000,000
Savings & Loan	7	$143,000,000

6 - PASSENGER AUTOS: County 56,149

7 - ELECTRIC METERS: Residence 18,282

8 - GAS METERS: Residence 8,815

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 6,520; Food & Kindred Prod. 1,310; Lumber & Wood Prod. 690; Printing & Pub. 250; Stone, Clay & Glass Prod. 310; Other Durable Goods 1,960; Other Non-Durable Goods 2,280; Forestry, Fishing, Mining & Misc. 300; Contract Construction 2,040; Wholesale & Retail Trade 9,140; Finance, Ins. & Real Estate 1,470; Services 6,490; Gov't 7,140; Educational Serv. 4,550; Other Gov't 2,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING:Principal Shopping Center-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E. Maplewood; E. Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; SunsetSquare; Town & Country; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellingham Mall(27)	NA	
Fred Meyer(7)	NA	Fred Meyer Gen. Mdse
Haggen Ctr.(6)	NA	N.W. Realty
Meridian Vlg.(22)	NA	House of Fabrics, Sizzler Steak House
Northwest Ctr.(17)	NA	Variety Store

Principal Shopping Days-Dept. Stores: Mon., Fri. and Sat.; Food Stores: Thu. and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Golden Rule; Bon Marche; Fred Meyer; K mart; Payless; Nordstrom's Place Two; Jafco; J.K. Gill; Ernst Hardware.
Variety Stores-Woolworth; 88 Center; Sprouse-Reitz.
Discount Stores-Yeager's.
Chain Supermarkets-Safeway Stores 4; Thriftway 5; Albertson's 2.
Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Gallenkamp; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast to Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's.

14 - NEWSPAPERS: HERALD (e) 23,908; (S) 25,640; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Mkt. Dir., HERALD, 1155 N. State St., Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative: Gannett.

BREMERTON

1 - LOCATION: Kitsap County (SMSA). E&P Map B-2. On Puget Sound. 45 minutes ferry ride to Seattle; 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: Railroads-Northern Pacific; Chicago; Milwaukee Train Ferry.
Motor Freight Carriers-5.
Intercity Bus Lines-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water-Washington State Ferries (to Seattle).

3 - POPULATION:
Corp City 80 Cen. 36,208; Loc. Est. 38,158
CZ-ABC: (70) 68,801; (82) 89,400
RTZ-ABC: (70) 37,501; (82) 74,800
CountySMSA 80 Cen. 146,609; Loc. Est. 166,380
City & RTZ-ABC: (70) 106,302; (82) 164,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,067; Loc. Est. 15,009
CZ-ABC: (70) 22,342; (82) 33,800
RTZ-ABC: (70) 12,098; (82) 28,400
CountySMSA 80 Cen. 52,591; Loc. Est. 61,602
City & RTZ-ABC: (70) 34,440; (82) 62,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	28	$377,000,336
Savings	4	$30,000,000
Savings & Loan	14	$229,000,000

6 - PASSENGER AUTOS: County 74,134

7 - ELECTRIC METERS: Residence 58,287

8 - GAS METERS: Residence 8,860

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Total Wage)Shipbuilding-Repairing Puget Sound Naval Shipyard 11,632 ($337 million); Bangor/Trident Submarine Base (under construction) Civilian, Contractors, Military 7,456 ($120 million) Naval Undersea Warfare Eng. Stn. (Keyport) 2,785 ($68 million)
Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27. Last killing frost. Mar. 28.

11 - TAP WATER: Natural, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on east end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheridan Vill.	2	Noah's East (Shop-rite)
Perry Ave. Mall(11)	3	Thriftway
Westgate	3	Arnold's Furn.
Value Giant	3	Value Giant, Payless N.W.. Albertsons's
Oyster Bay Plaza	3	Thriftway, Payless, Smalley Drug
Kitsap Lk.	4	Ralph, Shop-Rite
Wheaton Mall(12)	3	Ernst Hdwe, Pay'n Save, Safeway
Westbay(7)	8	Mark-it Foods
South Park Vlg.(22)	10	Thriftway, Ben Franklin
Port Orchard Plz.(9)	8	Country Casuals, Safeway
Silverdale Vlg.	12	IGA, Shop-Rite
CK Mall-Silverdale	12	Thriftway
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Jafco, Color Tile
S.K. Mall	9	Albertsons, Pay n Save Bremers, Ernst

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bremer's; J. C. Penney; Sears; Montgomery Ward; Payless; Value Giant.
Variety Stores-Woolworth; Sprouse-Reitz.
Discount Stores-Payless N.W. (Value Giant); K mart; Pay'n Save; Payless.
Chain Drug Stores-Thrifty 2; Swanson's-Smalleys 2 (Rexall); Walgreens 4; Farrell's 3.
Chain Supermarkets-Safeway 4; Shop-Rite 5; Thriftway 2; Food King; IGA 6; Family Mkt.; Albertson's 2; Tradewell.
Other Chain Stores-Freidlander (Jewelry); CoasttoCoast; Firestone; Western Auto; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Nordstrom Place Two; Pacific Iron; Weisfield's Jewelry; Jafco.

14 - NEWSPAPERS: SUN (e) 36,440; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th Street, Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative: Branham.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County, E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber and agricultural center. Situated midway between Portland and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Chicago; Milwaukee & St. Paul; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 16,909; Loc. Est. 18,408
Centralia 80 Cen. 10,809; Loc. Est. 11,777
Chehalis 80 Cen. 6,100; Loc. Est. 6,631
CZ-ABC: (70) 18,968; (82) 23,300
RTZ-ABC: (70) 35,158; (82) 49,100
County 80 Cen. 55,279; Loc. Est. 61,969
City & RTZ-ABC: (70) 54,126; (82) 72,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,793; Loc. Est. 7,296
Centralia 80 Cen. 4,404; Loc. Est. 4,762
Chehalis 80 Cen. 2,389; Loc. Est. 2,534
CZ-ABC: (70) 6,963; (82) 10,000
RTZ-ABC: (70) 10,903; (82) 17,900
County 80 Cen. 20,369; Loc. Est. 23,586
City & RTZ-ABC: (70) 17,866; (82) 27,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$208,248,224
Savings & Loan	4	$279,019,989
Mutual Savings	1	$11,632,000

6 - PASSENGER AUTOS: County 30,669

7 - ELECTRIC METERS: Residence 23,331

8 - GAS METERS: Residence 4,097

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Products 3,922 ($330); Retail 3,393 ($156); Wholesale 1,004 ($268); Services 2,169 ($171); Agriculture 328 ($138); Government 3,171 ($262); Construction 702 ($300); Other Mfg. 383 ($257); Trans., Communications & Util. 696 ($355); Fin., Ins. & Real Estate 531 ($215); Coal Mining 600 ($425); Food Processing 426 ($263); Printing & Pub. 451 ($210); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7. Last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers-3 blocks on S. Market; 2 on S. Gold; 4 bet. Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(4)	NA	C.C. Sooper
Yard Birds(9)	NA	U-Mark-It, Yard Birds
Lewis Co. Mall(28)	NA	Sears, Payless
Sunbird(3)	NA	Sunbird
Safeway(7)	NA	Safeway, Giant T
K mart	NA	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney 2; K mart.
Variety Stores-Ben Franklin; Bonanza.
Chain Drug Stores-Olympic Drug; Payless; Giant T.
Chain Supermarkets-Safeway 2; Fuller's 2; Prairie Mkt.; CC Sooper; U-Mark-It.

Other Chain Stores-Coast-to-Coast 3; Montgomery Ward (catalog); Mode O'Day 2; Pittsburgh Paint; Singer Co; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdw. 3.

14 - NEWSPAPERS: CHRONICLE (e) 16,044; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Mgr., CHRONICLE, PO Box 580, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative: Branham.

CLARKSTON, WA
See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County, E&P Map C-2, County Seat. Education center (Central Washington University) in center of state. At junction of I-90 and I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak (pass.).
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,752; Loc. Est. 11,594
County 80 Cen. 24,877; Loc. Est. 25,516

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,585; Loc. Est. 4,001
County 80 Cen. 9,496; Loc. Est. 9,996

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$89,500,000
Savings & Loan	2	$12,000,000

6 - PASSENGER AUTOS: County 5,270

7 - ELECTRIC METERS: Residence 11,461

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Meat Packing 275 ($325); Food Processing 54 ($190); Lumber 41 ($230); Central Washington U. 990 ($400).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; Last kiliing frost, April 24.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks wide on 3 streets.
Shopping Centers-Ellensburg Mall.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Penney's; Berry's; Community Store: Bi-Mart; Woods; Ace Hardware; Ranch & Home; Tru-Valu.
Variety Stores-Bonanza 88¢; Sprouse-Reitz.
Chain Drug Stores-Ostrander's; Medical Arts Phcy.; Bi-Mart; Money Saver.
Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Meads Markets.
Other Chain Stores-Sears: Coast-to-Coast; Montgomery Ward; Mode O'Day; Bi-Mart.

14 - NEWSPAPERS: RECORD (e) 5,966; swom Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Mgr., RECORD, Box 248, Ellensburg, WA 98926; Tel. (509) 925-1522.
National Representative: Branham.

EVERETT

1 - LOCATION: Snohomish County, E&P Map B-2 (In Seattle-Everett SMSA). County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On U.S. Hwys. 2, 99 and I-5. Deep water harbor.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Milwaukee Road.
Motor Freight Carriers-6.
Freight Steamship Lines-2.
Intercity Bus Lines-Snohomish County Public Transit; Everett Transit; Greyhound; Metropolitan.

3 - POPULATION:
Corp. City 80 Cen. 54,413; Loc. Est. 58,051
CZ-ABC: (70) 64,828; (82) 69,700
RTZ-ABC: (70) 227,419; (82) 331,700
County 80 Cen. 337,016; Loc. Est. 337,720
SMSA 80 Cen. 1,606,765; Loc. Est. 1,607,469
City & RTZ-ABC: (70) 292,247; (82) 401,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358; Loc. Est. 24,233
CZ-ABC: (70) 22,702; (82) 28,400
RTZ-ABC: (70) 67,161; (82) 116,200
County 80 Cen. 120,382; Loc. Est. 120,699
SMSA 80 Cen. 617,645; Loc. Est. 617,962
City & RTZ-ABC: (70) 89,863; (82) 144,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$406,450,000
Savings & Loan	5	$146,000,000

6 - PASSENGER AUTOS: County 189,236

7 - ELECTRIC METERS: Residence County 137,672

8 - GAS METERS: Residence County 24,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Products 2,186 ($294); Lumber & Wood 5,536 ($219); Machinery & Fab. Metal Products 2,524 ($252); Services 5,874 ($215); Transportation 14,042 ($285); Finance 2,570 ($247); Gov't 4,132 ($242); Food 2,040 ($245); Construction 3,325 ($275); Printing 281 ($269).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13. Last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-15 blocks on Colby and Rucker.
Neighborhood Shopping Centers-19 & Broadway; 49 & Hwy. 99 So.; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 So.; South Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(132)	11	The Bon, J.C. Penney, Nordstrom, Sears
Everett Mall(106)	5	Sears, The Bon, Frederick & Nelson
Frontier Vlg.(8)	5	B&M Food, Bloom's
Lynnwood(100)	19	Payless, Fred Meyer, Jafco
James Vlg.(25)	11	Albertson's
Alderwood Plaza(16)	10	Pay 'n Save, Sports West
College Plaza(8)	2	Payless, Jafco
Marysville Sq.(6)	6	Safeway, Sprouse Reitz
Mill Creek(11)	9	Albertson's, Ernst
Smokey Point Mall(10)	7	Johnny's Market

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon. thru Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Allied) 3; Sears 2; J.C. Penney; Montgomery Ward (mail order); Frederick & Nelson; Nordstrom's 2; Lamonts.
Discount Stores-K mart; Fred Meyer 2.
Variety Stores-Bonanza.
Chain Drug Stores-Pay'n Save 6; B&M Prescriptions 4; Shopper's Drug Mart 2.
Chain Supermarkets-Safeway 10; Thriftway 3; B&M 4; Tradewell; Albertson's 5; H[illegible]en's 2; Olson's 4; Mark-It-Foods 3.
Other Chain Stores-Firestone; Singer Co.; Goodyear; Thom McAn; Pittsburgh Paint; Sherwin-Williams; Mode O'Day; Weisfield's; Burnett's; Friedlander & Sons; Wigwam; Radio Shack; Ernst Hdwr.; Tandy Leather; Squire Shop.

14 - NEWSPAPERS: THE HERALD (e) 57,522; (S) 57,674; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Hanson, V.P. Mktg; THE HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 339-3000.
National Representative: Sawyer-Ferguson-Walker.

KELSO
See LONGVIEW

KENNEWICK
See PASCO

KENT

1 - LOCATION: King County, E&P Map B-2 (in Seattle-Everett SMSA). Aerospace, manufactures furniture, clothing, woodenware, fishing tackle, crates, metalware, computer equipt., ceramics, chemicals, glass, plastics, telephone, switchboard equipment, green houses. Diversified farming; Located approx, 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transist System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 23,152; Loc. Est. 24,430
County 80 Cen. 1,265,530; Loc. Est. 1,376,885
SMSA 80 Cen. 1,606,765; Loc. Est. 1,755,985

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,511; Loc. Est. 9,809
County 80 Cen. 497,263; Loc. Est. 555,975
SMSA 80 Cen. 617,645; Loc. Est. 695,607

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$196,015,000
Commercial	12	$250,190,000

6 - PASSENGER AUTOS: County 761,212

7 - ELECTRIC METERS: Residence (Est.) 9,800

8 - GAS METERS: Residence (Est.) 4,300

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)Aerospace 10,000 ($420); Electronics 1,000 ($275); Mfg. 500 ($300); Mfg. Phone Equipt. 550 ($325).
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44.4-59.3; Summer 55.1-72.9; Fall 47.8-60.4; Winter 38.2-47.5; First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-Downtown Kent.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr.(11)	2	Mardix Drug
Sea Tac Mall(104)	12	Bon Marche, Peoples, Sears
South Center(116)	7	J.C. Penney, Zales, Bon Marche, Nordstroms

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears.
Discount Stores-K mart; Wigwam.
Chain Drug Stores-Pay'n Save; Payless.
Chain Supermarkets-Safeway; Lucky; Albertsons; Johnny's.
Other Chain Stores-Firestone; Coast to Coast.

14 - NEWSPAPERS: NEWS JOURNAL (m) controlled 1,851; paid 10,431; VAC Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Joe Burns, or John Souza, Valley Newspapers, 600 S. Washington, Kent, WA 98031; Tel. (206) 872-6600.
National Representative: USSPI.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County, E&P Map A-3. Industrial, trading center. On Columbia River. 50 mi. downstream from Portland, Ore.; 145 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411. Home of Mt. St. Helens, USA's active volcano.

2 - TRANSPORTATION: Railroads-Union Pacific; Northern Pacific; Great Northern; Burlington-Northern Chicago; Milwaukee & St. Paul (freight), Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Community-Urban Bus Service; Greyhound; Trailways.
Freight Steamship Lines-23.
Air Taxi-Columbia Air Service; Davis Air Service; Joel's At Chet's (scenic volcano flights).

3 - POPULATION:
Corp. Cities 80 Cen. 42,181; Loc. Est. 45,659
Kelso 80 Cen. 11,129; Loc. Est. 12,019
Longview 80 Cen. 31,052; Loc. Est. 33,640
CZ-ABC: (70) 45,550; (82) 52,900
RTZ-ABC: (70) 39,161; (82) 49,300
County 80 Cen. 79,548; Loc. Est. 87,366
City & RTZ-ABC: (70) 84,711; (82) 102,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,636; Loc. Est. 18,584
Kelso 80 Cen. 4,373; Loc. Est. 4,963
Longview 80 Cen. 12,263; Loc. Est. 13,621
CZ-ABC: (70) 15,138; (82) 20,500
RTZ-ABC: (70) 12,097; (82) 17,900
County 80 Cen. 29,516; Loc. Est. 33,386
City & RTZ-ABC: (70) 27,235; (82) 38,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$261,585
Savings & Loan	7	$184,624
Credit Unions	10	$137,740

6 - PASSENGER AUTOS: County 42,848

7 - ELECTRIC METERS: Residence County 36,330

8 - GAS METERS: Residence 1,760

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Other Mfg. 1,582 ($376); Lumber, 6,368 ($444); Pulp & Paper 2,810 ($506).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Fall 46-67; Summer 50-75; Spring 38-55. First killing frost, Dec. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Commerce, downtown Longview, 135 units; 14th Avenue Plaza, Longview, 15 units; 6 blocks on 15th, Longview, 42 units; 3 blocks on Ocean Beach, Longview, 21 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plaza, Kelso, 16 units; Triangle Shopping Center, Longview, 43 units.
Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Spirit Lake(7)	9	Minute Mart, Pizza Pete
Vancouver Mall(90)	36	Penneys, Sears, Meir & Frank

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Dept. & Food-Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; Montgomery Ward; J. C. Penney; Newberry's; Bobs Merchandise; Fred Meyer.
Variety Stores-Woolworth's; Tobiasons 2; Bonanza 88¢ Store; Ron's Emporium.
Discount Stores-Bob's.; Giant T; Pay-n-Pak.
Chain Drug Stores-Rexall 2; Olympic Drugs; Monticello Apothecary; Medical Arts Apothecary; Pay 'N Save; Fred Meyer; Keil's; Giant T.
Chain Supermarkets-Safeway 3; Thriftway 2; Shop & Kart; Albertson's; Prairie Mkt.; Mark It Foods; Keils 2; Fred Meyer; IGA.
Other Chain Stores-Weisfields; Firestone; Goodyear; Sherwin-Williams; Ernst Hdwr.; Gallenkamp; Zales Jewelry; Anita's; Mode-O-Day Kinney Shoes; Schuck's; Hallmark Cards 2; The Blade; Radio Shack 2; Pay-n-Pak; Searing Electric; DJ's Sound City; Budget Tapes; JoAnn's Fabrics; Fabricland; Fabric House.

14 - NEWSPAPERS: NEWS (e) 26,965; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Harold Luhn, National Adv. Mgr., NEWS, PO Box 189, Longview, WA 98632; Tel. (206) 577-2509.
National Representatives: None.

MOSES LAKE

1 - LOCATION: Grant County, E&P Map C-2.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-1.

3 - POPULATION:
Corp. City 80 Cen. 10,629; Loc. Est. 11,261
County 80 Cen. 48,522; Loc. Est. 52,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,807; Loc. Est. 3,913
County 80 Cen. 17,158; Loc. Est. 19,328

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$56,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 25,367

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)-Food Products 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 14. Warm summers, mild winters. Av. Temp. Jan.-20; July-91. Growing season (frost free) about 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant County Mall (12)	NA	Pay N'Save, Safeway
Penn Plaza(5)	NA	
Vista Village	1	Dietzen's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K mart; Payless; Pay 'N Save.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Payless; Professional Center Phcy.; Thrifty; Pay 'N Save.
Chain Supermarkets-Dietzen's Thriftway; Jule's; Safeway; Jack's Bargain Barn; Boyle's Plaza; Buttreys.
Other Chain Stores-Western Auto; Karl's Shoes; Anita Shop; Sears (catalog); Montgomery Ward (catalog); Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri) 7,142; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Lyle L. Hicks, Pub., COLUMBIA BASIN HERALD, 813 W. 3rd Ave., Moses Lake, WA 98837; Tel. (509) 765-4561.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Skagit County, E&P Map B-1, County Seat. 63 mi. N of Seattle. On navigable part of Skagit River. Two harbors on Puget Sound; 10 & 19 mi. from Mt. Vernon. On U.S. Hwys. 99, I-5.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington-Northern.
Intercity Bus Lines-Greyhound.
Airlines-Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 13,009; Loc. Est. 14,883
County 80 Cen. 64,138; Loc. Est. 70,783

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,203; Loc. Est. 5,712
County 80 Cen. 24,472; Loc. Est. 27,847

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6 (Br.)	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 38,879

7 - ELECTRIC METERS: Residence 6,370

8 - GAS METERS: 2,907

9 - PRINCIPAL INDUSTRIES: County-Agriculture; Construction; Forestry, Fishing & Mining; Trans. & Utility; Wholesale & Retail; Services; Government; Finance, Ins. & Real Estate; Manufacturing; Total Employed 27,340.
Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost, Nov. 10. Last killing frost, Apr.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mt. Vernon Ctr.(18)	NA	Safeway
Mt. Vernon Mall(30)	NA	Payless, Albertson's
Riverside Plaza(8)	NA	Wigwam
Skagit Valley Mall(24)	NA	Sears, Ernst

Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Emporium; Golden Rule; Northern Sales; Payless Drug Store; Wigwam.
Variety Stores-Bert Robinson's; Ernst.
Chain Supermarkets-College Way Serv-U; IGA Foodland; Safeway; Thrifty; Mark-It; Prairie Market; Thriftway.
Other Chain Stores-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Fashion Fabrics; Hickory Farms; Goodyear; Montgomery Ward (catalog); Coast-to-Coast; Singer; Fabricland; Zales; Discount Fabrics;
Chain Restaurants-Shakey's; Sambo's; McDonald's; Herfy's; Jack-in-the-Box; Big Scoop; Skipper's; Pizza Pete; Kentucky Fried Chicken; Country Kitchen; Taco Time; Vip's; Burger King; Ponderosa Steakhouse; Wendys.
Chain Drug Stores-Lindberg Drug; Medical Center Pharmacy; Pay 'n Save; Payless Drug Store; Bert Robinson Pharmacy; Vaux Pharmacy; Wells Drug Store.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 16,592; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Lorne Bruchet, Gen. Mgr., or Leighton Wood, Publisher, SKAGIT VALLEY HERALD, 100 E. College Way, Mount Vernon, WA 98273; Tel. (206) 424-3251.
National Representative: Newspaper Adv. Service.

OLYMPIA

1 - LOCATION: Thurston County (SMSA). E&P Map A-2, State Capital, County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak; Scenic Tours.
Intercity Bus Lines-Greyhound; Trailways; Capital Aeroporter; Intercity Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 27,447; Loc. Est. 30,219
CZ-ABC: (70) 38,180; (82) 59,300
RTZ-ABC: (70) 58,078; (82) 106,200
CountySMSA 80 Cen. 124,264; Loc. Est. 144,864
City & RTZ-ABC: (70) 96,258; (82) 165,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,669; Loc. Est. 13,079
CZ-ABC: (70) 13,368; (82) 24,200
RTZ-ABC: (70) 18,058; (82) 39,000
CountySMSA 80 Cen. 46,375; Loc. Est. 55,786
City & RTZ-ABC: (70) 31,426; (82) 63,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$354,531,951
Savings & Loan	5	$347,963,865

6 - PASSENGER AUTOS: County 116,312

7 - ELECTRIC METERS: Residence: City 39,488; County 48,788

8 - GAS METERS: Residence 10,888

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-State Gov't. 13.855 ($409); Wood Processing 300 ($356); Brewery 667 ($462); Can 250 ($480); Container 124 ($365).
Principal Pay Days-Thu., Fri.; Last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-74; Summer 38-94; Fall 28-78; Winter 22-59; First killing frost, Oct. 12. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yardbirds(5)	NA	
South Sound(80)	NA	Sears, Safeway, Woolworth's, Peoples, Place II, Pay 'N Save, Ernst
Tanglewide(9)	NA	Shop Rite Mkt.
Westside(13)	NA	Peterson's Mkt.
Lacey(15)	NA	Albertson's, House of Values, Wigwam, K mart, Mark-It Foods
Tumwater(10)	NA	Safeway, Bailey's, Sprouse Reitz
Southgate(6)	NA	Southgate Mkt. Rexall
Capital Village(14)	NA	Safeway, Pay'N Save, Ernst
Capital Mall(112)	NA	Bon, J.C. Penney, Frederick & Nelson, Jafco, Lamont's

Principal Shopping Days-Department Stores: Fri., Sat.; Food: Thu., Fri., Sat.
Stores Open Evenings-Dept. and food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; J.C. Penney; Miller's; Peoples; Wigwam; House of Values; K mart; Bon; Place II; Frederick & Nelson; Lamont's.
Variety Stores-Bonanza 88 Meredith's; Woolworth; Sprouse-Reitz.
Discount Stores-Yardbirds.
Chain Drug Stores-Gillette & Guffey 2; Walgreen 2; Rexall 2; Pay 'N Save-2; Bailey Drug 2; Yardbirds; House of Values; Medicine Shoppe; Ralph's Rx Super Saver; Olympic Drugs.
Chain Supermarkets-Safeway 4; Albertson's Thriftway; Serv-U West Coast 3; Mark-It Foods 2; Prairie Mkt. Mark & Pak 3; Shop Rite 2.
Other Chain Stores-Auto Supplies: Goodrich, Western Auto, Top Auto, Firestone, Goodyear, Schucks; Shoes: Leeds, Kinney, Buster Brown, Red Wing; Women's Apparel: Mode O'Day, Lerners, Other: Ernst Hardware; Malmo Nursery; Radio Shack; Singer Co.; Hickory Farms; Jay Jacobs.

14 - NEWSPAPERS: OLYMPIAN (e) 28,318; (S) 30,814; March 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Howard Sutherland, Adv. Mgr. OLYMPIAN, 1268 4th Ave.-E, Olympia, WA 98507; Tel. (206) 754-5400.
National Representative: Gannett.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco, Franklin County; Kennewick-Richland, Benton County. E&P Map C-3 (In Richland-Kennewick SMSA). Pasco, Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland; Kennewick (Benton Co.); 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 395, 12; State Hwys. 14, 240.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern.
Motor Freight Carriers-9.
Airlines-Republic; Cascade Airways.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 85,919; Loc. Est. 97,565
Pasco 80 Cen. 17,944; Loc. Est. 20,579
Kennewick 80 Cen. 34,397; Loc. Est. 39,769
Richland 80 Cen. 33,578; Loc. Est. 37,217
CZ-ABC: (70) 71,299; (82) 118,700
RTZ-ABC: (70) 23,238; (82) 38,300
Counties:
Franklin 80 Cen. 35,025; Loc. Est. 40,574
Benton 80 Cen. 109,444; Loc. Est. 126,537
SMSA 80 Cen. 144,469; Loc. Est. 167,111
City & RTZ-ABC: (70) 94,537; (82) 157,000

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 31,958; Loc. Est. 37,710
Pasco 80 Cen. 6,666; Loc. Est. 7,951
Kennewick 80 Cen. 12,885; Loc. Est. 15,764
Richland 80 Cen. 12,407; Loc. Est. 13,995
CZ-ABC: (70) 22,220; (82) 43,200
RTZ-ABC: (70) 6,515; (82) 12,700
Counties:
Franklin 80 Cen. 11,985; Loc. Est. 14,274
Benton 80 Cen. 38,978; Loc. Est. 46,448
SMSA 80 Cen. 50,963; Loc. Est. 60,722
City & RTZ-ABC: (70) 28,735; (82) 55,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	20	$421,000,000
Savings & Loan	23	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 59,247; Franklin 26,633

7 - ELECTRIC METERS: Residence: Franklin County; Benton County 74,911

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,420

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Total Wage)-Food Prdt. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Natural, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pasco Downtown	0	Sears, Payless Drug, Youngs Dept , Goddard
Court Street(19)	2	Giant T, Hancock Fabrics, Albertsons, Sprouse-Reitz
Highland Center(23)	3	Payless, Pay 'N Pak, Albertsons, Pay 'N Save, Ernst, Safeway
Tri-Cities Center	5	K mart, Mark/Pak Hancock Fabrics, Jafcc
Columbia Center(63)	5 1/2	Bon Marche, J.C. Penney, Pay 'N Save, Ernst, Safeway, Woolworth
Richland Downtown	0	Payless, Albertsons, Bell Furn.
Richland Uptown	1	Buttrey-Osco, Dawson-Richards, Mens Wear, Fabric Wholesale
Washington Plaza	NA	Ernst, Pay 'N Save, Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores: Fri.; Food: Nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: Department Stores-Carls; Sears; J.C. Penney; Bon Marche; Montgomery Ward 3; Woolworth's; Young's; Dawson Richards; Bell Furniture; Robinson's Bunch-Finnigan; Davids Shoes; Ken's; Lantors; Swanstorm; Washington Hdwe.; Kennewick Furniture.
Discount Stores-Grigg's Self Service; K mart; Jafco; Fred Meyer.
Chain Drug Stores-Thrifty; Rexall 4; Payless 3; Crescent 2; Ray's; Lyle's (Rexall); Fisher (Walgreen); Pay 'N Save 3; Giant T 2; Osco 3.
Chain Supermarkets-Thriftway 3; Safeway 4; IGA 2; Albertson's 4; Mayfair 3; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 3.
Other Chain Stores-Firestone; Weisfield's.

14 - NEWSPAPERS: TRI-CITY HERALD (e) 39,682; (S) 41,895; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kelly, Adv. Dir., TRI-CITY HERALD, Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative: Branham.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Seattle and Northcoast Railroad.
Intercity Bus Lines-Greyhound; Clallam Transit.
Motor Freight Carriers-7.
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter).

3 - POPULATION:
Corp. City 80 Cen. 17,311; Loc. Est. 18,375
CZ-ABC: (70) 16,367; (82) 17,700
RTZ-ABC: (70) 18,403; (82) 37,600
County 80 Cen. 51,648; Loc. Est. 58,856
City & RTZ-ABC: (70) 34,770; (82) 55,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,937; Loc. Est. 7,296
CZ-ABC: (70) 5,619; (82) 7,100
RTZ-ABC: (70) 6,062; (82) 14,600
County 80 Cen. 19,996; Loc. Est. 23,492
City & RTZ-ABC: (70) 11,681; (82) 21,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$94,734,426
Savings & Loan	4	$195,155,578

6 - PASSENGER AUTOS: County 25,433

7 - ELECTRIC METERS: Residence: City 8,522; County 13,300

8 - GAS METERS: Residence No Nat. Gas.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, forestry and fisheries 109; Construction 499; Mfg. 3,877; Wholesale Trade 219; Retail Trade 2,145; Transp. & Public Util. 640; Trades 2,484; Fin., Ins., Real Estate 462; Other 969; Total Emp. 11,321.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Plaza	NA	Sprouse-Reitz, Payless
Town of Sequim	NA	Edquist's

Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-People's; J. C. Penney; Swain's.
Discount Stores-Pay'n Save; Payless.
Variety Stores-Rasco Diamond Store; 88¢ Store.
Chain Drug Stores-Pay'n Save; Payless.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Mark-It Foods.
Other Chain Stores-Sears; Kaufman-Miller; Weisfield; Montgomery Ward; Coast-to-Coast; Mode O'Day; Goodyear; Western Auto; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto Parts.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,226; (S) 13,756; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Erland F. Hansen, Adv. Dir., NEWS, 503 W. 1st; Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Landon Associates.

PULLMAN

1 - LOCATION: Whitman County, E&P Map D-3. Business Center for famed Palouse Empire Agriculture. Home of Washington State University. 80 mi. SE of Spokane and 310 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 23,579; Loc. Est. 26,363
County 80 Cen. 40,103; Loc. Est. 41,503

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,859; Loc. Est. 8,787
County 80 Cen. 12,532; Loc. Est. 12,969

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$41,001,058
Commercial	3	$60,042,000

6 - PASSENGER AUTOS: County 15,861

7 - ELECTRIC METERS: Residence 8,028

8 - GAS METERS: Residence 2,498

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Washington State University 3,704 ($310); Construction 582 ($220); Manufacturing 218 ($200); Government 3,905 ($251); Services 1,066 ($156); Trans., Comm. & Utilities 272 ($311); Retail Trade 1,539 ($148).
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter 0-55. First killing frost Sept. 26. Last killing frost April 29.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Main St.; 6 on Parade St.; 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall(50	8	The Bon, J.C. Penney, Pay 'N Save, Lamonts
Moscow Mall(27)	10	Sears, Giant 7, Safeway

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Empire.
Discount Stores-Radio Shack.
Variety Stores-Forks.
Chain Drug Stores-White Drug; Corner Drug (IDL).
Chain Supermarkets-IGA; Warehouse Foods; Empire.
Other Chain Stores-Domino's Pizza; Edward D. Jones.

14 - NEWSPAPERS: PALOUSE EMPIRE NEWS (e-mon to fri; m-sat) 7,165; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: R.C. Frisch, Adv. Mgr., PALOUSE EMPIRE NEWS, South 130 Grand Ave., Pullman, WA 99163; Tel. (509) 334-6397.
National Representative: Branham.

RENTON

1 - LOCATION: King County, E&P Map B-2 (In SeattleEverett, Wash. SMSA). Manufactures army self propelled guns, airplanes, aerospace, railroad cars, Clay & Steel Prods., Pre-Fabricated houses. Sand & Gravel, timber. Located approx. 12 mi. S of Seattle at the junction of I-405 & S.R. 167 off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound; Trailways; Seattle.
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,612; Loc. Est. 33,536
County 80 Cen. 1,269,749; Loc. Est. 1,376,885
SMSA 80 Cen. 1,606,765; Loc. Est. 1,755,985

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,586; Loc. Est. 12,641
County 80 Cen. 497,263; Loc. Est. 555,975
SMSA 80 Cen. 617,645; Loc. Est. 695,607

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$241,433,572
Commercial	15	$316,481,438

6 - PASSENGER AUTOS: County 815,573

7 - ELECTRIC METERS: Residence (Est.) 12,500

8 - GAS METERS: Residence (Est.) 5,810

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)-Aerospace 35,000 ($420); Foundry 2,500 ($320); Electronics 1,000 ($275); Mfg. 500 ($300).
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44.4-59.3; Summer 55.1-72.5; Fall 47.8-60.4; Winter 38.2-47.5; First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Medium.

12 - RETAILING:Principal Shopping Center-Downtown Renton.
Neighborhood Shopping Centers-Fairwood Ctr.; Cascade Vista; Renton Ctr.; Renton Highlands; Renton Village.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Southcenter Mall (116)	4	Bon Marche, Penney's, Frederick & Nelson, Nordstrom
Factoria Sq. Mall(27)	6	Lamonts, Pay'n Save Ernst

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Most to 9.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears.
Discount Stores-K mart; Payless.
Variety Stores-Ernst Hdwr.; Wigwam; Bonanza 88.
Chain Drug Stores-A&H; Pay'n Save; Payless; Barte 11 Drugs.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Lucky Stores; Holiday Foods; U-Mark-It; Johnny's.
Other Chain Stores-Waterbed Warehouse; Montgomery Ward; Pic-A-Dilly.

14 - NEWSPAPERS: RECORD CHRONICLE (m) controlled 3,500; paid 10,467; Mar. 31, 1982 VAC.
Local Contact for Advertising and Merchandising Data: Joe Burns or John Souza, Valley Newspapers, 600 S. Washington, Kent, WA 98031; Tel. (206) 872-6600.
National Representative: USSPI.

RICHLAND

See PASCO

SEATTLE

1 - LOCATION: King County (In Seattle-Everett SMSA). E&P Map B-2, County Seat. On Puget Sound and west shore of Lake Washington. N of Portland 172 mi.; San Francisco 885 mi.; Los Angeles 1,203 mi., W of Spokane 276 mi.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Air Cal; Alaska; American; British; Cascade; Continental; Delta; Eastern; Finnair; Frontier; Harbor; Horizon; Mexicana; Northwest; Pacific Western; Pan American; PSA; Reeve Aleutian; Republic; SAS; San Juan/Pearson; Thai; Transamerica; United; Western; Wien Air Alaska.

3 - POPULATION:
Corp. City 80 Cen. 493,846; Loc. Est. 492,000
CZ-ABC: (70) 1,035,743; (82) 1,141,000
RTZ-ABC: (70) 577,911; (82) 790,400
County 80 Cen. 1,269,749; Loc. Est. 1,311,400
SMSA 80 Cen. 1,606,765; Loc. Est. 1,667,800
City & RTZ-ABC: (70) 1,613,654; (82) 1,931,400
Demographic Information available The Seattle Times & The Post Intelligencer. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 219,469; Loc. Est. 217,182
CZ-ABC: (70) 356,583; (82) 432,700
RTZ-ABC: (70) 178,710; (82) 314,000
County 80 Cen. 497,263; Loc. Est. 506,795
SMSA 80 Cen. 617,645; Loc. Est. 636,856
City & RTZ-ABC: (70) 535,293; (82) 746,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	26	NA
Savings	6	NA
Savings & Loan	25	NA

6 - PASSENGER AUTOS: Co. 815,573; SMSA 1,004,809

7 - ELECTRIC METERS: Residence 261,377

8 - GAS METERS: Residence 56,176

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 164,600 ($453); Aerospace 77,300 ($492); Lumber 8,800 ($389); Food Products 9,900 ($379); Machinery 7,600 ($533); Fab. Metal Prod. 6,800 ($471); Construction 32,000 (NA); Trans. Comm. Utl. 50,300 (NA); Fin. Insur. & Real Estate 58,000 (NA); Transp. Equip 90,700 (NA).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 46-75; Fall 39-69; Winter 33-49; First killing frost, Nov. 24. Last killing frost, March 16.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Downtown Shopping Area-3 blocks from University to Pine on First, Second, Third, Fourth, Fifth and Sixth Aves.
Neighborhood Shopping Districts-Lake City (NE 125th St. & Lake City Way NE); Burien (SW 152nd St. & 1st Ave. S); Ballard (NW Market St. & Leary Way NW); Roosevelt (Roosevelt Way NE & NE 65th St.); Magnolia Village (33rd Ave. W & W McGraw St.); Uptown (Queen Anne Ave. N & W Mercer St.); Broadway (Broadway Ave. E bet. E Olive St. & E Roy St.); Alaska Junction (California Ave. SW & SW Alaska St.); University District (University Way NE & NE 45th St.); Greenwood (Greenwood Ave. N & N 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(127)	16	The Bon, Nordstrom's Lamonts, Sears
Northgate(120)	6	The Bon, Lamont's, JC Penney, Nordstrom
University Vil.(59)	5	Lamonts, QFC
Bellevue Sq(55)	8	Frederick & Nelson, JC Penney, Nordstroms
Aurora Village(53)	11	Frederick & Nelson, JC Penney, Lucky
Renton Center(56)	9	Sears, QFC
Forest Park(61)	9	Lamonts, Albertson
Factoria(49)	11	Lamonts, Safeway
Crossroads(60)	12	Lamonts, Lucky
SeaTac Mall(88)	14	The Bon, Peoples, Sears
Southcenter(110)	8	JC Penney, Lucky, The Bon, Frederick & Nelson, Nordstrom
Totem Lake(68)	11	Lamonts, Thrifty
Westwood Vill.(35)	7	Lamonts, Lucky

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.: Mon. & Fri.; Supermkts., discount stores: Every evg. ex. Sun.; Major shopping centers: Mon.-Fri. till 9, Sat. till 6, Sunday till 5.

13 - RETAIL OUTLETS: Department Stores-The Bon 7; Frederick & Nelson 5; Lamonts 10; Nordstrom 8; Penney 12; Peoples; Sears 7.
Discount Stores-Gen. Merchandise-Fred Meyer 12; Jafco 6; K mart 8; Payless 13.
Variety Stores-Meredith 3; Sprouse-Reitz 8; Wigwam 12; Woolworth 3.
Chain Drug Stores-Bartell 17; G.O. Guy 5; Fred Meyer 12; Pay 'n Save 28; Thrifty 3.
Chain Supermarkets-Albertson's 31; IGA 12; Lucky 21; Prairie Market 21; QFC 19; Safeway 62; Thriftway 12; Tradewell 21.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 5,237; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Jim Preston, Adv. Dir., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 191,158; (m-sat) 162,979; (S) 209,061; Mar. 31, 1982 ABC.
Local Contact for Advertising And Merchandising Data: Marvin Larsen, Nat'l. Adv. Mgr., POST-INTELLIGENCER, 521 Wall St., Seattle, WA 98121; Tel. (206) 628-8233.
National Representative: Hearst.
TIMES (all day-mon to fri) 256,888; (m-sat) 235,366; (S) 339,921; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Alden Blethen, Nat'l. Adv. Mgr., TIMES, Fairview Ave. N. & John, Seattle, WA 98111; Tel. (206) 464-2111.
National Representative: CWO&O.

SPOKANE

1 - LOCATION: Spokane County (In Spokane SMSA). E&P Map D-2, County Seat. Wholesale; distributing and shipping center. Light metals; meat packing; building materials and miscellaneous manufacturing. 365 mi. from Portland, Ore.; 275 mi. from Seattle, Wash.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific.
Motor Freight Carriers-35.
Intercity Bus Lines-Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Republic; Northwest; Frontier; Cascade; Western.

3 - POPULATION:
Corp. City 80 Cen. 171,300; Loc. Est. 178,821
CZ-ABC: (70) 230,807; (82) 272,600
RTZ-ABC: (70) 372,292; (82) 486,500
County/SMSA 80 Cen. 341,835; Loc. Est. 371,973
City & RTZ-ABC: (70) 603,099; (82) 759,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 70,916; Loc. Est. 76,635
CZ-ABC: (70) 78,449; (82) 108,300
RTZ-ABC: (70) 114,784; (82) 176,200
County/SMSA 80 Cen. 128,403; Loc. Est. 144,028
City & RTZ-ABC: (70) 193,233; (82) 284,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$742,411,063,73
Mutual Savings	2	$551,608,870
Savings & Loan	5	$425,137,511

6 - PASSENGER AUTOS: County 77,307

7 - ELECTRIC METERS: Residence 133,090

8 - GAS METERS: Residence 42,809

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage $373)Constr. 4,900; Mfg. 14,700; Transp., Comm. & Util. 7,700; Whole & Ret. 33,800; Finance, Insurance, etc. 7,800; Services 29,700; Misc. 600; Govt. 22,300.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers-Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Vlg.(15)	NA	Albertson's
Dishman Sq.(7)	NA	Jamisons' Thrift, Outdoor Sportsman
East Town(11)	NA	K mart, Albertson's
Fairwood Ctr.(40)	NA	Albertson's
Five Mile (25)	NA	Rosauer's, Drug Fair
Franklin Pk. Mall(23)	NA	Montgomery Ward
Heritage Vlg.(12)	NA	Rosauer's
K mart, Eastown (11)	NA	K mart
K mart Plaza(10)	NA	K mart
Lincoln Heights(27)	NA	Safeway
Lincoln Square(8)	NA	Rosauer's
Manito(12)	NA	Lamonts, Safeway
Mission Vlg.(15)	NA	Jax Thrift Store
Northtown(62)	NA	Albertson's, Sears
Opportunity(19)	NA	Safeway, Pay'n Save
River Ridge(7)	NA	Rosauer's
Shadle Center(38)	NA	Penney, Newberry, Safeway, Lamonts
Town & Country (10)	NA	Safeway, T&C Drugs
University City(62)	NA	Penney, Rosauer's, Newberry

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.: Mon. & Fri.; Food: nightly.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Montgomery Ward; Sears 2; J.C. Penney 3; The Crescent 3; Nordstrom; Lamonts 2.
Variety Stores-Woolworth; Newberry 3.
Discount Stores-Fred Meyer 2; K mart 3; Two Swabbies 2; Giant; Jafco 2.
Chain Drug Stores-Skaggs 4; Thrifty; Pay'n Save 4; Super Save; Miller & Felt.
Chain Supermarkets-Safeway 12; Rosauer's 12; Albertson's 6.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day Anita Shops; Leed's (shoes); House of Fabrics Thom McAn; Lerner Shops; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney's; Gallenkamps.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 77,627; CHRONICLE (e) 58,028; comb. (m&e) 135,655; SPOKESMAN-REVIEW (S) 129,149; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William B. Batchelor, Nat'l. Adv. Mgr., CHRONICLE and SPOKESMANREVIEW, W 927 Riverside, Spokane, WA 99210; Tel. (509) 455-7010.
National Representative: CWO&O

TACOMA

1 - LOCATION: Pierce County (In Tacoma SMSA). E&P Map B-2, County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers-56.
Freight Steamship Lines-30.
Intercity Bus Lines-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
Airlines-Northwest; United; Western; Pan American; Alaska; Japan; Air Canada; Eastern; Continental; Wein Air Alaska; American; Air Cal; British Airways; CP Air; Delta; Mexicana; Republic; Scandinavian; TWA; PSA.

3 - POPULATION:
Corp. City 80 Cen. 158,501; Loc. Est. 168,406
CZ-ABC: (70) 264,292; (82) 313,200
RTZ-ABC: (70) 381,771; (82) 514,100
CountySMSA 80 Cen. 485,643; Loc. Est. 534,169
City & RTZ-ABC: (70) 646,063; (82) 827,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 63,405; Loc. Est. 69,209
CZ-ABC (70) 88,224; (82) 122,700
RTZ-ABC: (70) 108,886; (82) 174,300
CountySMSA 80 Cen. 174,232; Loc. Est. 197,834
City & RTZ-ABC: (70) 197,110; (82) 297,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$1,750,245,347
Savings	4	$314,901,602
Savings & Loan	7	$590,039,580

6 - PASSENGER AUTOS: County 392,095

7 - ELECTRIC METERS: County 106,265

8 - GAS METERS: County 55,591

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Prod. 2,600 ($326); Furniture & Fixtures 500 ($313); Paper Prod. 1,400 ($498); Chemical Products 800 ($438); Primary Metals 2,200 ($469) Fabricated Metal Prod. & Non-Elec. Mach. 2,800 ($560); Lumber & Wood Prod. 4,000 ($362).
Principal Pay Days-Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by artesian well supply, relatively hard; not fluoridated.

12 - RETAILING:Downtown Shopping Area-Broadway Plaza and 4 blocks on Pacific Ave.; Tacoma Mall (130 stores under cover); Lakewood Villa Plaza (70 stores).
Neighborhood Shopping Centers-Bi-Lo; Capital Mall, Olympia; Cascade Plz.; College Ctr.; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square; Fife Valley Mart; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyer-Stevens; Green Firs; Highland Hill; Jafco Ctr.; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Northshore; Old City Hall; Olympic Vlg.; Pacific Ctr.; Pacific Ctr.(320); Pt. Fosdick Sq.; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound, Lacey; So. Hill; So. Tacoma Vlg.; Spanaway Park; Tacoma Mall; Tahoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Villa Plz.; Westfair; Westgate; Willows Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Plz.	0	People's, Woolworth
Lakewood Colonial Ctr.(43)	10	People's, Mont. Ward, Paulson's, Seldon's
Sea Tac Mall	12	Sears, People's, Elvin's, The Bon
Tacoma Mall(115)	5	J.C. Penney, The Bon, Lucky, Nordstrom, Frederick & Nelson, Payless, Sears
Villa Plaza(76)	7	Frederick & Nelson, Penney, Ernst, Pay 'N Save, Thriftco
Puyallup(17)	7	J.C. Penney, Mont Ward, Hi-Ho, Safeway

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. & specialty stores-Mon., Thu. & Fri.; Food, larger stores-every evening.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; People's; Sears; J. C. Penney; Bon Marche; Schoenfelds; Montgomery Ward; Nordstrom; Elvin's.
Discount Stores-Dahnken; B and I; K mart; Fred Meyers; Jafco; Wigwam.
Variety Stores-Woolworth; Kress; Sprouse Reitz; Value Stores.
Chain Drug Stores-Fred Meyer 4; Giant T 3; H&P Drugs; Harold Meyer Drugs; Ludwigs 2; Mark-It Pharmacy 3; Payless 4; Pay'n Save 7; Sav-on 2; Stowell's 2.
Chain Supermarkets-Food King 8; Fred Meyer 4; Holiday Foods 2; Lively Mkt. 3; Lucky 9; Manleys 3; Market Discount; Mark-It 6; Mark-n-Save; Piggly Wiggly 9; Prarie Mkt. 6; Safeway 20; Thrifco; Thriftway; You-Mark-It 4; 7-Eleven 30; Stop'n Go 5.
Other Chain Stores-Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Pacific Stereo; Arden; Lerner; Mode O'Day; Leeds; Dutch Boy; Karl's; Gallenkamp; Montgomery Ward; Coast-to-Coast; Nordstrom; Value Variety; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Roda Lee; Rusan's; Color-Tile; Standard Brands.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 107,383; (S) 113,123; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Cathy J. DuBois, Market Research, NEWS TRIBUNE, PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8511.
National Representative: Sawyer-Ferguson-Walker.

The Community
Information
Center In
Yakima,
Washington.

Yakima
Herald-Republic
A Harte-Hanks
NEWSPAPER

VANCOUVER

1 - LOCATION: Clark County (In Portland, OR-WA SMSA). E&P Map A-3, County Seat. Shipping lumber, paper products, aluminum, and diversified light manufacturing and electronics. Situated on the Columbia River. 8 mi. N of Portland, OR.

2 - TRANSPORTATION: Railroads-Freight: Burlington Northern; Milwaukee; Union Pacific. Passenger: Amtrak.
Motor Freight Carriers-125.
Intercity Bus Lines-Vancouver-Portland; Greyhound; Evergreen Stage Line; Trailways.
Airlines-United; Northwest; Alaska; Western; Continental; Eastern; Republic; Horizon Air; Wien; Pacific Express; Delta; Cascade; American (all from Portland Airport).

3 - POPULATION:
Corp. City 80 Cen. 42,834; Loc. Est. 42,950
CZ-ABC: (70) 76,560; (82) 114,700
RTZ-ABC: (70) 51,894; (82) 93,000
County 80 Cen. 192,227; Loc. Est. 218,410
SMSA 80 Cen. 1,242,187; Loc. Est. 1,306,851
City & RTZ-ABC: (70) 128,454; (82) 207.700
Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,808; Loc. Est. 20,313
CZ-ABC: (70) 25,548; (82) 44,600
RTZ-ABC: (70) 15,516; (82) 33,300
County 80 Cen. 68,750; Loc. Est. 80,511
SMSA 80 Cen. 477,325; Loc. Est. 516,334
City & RTZ-ABC: (70) 41,064; (82) 77,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	34	N.A.
Savings & Loan	23	N.A.

6 - PASSENGER AUTOS: County 108,163

7 - ELECTRIC METERS: Residence 21,763 (city)

8 - GAS METERS: Residence 4,600 (city)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Salary)Construction 2,580 ($655); Mfg 12,970 ($423); Transp., Comm & Utilities 2,330 ($430); Whole & Ret Trade 11,940 ($381); Finance, Ins. & Real Estate 2,630 ($263); Services 10,410 ($277).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 2. Last killing frost, Mar. 6.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
Neighborhood Shopping Centers-Seventh & Grand Ave.; Hwy. 99 & N.E. 78th; Mill Plain at Garrison Rd.; 72nd & N.W. 4th Plain; 4th Plain & Grand; Mill Plain & Devine Road; Mill Plain & Andresen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Ave.	2	Grand Ave. Mkt.
Keil's	5	Keil's
Garrison Sq.(10)	5	Payless Drugs, Keil's
Totem Pole	3	Hi-School Pharmacy
Fred Meyer(12)	3	Fred Meyer
Fred Meyer(10)	2	Fred Meyer
J&M Plaza	6	Payless, Safeway
Tower Mall(34)	3	Pay N Pak, Safeway
McLoughlin Hts.	3	Albertson's
Orchards	7	Danielson's, Thriftway
Mill Plain Blvd.	5	Keils,
Arbour's(11)	6	Minnehaha Thriftway
Heights	4	Sears, Coast [illegible] Coast
Jantzen Beach(125)	2	Mont. Ward, Payless, Fredrick & Nelson
5 Corners	6	Mark'n Pak, Hi-School Phcy.
78th St.	6	Keil's, Hall's Phcy.
Vancouver Mall(115)	5	Sears, Penneys, Meier & Frank, Nordstrom, Mervyn's
Chkalov Ctr.	9	Fred Meyer

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food and Discount daily.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Mont. Ward; Payless; Fredrick & Nelson; Sears; Meier & Frank; K mart; Nordstroms; Place II; Mervyn's.
Variety Stores-Coast to Coast; Boyd's 88¢ Center; Danielson's Super Center.
Chain Drug Stores-Fred Meyer Drugs 3; Payless 2; Hi-School Pharmacy 5.
Chain Supermarkets-Albertsons 3; Holiday Foods; Fred Meyer 3; Keils 4; Minit Mart 19; Plaid Pantry 4; Prairie Market 2; Safeway 3; Seven-Eleven 4; Thriftway (United Grocers) 8.
Other Chain Stores-Goodrich; Fuller; Sherwin-Williams (paint); Mode O'Day (ladies); Goodyear; Western Auto; Kinney Shoes; Firestone; Action Alley; Sue Marshall; Lerners; Squire Shop; Petrics; JJ Jeans; Zales; K mart; Schuck's; Toys R Us; Garden Way; Pay N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; Nelsen Tire; General Nutrition.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 47,079; (S) 50,942; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Michael D. Greene, Ret. Adv. Mgr. COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.
National Representative. None.

WALLA WALLA

1 - LOCATION: Walla Walla County, E&P Map D-3, County Seat. Retail and wholesale agricultural center serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland, 271 mi. from Seattle.

2 - TRANSPORTATION: Railroad-Freight via Union Pacific and Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Line-Valley Transit; Northwest Greyhound.
Airlines-Cascade Airways providing commuter service to major connections; Mountain Air and Martin Aviation providing charter, sales, flight instruction, air ambulance.
Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618; Loc. Est. 28,229
CZ-ABC: (70) 36,817; (82) 42,300
RTZ-ABC: (70) 23,731; (82) 27,900
County 80 Cen. 47,435; Loc. Est. 52,725
City & RTZ-ABC: (70) 60,548; (82) 70,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,703; Loc. Est. 10,854
CZ-ABC: (70) 11,798; (82) 15,800
RTZ-ABC: (70) 7,802; (82) 10,800
County 80 Cen. 16,975; Loc. Est. 19,514
City & RTZ-ABC: (70) 19,600; (82) 26,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$186,697,000
Savings & Loan	2	$182,068,000
Mutual Savings	2	Inc. Above

6 - PASSENGER AUTOS: County 22,423

7 - ELECTRIC METERS: 16,537

8 - GAS METERS: 5,576

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)-Agriculture, Forestry and Fisheries N.A.; Contract Construction N.A.; Manufacturing/Food Processing 3,300 ($301); Trans., Comm. and Util, 500 ($307); Schools/Hospitals 2,620 ($207); Gov't 2,690 ($245).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62 Summer 62-89; Fall 45-65; Winter 27-39. First killing frost, Oct. 28. Last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.
Neighborhood Shopping Centers-3 miles on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy; 1 on Plaza Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Mini Mall	0	Hancock Fabric, Quick Stop Sub Shop
Plaza	1	Safeway, M&R Drug.
Eastgate	2	Fleenor's, K mart, Radio Shack, Mont. Ward
Eastgate Mall	2	Schuck's, Albertsons, Payless, Hatfield's Dept.
Southgate	1	Fleenor's, Southgate Drug
Big Y	2	Wade's Thriftway, Central Phcy
Oregon Stateline	6	Grigg's, Danielson's Food Warehouse

Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Banks Fri.; Food seven nights. EG Mall.

13 - RETAIL OUTLETS: Department Stores-The Bon; Montgomery Ward; Sears; J.C. Penney; Country Store ?; K mart; Hatfields; Bi-Mart.
Variety Stores-Bonanza 88¢ Store.
Drug Stores-Eastgate; Southgate; Pay Less; Professional Pharmacy; Book Nook; M&R; Green & Jackson; Tallman.
Chain Supermarkets-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Mark & Pak.
Other Chain Stores-Shoes: The Shoe Shop, Volume Shoe Stores, Kinney's Shoes. Women's Wear: Jacqueline's, Jay Jacobs, Charisma, The Closet. Appliance & Hdwe.: Pay 'N Pak Hardware, Boyer Electric, Radio Shack. Auto: Checker Auto, Twin W Motor Supply, Walla Motor Supply, Goodyear, Automotive Wholesalers, Schuck's. Paint: Pittsburgh Paint, Sherwin Williams. Boats: Pete's Marina, Nixon's. Beverages: Pepsi Cola, Coca Cola, Seven Up. Others: Fabricland, Hancock Fabrics, W.P. Fuller.

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,664; (S) 16,253; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar, Walla Walla, WA 99362; Tel. (509) 525-3300.
National Representative: Branham.

WENATCHEE

1 - LOCATION: Chelan County, E&P Map C-2, County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97 (Okanogan-Cariboo Trail). 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak (pass.).

Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Cascade Airways.

3 - POPULATION:
Corp. City 80 Cen. 17,257; Loc. Est. 18,305
CZ-ABC: (70) 30,200; (82) 36,600
RTZ-ABC: (70) 95,690; (82) 113,600
County 80 Cen. 45,061; Loc. Est. 48,597
City & RTZ-ABC: (70) 125,890; (82) 150,200
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,125; Loc. Est. 6,741
CZ-ABC: (70) 10,218; (82) 14,400
RTZ-ABC: (70) 30,516; (82) 42,300
County 80 Cen. 17,792; Loc. Est. 19,772
City & RTZ-ABC: (70) 40,734; (82) 56,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$296,700,000
Savings & Loan	3	$189,604,100
Credit Unions	10	$12,513,500

6 - PASSENGER AUTOS: County 52,781

7 - ELECTRIC METERS: Residence County 21,852

8 - GAS METERS: Residence 3,540

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, Number Wage Earners-Manufacturing, incl. Primary Metals Processing 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Wholesale & Retail Trade 7,320; Fin., Ins. & Real Estate 940; Services 4,460; Gov't. 4,590; Total Civilian Work Force 36,420.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15. Last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-Downtown, 5 Blocks on Wenatchee Avenue; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Monday thru Friday: Food-every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Lamonts; J.C. Penney; People's.
Discount Stores-Stan's Merry Mart; Sav-Mart; Hirsch Value Center; K mart.
Variety Stores-Bonanza.
Chain Drug Stores-Pay Less; Osco.
Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Gordons; Top Foods.
Other Chain Stores-Raffs, Mode O'Day; Firestone; Western Auto; Anita's; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'n Pak; Top Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center.

14 - NEWSPAPERS: WORLD (e-mon to fri) 27,881; (S) 30,961; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Chas. C. Mussen, Adv. Dir., WORLD, 14 N. Mission St., Wenatchee, WA 98801; Tel. (509) 563-5161.
National Representative: Branham.

YAKIMA

1 - LOCATION: Yakima County (SMSA). E&P Map C-3, County Seat. Shipping center for Yakima irrigated valley. Misc. light manufacturing. diversified agriculture. Wholesale center for central part of State. 220 mi. from Spokane; 149 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific (freight).
Airlines-Horizon; Cascade.
Motor Freight Carriers-40.
Intercity Bus Lines-Western Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826; Loc. Est. 54,955
CZ-ABC: (70) 74,929; (82) 94,900
Bal. in PMA-ABC: (70) 70,042; (82) 82,100
County/SMSA 80 Cen. 172,508; Loc. Est. 194,070
Total PMA-ABC: (70) 144,971; (82) 177,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,160; Loc. Est. 22,284
CZ-ABC: (70) 25,739; (82) 38,100
Bal. in PMA-ABC: (70) 20,743; (82) 28,200
County/SMSA 80 Cen. 61,341; Loc. Est. 71,036
Total PMA-ABC: (70) 46,482; (82) 66,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$457,614,445
Savings	2	N.A.
Savings & Loan	5	$340,285,433

6 - PASSENGER AUTOS: County 90,109

7 - ELECTRIC METERS: Residence 44,856

8 - GAS METERS: Residence 9,975

9 - PRINCIPAL INDUSTRIES: Manufacturing 215 firms-8,142 employees, $119,924,721 wages.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter 18-46. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-6 blocks on Yakima Ave.; 2 on Third St.; So. 1st & Old Town Road (Valley Mall); Yakima Downtown Mall.
Neighborhood Shopping Centers-Broadway and Mead; Fifty-sixth & Summitview; Ninth & Summitview; Sixteenth and Nob Hill; Westpark; Terrace Heights Rd. and Slavin Rd.; 1 mi on Fruitvale Blvd., Glenwood; Southgate; Sixteenth and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton, 37th & Tieton.
Principal Shopping Days-Thu., Fri., Sat., Sun.
Stores Open Evenings-Department-Mon. thru Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores Penney; Peoples; Sears; Montgomery Ward; Nordstrom's; Lamonts.
Discount Stores-Bi-Mart 2; Fred Meyer; Wigwam; Pay'n Pak; K mart; Ernst; Giant T.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Pay Less; Thrifty 2; Giant T; Bi Mart; Fred Meyer; Medicine Mart; Wray's Drugs.
Chain Supermarkets-Albertson's Food Center 2; Safeway 11; Thriftway 5; Serv-U 2; Mayfair 2; Buttrey's; Associated Grocers 2; Super Duper 2; Wrays; Roseaur's; Prairie Mkt.; Harvest Foods.
Other Chain Stores-Goodrich; Firestone; Mode O'Day; Weisfield's; Singer Co.; Gallenkamp's; Kinney's; Coast to Coast; Leeds; Hickory Farms; J.K. Gill; Hardy Shoes; Jay Jacobs; Thom McAn; Fashion Fabrics; Self Service Furniture; Penguin Electric; Zales; 84 Lumber; Zioglers; B. Dalton; Radio Shack.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 39,238; (S) 42,835; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Lou Alexander, Ad. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

WEST VIRGINIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.
Cumberland, Md.-W. Va.-Allegany County, Md. and Mineral County, W. Va.
Huntington-Ashland, W. Va.-Ky.-O.-Cabell and Wayne Counties, W. Va.; Boyd and Greenup Counties, Ky.; Lawrence County, O.
Parkersburg-Marrietta, W. Va.-O.-Wirt and Wood Counties, W. Va.; Washington County, O.
Steubenville-Weirton, O.-W. Va.-Jefferson County, O.; Brooke and Hancock Counties, W. Va.
Wheeling, W. Va.-O.-Ohio and Marshall Counties, W. Va.; Belmont County, O.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	138	146	149
5-14 Years	336	310	315
15-24 Years	301	347	353
25-44 Years	383	513	522
45-64 Years	392	396	403
65 and Over	194	238	242
TOTAL	1,744	1,950	1,984

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	219	388	481
General Mdse	476	776	1,069
Food	794	1,374	2,138
Automobiles	677	1,265	1,491
Gasoline Stations	265	493	853
Apparel	167	238	322
Furniture	175	260	333
Eat-Drink Places	191	352	560
Drugs	105	175	259
TOTAL	3,306	5,676	8,081

BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4, 276 mi. S of Pittsburgh; 333 mi. W of Washington; 266 mi. E of Cincinnati.

2 - TRANSPORTATION: Railroads-C&O; Norfolk & Western.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Aeromech Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 20,492; Loc. Est. 19,866
PMA-ABC: (70) 224,269; (82) 277,900
County 80 Cen. 86,821; Loc. Est. 87,912
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; Loc. Est. 8,230
PMA-ABC: (70) 69,097; (82) 100,200
County 80 Cen. 30,154; Loc. Est. 31,496

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 44,033

7 - ELECTRIC METERS: Residence 10,954

8 - GAS METERS: Residence 16,011

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,940 ($500).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp. 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4. Last killing frost, May 7.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-2 blocks on Main, 1 on Heber, 3 on Neville St.
Neighborhood Shopping Centers-East Beckley; By-Pass; Valley Drive: Skelton By-Pass Plaza; Bradley; Lester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz.(12)	3	A&P, Revco Drugs, Hills
Beckley Plaza(23)	3	Acme Mkt., K mart
Raleigh Mall(40)	3	Murphys, Krogers, Stone & Thomas, Montgomery Ward
Towne & Country Plaza(9)	1/2	Super-Valu, Hecks
Crossroads Mall(70)	4	Sears, Leggetts, JC Penney
Lester(14)	6	Kroger, Artley Family Dollar

Principal Shopping Days-Food: Wed., Thurs. Department Stores: Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. stores-Fri., Food Nitely.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; J.C. Penney; Hill's; Sears; Leggetts; Hecks 4; Stone & Thomas.
Variety Stores-G.C. Murphy 3.
Discount Stores-K mart; Heck's 2; Hills; McCrorys.
Chain Drug Stores-Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson.
Chain Supermarkets-Krogers 5; Acme; Carolina 6; Wilbur's Super Values; Pic Pac 2.
Other Chain Stores-Ladies: Embee's 2; Schiffs; H. & M.; Pic-Way Shoes; Silver Brand; Berman's (jewelry); Barrack's Auto; New River Supply; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: POST HERALD (m-mon to fri) 21,894; RALEIGH REGISTER-POST HERALD (m-Sat) 33,760; RALEIGH REGISTER (e-mon to fri) 11,851; Comb. (m&e) 33,745; POST HERALD-RALEIGH REGISTER (S) 34,452; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., POST-HERALD and RALEIGH-REGISTER, PO Drawer P&R, Beckley, WV 25801; Tel. (304) 255-4400.
National Representative: Story & Kelly-Smith.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, W. Va; Tazewell County, Va. E&P Map B-4. Extreme southern part of the state extending into Virginia. Princeton, the county seat, is 10 mi. away. 102 mi. from Charleston via West Virginia Tpk.; 103 mi. from Roanoke. On U.S. Hwys. 52, 19, 21, 460; State Hwy. 85.

2 - TRANSPORTATION: Railroads-Norfolk and Western.
Motor Freight Carriers-8.
Intercity Bus Lines-Tri-City; Greyhound; Trailways.
Airlines-Aero Mech.

3 - POPULATION:
Corp. City 80 Cen. 16,060; Loc. Est. 15,720
PMA-ABC: (70) 209,754; (82) 244,800
Counties 80 Cen. 124,453; Loc. Est. 128,613
Mercer County 80 Cen. 73,942; Loc. Est. 75,091
Tazewell County 80 Cen. 50,511; Loc. Est. 53,522

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,170; Loc. Est. 6,215
PMA-ABC: (70) 63,064; (82) 86,300
Counties 80 Cen. 42,360; Loc. Est. 46,361
Mercer County 80 Cen. 26,494; Loc. Est. 27,737
Tazewell County 80 Cen. 15,866; Loc. Est. 18,624

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Mercer County 37,541; Tazewell County 29,656.

7 - ELECTRIC METERS: Residence 26,144

8 - GAS METERS: Residence 8,330

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furniture; Mining Machinery.
Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept 29. Last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plz(12)	1	Kroger, K mart
Blue Prince(11)	3	Hill's Dept., Murphy
Mercer Mall(53)	2	Sears, JC Penney, Stone & Thomas, Montgomery Ward
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores: Mon., Fri., Sat. Food-Wed., Thu., Fri., Sat.
Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: Department Stores-A.W. Cox; Mont. Ward; J.C. Penney; Leggetts; Thornton's; K mart; Stone & Thomas; Sears.
Variety Stores-G.C. Murphy; Ben Franklin; Giant Dollar; McCrory; Quality Dollar Store.
Discount Stores-A-Mart; Hills; Ammar Bros.; Heck's; Cheds.
Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; Southside (Walgreen); SupeRx; Southside 2: Thrift Drug; Revco; Eckerd's.
Chain Supermarkets-Kroger 4; Deskin's 6; Acme 4; Piggly Wiggly; Warden's 2; IGA 3.
Other Chain Stores-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14 - NEWSPAPERS: TELEGRAPH (m) 28,607; (S) 35,465; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James J. Johns, Adv. Dir., TELEGRAPH, 412 Bland St., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Kanawha County (SMSA). E&P Map A-3 & B-3, State Capitol, County Seat. Major production of basic chemicals; wholesale distribution center. Financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 388 mi. from Washington; 233 mi. from Pittsburgh; 188 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of W.Va. Tpke.; Junction of Interstate I-64, I-77 & I-79.

2 - TRANSPORTATION: Railroads-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-33.
Intercity Bus Lines-Continental Trailways; Greyhound; KRT (local).
Airlines-USAir; Piedmont; Aeromech; Com Air.

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3 - POPULATION:
Corp. City 80 Cen. 63,968; Loc. Est. 64,789
PMA-ABC: (70) 470,953; (82) 526,600
County 80 Cen. 231,414; Loc. Est. 231,855
SMSA 80 Cen. 269,595; Loc. Est. 267,354
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,438; Loc. Est. 28,169
PMA-ABC: (70) 148,323; (82) 193,600
County 80 Cen. 86,446; Loc. Est. 91,280
SMSA 80 Cen. 99,418; Loc. Est. 104,573

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	27	$1,546,415,000
Savings & Loan	5	$303,437,000

6 - PASSENGER AUTOS: SMSA 149,455

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 22,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 11,800 ($508); Metal Fabricating 1,700 ($328); Coal Mining 6,800 ($476).
Principal Pay Days-Thu., Fri.; 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING:Principal Shopping Areas-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier, 5 on Lee st.; 2 on Washington St.; 2 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers-West Side (W. Washington St.) (24 Stores); East End (E. Washington St.) (10 Stores); St. Albans (Main Street) (12 Stores); South Charleston (16 Stores); Dunbar (7 Stores); Marmet (18 Stores); Spring Hill (12 Stores); Nitro (13 Stores); Belle (6 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West St. Albans	8	Hecks, Pick-Pac, Value City
St. Albans Mall(30)	10	K mart, Kroger, A.W. Cox
Dunbar Vlg.(20)	7	Murphy's Mart, Kelly & Cohen, Kroger
Expressway	2	Heck's
Plaza East(12)	1	Kroger, Hecks, Kelly & Cohen, Big Star
Patrick St. Plaza	2	K mart, Lowe's
K mart	4	K mart
Putnam Vlg.(33)	20	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Drug & Food: Mon. thru Sat.; All on Mon.; Some: Fri.; Discount: 7 days.

13 - RETAIL OUTLETS: Department Stores-Diamond; Montgomery Ward; Stone & Thomas; Sears; J. C. Penney 2; A. W. Cox; Charleston Dept. Store 2; O. J. Morrison; McClung & Morgan; Sloan's.
Discount Stores-Heck's 7; K mart 3; Murphy's Mart. Ardan's.
Variety Stores-Kresge; McCrory's; Murphy; Ben Franklin.
Chain Drug Stores-Revco 5; Rite-Aid 21; SuperRx Drugs; Medicine Shop 2; K mart 2.
Chain Supermarkets-Big Star 8; Fas-Chek 10; Kroger 13; Shop-A-Minit 17; Super Valu 3; Foodland 4; 7-Eleven 7; Key Markets 4; IGA 3; Pic-Pac; Go-Mart 12; Food Haven 7.
Other Chain Stores-Thom McAn; Arnold's; John Lee; Silver Brand Clothes; McClung & Morgan; Sidney's; Frankenberger's; Goodrich; Goodyear; Firestone; Piece Goods Shops; Jo-Ann Fabric Shops; Pic-Way Shoes; Shoe World; Kelly & Cohen; Kay Jewelry; Lilly's Crown Jewelry; McCormick Jewelers.

14 - NEWSPAPERS: GAZETTE (m) 54,162; MAIL (e) 54,155; Comb. (m&e) 108,617; GAZETTE-MAIL (S) 107,271; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Larry Levak, Nat. Adv. Mgr., GAZETTE/MAIL, 1001 Virginia St. E, Charleston, WV 25301; Tel. (304) 348-5105.
National Representative: Sawyer-Ferguson-Walker.

CLARKSBURG

1 - LOCATION: Harrison County, E&P Map B-2, County Seat. Situated on U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, D.C., 276 mi. from Cincinnati, OH and 140 mi. from Pittsburgh, Pa.

2 - TRANSPORTATION: Railroads-B&O.; C&O.; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.
Air Lines-AeroMech.

3 - POPULATION:
Corp. City 80 Cen. 22,371; Loc. Est. 21.510
CZ-ABC: (70) 47,089; (82) 48,200
RTZ-ABC: (70) 112,404; (82) 135,100
County 80 Cen. 77,710; Loc. Est. 78,188
City & RTZ-ABC: (70) 159,493 (82) 183,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,408; Loc. Est. 9,411
CZ-ABC: (70) 16,232; (82) 19,300
RTZ-ABC: (70) 34,822; (82) 49,300
County 80 Cen. 28,434; Loc. Est. 29,497
City & RTZ-ABC: (70) 51,054; (82) 68,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$351,940,941

6 - PASSENGER AUTOS: County 42,744

7 - ELECTRIC METERS: Residence 27,482

8 - GAS METERS: Residence 22,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Glass 3,404; Coal 1,741; Chemicals 2,000; Aircraft parts 300; Natural Gas 1,500; Heavy Machinery 685.
Principal Pay Days-Fri.; 15th and 30th.

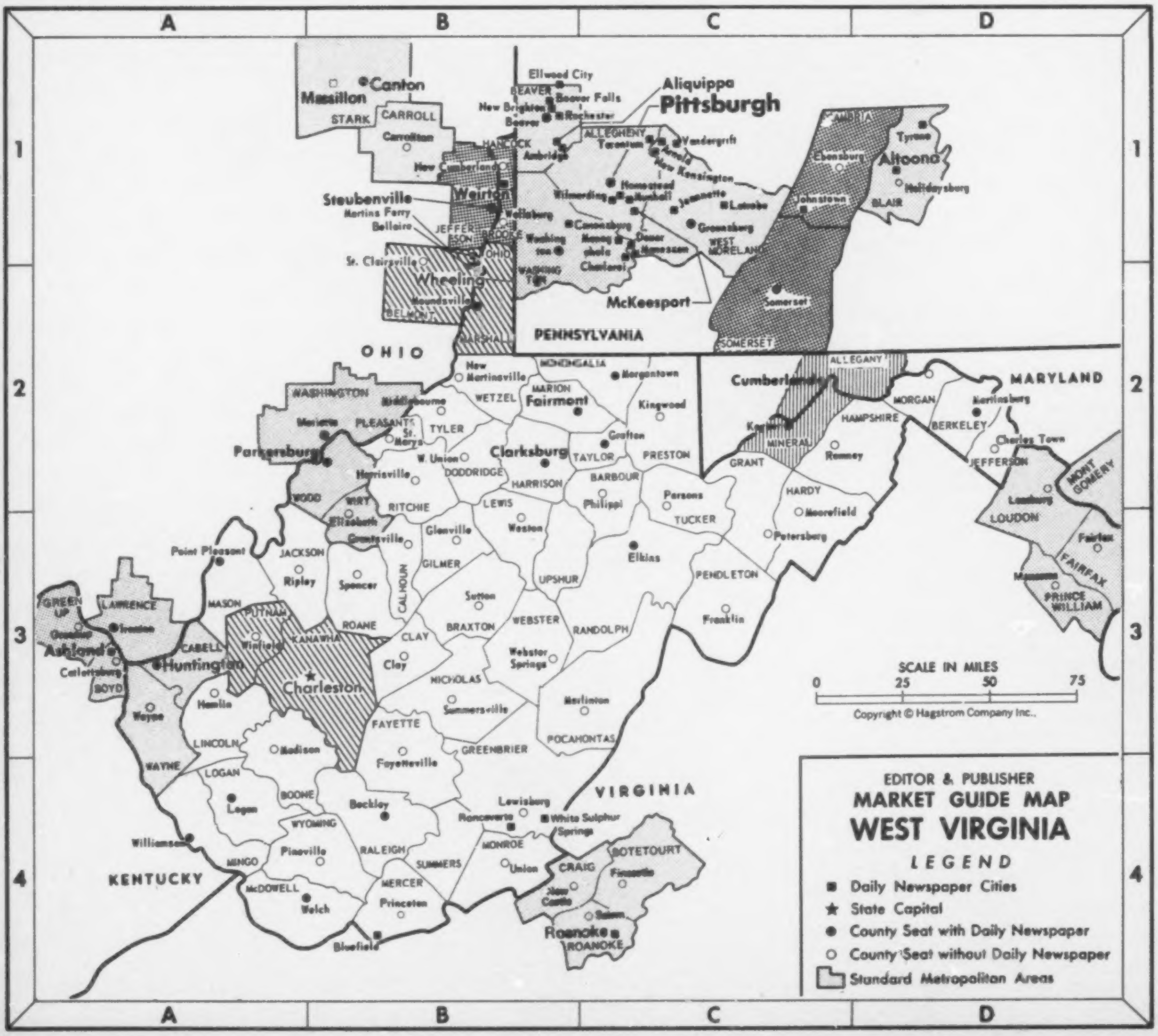
10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hills Plaza(7)	2	David Weis, Hills
Holiday Plaza(4)	2	Hecks
Rosebud Plaza(3)	1	Hecks
Bridgeport(8)	3	


A
B
C
D
1
2
3
4
Canton
Massillon
STARK
CARROLL
Carrollton
Ellwood City
BEAVER
Beaver Falls
New Brighton
Rochester
Beaver
Aliquippa
Pittsburgh
HANCOCK
Ambridge
ALLEGHENY
Tarentum
Vandergrift
Arnold
New Kensington
New Cumberland
Weirton
Steubenville
Martins Ferry
Bellaire
JEFFERSON
BROOKE
Wellsburg
Homestead
Wilmerding
Munhall
Jeannette
Latrobe
Canonsburg
Washington
Monongahela
Donora
Monessen
Charleroi
Greensburg
WESTMORELAND
St. Clairsville
OHIO
Wheeling
WASHINGTON
Moundsville
BELMONT
MARSHALL
McKeesport
PENNSYLVANIA
CAMBRIA
Ebensburg
Altoona
Hollidaysburg
BLAIR
Johnstown
Somerset
SOMERSET
OHIO
New Martinsville
MONONGALIA
Morgantown
WASHINGTON
Middlebourne
WETZEL
MARION
Fairmont
Kingwood
Marietta
PLEASANTS
St. Marys
TYLER
Parkersburg
W. Union
Clarksburg
Grafton
TAYLOR
PRESTON
DODDRIDGE
HARRISON
BARBOUR
Philippi
Parsons
TUCKER
Harrisville
WOOD
WIRT
Elizabeth
RITCHIE
LEWIS
Weston
Glenville
Grantsville
GILMER
Elkins
Point Pleasant
JACKSON
Ripley
Spencer
CALHOUN
UPSHUR
Sutton
RANDOLPH
WEBSTER
BRAXTON
ROANE
CLAY
Clay
Webster Springs
MASON
PUTNAM
Winfield
KANAWHA
Charleston
GREENUP
LAWRENCE
Ironton
Ashland
CABELL
Huntington
Catlettsburg
BOYD
Wayne
Hamlin
NICHOLAS
Summersville
Marlinton
POCAHONTAS
FAYETTE
Fayetteville
GREENBRIER
LINCOLN
Madison
WAYNE
LOGAN
Logan
BOONE
Beckley
Lewisburg
Ronceverte
White Sulphur Springs
VIRGINIA
Williamson
WYOMING
Pineville
RALEIGH
MONROE
Union
SUMMERS
MINGO
McDOWELL
Welch
MERCER
Princeton
Bluefield
KENTUCKY
CRAIG
New Castle
BOTETOURT
Fincastle
Salem
Roanoke
ROANOKE
ALLEGANY
Cumberland
MARYLAND
Keyser
MINERAL
HAMPSHIRE
Romney
MORGAN
Martinsburg
BERKELEY
Charles Town
JEFFERSON
GRANT
HARDY
Moorefield
Petersburg
PENDLETON
Franklin
Leesburg
LOUDON
MONTGOMERY
Fairfax
FAIRFAX
Manassas
PRINCE WILLIAM
SCALE IN MILES
0
25
50
75
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EDITOR & PUBLISHER
MARKET GUIDE MAP
WEST VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

Valley Hills(5)	3	Garden Fresh
Middletown $EmMall(40)	18	Sears, Lowe's, Gee Bee, Watson's, Stone & Thomas
Tygart Valley Mall(2)	18	Murphy Mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-J. C. Penney; Stone & Thomas; Sears; Watson's.
Variety Stores-G. C. Murphy; McCrory's; Stripe Discount.
Discount Stores-Heck's; Hill's; Murphy Mart; Gee Bee; David Weis.
Chain Drug Stores-Rexall; Walgreen; Rite Aid; Revco.
Chain Supermarkets-Kroger; Little Giant; Garden Fresh; Foodland; Shop'n Save.
Furniture-Fan Fare; Jack's Friendly; Roses; Frank's; Custom Carpet; Mike DeMaria.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 8,091; TELEGRAM (e) 19,211; Comb. (m&e) 27,302; EXPONENT-TELEGRAM (S) 30,138; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith Adv. Mgr., EXPONENT and TELEGRAM, 324 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative: Story & Kelly-Smith.

ELKINS

1 - LOCATION: Randolph County, E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: Railroads-B&O; W. Md.
Airlines-USAir.
Motor Freight Carriers-Six.

3 - POPULATION:
Corp. City 80 Cen. 8,536; Loc. Est. 7,982
CZ-ABC: (70) 8,287; (82) 8,900
RTZ-ABC: (70) 24,163; (82) 30,700
County 80 Cen. 28,734; Loc. Est. 27,711
City & RTZ-ABC: (70) 32,450; (82) 39,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,146; Loc. Est. 2,866
CZ-ABC: (70) 2,729; (82) 3,500
RTZ-ABC: (70) 7,320; (82) 10,900
County 80 Cen. 9,692; Loc. Est. 9,647
City & RTZ-ABC: (70) 10,049; (82) 14,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County 15,662

7 - ELECTRIC METERS: Residence 3,562

8 - GAS METERS: Residence 3,418

9 - PRINCIPAL INDUSTRIES: Brick and Tile; Plaining Mill Prod.; Furniture; Limestone and Limestone Prod.; Foundry Prod.; W. Md. R. R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elkins Plaza(12)	NA	Rite-Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, Grant's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: Department StoresK mart; Smart Shop.
Variety Store-G. C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-A&P; Kroger; Key; Hi-Lo.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 10,218; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Seely, Dir., INTER-MOUNTAIN, P.O. Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County, E&P Map B-2, County Seat. Coal Mining, manufacturing, Fairmont State College. Major highway hub. US 250, 19; Interstate I-79; State 73. 95 mi. S of Pittsburgh; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: Railroads-Chessie System, Monongahela.
Intercity Bus Lines-Greyhound;
Motor Freight Carriers-10.
Airlines-Aero Mech, Inc.

3 - POPULATION:
Corp. City 80 Cen. 23,863; Loc. Est. 22,324
CZ-ABC: (70) 32,382; (82) 30,000
RTZ-ABC: (70) 47,275; (82) 59,100
County 80 Cen. 65,789; Loc. Est. 64,235
City & RTZ-ABC: (70) 79,657; (82) 89,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,727; Loc. Est. 9,468
CZ-ABC: (70) 11,389; (82) 12,000
RTZ-ABC: (70) 15,577; (82) 22,000
County 80 Cen. 24,409; Loc. Est. 24,595
City & RTZ-ABC: (70) 26,966; (82) 34,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$242,960,997
Savings & Loan	2	$72,655,002

6 - PASSENGER AUTOS: County 36,577

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: Residence 8,628

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Coal Mining 2,051; Fluorescent lamps 2,038; Mach & Eq. Mfg. 1,028; Mining Eq Mfg. 700; Fabricated Metal Prod. 485; Electric & Gds. 619; Rolled Aluminum Prod. 300; Corrugated fiber containers 265; Can & Glass labels 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Center-7 blocks on Adams St.
Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(4)	0	Thorofare, S&H Stamps
Middletown Mall(74)	3	Sears, Gee Bee, Watsons, Stone & Thomas
Tygart Valley(6)	3	Murphy Mart, Foodland
12th Street	0	Radio Shack, Revco, Shop'N Save

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept. Mon.; Food and shopping centers Nightly.

13 - RETAIL OUTLETS: Department Stores-Hartley's; Jones; Stone & Thomas
Variety Stores-G.C. Murphy's; McCrory's; Murphy Mart; Gee Bee; Watson's.
Discount Stores-Revco; Hill's; Hecks.
Chain Drug Stores-Revco 3; Rite Aid; Mason's.
Chain Supermarkets-Champion; Foodland 3; Key 4; Pitrolo's 3; Kroger; Warehouse Grocery; A&P.
Other Chain Stores-Kinney's; Goodrich; Firestone; Montgomery Ward (catalog); S&H Green Stamp; Pic Way; Carriage Shop; Giant Shoe; Stone & Thomas; Bressler's; Teek's; Hickory Farms; Lerner's; Fashion Bug; Maunz; Workingmans Store; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Embees; Jack's Friendly Furniture; Hatfield & McCoy.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 15,640; (S) 16,774; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Mgr., TIMES-WEST VIRGINIAN, PO Box 1472, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative: Thomson Newspapers.

GRAFTON

1 - LOCATION: Taylor County, E&P Map C-2, County Seat. On U.S. Hwys. 50, 119, 250; State Hwys. 3, 40, 44, 9.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Airport-15 miles west.

3 - POPULATION:
Corp. City 80 Cen. 6,845; Loc. Est. 6,827
County 80 Cen. 16,584; Loc. Est. 16,995
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,611; Loc. Est. 2,835
County 80 Cen. 5,842; Loc. Est. 6,518

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 7,909

7 - ELECTRIC METERS: Residence 5,550

8 - GAS METERS: Residence 3,788

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 220; Railroad 900; Paper Box 140; Plastics 300; Glass 85; Sponge Rubber 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-95; Fall 30-70; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harman	NA	Super Dollar, Thorofare, Phillips Pharmacy

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Archdeacon's; Dollar General; McDonalds.
Variety Stores-McCrory's; Heck's.
Chain Drug Stores-Rexall (Malone's); Rite Aid; Health Mart.
Chain Supermarkets-Foodland; Super Dollar.
Other Chain Stores-Western Auto; Gatling's Auto; Firestone; Goodyear; J.C. Penney (catalog); Montgomery Ward.

14 - NEWSPAPERS: MOUNTAIN STATESMAN (m) 3,269; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Bob Weaver, Adv. Mgr., MOUNTAIN STATESMAN, 914 W. Main St., Grafton, WV 26354; Tel. (304) 265-3333.
National Representative- None.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH-SMSA). E&P Map A-3, Seat of Cabell County, Industrial, wholesale and shipping center. 255 mi. from Pittsburgh; 163 mi. from Cincinnati. On U.S. Hwys. 52, 60; State 10, 2, 7, 4; I-64.

2 - TRANSPORTATION: Railroads-C&O; B&O; N&W.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways; TTA; Greyhound.
Airlines-USAir; Piedmont; ComAir; Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 63,684; Loc. Est. 60,278
CZ-ABC: (70) 120,972; (82) 124,700
RTZ-ABC: (70) 162,709; (82) 195,000
Counties 80 Cen. 152,856; Loc. Est. 151,468
Cabell County 80 Cen. 106,835; Loc. Est. 105,657
Wayne County 80 Cen. 46,021; Loc. Est. 45,811
SMSA 80 Cen. 311,350; Loc. Est. 312,677
City & RTZ-ABC: (70) 283,681; (82) 319,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,496; Loc. Est. 24,937
CZ-ABC: (70) 40,470; (82) 48,500
RTZ-ABC: (70) 49,934; (82) 69,700
Counties 80 Cen. 55,866; Loc. Est. 57,003
Cabell County 80 Cen. 40,218; Loc. Est. 40,955
Wayne County 80 Cen. 15,648; Loc. Est. 16,048
SMSA 80 Cen. 110,793; Loc. Est. 114,550
City & RTZ-ABC: (70) 90,404; (82) 118,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	$500,000,000

6 - PASSENGER AUTOS:
Cabell County 58,619; Wayne County 18,670

7 - ELECTRIC METERS: Residence 54,552

8 - GAS METERS: Residence 22,520

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Metals 4,946; Glass & Stone 1,582; Apparel 1,127; Chemicals 1,601.
Principal Industrial Pay Days-Fri., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets.
Neighborhood Shopping Centers-2 blocks on East 3rd Ave.; 2 on Washington, Adams, Madison Aves.; 2 on Main & Bridge Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastern Hghts.(16)	NA	Thrift, Mack's, Tradewell
Fairfield Plz.(7)	NA	Heck's, Big Bear, Tradewell
East Hills Mall(14)	NA	Hills
Westland Plz.(5)	NA	Kroger, Thrift, Heck's
Pea Ridge(12)	NA	K mart, Kroger
Huntington Mall(120)	NA	Sears, JC Penney, Lazarus, Best Products, Stone & Thomas

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Wed., Thu.
Stores Open Evenings-Food, 9 P.M. daily.

13 - RETAIL OUTLETS: Department Stores-Stone Thomas; J.C. Penney; Lazarus; T.A. Nasser.
Variety Stores-McCrory; Green's.
Discount Stores-Hecks 3; Hills; K mart 3; Hart's 3; Bazaar 2.
Chain Drug Stores-Thrift 2; Rite-Aid 2.
Chain Supermarkets-Kroger 6; Big Bear 4; Tradewell 6; Foodland 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 47,035; (S) 49,666; Mar. 28, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dwight McKenzie, Adv. Dir., THE HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 696-5672.
National Representative: Gannett.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV SMSA). E&P Map C-2, County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD U.S. Hwys. 220, 50; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Western Md.
Intercity Bus Lines-Mt. State Bus; Greyhound; Emery; Potomac Transit Authority.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 6,569; Loc. Est. 6,363
SMSA 80 Cen. 107,782; Loc. Est. 108,021
County 80 Cen. 27,234; Loc. Est. 27,503
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,496; Loc. Est. 2,437
SMSA 80 Cen. 39,107; Loc. Est. 40,361
County 80 Cen. 9,438; Loc. Est. 9,822

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	2	$83,000,000

6 - PASSENGER AUTOS: County 16,056

7 - ELECTRIC METERS: Residence 4,521

8 - GAS METERS: Residence (RTZ) 4,125

9 - PRINCIPAL INDUSTRIES: R.R. Shop; Pulp and Paper; Women's Wear; Farm Machy.; Ballistics & Plastics; Sports Equipment; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost Oct; Last killing frost May.

11 - TAP WATER: Hard to soft

12 - RETAILING:Principal Shopping Center-3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers-West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.; Downtown Keyser Mall to be built.
Principal Shopping Days-Wed., Thu., Fri.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Murphy; Heck's.
Chain Drug Stores-Revco; People's; Rite-Aid.
Chain Supermarkets-A&P; Dishong's 3; Foodland; IGA 2; Brownings.
Other Chain Stores-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes; Burton's Men's Shop; Charles Store; Shoe World; Dollar General Store.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 5,812; (m-sat) 6,356; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.
National Representatives: American Newspaper Reps.; West Virginia Press Association.

LEWISBURG-WHITE SULPHUR SPRINGS-RONCEVERTE

1 - LOCATION: Greenbrier County, E&P Map B-4, U.S. Hwys. 60, 219 & I-64; State Hwy. 63.

2 - TRANSPORTATION: Railroads-C&O.
Airlines-Piedmont.
Bus-Greyhound.

3 - POPULATION:
Cities 80 Cen. 8,748; Loc. Est. 9,122
Lewisburg 80 Cen. 3,065; Loc. Est. 3,188
Ronceverte 80 Cen. 2,312; Loc. Est. 2,360
White S. Springs 80 Cen. 3,371; Loc. Est. 3,574
County 80 Cen. 37,665; Loc. Est. 38,496

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415; Loc. Est. 3,538
Lewisburg 80 Cen. 1,240; Loc. Est. 1,287
Ronceverte 80 Cen. 849; Loc. Est. 862
White S. Springs 80 Cen. 1,326; Loc. Est. 1,389
County 80 Cen. 13,535; Loc. Est. 14,276

5 - BANKS:	**NUMBER**	**DEPOSITS**
National	3	$30,808,397
State	1	(incl. above)

6 - PASSENGER AUTOS: County 22,237

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)Agriculture; Construction; Manufacturing; Transportation; Communication and Other Public Utilities; Wholsale and Retail.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
White Sulphur Springs(6)	NA	A.W. Cox, Krogers
Red Oaks(9)	NA	Krogers
Fairlea Mall(20)	NA	Heck's

13 - RETAIL OUTLETS: Department Stores-Leggett's, Federated.
Discount Stores-Aides; Heck's.
Chain Drug Stores-Rite Aid 2.
Chain Supermarkets-Kroger's 2; Foodland; IGA; Farmer Mac; Elliott's Family Foods

14 - NEWSPAPERS: WEST VIRGINIA NEWS (e-mon to fri) 6,682; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub./Adv. Mgr., WEST VIRGINIA NEWS, Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Adv. Service.

LOGAN

1 - LOCATION: Logan County, E&P Map A-4. On Guyandotte River. 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor ""G" Interstate Highway.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways; connecting with Greyhound at Huntington, Charleston, and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029; Loc. Est. 2,895
CZ-ABC: (70) 3,311; (82) 3,100
RTZ-ABC: (70) 42,958; (82) 48,900
County 80 Cen. 50,679; Loc. Est. 50,789
City & RTZ-ABC: (70) 46,269; (82) 52,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,254; Loc. Est. 1,255
CZ-ABC: (70) 1,247; (82) 1,400
RTZ-ABC: (70) 12,235; (82) 16,300
County 80 Cen. 16,397; Loc. Est. 16,985
City & RTZ-ABC: (70) 13,482; (82) 17,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 22,064

7 - ELECTRIC METERS: 1,746; County 17,346

8 - GAS METERS: Residence 1,521; County 6,236

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Eqpt. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Machy. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ellis Addn.	1	W. Va. Spr. Mkt.
Man.	10	Hensley Furn.
Omar.	8	Jr. M'tile, Shaheen's
Holden	6	Isle Creek Stores
West Logan	2	W. Va. Spr. Mkt.
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza	9	Kroger's, Heck's, Wenders, Shoe World, Fashion Bug, Store 99, Lillys Crown Jewelers Don Elkins Music, Murphy Mart
Monitor Mall	4	Super S Discount, Pizza Hut

Principal Shopping Days-Fri., Sat., Sun., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's; Crown's; Southern Auto; Weiners; Samsons; Silver Brands; Lewis; Steel's; Firestone; Goodyear; B & L Furn.; Wenders; Calico Tree; Anderson Wholesale; B&B Loans.
Discount Stores-Super S; ""K" City Disco Revco; Dollar General Store; EJ's Discount; C & W Discount Furn.; Heck's.
Variety Stores-G.C. Murphy 2.
Chain Drug Stores-Rite-Aid 2; Aracoma Drug; Hall's Rexall; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger; W. Va. Super Mkt. 4; IGA Markets 6; AG Grocers 8; Pic Pac 3; Big C; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Berman's Jewelry; Sears; Beverly Shoppers; Crown Jewelers; B & L Furn.; Murphy's; Dollar Gen. Stores; Watsons; Silver Brand Clothes.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,880; (S) 11,880; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, PO Box 720, Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County, E&P Map D-2. County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Amtrak.
Intercity Bus Lines-Potomac Coach; Greyhound.
Motor Freight Carriers-5.
Airlines-Cumberland Airlines; Executive Express (commuting service); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cen. 13,063; Loc. Est. 12,279
CZ-ABC: (70) 14,626; (82) 12,800
RTZ-ABC: (70) 51,557; (82) 80,700
County 80 Cen. 46,775; Loc. Est. 48,105
City & RTZ-ABC: (70) 66,183; (82) 93,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303; Loc. Est. 5,010
CZ-ABC: (70) 5,159; (82) 5,300
RTZ-ABC: (70) 15,328; (82) 28,600
County 80 Cen. 16,432; Loc. Est. 17,474
City & RTZ-ABC: (70) 20,487; (82) 33,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$189,073,716
Savings & Loan	1	$33,822,907

6 - PASSENGER AUTOS: County 28,896

7 - ELECTRIC METERS: Residence, County 31,207

8 - GAS METERS: Residence, County 2,280

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-V.A. Hospital 1,200; Railroad 225; Telephone Dist. & Service 281; Air National Guard 201; Glass Works 917; Explosives 475; Wood Veneer 170; Automotive Parts Dist. 954; I.R.S. Computer Center 340; Daily Newspaper: Fruit Processing 1,540 (Seasonal); Clothing Mfg. 750; Bread Products 200; Utilities 174; Cement Products 275; Explosives Containers 60; Boxes & Containers 74; Limestone Products 126; Bathtub & Shower Enclosures 65; Hosiery 145; Wire Control Cables.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on N & S Queen and intersecting streets, W. King St. and E. Moler Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Martinsburg Plaza(6)	NA	Grand Union, Drug Fair
Berkeley Plz.(30)	NA	JC Penney, Kinneys, Sherwin Williams
Nichols Disc. City	NA	Hecks, Nichol's Disc.
Charles Town Plaza(17)	NA	Foodland, Hecks

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Dept. Mon.-Fri.; Food and Shopping Centers Nitely.

13 - RETAIL OUTLETS: Department StoresJ.C. Penney; Eyerly's; Nichols Discount City; Hecks; Sears (cat.); Mont. Ward (cat.); McCrory's.
Discount Stores-Nichol's; Hecks 2; K mart.
Chain Drug Stores-Peoples 2; Drug Fair; Wise Discount; Revco.
Chain Supermarkets-A&P; Acme-American 2; Grand Union; Cresslers; Martins Browning's; Wise's.

14 - NEWSPAPERS: JOURNAL (e) 19,088; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jane Taylor, Adv. Dir.; Edw. W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County, E&P Map C-2, County Seat. Educational (WV Univ), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh, 225 mi. from Washington. On Monongahela River (navigable).

2 - TRANSPORTATION: Railroads-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound. Monongalia County Transit System.
Airlines-Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 27,605; Loc. Est. 25,671
CZ-ABC: (70) 42,712; (82) 42,400
RTZ-ABC: (70) 52,226; (82) 73,400
County 80 Cen. 75,024; Loc. Est. 73,953
City & RTZ-ABC: (70) 94,938; (82) 115,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,628; Loc. Est. 9,212
CZ-ABC: (70) 13,311; (82) 15,500
RTZ-ABC: (70) 16,171; (82) 26,700
County 80 Cen. 27,100; Loc. Est. 27,530
City & RTZ-ABC: (70) 29,482; (82) 42,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$234,482,000
Savings & Loan	4	18,000,000

6 - PASSENGER AUTOS: County 33,395

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 13,206

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Education & Research 8,161; Coal 3,268; Metal & Metal Products 1,790; Glass 861; Public Service 796; Building Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's; Sabraton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountaineer(50)	2	JC Penney, Mont. Ward, Murphy's Mart, Giant Eagle
Middletown	22	Watsons, Gee Bee, Thorofare, Sears
Morgantown Pl.(6)	3	Thorofare, Hill's
Suncrest Plaza(7)	2	Thrift Drug
Westover, W. Va.	1	Foodland, Hecks, Shop'N Save
Sabraton	1	Heck's, Kroger's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food & Chain Stores: Every evening. Most Independent Stores: Mon.

13 - RETAIL OUTLETS: Department Stores Montgomery Ward; Whiteside's; Sidlers; Hills; Heck's; Lowe's; J.C. Penney.
Variety Stores-G.C. Murphy; Murphy Mart.
Discount Stores-Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.
Chain Drug Stores-Thrift 2; Revco 3; Rite Aid 3; SupeRx; Thrift 2.
Chain Supermarkets-Thorofare 2, Foodland 2, Kroger 2, Key Markets 2, Dairy Mart 7, Shop 'N Save, Giant Eagle.
Other Chain Stores-Kinney's (shoes); Rogers Jewelry; Pettrey's (shoes); Sears (catalog); Heck's; Hill's; Firestone; Crane's Clothing; Sherwin-Williams (Paint); House of Cards; Giant Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hardware; Fashion Bug; Jo Ann Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book Store; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.; Hatfield & McCoys.

14 - NEWSPAPERS: DOMINION-POST (m) 19,644; (S) 24,405; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling, WV-OH SMSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State 2, 88; and Ohio Rt. 7.

2 - TRANSPORTATION: Railroads-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.
Intercity Bus Lines-Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419; Loc. Est. 11,933
County 80 Cen. 41,608; Loc. Est. 42,037
SMSA 80 Cen. 185,566; Loc. Est. 186,445

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,511; Loc. Est. 4,404
County 80 Cen. 14,344; Loc. Est. 14,995
SMSA 80 Cen. 67,532; Loc. Est. 69,994

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$11,711,996
Commercial	2	$78,590,000

6 - PASSENGER AUTOS: County 18,854

7 - ELECTRIC METERS: Residence 4,427

8 - GAS METERS: Residence 4,169

9 - PRINCIPAL INDUSTRIES: Classware; Enamel Ware; Toys; Coal Mining; Electrical Conduit and Cable; In County; Chemical Plants; Salt Chlorine Prods.; Aniline and other basic Chemicals; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-10 blocks on Second, Jefferson, 7th & Lafayette; three Shopping Centers in city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moundsille Shopping Plaza(15)	NA	Kroger, Heck's McCrory
Murphy Mart(3)	NA	Murphy, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy, McCrory.
Chain Drug Stores-Rite Aid; Myers; SupeRx, Revco.
Chain Supermarkets-State Food 4; A&P; Foodland; Kroger; Pennyfare; Giant Eagle.
Other Chain Stores-Western Auto; Sears (catalog); Mont. Ward (Catalog); Reichart; S.A. Meyer; Lila's Fabrics.

14 - NEWSPAPERS: ECHO (e) 5,018; sworn Sept. 30, 1980. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave., Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH SMSA). E&P Map B-2, County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-USAir; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 39,967; Loc. Est. 38,273
CZ-ABC: (70) 66,243; (82) 60,200
RTZ-ABC: (70) 77,638; (82) 101,100
County 80 Cen. 93,648; Loc. Est. 94,071
SMSA 80 Cen. 162,836; Loc. Est. 164,637
City & RTZ-ABC: (70) 143,881; (82) 161,300
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,873; Loc. Est. 15,867
CZ-ABC: (70) 21,859; (82) 23,100
RTZ-ABC: (70) 23,495; (82) 36,400
County 80 Cen. 33,822; Loc. Est. 35,103
SMSA 80 Cen. 57,841; Loc. Est. 60,347
City & RTZ-ABC: (70) 45,354; (82) 59,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$81,880,000
Savings & Loan	3	$4,822,800

6 - PASSENGER AUTOS: County 51,577

7 - ELECTRIC METERS: Residence 28,524

8 - GAS METERS: Residence 25,116

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Central Mall(95)	NA	JC Penney, Sears, G.C. Murphy
Park(10)	NA	Dollar General, Sherwin Williams, Harts
Southgate(10)	NA	Dollar General, IGA, Reichart Furn.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri., Food Daily, Grand Central Mall 6 days.
Stores Open Sunday-Mall, Food Stores.

13 - RETAIL OUTLETS: Department Stores-Dils Bros.; J. C. Penney; A. W. Cox; Montgomery Ward; Sears; Heck's; Hill's; Stone & Thomas; The Diamond.
Discount Stores-K mart, Hills, Heck's; Harts.
Variety Stores-McCrory's; Murphy.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Supermarkets-A&P; Kroger 3; Big Bear; Penny Fare; Jet 10; Quick Shop 4; 7-Eleven; Darrels IGA; Hickory Farms; Foodland; Sparkle Markets.
Other Chain Stores-Fashion Bug; Embees; Fashion Hosiery; Merle Norman; Nobil Shoes; Lerner; Singer; Kinney; Cox's; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 20,400; SENTINEL (e) 16,995; Comb. (m&e) 37,395; NEWS (S) 39,590; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: C. Kenneth Sams, Adv. Mgr., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,682; Loc. Est. 5,732
CZ-ABC: (70) 6,918; (82) 6,500
RTZ-ABC: (70) 17,688; (82) 21,100
County 80 Cen. 27,045; Loc. Est. 28,618
City & RTZ-ABC: (70) 24,306; (82) 27,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,174; Loc. Est. 2,225
CZ-ABC: (70) 2,208; (82) 2,500
RTZ-ABC: (70) 5,215; (82) 7,400
County 80 Cen. 9,400; Loc. Est. 10,312
City & RTZ-ABC: (70) 7,423; (82) 9,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$94,200,000

6 - PASSENGER AUTOS: County 13,848

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: Residence 2,291

9 - PRINCIPAL INDUSTRIES: Iron castings; Chemical prod.; Mining machinery.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Murphy.
Discount Stores-Heck's.
Chain Drug Stores-Rite Aid; Fruth Pharmacy.
Chain Supermarkets-Johnson's; Super Valu; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear; O.J. Morrison.

14 - NEWSPAPERS: REGISTER (e) 5,995; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Landon Associates.

RONCEVERTE

See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV SMSA). E&P Map B-1. E. of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 24,736; Loc. Est. 25,371
CZ-ABC: (70) 27,131; (82) 25,200
RTZ-ABC: (70) 54,550; (82) 59,300
Counties 80 Cen. 71,535; Loc. Est. 72,704
Brooke County 80 Cen. 31,117; Loc. Est. 31,651
Hancock County 80 Cen. 40,418; Loc. Est. 41,053
SMSA 80 Cen. 163,099; Loc. Est. 163,655
City & RTZ-ABC: (70) 81,681; (82) 84,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,117; Loc. Est. 9,283
CZ-ABC: (70) 8,310; (82) 9,000
RTZ-ABC: (70) 16,441; (82) 20,900
Counties 80 Cen. 24,872; Loc. Est. 26,197
Brooke County 80 Cen. 10,619; Loc. Est. 11,100
Hancock County 80 Cen. 14,253; Loc. Est. 15,097
SMSA 80 Cen. 57,577; Loc. Est. 59,525
City & RTZ-ABC: (70) 39,271; (82) 29,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$171,318,000
Savings & Loan	2	$91,000,000

6 - PASSENGER AUTOS: Counties: Brooke 14,768; Hancock 23,300

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chemicals; Railroad Shops; Coal Mining; Metal Fabricating and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 Blocks on Main St., Weirton Shopping Plaza 18 Stores; K-Mart Plaza 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 Blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Steuben Mall(70)	NA NA	Sears, Carlisle's, Kaufman
Hollywood(8)	NA	Kroger, SuperRx, Mr. Wigg's
Tri-State Mall(10)		Hart's Family Ctr., Big Bear
Premier	NA	Fisher Bros.
Kusic	NA	Thrift Drug
K mart Plaza	NA	K mart, Kroger, SuperRx

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Mon. & Thu.; Shopping Plaza daily til 9 p.m. and Sun.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Kaufman's; Carlisles (in Steubenville, OH).
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Fishers Big Wheel; K mart.
Variety Store-Murphy.
Chain Drug Stores-Thrift 2; SuperRx; Anile Phcy. 2; Penn-Way.
Chain Supermarkets-Kroger 2; Foodland; Convenient Market; A&P.
Other Chain Stores- Firestone; Western Auto; Genuine Parts; Jean's Frocks; Goodyear; Ponderosa; Long Jon Silver; Kentucky Fried Chicken; Nationwise; Radio Shack; TriState Asphalt; Burger Chef; Burger King; Bonanza; Elby's; McDonald's; Pizza Hut; Sherwin Williams.

14 - NEWSPAPERS: TIMES (e) 7,501; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Zarfos, Gen. Mgr., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0607.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County, E&P Map A-4, County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV On U.S. Hwy. 52.

2 - TRANSPORTATION: Railroads-N&W.
Intercity Bus Lines-Trailways; Intercity County; Price.

3 - POPULATION:
City 80 Cen. 3,885; Loc. Est. 3,759
County 80 Cen. 49,899; Loc. Est. 48,928

4 - HOUSEHOLDS:
City 80 Cen. 1,528; Loc. Est. 1,554
County 80 Cen. 16,034; Loc. Est. 16,185

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	1	$20,560,000

6 - PASSENGER AUTOS: County 22,042

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining 9,000 emp. ($210 wkly.).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Penny; Cox; Collins; Watsons; Sears Roebuck (Catalog).
Variety Stores-Murphy.
Discount Stores-Super S; Buddy's McKenzie's; Magic Mart.
Chain Supermarkets-Kroger; Deskins; Pic-Pac.
Chain Drug Stores-Buddy's.
Other Chain Stores-Singer; Giant Dollar; H&M Shoe; Goodrich; Collins Furn.; Credit Dept.; Thrifty Shops. Shoe Mart; Family Shoes; Welch Hdwr.; Howard.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,210; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3146.
National Representative: General Adv. Service.

WHEELING

1 - LOCATION: Ohio County (In Wheeling WV-OH SMSA). E&P Maps B-1 & B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 250, 40; State 2, 88; I-70.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Lake Shore; Ohio Valley Regional Bus Auth.; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070; Loc. Est. 42,182
CZ-ABC: (70) 103,297; (82) 95,700
In Ohio: (70) 29,422; (82) 25,800
In WV: (70) 73,875; (82) 69,900
RTZ-ABC: (70) 170,238; (82) 185,700
County 80 Cen. 61,389; Loc. Est. 61,303
SMSA 80 Cen. 185,566; Loc. Est. 186,445
City & RTZ-ABC: (70) 273,535; (82) 281,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,087; Loc. Est. 17,488
CZ-ABC: (70) 35,418; (82) 38,300
In Ohio: (70) 10,283; (82) 10,500
In WV: (70) 25,135; (82) 27,800
RTZ-ABC: (70) 52,319; (82) 67,100
County 80 Cen. 22,938; Loc. Est. 23,661
SMSA 80 Cen. 67,532; Loc. Est. 69,994
City & RTZ-ABC: (70) 87,737; (82) 105,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$330,924,000
Savings & Loan	2	$144,965,000

6 - PASSENGER AUTOS: County 30,706

7 - ELECTRIC METERS: Residence 31,525

8 - GAS METERS: County, Residence 21,663

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chemicals; Toys; Tooth Paste Tubes; Food Products; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prod.; Clothing; Bearings; Corrugated Boxes; Railroad Shops; Coal Mines; Oil; Natural Gas; Tobacco; One TV and 6 Radio Stations.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Warwood Plaza (Woolworth, Kroger), Grove Shopping Center-Super Dollar: Stone & Thomas; Rite-Aid; Ohio Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Terr. Plz.(8)	NA	Ben Franklin
Warwood-Ctr.(7)	NA	Kroger, Heck's, Woolworth
Ohio Valley Mall(80)	NA NA	Sears, JC Penney, Montgomery Ward, Kaufmanns
Benwood Plaza	NA	Hills, Rinks, Kroger

Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; L.S. Good.
Discount Stores-Big Wheel; Bernie Glenns Commercial Sales; Hart's Family Center; Hecks; Rinks; Hills.
Variety Stores-Murphy's; Murphy Mart.
Chain Drug Stores-SupeRx; Revco; Rite-Aid 3; Gils.
Chain Supermarkets-Kroger 7; Foodland 5; Pomco 8; A&P; Convenient Food Marts 10; Fair Fresh Store 23; Ross 4; Shop 'n Save; Hart's (Big Bear).

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 24,631; (m-sat) 47,683; NEWS-REGISTER (e-mon to fri) 26,805; Comb. (m&e) 51,436; NEWS-REGISTER (S) 54,665; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Diehl, Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 23?-0100.
National Representative: Landon Associates.

WHITE SULPHUR SPRINGS

See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County, E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: Railroads-N. & W.
Motor Freight Carriers-5.
Intercity Bus Lines-Consolidated Trailways.
Air Travel-County Airport-3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219; Loc. Est. 4,755
PMA-ABC: (70) 107,214; (82) 144,000
County 80 Cen. 37,336; Loc. Est. 36,220

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,023; Loc. Est. 1,937
PMA-ABC: (70) 30,049; (82) 47,200
County 80 Cen. 11,876; Loc. Est. 11,907

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: County 16,285

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: Residence 2,226

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Center; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: Shopping Centers-Appalachia Plaza (7 Stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Cox; Collins; Cantee's.
Variety Stores-G.C. Murphy; R.H. Hobbs.
Chain Drug Stores-Rite-Aide; Hurley 3; Sargent; Strosniders.
Chain Supermarkets-Island Creek 4; Piggly Wiggly 3; A&P; Kroger; Pic-Pac.
Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store.
Other Chain Stores-Sears; Penney; Fort Pitt Shoes; K Mart; Hobbs; G.C. Murphy; Pic-Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 12,474; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rose Justice, Adv. Mgr., NEWS, E. 3rd Ave., Williamson, WV 25661; Tel. (304) 235-4242.
National Representative: General Adv. Service.

WISCONSIN SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Calumet, Outgamie and Winnebago Counties.
Duluth-Superior, Minn.-Wis.-St. Louis County, Minn.; Douglas County, Wis.
Eau Claire-Eau Claire and Chippewa Counties.
Green Bay-Brown County.
Janesville-Beloit-Rock County.
Kenosha-Kenosha County.
La Crosse-La Crosse County.
Madison-Dane County.
Milwaukee-Milwaukee, Ozaukee, Washington and Waukesha Counties.
Minneapolis-St. Paul, Minn.-Wis.-Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wis.
Racine-Racine County.
Sheboygan-Sheboygan County.
Wausau-Marathon County.

STANDARD CONSOLIDATED STATISTICAL AREA

Chicago-Gary-Kenosha, Ill.-Ind.-Wis.-Includes Chicago SMSA; Gary-Hammond-East Chicago, Ind. SMSA; Kenosha, Wis. SMSA.
Milwaukee-Racine-Includes Milwaukee SMSA; Racine SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	382	347	355
5-14 Years	936	737	754
15-24 Years	771	916	937
25-44 Years	977	1,252	1,281
45-64 Years	881	889	910
65 and Over	471	564	577
TOTAL	4,418	4,705	4,814

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	580	985	1,166
General Mdse	1,326	1,929	2,511
Food	1,993	3,084	4,576
Automobiles	1,760	3,033	3,410
Gasoline Stations	703	1,250	2,063
Apparel	384	560	722
Furniture	436	682	831
Eat-Drink Places	940	1,524	2,312
Drugs	263	382	537
TOTAL	9,290	14,930	20,492

ANTIGO

1 - LOCATION: Langlade County, E&P Map C-3, County Seat. Dairy, agriculture & recreation area. Misc. small mfg. 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: Railroads-Chicago & North Western (Freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Inter-County.

3 - POPULATION:
Corp. City 80 Cen. 8,653; Loc. Est. 8,348
County 80 Cen. 19,978; Loc. Est. 19,696

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; Loc. Est. 2,495
County 80 Cen. 7,060; Loc. Est. 7,180

5 - BANKS:	NUMBER	EST. DEP.
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$61,000,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$23,500,000

6 - PASSENGER AUTOS: County 9,001

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,160

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wood Working 241 ($180); Leather 103 ($150); Steel & Metal 168 ($300); Food & Bev. 197 ($170); Gov't. 846 ($185).
Principal Pay Days-5th & 20th; 1st & 15th; Some, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Center-15 blocks on five streets; shopping and recreation development 1/4 mi N of Antigo.
Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Almost all Fri.; some every night (Including stores on Highway 45 N-Sears, Copps, and Montgomery Ward).
Stores Open Sundays-Most food & Copps, (several downtown stores open Sunday afternoon).

13 - RETAIL OUTLETS: Department StoresJ. C. Penney.
Discount Stores-Copps; Mills Fleet Farm.
Variety Stores-Woolworth; Spurgeon; Gamble's.
Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.
Other Chain Stores-Mode O'Day; Sears Catalog; Montgomery Ward Catalog.

14 - NEWSPAPERS: JOURNAL (e) 6,896; sworn March 31, 1982.
Local Contact for Advertising and Merchandising Data: James R. Alft. or Bill Williams, Adv. Mgrs., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.
National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh SMSA). E&P Map C-4, County Seat known as ""Fox Cities," mfg. & paper making ctr. 105 mi. N of Milwaukee, 185 mi. N of Chicago. On U.S. Hwys 10 & 41; State 125, 114, 47, 76.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line; Chicago; Milwaukee; St. Paul & Pacific (Freight Only).
Motor Freight Carriers-8.
Intercity Bus Lines-Appleton & Intercity; Fox River; Greyhound; Wichmann Lake Shore.
Airlines-Republic & Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032; Loc. Est. 98,904
Appleton 59,032; Loc. Est. 60,553
Neenah 23,272; Loc. Est. 23,558
Menasha 14,728; Loc. Est. 14,793
CZ-ABC: (70) 130,695; (82) 140,100
RTZ-ABC: (70) 99,787; (82) 113,200
Outagamie 128,726; Loc. Est. 133,499
Winnebago 80 Cen. 131,732; Loc. Est. 133,324
SMSA 80 Cen. 291,325; Loc. Est. 298,142
City & RTZ-ABC: (70) 230,482; (82) 253,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 38,052; Loc. Est. 36,361
Appleton 13,314; Loc. Est. 22,314
Neenah 9,222; Loc. Est. 8,431
Menasha 9,516; Loc. Est. 5,616
CZ-ABC: (70) 37,534; (82) 46,900
RTZ-ABC: (70) 27,843; (82) 37,300
Outagamie 80 Cen. 42,728; Loc. Est. 45,755
Winnebago 80 Cen. 46,892; Loc. Est. 48,997
SMSA 80 Cen. 99,314; Loc. Est. 104,909
City & RTZ-ABC: (70) 65,377; (82) 84,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	$555,455,298
Savings & Loan	7	$405,559,180

6 - PASSENGER AUTOS: Outagamie Co. 68,906; Winnebago Co. 68,978

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 24,649

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper & Allied Prod. 14,200 ($259); Non-Elec. Mach. 4,600 ($243); Primary Metal 2,800 ($237); Electrical Mach. 1,550 ($200); Printing & Publg. 2,400 ($211); Food and Kindred Prods. 2,800 ($173). (Sources: State of Wis. Unemployment Comp. Bd., July 1976).
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-89; Summer 49-94; Fall 0-94; Winter 21-below 25. First killing frost, Oct. 25. Last killing frost, May 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-14 blocks on College Ave.; 6 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 2 on Morrison St.; 2 on Walnut St.; 2 on State St.; 1 on Richmond St.
Neighborhood Shopping Centers-Wisconsin Ave., 20 blocks from Morrison to Badger Ave.; 4 at Wisconsin at Oneida; 4 at Wisconsin at Richmond; 2 at Wisconsin at Badger at Northland at Richmond 1/2 mi. City; 41 E. College Ave.; Walter Ave.; So. Lawe St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Fair(25)	NA	Towne & Country, Kohls
Fox Point(16)	NA	Penney, Kresge
Northland Plaza(7)	NA	Shopko, So Fro Fabrics, Family Market
Valley Fair(39)	NA	Coast-to-Coast

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-H. C. Prange; J. C. Penney 2; McCain's; Sears Roebuck; Jacks of Neenah 2; Gimbel's; Campbell Stores.
Discount Stores-Prange's; Copps; Budget; K mart; Shopko 2; Kohl's Dept. Store.
Variety Stores-S.S. Kresge 2.
Chain Drug Stores-Walgreen; Ford 4; Appleton Phcy. 2; Morton's 4.
Chain Supermarkets-Cub; Sav-U-Foods 3; Town & Country 2; Park and Market 4; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2.
Other Chain Stores-Fanny Farmer 2; Neumode Hosiery; Singer Co.; Firestone; Goodyear; Montgomery Ward (catalog); Gallenkamp's 2; Nobil; Thom McAn; Ready-to-Wear; Hardware; Coast to Coast 2; Gamble's; So Fro Fabrics; Ace Hdwe.; True Value 2.

14 - NEWSPAPERS: POST-CRESCENT (e) 52,910; (m-sat) 52,379; (S) 60,934; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Adv. Sales Mgr., POST-CRESCENT, Box 59, Appleton, WI 54912; Tel. (414) 733-4411.
National Representative: CWO&O.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior. 70 mi. E of Duluth. On U.S. Hwy. 2; State 13 & 63.

2 - TRANSPORTATION: Railroads-Soo Line; Burlington-Northern.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 9,115; Loc. Est. 8,706
County 80 Cen. 16,783; Loc. Est. 16,291

4 - HOUSEHOLDS:
City 80 Cen. 3,710; Loc. Est. 2,926
County 80 Cen. 6,103; Loc. Est. 6,049

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$50,000,000
Savings & Loan	1	$8,000,000

6 - PASSENGER AUTOS: County 7,291

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal Prod. 375; Paper Prod. 230; Printing Forms 27; Wood Prod. 206; Garment Firms 250; Wholesale 117; Utilities 248; Dairy Prod. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thu., Fri., Sat.
Stores Open Evenings-Thu.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Pamida.
Variety Stores-Woolworth; McCrory.
Chain Supermarkets-Super Valu; National Tea; Hunt's; Holiday Village.

14 - NEWSPAPERS: PRESS (m) 8,406; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 Third St. W., Ashland, WI 54806; Tel. (715) 682-2313.
National Representatives: Landon Assocaites.

BARABOO

1 - LOCATION: Sauk County, E&P Map C-5, County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison; on U.S. Hwys. 12 and 33; 5 mi. S of I-90 & 94.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081; Loc. Est. 8,309
County 80 Cen. 43,469; Loc. Est. 45,699

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,720; Loc. Est. 3,162
County 80 Cen. 15,510; Loc. Est. 16,818

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$70,491,000
Savings & Loan	1	$28,639,722

6 - PASSENGER AUTOS: County 22,557

7 - ELECTRIC METERS: Residence 2,984

8 - GAS METERS: Residence 1,273

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Plastic Pdts. 900; Uniforms 40; Recreation Furniture 60; Transformers 100; Coils 300; Can Mfg. 40; Munitions 450; Timers 200; Tents 10; Printing 150.

10 - CLIMATE: First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-10 blocks on 4 streets.
Principal Shopping Days-Thurs. & Fri.
Stores Open Evenings-Food & Dept. Thurs.; Food Nitely ex. Sun.; 20 others on Thurs.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Gambles; Coast to Coast; Spurgeons; K mart.
Discount Stores-Ritz Outlet.
Variety Stores-Woolworth; Schultz Bros.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets-IGA; Super Valu.

14 - NEWSPAPERS: NEWS-REPUBLIC (e) 5,646; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Reginald Zimmerman, Adv. Mgr., NEWS-REPUBLIC, 219 1st Street, Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative: None.

BEAVER DAM

1 - LOCATION: Dodge County, E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151 & State 33.

2 - TRANSPORTATION: Railroads-Wisconsin & Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149; Loc. Est. 13,805
County 80 Cen. 74,747; Loc. Est. 74,641

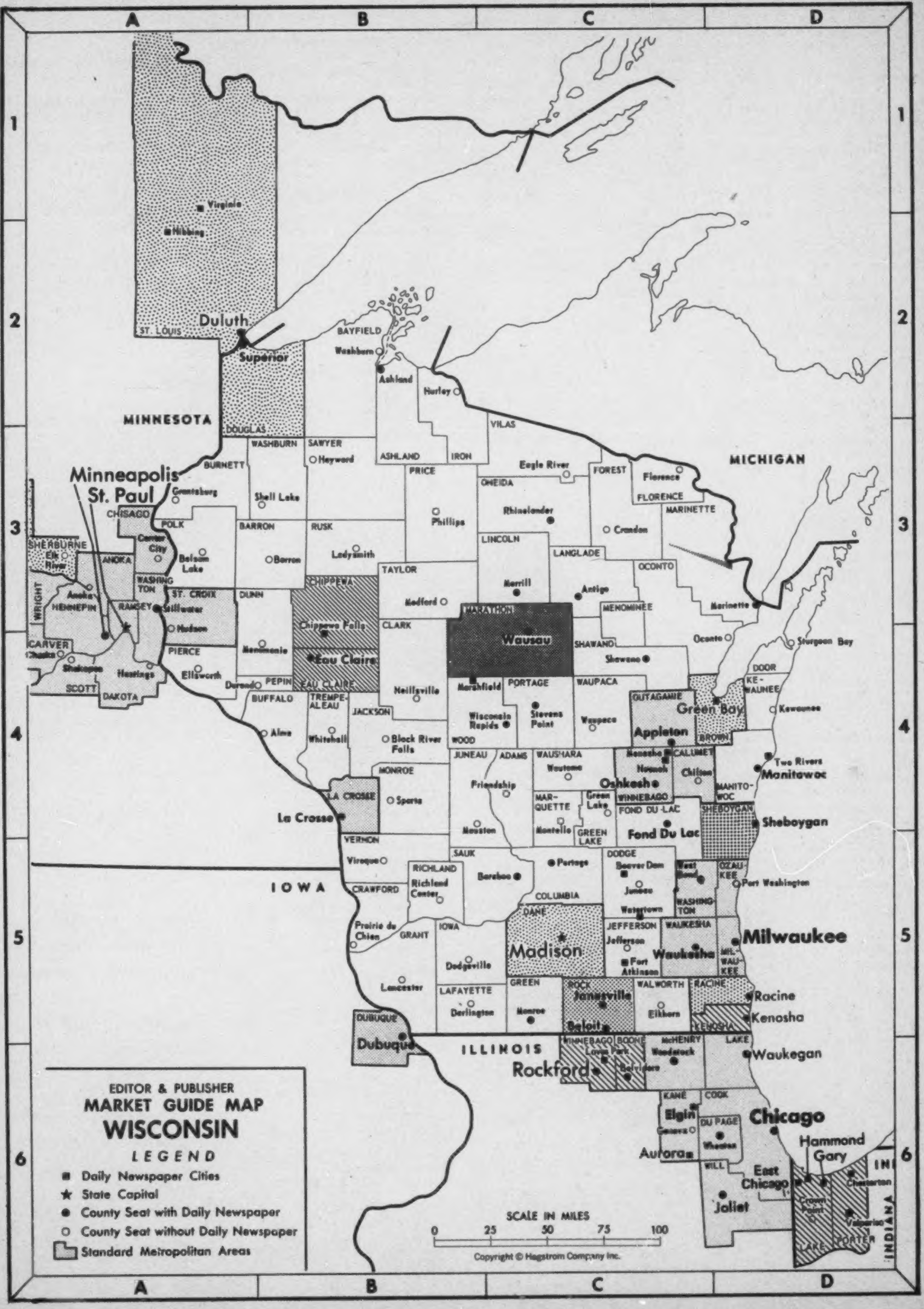
4 - HOUSEHOLDS:
City 80 Cen. 6,479; Loc. Est. 5,184
County 80 Cen. 24,750; Loc. Est. 25,420

5 - BANKS:	NUMBER	EST. DEP.
Commercial	3	$154,466,000
Savings & Loan	2	$36,870,000

6 - PASSENGER AUTOS: County 37,101

7 - ELECTRIC METERS: Residence 6,122

8 - GAS METERS: Residence 4,696


A
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MINNESOTA
MICHIGAN
IOWA
ILLINOIS
INDIANA
Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
BAYFIELD
Washburn
Ashland
Hurley
ASHLAND
IRON
VILAS
WASHBURN
SAWYER
Hayward
BURNETT
Grantsburg
Shell Lake
PRICE
Phillips
ONEIDA
Rhinelander
Eagle River
FOREST
Crandon
Florence
FLORENCE
MARINETTE
Minneapolis
St. Paul
CHISAGO
Center City
POLK
Balsam Lake
BARRON
Barron
RUSK
Ladysmith
LINCOLN
Merrill
LANGLADE
Antigo
OCONTO
SHERBURNE
Elk River
ANOKA
Anoka
WASHINGTON
WRIGHT
HENNEPIN
RAMSEY
Stillwater
ST. CROIX
Hudson
DUNN
Menomonie
CHIPPEWA
Chippewa Falls
Eau Claire
EAU CLAIRE
TAYLOR
Medford
CLARK
Neillsville
MARATHON
Wausau
MENOMINEE
SHAWANO
Shawano
Marinette
Oconto
Sturgeon Bay
DOOR
KEWAUNEE
Kewaunee
CARVER
Chaska
Shakopee
SCOTT
Hastings
DAKOTA
PIERCE
Ellsworth
Durand
PEPIN
BUFFALO
Alma
TREMPEALEAU
Whitehall
JACKSON
Black River Falls
Marshfield
WOOD
Wisconsin Rapids
PORTAGE
Stevens Point
WAUPACA
Waupaca
OUTAGAMIE
Appleton
Green Bay
BROWN
Two Rivers
Manitowoc
MANITOWOC
CALUMET
Chilton
Menasha
Neenah
Oshkosh
WINNEBAGO
MONROE
Sparta
LA CROSSE
La Crosse
JUNEAU
ADAMS
Friendship
Mauston
WAUSHARA
Wautoma
MARQUETTE
Montello
Green Lake
GREEN LAKE
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
VERNON
Viroqua
RICHLAND
Richland Center
SAUK
Baraboo
Portage
COLUMBIA
DODGE
Beaver Dam
Juneau
Watertown
West Bend
WASHINGTON
OZAUKEE
Port Washington
CRAWFORD
Prairie du Chien
GRANT
IOWA
Dodgeville
DANE
Madison
JEFFERSON
Jefferson
Fort Atkinson
WAUKESHA
Waukesha
MILWAUKEE
Milwaukee
Lancaster
LAFAYETTE
Darlington
GREEN
Monroe
ROCK
Janesville
Beloit
WALWORTH
Elkhorn
RACINE
Racine
KENOSHA
Kenosha
DUBUQUE
Dubuque
WINNEBAGO
BOONE
Loves Park
Belvidere
Rockford
McHENRY
Woodstock
LAKE
Waukegan
KANE
Elgin
Geneva
Aurora
COOK
Chicago
DU PAGE
Wheaton
WILL
Joliet
East Chicago
Hammond
Gary
Crown Point
Chesterton
Valparaiso
LAKE
PORTER
SCALE IN MILES
0
25
50
75
100
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EDITOR & PUBLISHER
MARKET GUIDE MAP
WISCONSIN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prod. 2,003 ($269); Wood Prod. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Mall(32)	1	Herbergers, J.C. Penney, Woolco, Lewis Drug
Park Plaza Mall(10)	1	Shop Ko, Piggly Wiggly, Montgomwery Ward

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Sundays-Food, Drug and Dept; Beaver Mall; Shop Ko.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Montgomery Ward; Shop Ko; Woolco; K mart; Fleet Farm; Herbergers; Spurgeons.
Variety Stores-Schultz Bros.
Chain Supermarkets-Piggly Wiggly; Lauer's; Shop-Rite; Super Valu; Sentry; United Foods.
Other Chain Stores-Elliots Model; Lewis Drug; Desmonds; Musicland; Jo Ann Fabrics; Tradehome Shoes; Wardrobe; Kinney Shoes; The Plum Tree; Tadio Shack; Walden Books; Zales; Copper Rivet; Kaybee Toys; Stevesons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: CITIZEN (e) 10,020; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Dick McDermott, Adv, Mgr, CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.
National Representative: None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI (In Janesville-Beloit SMSA). E&P Map C-5, Beloit and Rockton in Winnebago County, IL. Educational ctr. On the banks of Rock River, 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-19 & 51; WI Hwys. 13, 21, 15; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Peoria-Rockford.
Airlines-Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,600; Loc. Est. 41,429
Beloit 80 Cen. 35,207; Loc. Est. 34,885
So. Beloit 80 Cen. 4,080; Loc. Est. 4,170
Rockton 80 Cen. 2,313; Loc. Est. 2,374
Counties 80 Cen. 380,304; Loc. Est. 393,153
Rock (WI)/SMSA 80 Cen. 139,420; Loc. Est. 140,733
Winnebago (IL) 80 Cen. 250,884; Loc. Est. 252,420
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 15,242; Loc. Est. 15,500
Beloit 80 Cen. 12,785; Loc. Est. 12,904
So. Beloit 80 Cen. 1,575; Loc. Est. 1,678
Rockton 80 Cen. 882; Loc. Est. 918
Counties 80 Cen. 138,445; Loc. Est. 143,727
Rock (WI)/SMSA 80 Cen. 49,037; Loc. Est. 51,052
Winnebago (IL) 89,408; Loc. Est. 92,675

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$89,395,638
Savings	1	$17,187,378
Savings & Loan	3	$19,828,026

6 - PASSENGER AUTOS: Counties: Rock 73,277; Winnebago 151,641

7 - ELECTRIC METERS: Residence 18,006

8 - GAS METERS: Residence 14,039

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Diesel Eng. 2,900; Paper Mach. 3,300; Radiators Motors (Elec.) 1,141; Shoes 1,200; 25 Mfg. employ 9,183.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Centers-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.; Food Fair Center.
Regional Shopping Centers-Beloit Plaza, 38 stores at Riverside Dr. & Henry Ave.
Neighborhood Shopping Centers-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W. Grand & Town Line; 1 at Wisconsin & Woodward.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beloit Plz.(41)	0	J.C. Penney, Sears, Weise
Westgate(3)	NA	Woodman Mkt.
Prairie Ave.(2)	NA	K mart, Sentry

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Food nightly; others Mon., Fri. & Sun.; Beloit Plaza Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; McNeany; Stewarts; Sears; Weise's.
Variety Stores-Woolworth.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-Walgreen; May's.
Chain Supermarkets-Eagle Foods 2; Fox 2; Crystal 3; Woodman's; Kohls; Sentry.
Other Chain Stores-Singler Co.; Firestone; Leath (furn.); Sears; Montgomery Ward (catalog); Diane Shop; Nobil Shoes; Neumode; Father & Son Shoes; Stewarts; Schiff Shoes; Jupiter; Goodyear.

14 - NEWSPAPERS: NEWS (e) 19,563; sworn Sept. 1, 1981.
Local Contact for Advertising and Merchandising Data: Larry Brown, Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.
National Representative: Landon Associates.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire SMSA). E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E. of Minneapolis/St. Paul; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29 & 178 & 124.

2 - TRANSPORTATION: Railroads-CM, St.; P&P; Soo and C St. PM&O (C&NW).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Motor; North Central; B.U.S. City Bus with service to & from Eau Claire, Wis.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,845; Loc. Est. 11,782
CZ-ABC: (70) 13,770; (82) 13,600
RTZ-ABC: (70) 39,505; (82) 45,700
County 80 Cen. 51,702; Loc. Est. 53,125
SMSA 80 Cen. 130,507; Loc. Est. 135,406
City & RTZ-ABC: (70) 53,275; (82) 59,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,515; Loc. Est. 4,324
CZ-ABC: (70) 4,350; (82) 5,000
RTZ-ABC: (70) 10,753; (82) 14,700
County 80 Cen. 17,262; Loc. Est. 18,270
SMSA 80 Cen. 44,592; Loc. Est. 47,677
City & RTZ-ABC: (70) 15,103; (82) 19,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	$99,000,000
Savings & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 24,236

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners & (Av. Wkly. Wage)-Computer Res. 45 ($400); Shoes 495 ($200); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Machy. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28. Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Bridge St.; Wissota Village Shopping Center, 7 stores. Chippewa Mall, anchor stores-Prange Way, Super Valu, Shop Ko.
Principal Shopping Days-Dept. Stores-Mon., Thu. & Sat.; Food: Thurs. Fri., Sat.
Stores Open Evenings-Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Farm & Fleet; Montgomery Ward; Coast-to-Coast; Spurgeon's; Mary's; Hardware Hank; PrangeWay; OK Hardware; Shop Ko.
Variety Stores-Woolworth; Schulz Bros.; Ben Franklin.
Chain Drug Stores-Badger Walgreen; Medicine Shop; Snyder.
Chain Supermarkets-Chippewa Super Valu; Red Owl; I.G.A.; National Foods.

14 - NEWSPAPERS: HERALD-TELEGRAM (e) 9,158; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Peter Pritchard, Adv. Mgr., HERALD-TELEGRAM, 22 W. Central, Chippewa Falls, WI 54729; Tel. (715) 723-5515.
National Representative: None.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (SMSA). E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 93, 85 & 37.

2 - TRANSPORTATION: Railroads-Chicago & North Western; The Milwaukee Road; Soo Line.
Motor Freight Carriers-18.
Intercity Bus Lines-5 lines, 82 buses per day. Northland Greyhound; Stewart; Wis. Northern; North Central; La-Claire.
Airlines Serving City-Republic; Mid State.

3 - POPULATION:
Corp. City 80 Cen. 51,509; Loc. Est. 53,589
CZ-ABC: (70) 51,000; (82) 60,900
RTZ-ABC: (70) 147,357; (82) 169,100
Counties/SMSA 80 Cen. 130,507; Loc. Est. 135,406
Chippewa Falls 80 Cen. 51,702; Loc. Est. 53,125
Eau Claire 80 Cen. 78,805; Loc. Est. 82,281
City & RTZ-ABC: (70) 198,357; (82) 230,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,359; Loc. Est. 19,444
CZ-ABC: (70) 15,621; (82) 21,900
RTZ-ABC: (70) 42,912; (82) 57,000
Counties/SMSA 80 Cen. 44,592; 47,677
Chippewa Falls 80 Cen. 17,262; Loc. Est. 18,270
Eau Claire 80 Cen. 27,330; Loc. Est. 29,407
City & RTZ-ABC: (70) 58,533; (82) 79,800

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	$473,000,000
Savings & Loan	4	$182,100,000
Credit Unions	8	$21,200,000

6 - PASSENGER AUTOS: Counties: Chippewa Falls 24,640; Eau Claire 40,800

7 - ELECTRIC METERS: 18,581

8 - GAS METERS: 8,350

9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Meat Packing; Machine Shops; Computer Co.; Printing & Publishing. Total 8,105 Wage Earners ($298 avg. wkly. wage).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-18 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart
Co-Op	2	Co-op Store
Putnam Hghts(15)	1	Thriftway, Ben Franklin
Gateway(18)	2	Snyder Drug
Star Plaza	2	Roy's Foods
London Square(60)	3	Sears, Prange
Shopko(23)	3	Shopko

Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Evenings-Department Stores-Mon. & Thu.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Samuelson's; Sears; J.C. Penney; Consumer's Co-op; H.C. Prange.
Variety Stores-Woolworth.
Discount Stores-K mart; Co-op Shopping Center; Prange-Way; Shopko.
Chain Drug Stores-Walgreen; Snyder.
Chain Supermarkets-Randalls.
Other Chain Stores-Leath Furniture; Kinney Shoes; Tradehome; Kelly Furniture; Mautz Paint; Steveson's; Northwest Fabric.

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri; m-sat) 33,886; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 834-3471.
National Representative: Branham.

FOND DU LAC

1 - LOCATION: Fond du Lac County, E&P Map C-4. County Seat. 64 mi. N of Milwaukee: 157 mi. N of Chicago; 70 mi. NE of Madison; 70 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: Railroads-C & NW; and Soo Line.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Wisconsin Coach.
Airline-County owned class 3 commercial aiport.

3 - POPULATION:
Corp. City 80 Cen. 35,836; Loc. Est. 36,266
CZ-ABC: (70) 38,801; (82) 40,300
RTZ-ABC: (70) 105,279; (82) 116,600
County 80 Cen. 88,952; Loc. Est. 90,918
City & RTZ-ABC: (70) 144,180; (82) 156,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,098; Loc. Est. 13,286
CZ-ABC: (70) 12,040; (82) 14,600
RTZ-ABC: (70) 29,352; (82) 38,100
County 80 Cen. 29,867; Loc. Est. 31,472
City & RTZ-ABC: (70) 41,392; (82) 52,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$495,970,069
Savings & Loan	(incl. above)	(incl. above)

6 - PASSENGER AUTOS: 45,971

7 - ELECTRIC METERS: 25,613

8 - GAS METERS: 16,315

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Machine Tools 1,000; Outboard Motors 3,000; Railroad Shops 650; Leather Tanning 360; Textile & Apparel 140; Auto Parts 600.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-74; Fall 42-55; Winter 14-30. First killing frost, Oct. 4. Last killing frost, May 7.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Mall(39)	NA	Mont. Ward, Prange's, J.C. Penney
Forest Plaza(16)	NA	K mart, Sears
Southtown(17)	NA	Country Store
Downtown(60)	NA	Kohl's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and SouthtownMon. to Sat.; Downtown-Mon. & Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; H.C. Prange; Copp's; J.C. Fenney; Montgomery Ward.
Chain Drug Stores-Osco; Walgreen.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Copp's; Prange-Way; Fleet Farm; K mart.
Chain Supermarkets-Piggly Wiggly; Country Store; Sentry; Super Valu; Kohl's; Pick'n Save.
Other Chain Stores-Firestone; Goodyear; Holiday; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Schiff Shoes; Singer Sewing; Grossman's; Radio Shack.

14 - NEWSPAPERS: REPORTER (e) 21,318; (S) 21,739; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bekki Lapine, Adv. Sales Mgr., REPORTER, 33 W. 2nd St., Fond du Lac, WI 54935; Tel. (414) 922-4600.
National Representative: Thomson Newspapers.

FORT ATKINSON

1 - LOCATION: Jefferson County, E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago. On U.S. Hwy. 12; State Hwys. 26, 89 & 106.

2 - TRANSPORTATION: Railroads-Chicago & North Western (freight).
Motor Freight Carriers-REA; UPS; GPX; Yerges Trucking Co.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,785; Loc. Est. 10,181
County 80 Cen. 66,152; Loc. Est. 69,348

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,703; Loc. Est. 3,816
County 80 Cen. 22,264; Loc. Est. 24,028

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$66,953,000
Savings & Loan	1	$40,100,426

6 - PASSENGER AUTOS: County 32,708

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,224

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Lighting Fixtures 580; Farm Equipment 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 25; Seafood 175; Laminated Wood 48; Publishing 160; Foundry 165; Metal Salvage 55; Educational Materials 250; Textiles 100; Machine Shop 32; Dairy Equipment 75; Cardboard Carton 60. Average hourly wage: $5-3.85.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave.; Whitewater Ave.; Edwards; S. Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry, Ben Franklin, The Pharmacy, Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Penney; Montgomery Ward; Sears Roebuck (catalog); Copp's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Tutties' Walgreen; The Pharmacy; Rexall; Godfreys.
Chain Supermarkets-Sentry Food; Eagle; Shop Rite (Roundy's); Copp's.
Other Chain Stores-Gambles; Badger Paints; Goodyear; Mr. Quick Hamburgers; Dairy Queen; A&W; Singer; Pizza Hut; True Value Hardware; Coast-to-Coast; Hardware Hank.

14 - NEWSPAPERS: JEFFERSON COUNTY UNION (e-mon to fri) 8,493; sworn Mar. 30, 1982.
Local Contact for Advertising and Merchandising Data: R.H. Stevens, Adv. Dir., JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative: Hoard's Dairyman.

GREEN BAY

1 - LOCATION: Brown County (In Green Bay SMSA). E&P Map D-4, County Seat. Situated on Fox River at southern end of Green Bay. NE part of state, 115 mi. N of Milwaukee; 200 mi. N of Chicago; 275 mi. E of Minneapolis. Whlse. & retail trading area; port of entry. Shipping ctr. On I-43, U.S. Hwy. 41 & State Hwys. 141, 57, 54, 32, 29.

2 - TRANSPORTATION: Railroads-(freight only on all railroads) Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Green Bay & Western; Kewaunee & Green Bay & Western. Div. of G.B. & Western; Ahnapee & Western.
Motor Freight Carriers-20.
Freight Steamship Lines-20.
Intercity Bus Lines-Central Greyhound; Seymour; Wisconsin-Michigan.
Airlines-Republic; Green Bay Aviation; Executive Air Transport Ltd.; Continental.

3 - POPULATION:
Corp. City 80 Cen. 87,899; Loc. Est. 87,755.
CZ-ABC: (70) 129,824; (82) 141,800
RTZ-ABC: (70) 116,822; (82) 139,100
County/SMSA 80 Cen. 175,280; Loc. Est. 179,632
City & RTZ-ABC: (70) 246,646; (82) 280,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,488; Loc. Est. 34,198
County/SMSA 80 Cen. 59,908; Loc. Est. 63,304
CZ-ABC: (70) 36,608; (82) 46,700
RTZ-ABC (70) 33,894; (82) 47,600
City & RTZ-ABC: (70) 70,502; (82) 94,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	$847,496,515
Savings & Loan	5	$543,252,038

6 - PASSENGER AUTOS: County 90,000

7 - ELECTRIC METERS: 37,590

8 - GAS METERS: 30,736

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper & Prod. 10,500; Food & Prod. 4,200; Non-electrical Machinery 3,000; Transportation, Communications, and Public Utilities 6,000; Lumber & Wood (Incl. Furn. & Fixt.) 700; Primary & Fabricated Metals 1,060; Av. Wkly. Wage of all production workers-$390.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2. Last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; from Lake Michigan; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on N Washington St.; 1 on E. Walnut St.; 3 on N Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway; 2 on W Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beacon(36)	3	Aim
Marquette(7)	1	Sure Way, Ben Franklin
Colonial Vlg.(6)	2	Sure Way
Plaza(36)	3	Country Store, Sears, Prange-Way
Bay Park Square(24)	6	Montgomery Ward, Shopko, Kohl's
Lombardi	5	Kohl's Foods, Usco Drug
K mart East	5	Kohl's Foods, K mart
East Town	5	White Store, Kohl's Foods, Prange-Way, Cub Foods

Additional Shopping Centers (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); Shopko East (4); Westgate (17); Shopko West (3); Vernon Court (10); Bellevue Plaza (9).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All stores Mon. & Fri.; Food Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; Montgomery Ward; Sears; J.C. Penney; The White Store; Boston Store; Kohl's.
Discount Stores-Shopko 4; K mart 2; Prange-Way 3.
Variety Stores-S.S. Kresge; Ben Franklin; Aim Variety.
Chain Drug Stores-Osco 2; Snyder 3.
Chain Supermarkets-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 4; Sentry 3; Kohl's 2; Country Store 3; Cub Foods 2.
Other Chain Stores-Kinney Shoes; Payless Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Lieber Lumber; Grossman's; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Walden Books 2; Midas Mufflers; Kindy Optical 2; Zale's Jewelry; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Qualicraft Shoes; Richman Brothers; Thom McAn Shoes 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Sunflower Fashion; Hurrah[; B. Dalton Booksellers 2.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 12,516; sworn Mar. 31, 1982.
Local Contact for Advertising & Merchandising Data: Jerold McGrath, Gen. Mgr., NEWS-CHRONICLE, PO Box 2467, 133 S. Monroe, Green Bay, WI 54306; Tel. (414) 432-2941.
National Representative: Landon Associates.
PRESS-GAZETTE (e) 58,132; (S) 72,425; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Yuenger, Adv. Dir., PRESS-GAZETTE, PO Box 430, Green Bay, WI 54305; Tel. (414) 435-4411.
National Representative: Gannett.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit SMSA). E&P Map C-5, County Seat. Wholesale center. 105 mi. from Chicago; 65 mi. from Milwaukee; 35 mi. from Rockford; 40 mi. from Madison. On U.S. Hwys. 14, 51 & I-90; on State Hwys. 11 & 26.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Chicago, Madison & Northern.
Motor Freight Carriers-10.
Intercity Bus Lines-Peoria-Rockford; Alco Bus Corp.; Greyhound.
Airlines-American Central; Blackhawk (freight).

3 - POPULATION:
Corp. City 80 Cen. 51,071; Loc. Est. 52,078
CZ-ABC: (70) 46,426; (82) 53,500
RTZ-ABC: (70) 151,956; (82) 169,500
County/SMSA 80 Cen. 139,420; Loc. Est. 140,733
City & RTZ-ABC: (70) 198,382; (82) 223,000
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,363; Loc. Est. 19,097
CZ-ABC: (70) 14,031; (82) 18,900
RTZ-ABC: (70) 44,832; (82) 58,800
County/SMSA 80 Cen. 49,037; Loc. Est. 51,052
City & RTZ-ABC: (70) 58,863; (82) 77,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	$309,672,000
Savings & Loan	5	$109,840,000

6 - PASSENGER AUTOS: City 29,071; County 73,277

7 - ELECTRIC METERS: Residence 19,281

8 - GAS METERS: Residence 16,314

9 - PRINCIPAL INDUSTRIES: Industry (No. of Wage Earners)-Auto Assembly (5,300); Pen & Pencil (941); Auto Trans. (311); Food (124); Electronics (211); Engineering (616); Textiles/mill Products (551).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter 24 above-20 below. First killing frost, Oct. 30. Last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-Janesville Mall, 75 stores; 32-block downtown area with 66 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg.(4)	NA	Ben Franklin
Creston Park(20)	NA	Super-Valu, Rexall
Janesville(75)	NA	J.C. Penney, Weise's, Montgomery Ward
Memorial(5)	NA	
Sunnyside(7)	NA	Ben Franklin

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Shopping Centers Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears; Montgomery Ward; Bergner's.
Discount Stores-K mart 2; Copps; Holiday; Farm & Fleet; Shopko.
Chain Drug Stores-Walgreen Agency; Rexall 3; Thrift; Union Prescription.
Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Eagle 2; Super Valu; Stop-N-Go 6; Kohls; Gentz'.
Other Chain Stores-Ace Hardware; Anderson's Apparel; Barefoot Sports; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Cain Ashcraft; Condon Jewelers; Copper Rivet; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Dunkin Jewelry; Elliott's; Eye Glass Place; Famous Footwear; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Goodyear Tire; Grossman's; Happy Sleeper; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Jack's Shoe; JoAnn Fabrics; Julie Ann Fabrics; Lamb's; Leath Furniture; Marling Lumber; Maurice's; Merle Norman; Musicland; Marianne's; Maling's; Mautz Paint; Nobil Shoe; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Plum Tree; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin Williams; Shoe-Tique; Cornelius; Silver Dollar; Singer's; Clara Stone's; Team Electronics; Trinket Tree; True Value Hardware; Walden Books; Wicks 'N Sticks; Wisconsin Office Supply; Wolohan's; Woolworth's.

14 - NEWSPAPERS: GAZETTE (e) 31,275; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One South Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.
National Representative: None.

KENOSHA

1 - LOCATION: Kenosha County (SMSA), E&P Map D-5, County Seat. On Lake Michigan, 35 miles south of Milwaukee and 65 miles north of Chicago. Lake and ocean-going freighters call at port.

2 - TRANSPORTATION: Railroads-C&NW.
Intercity Bus Lines-Greyhound, Wis. Coach Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 77,685; Loc. Est. 77,633
CZ-ABC: (70) 85,610; (82) 86,200
RTZ-ABC: (70) 32,307; (82) 38,400
County/SMSA 80 Cen. 123,137; Loc. Est. 124,987
City & RTZ-ABC: (70) 117,917; (82) 124,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,964; Loc. Est. 27,470
CZ-ABC: (70) 26,237; (82) 30,900
RTZ-ABC: (70) 9,231; (82) 12,900
County/SMSA 80 Cen. 43,064; Loc. Est. 45,089
City & RTZ-ABC: (70) 35,468; (82) 43,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$265,000,000
Savings & Comm.	5	$402,000,000

6 - PASSENGER AUTOS: County 64,720

7 - ELECTRIC METERS: Residence 40,583

8 - GAS METERS: Residence 31,479

9 - PRINCIPAL INDUSTRIES: Automobiles; Brass, Copper & Alloy Prod.; Textiles; Musical Instruments; Cranberry Processing; Mechanic's Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equipment; Commercial Fertilizer; Industrial Tools; Dies; Jigs & Fixtures; Castings; Structural Steel Prod.; Equip. for Dairy & Food Processing Industries; Power Drives & Elec. Units & Spec. Mach. 17,500; Wage Earners' Av. Wkly. Wage $430 (includes shift prem. & Overtime). Growth Factors: American Motors; Port of Kenosha, Airport, University of Wisconsin 5,241, Carthage College 1,117, Gateway Technical Institute 5,345.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Areas-Downtown (6th Ave., 56th St., 57th St., 58th St.); Uptown (22nd Ave.); Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plaza(14)	NA	Kohl's, Sears
Town & Country(11)	NA	Ace Hdwr., Piggly Wiggly
Villa Capri(18)	NA	Sentry, Ben Franklin
American Ctr.	NA	Mont. Ward, Super Valu
Gateway Plaza	NA	Eagle, K mart
Sunnyside	NA	Piggly Wiggly, Sentry
Greenwood Plaza	NA	Walgreen, Super Valu

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. Fri.; Shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-Barden's; Leader; Montgomery Ward; J.C. Penney; Sears.
Discount Stores-K mart; Shop Ko.
Variety Stores-Woolworth; Ben Franklin 2; Wilson.
Chain Drug Stores-Walgreen 2; Bernacchi 3; Thrift; Union; General 2.
Chain Supermarkets-Super-Valu 2; Piggly Wiggly 3; Kohl's 2; Sentry 3; Eagle.
Other Chain Stores-Goodyear; Firestone; SherwinWilliams; Kinney Shoe; Shoe Kicks; Fanney Farmer; Pay-Less Shoes; Neumode; Adelman's Laundry; So-Fro Fabrics; Glidden Paint; Abby Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack 2; ShopKo.

14 - NEWSPAPERS: NEWS (e) 30,225; (S) 30,426; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000.
National Representative: Branham.

LA CROSSE

1 - LOCATION: La Crosse County (SMSA). E&P Map B-4. County Seat; State Office Building. Regional center for retail, manufacturing, medicine, education, agriclulture, trades, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago; 154 mi. SE of Minneapolis; 135 mi. NW of Madison. U.S. Hwys. I-90, 14,16, 53, 61; State Hwys. 33, 35.
River Front-On Mississippi River-9 ft. Gov't. maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Private establishments have unloading docks with pipe lines to tanks for unloading coal, fuel oil & gasoline. Bridges (2, no toll) cross from La Crosse to Minnesota.

2 - TRANSPORTATION: Railroads-Milwaukee Road; Chicago & North Western; Burlington Northern; Amtrak.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Western; River Trails; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,347; Loc. Est. 47,527
CZ-ABC: (70) 66,264; (82) 72,000
RTZ-ABC: (70) 146,049; (82) 165,300
County/SMSA 80 Cen. 91,056; Loc. Est. 93,823
City & RTZ-ABC: (70) 212,313; (82) 237,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,085; Loc. Est. 18,326
CZ-ABC: (70) 20,368; (82) 25,700
RTZ-ABC: (70) 43,790; (82) 58,200

CountySMSA 80 Cen. 32,017; Loc. Est. 29,407
City & RTZ-ABC: (70) 64,158; (82) 83,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$381,252,000
Savings & Loan	2	$324,336,000

6 - PASSENGER AUTOS: County 45,225

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Air Conditioning & Htg.; Automotive; Rubber Prods.; Malt Liquor; Prefabricated Metals; Transp.; Lmbr.-Wood-Stone-Clay; Food Mfg. 10,800; Durables 6,600; Non-Electrical 4,400; Non-Durables 4,200; Food (non-seasonal); Constr. (seasonal) 1,610; Transp., Communications, Public Serv. 2,300; Whole. & Retail 12,300; Finance Ins. & Real Est. 1,100; Services 10,900; Gov't. 7,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 9-22. First killing frost, Oct. 7. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:Downtown Shopping Center-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth-140 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plaza(20)	4	Shopko
Caledonia St.(12)	3	Ben Franklin
Jackson Plaza(7)	2	Rexall
K mart Plaza	3	K mart
Village(32)	3	Doerflinger's, Quillin's IGA, Woolworth
Center 90(11)	6	IGA, Woolworth, Walgreen
Menard Plaza(2)	4	Menard's, IGA
Shelby Mall(25)	5	Shopko
Valley View Mall(87)	5	Dayton's, J.C. Penney, Sears, Herberger's

Principal Shopping Days-Fri. and Thurs.
Stores Open Evenings-Mon. & Thurs.; Grocery: Mon. thru Sun.; Malls open evenings, Mon.-Fri., Sun.
Stores Open Sundays-Drug, Grocers, Discount, Major malls.

13 - RETAIL OUTLETS: Department Stores-Dayton's; Wm. Doerflinger 3; Herberger's; Sears; Kauma's 2; J.C. Penney; Montgomery Ward; Fantles; Salem Markos 3; Northside Dept. Stores.
Discount Stores-Jupiter; K mart 2; Shopko 2.
Variety Stores-Woolworth 2; Ben Franklin.
Chain Drug Stores-Major (Rexall); Walgreen Agency 2; Osco; Degen-Berglund 2; Hilton's.
Chain Supermarkets-Super Value; Copps 2; Gateway IGA 16; Kwik Trips 8; Roundy's.
Other Chain Stores-Nobil Shoes; Brooks 2; Spurgeon's; Fanny Farmer; Hallmark; Leath's (Furn.); Maurice's; Gamble's; Goodrich; Firestone; Goodyear; Western Auto; Sherwin-Williams; Pittsburgh Plate Glass; B. Dalton; Bachman's; Barker's Shoes; Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney Shoes; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seifers; Shirt Works; Team Electronics; Thom McAn; Wicks 'N' Sticks; Northwest Fabics; Menard's True Value Hardware; Sound Idea Store; Sound World.

14 - NEWSPAPERS: TRIBUNE (e) 35,464; (S) 36,364; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Johnson, Adv. Mgr., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.
National Representative: Branham.

MADISON

1 - LOCATION: Dane County (In Madison SMSA). E&P Map C-5, State capital, County Seat. 83 mi. W of Milwaukee; 148 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 13 & 151. On State Hwys. 19, 30 & 113; I-90 & 94.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Chicago, Milwaukee, St. Paul & Pacific; Illinois Central; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Badger Coach.
Airlines-Northwest; North Central; Ozark; Republic; Frontier; Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 170,616; Loc. Est. 169,534
CZ-ABC: (70) 202,915; (82) 201,700
RTZ-ABC: (70) 349,434; (82) 414,000
CountySMSA 80 Cen. 323,545; Loc. Est. 331,384
City & RTZ-ABC: (70) 552,349; (82) 615,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 69,543; Loc. Est. 67,652
CZ-ABC: (70) 64,177; (82) 74,700
RTZ-ABC: (70) 104,356; (82) 145,500
CountySMSA 80 Cen. 120,601; Loc. Est. 127,420
City & RTZ-ABC: (70) 168,533; (82) 220,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	28	$1,400,000,000
Savings & Loan	10	$841,000,000

6 - PASSENGER AUTOS: County 171,921

7 - ELECTRIC METERS: Total 96,198

8 - GAS METERS: Total 64,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 20,400; Construction 7,200; Transportation & Communication 6,300; Wholesale & Retail 35,300; Finance Insurance and Real Estate 12,700; Serv. & Misc. 32,400; Gov't. 58,200. (Av. wkly. wage $330).

10 - CLIMATE: Min. & Max. Temp.-Spring 53104; Summer 52-82; Winter 18-39. First killing frost, Sept. 22. Last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Downtown surrounding State Capitol Building and on State Street (275 units).
Neighborhood Shopping Centers-6 blocks on Atwood Avenue; Shorwood on University; Monroe St.; Sherman & Aberg Ave. (20 units); Cottage Grove Rd. and Monona Dr. (7 units); Monona At Nichols (5 units); Monona and Buckeye (9 units); 2200 S. Park St. (7 units); University Hills (13 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne(108)	5	Gimbels, Sears, Penneys, Pranges
Fitchburg Ridge(8)	3	various small stores
Heritage Sq.(12)	5	specialty stores
Hilldale(57)	3	Gimbels
Nakoma(20)	4	Ben Franklin, Kohls
Sherman Plaza(10)	4	IGA, Prange-Way
University Square(30)	1	University Sq. Theaters
Walnut Grove(12)	3	specialty stores
Westgate(73)	4	Eagles, Bormann's
West Towne(73)	6	Manchesters, Sears, Penney's, Pranges

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Dept. Discount and Shopping Centers daily to 9 pm; some downtown shopping open Monday and Thursday evenings; Sundays noon to 5 pm.

13 - RETAIL OUTLETS: Department Stores-Harry S. Manchester 2; J.C. Penney 3; Sears 2; Emporium 3; Yost's-Kessenichs 3; Gimbels 2; H. C. Prange 2.
Discount Stores-K mart 3; Copps 3; Prange-Way 4; Shopko 3.
Variety Stores-Woolworth 2; Kresge; Ben Franklin 3.
Chain Drug Stores-Rennebohm's-Walgreens 20; The Prescription Phcy. 5; Stanley Phcy. 2; Shorewood; Thrift 2; Gerhardt 2; Bergmann 3; Consumers 2.
Chain Supermarkets-K mart; Eagles 8; Kohl's 5; Millins 2; POQ 10; Copps 3; Stop 'N Go 14; Sentry 7; Woodmans.
Other Chain Stores-Men's Clothing: Richman's 2, Hughes & Hatchers, Redwood & Ross, Silvermans 2; Women's Clothing: Brooks, Lerner, Casual Corner, County Seat, Four Season's Casuals, Foxmoor Casuals, Id Boutique, The Limited, Marianne, Merry go Round; Furniture: Leath's 2; Shoes: Thom McAn, Kinneys 2, Nobil, Florsheim 2, Naturalizer 3, Famous Footwear 2; Auto Supply: Firestone 2, Goodyear 2, Goodrich; Audio: Radio Shack 7, Team, Musicland; Candy: Fanny Farmer 2, Fanny May, Chocolate House 2, Bresslers 33 Flavors; Others: Singer Co. 2, Walden Books 2.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m) 75,423; CAPITAL TIMES (e) 31,472; STATE JOURNAL (S) 126,251; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rohr, Nat. Adv. Mgr., Madison Newspapers, Inc., PO Box 8056, 1901 Fish Hatchery Rd., Madison, WI 53713; Tel. (608) 252-6200.
National Representative: Branham.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County, E&P Map D-4, County Seat. On W shore of Lake Michigan. 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line; Pere Marquette (C&O) SS and Ry. Lines.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Wickman's Lake Shore; Lake & Bay View.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 45,901; Loc. Est. 45,902
Manitowoc 80 Cen. 32,547; Loc. Est. 32,517
Two Rivers 80 Cen. 13,354; Loc. Est. 13,385
CZ-ABC: (70) 51,047; (82) 49,700
RTZ-ABC: (70) 61,247; (82) 66,700
County 80 Cen. 82,918; Loc. Est. 83,626
City & RTZ-ABC: (70) 112,294; (82) 116,400
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 18,421; Loc. Est. 17,509
Manitowoc 80 Cen. 12,769; Loc. Est. 12,599
Two Rivers 80 Cen. 5,652; Loc. Est. 4,910
CZ-ABC: (70) 16,244; (82) 18,400
RTZ-ABC: (70) 16,408; (82) 21,300
County 80 Cen. 28,525; Loc. Est. 29,762
City & RTZ-ABC: (70) 32,652; (82) 39,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	$300,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 42,348

7 - ELECTRIC METERS: Residence 21,808; Manitowoc 12,885; Two Rivers 8,923

8 - GAS METERS: Residence 16,254 Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Aluminum 4,200; Furniture Mfg. 2,300; Heavy Machinery 3,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, medium; fluoridated.

12 - RETAILING:Principal Shopping Center-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers-Park Plaza on Hwy. 151, 9 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 23 stores; Riverview Savings Center 22nd & Lincoln Ave., Two-Rivers, 4 stores, 200 cars; Shopko Plaza on Hwy. 151, 18 stores; Edgewater Plaza on Magnolia Ave., 15 stores.
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Copp's Discount; Schuette Bros.; J. C. Penney; Sears; Rahr's; Schroeder Bros.; Shopko; Pranges; Prange-Way.
Variety Stores-Kresge; Woolworth; Evan's.
Chain Drug Stores-Rexall 2; Osco; Synder.
Chain Supermarkets-Red Owl 2; Piggly-Wiggly; Sentry 2; Super Value 4.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 17,119; (S) 17,952; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Nat'l Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
National Representative: Thomson Newspapers.

MARINETTE

1 - LOCATION: Marinette County, E&P Map D-3, County Seat. Retail and industrial center in NE part of state, on Mich. state line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64 and M35.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Chicago, Milwaukee & St. Paul.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 11,965; Loc. Est. 11,362
CZ-ABC: (70) 12,696; (82) 11,400
RTZ-ABC: (70) 80,945; (82) 94,100
County 80 Cen. 39,314; Loc. Est. 38,875
City & RTZ-ABC: (70) 93,641; (82) 105,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,685; Loc. Est. 3,092
CZ-ABC: (70) 4,167; (82) 4,400
RTZ-ABC: (70) 24,785; (82) 33,800
County 80 Cen. 14,131; Loc. Est. 14,426
City & RTZ-ABC: (70) 28,952; (82) 38,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	$106,977,000
Savings & Loan	1	$37,000,000

6 - PASSENGER AUTOS: County 19,272

7 - ELECTRIC METERS: Residence 5,522

8 - GAS METERS: Residence 4,417

9 - PRINCIPAL INDUSTRIES: (Marinette-MenomineePeshtigo) Industry, Number of Workers (Av. Wkly. Wage)-Paper Prods. 1,800 ($400); Lumber and Prods. 450 ($275); Furniture 300 ($300), Elect. and Non-Elect. Metals 1,900 ($250); Marine and Chemical 1,860 ($350); Gloves 150 ($250); Food 300 ($250).
Principal Pay Days-Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, not very hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
M&M Plaza(27)	NA	McCrory's, Super Valu
Pine Tree Mall(39)	NA	J.C. Penney, Sears. Prange's

Principal Shopping Days-Thurs. & Fri.
Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-Lauermans; J.C. Penney; Bell Store; K mart; Prange-Way.
Variety Stores-Prange's; McCrory's.
Chain Drug Stores-Osco.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Neimann; Jack's 2; Dave & Sandye's Super Valu; Angelis.
Other Chain Stores-Sears; Kinney; Goodyear; Firestone.

14 - NEWSPAPERS: EAGLE-STAR (e) 9,373; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Kurt Van Hout, Adv. Mgr., EAGLE-STAR, 1809 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MARSHFIELD

1 - LOCATION: Wood County, E&P Map B-4. In Central State; 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10 & State 13 & 97.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.
Airlines-Midstate.

3 - POPULATION:
Corp. City 80 Cen. 18,290; Loc. Est. 19,099
CZ-ABC: (70) 15,619; (82) 18,000
RTZ-ABC: (70) 63,026; (82) 71,600
County 80 Cen. 72,799; Loc. Est. 75,132
City & RTZ-ABC: (70) 78,645; (82) 89,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,943; Loc. Est. 7,279
CZ-ABC: (70) 4,792; (82) 6,500
RTZ-ABC: (70) 17,680; (82) 23,600
County 80 Cen. 25,067; Loc. Est. 26,636
City & RTZ-ABC: (70) 22,472; (82) 30,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$153,200,000
Savings & Loan	3	$58,429,000

6 - PASSENGER AUTOS: County 36,828

7 - ELECTRIC METERS: Residence 9,163

8 - GAS METERS: Residence 4,631

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Wood Prod. 1,117 ($205); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prod. 41 ($151); Furniture & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors and 44 Medical Research.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42; Winter-38-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-8 blocks on Main St.; Northtown Mall.
Principal Shopping Days-Mon., Thu., Fri.
Stores Evenings-Fri., Mall daily.

13 - RETAIL OUTLETS: Department Stores-Penney; McCain-Johnson; Pranges.
Variety Stores-McCrory's; Ben Franklin.
Discount Stores-Shopko; K mart; Fleet Farm.
Chain Drug Stores-Wing Snyder; Rice's Rexall Self-Service.
Chain Supermarkets-IGA 2; Super Valu; Avenue Food Stores 2.
Other Chain Stores-Sears Roebuck; Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin Williams; Singer Co.; Northwest Fabrics; Seifert's; Stevensons; Fabric Centers of America; Tradehome Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e) 15,361; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr., or Emil Radeztsky, Adv. Dir., NEWS-HERALD, 111 W. 3rd St., Marshfield, WI 54449; Tel. (715) 384-3131.
National Representative: Branham.

MENASHA
See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (In Milwaukee SMSA). E&P Map D-5, County Seat. 86 mi. N of Chicago on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43; State Hwys. 15, 24, 30, 32, 38, 57, 59, 100, 36, 42, 75, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: Railroads-Amtrak; Northwestern; Milwaukee Rd.; Soo Line.
Motor Freight Carriers-68.
Intercity Bus Lines-Badger; Peoria-Rockford; Greyhound; Wisconsin Coach; Trailways.
Airlines-Republic; United; Eastern; Ozark; Mid-State Air Commuter; Mississippi Valley; Continental; Northwest; Texas International.
Deep Sea Port City-St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,212; Loc. Est. 630,765
PMA-ABC: (70) 1,403,887; (82) 1,397,500
RTZ-ABC: (70) 662,490; (82) 706,700
Total PMA & RTZ-ABC: (70) 2,066,377; (82) 2,104,200
County 80 Cen. 964,998; Loc. Est. 965,713
SMSA 80 Cen. 1,397,143; Loc. Est. 1,416,208
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 241,818; Loc. Est. 249,377
County 80 Cen. 363,653; Loc. Est. 375,067
PMA-ABC: (70) 432,678; (82) 497,500
RTZ-ABC: (70) 196,213; (82) 244,900
Total PMA & RTZ-ABC: (70) 628,891; (82) 742,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	97	$6,072,266,000
Savings & Loan	148	$5,747,659,000

6 - PASSENGER AUTOS: County 488,057

7 - ELECTRIC METERS: Residence SMSA 498,356

8 - GAS METERS: Residence SMSA 384,398

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Non-Elect. Machy. 55,000 ($409); Elect. Machy. 34,200 ($359); Fabricated Metals 24,500 ($377); Food 17,300 ($437); Trans. Equip. 11,800 ($474); Primary Metals 12,900 ($353); Printing & Pub. 13,100 ($374).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-48; Summer 58-75; Fall 40-54; Winter 11-26. First killing frost, mid October. Last killing frost, end of April.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Areas-Downtown; West Allis; 29 neighborhood shopping centers and areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Grand Ave.(150)	NA	Boston Store, Gimbels
Southgate(57)	NA	Gimbel's
Bay Shore(68)	NA	Boston Store, Sears, Chapman's
Capitol Court(100)	NA	Gimbel's, Boston Store, J.C. Penney
Mayfair(120)	NA	Marshall Field, Gimbel's
Packard Plaza(19)	NA	Gimbel's, Sears
Loomis Centre(27)	NA	Kohl's
Brookfield Sq.(65)	NA	Sears, Penney, Boston Store, Chapman's
Southridge(130)	NA	Gimbel's, Sears, Boston Store, Penney
Northridge(131)	NA	Boston Store, Sears, Gimbel's, Penney
Brown Port(40)	NA	A&P, Avco
Burnham Plaza	NA	Ben Franklin
Country Fair(17)	NA	Coast to Coast, K mart
Mitchell Center	NA	Gimbel's
Glen Bay(6)	NA	Penney
Hampton(21)	NA	Ben Franklin
Howard Ave.	NA	Marquette Pharm.
Juneau Village(11)	NA	Ben Franklin
Lisbon Court	NA	Kohl
Midcity(10)	NA	Walgreen's, Ben Franklin
Mitchell Park(16)	NA	Ben Franklin, Woolworth
Old Grove(15)	NA	Ben Franklin, Kroger
Port Bender(10)	NA	Sentry Super Mkt.
76 Mill Road(25)	NA	Walgreen
Silver Spring	NA	Ben Franklin
Times Square	NA	Ben Franklin, Thom McAn

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown-Mon., Wed., & Thu.; Shopping Centers-Mon. thru Fri., some Sat.
Stores Open Sunday-Major shopping centers, discount, suburban dept. stores and some food.
Foods Chains-Mon. thru Sat.; some Sun.

13 - RETAIL OUTLETS: Department Stores-Boston Store 6; Gimbel's 8; T.A. Chapman 3; Sears 6; J.C. Penney 8; Goldmann's; Marshall Field.
Discount Stores-Kohls 14; Target 5; K mart 9; Spheeris Merchandise; Penneys Outlet; Zayre 4; T.J. Maxx 3.
Variety Stores-Ben Franklin 11; Woolworth 13; Drews 14; Winkies 4.
Chain Drug Stores-Walgreen 30; Rexall 12; Union Prescriptions 9; Court Drugs 3; Laabs 3; Drug Fair 5; Phillips 6; Snyder 3.
Chain Supermarkets-Shop Rite 29; Pick 'N Save 13; Kohl's 45; Sentry 42; Super-Valu 5; Piggly Wiggly 6; AG Stores 120; Other Ind. 61.
Other Chain Stores-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Friedman, Gieringer, Berman-Bach, Redwood & Ross, Schmitt-Orlow-Stumpfs, MacNeil & Moore; Women's Clothing: Field's, Lerner Shops, Stuart's, Three Sisters, Hixon's, MacNeil & Moore, Lane Bryant, Casual Corner, Chudik; Shoes: Graebel, Hecker, Florsheim, Kaiser, Nobil, Priebe, Thayer-McNeil, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Hack's, Steinhafel, Colders, The Mart, Kunzelmann-Esser.

14 - NEWSPAPERS: SENTINEL (m) 176,680; JOURNAL (e) 308,764; JOURNAL (S) 516,858; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Walter Just, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2472.
National Representatives: Million Market Newspapers; Leonard Co.

MONROE

1 - LOCATION: Green County, E&P Map C-5, County Seat. 25 mi. N of Freeport, IL; 40 mi. W of Janesville, WI; 45 mi. S of Madison, WI. On State Hwys. 11, 81, 69 & 59.

2 - TRANSPORTATION: Railroads-Chicago, Madison Northern.
Motor Freight Carriers-4.

3 - POPULATION:
City 80 Cen. 10,027; Loc. Est. 10,438
County 80 Cen. 30,012; Loc. Est. 31,022

4 - HOUSEHOLDS:
City 80 Cen. 4,364; Loc. Est. 4,326
County 80 Cen. 10,759; Loc. Est. 11,448

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	$126,854,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,483

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Spurgeon's; Beckers Leader.
Discount Stores-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet.
Variety Stores-McLellan's; Bahr's.
Chain Supermarkets-IGA; Sentry; Eagle; Pick-N-Save.

14 - NEWSPAPERS: TIMES (e) 8,071; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: James D. Bruce, Gen. Mgr., TIMES, 1065 4th Ave. West, Monroe, WI 53566; Tel. (608) 328-4202.
National Representative: None.

NEENAH
See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh SMSA). E&P Map C-4, County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41 & 45; State Hwys. 21, 26, 44, 110 & 175.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Milwaukee Road; Soo Line.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Green Bay-Wausau.
Airlines-Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 49,678; Loc. Est. 49,146
CZ-ABC: (70) 61,962; (82) 57,000
RTZ-ABC: (70) 136,105; (82) 152,900
County 80 Cen. 131,732; Loc. Est. 133,324
SMSA 80 Cen. 291,325; Loc. Est. 298,142
City & RTZ-ABC: (70) 198,067; (82) 209,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,623; Loc. Est. 18,367
CZ-ABC: (70) 18,451; (82) 19,800
RTZ-ABC: (70) 41,159; (82) 53,000
County 80 Cen. 46,892; Loc. Est. 48,997
SMSA 80 Cen. 99,314; Loc. Est. 104,909
City and RTZ-ABC: (70) 59,610; (82) 74,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$268,791,000
Savings & Loan	4	$1,376,937,075

6 - PASSENGER AUTOS: County 68,978

7 - ELECTRIC METERS: Residence 24,643

8 - GAS METERS: Residence 19,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prod. 1,060; Furniture & Fixtures 430; Fabricated Metal Prod. 450; Non-electrical Machy 1,380; Electrical Machy 800; Trans. Equip. 2,080; Misc. Mfg. 640; All Other Durable Goods 780; Food & Kindred Prod. 540; Apparel & Other Finished Prod. 460; Paper & Allied Prod. 400; Printing & Pub. 330; All Other Non-Durable Goods 90; Contract Construction 740; Trans. & Util. 820; Gov't 5,890; Services & Misc. 3,520.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15. Last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	0	K mart
Lake Aire(20)	NA	Ben Franklin, Spiegel's
Park Plaza(61)	0	Prange, Sears
Sawyer Ctr.(10)	NA	Super Valu, Rexall
Menards Plz.(15)	4	

Principal Shopping Days-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri. & Mon.; K mart, Copps and Park Plaza, Mon. thru Fri.; Food every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; H.C. Prange; J.C. Penney; Montgomery Ward.
Discount Stores-General Jobbing Corp.; Copps Dept. Store; K mart.
Variety Stores-Woolworth; Banner.
Chain Drug Stores-Mueller-Potter Rexall 4; Osco; Schultz; Walgreen; Coe 3; Union Pharmacy.
Chain Supermarkets-Kohl's; Red Owl 4; Super Valu; Piggly Wiggly 2; Copps IGA; Sentry; Warehouse Foods.
Other Chain Stores-Thom McAn; Jay-Kay Fabrics; So-Fro Fabrics; Firestone; Pittsburgh Plate Glass; Sherwin-Williams; W G & R Furniture; Singer Co.; Kinney Shoes; Fanny Farmer; Klein Dickert; Grossman's; Bresler's 33 Flavors; Marks Bros; Jewelry; Bee Frank; Bride's Showcase; Zale Jewelers; Richman Brothers; Fleet Farm; Team Electronics; Chess King; General Nutrition Center; Mary Jane Shoes; Marianne; Hallman Paints; Menard's; Brooks. (All within Corp. City limits).

14 - NEWSPAPERS: NORTHWESTERN (e) 28,362; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John F. Skoglind, Adv. Mgr., NORTHWESTERN, 224 State St., Oshkosh, WI 54901; Tel. (414) 235-7700.
National Representative: None.

PORTAGE

1 - LOCATION: Columbia County, E&P Map C-5, County Seat. Light mfg. and agricultural center. 38 mi. from Madison; 170 mi. from Chicago; 240 U.S. 51, U.S. 16 and State 33.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,896; Loc. Est. 7,674
County 80 Cen. 43,222; Loc. Est. 42,702
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,154; Loc. Est. 2,913
County 80 Cen. 15,534; Loc. Est. 15,836

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$69,586,000

6 - PASSENGER AUTOS: County 23,126

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($160); Plastics 245 ($175); Batteries 400 ($185).
Principal Industrial Pay Days-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:Principal Shopping Center-15 blocks on 4 Sts.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moore's Family Center	3	Ben Franklin, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Value Village, Spurgeon's
K mart	2	K mart

13 - RETAIL OUTLETS: Department Stores-Penney's; Spurgeon's; Value Village; Ben Franklin.

Variety Stores-Woolworth; Schultz Bros.
Discount Stores-Great Surplus Stores; K mart.
Chain Drug Stores-Walgreen; Rexall.
Chain Supermarkets-Super-Valu; Burnstad's Food; Piggly Wiggly; Pierce's.
Other Chain Stores: Coast-to-Coast; Montgomery Ward (catalog); Sears (catalog); Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn.

14 - NEWSPAPERS: REGISTER (e) 8,080; sworn Mar. 31, 1982. (Converted to a morning publication May 3, 1982).
Local Contact for Advertising and Merchandising Data: Charles Taylor, Adv., Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.
National Representative: None.

RACINE

1 - LOCATION: Racine County (SMSA). E&P Map D-5. 25 mi. S of Milwaukee & 65 mi. N of Chicago.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul; Chicago & North Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Wisconsin Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 85,725; Loc. Est. 83,797

CZ-ABC: (70) 133,624; (82) 131,100
RTZ-ABC (70) 37,214; (82) 42,200
County/SMSA 80 Cen. 173,132; Loc. Est. 174,885
City & RTZ-ABC: (70) 170,838; (82) 173,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,744; Loc. Est. 31,625
CZ-ABC: (70) 39,829; (82) 45,700
RTZ-ABC: (70) 9,967; (82) 13,500
County/SMSA 80 Cen. 59,418; Loc. Est. 61,863
City & RTZ-ABC: (70) 49,796; (82) 59,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	16	$584,856,000
Savings & Loan	6	$361,812,000

6 - PASSENGER AUTOS: County 92,065

7 - ELECTRIC METERS: Res. City 29,893

8 - GAS METERS: Res. City 25,765; Co. 37,500

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage EarnersManufacturing 36.2%; Wholesale/Retail 15.3%; Services 12.6%; Gov't 10.6%; Agriculture 1.7%; Construction 2.6%; Transportation 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24. Last killing frost, May 11.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:Principal Shopping Center-4 blocks on Main St. and 4 on Sixth St.
Neighborhood Shopping Centers-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (N. Side Dist.); 2 on Lathrop Ave.; 2 on Durand Rd.

Nearby Shopping Centers

Name (No. of stores;	Miles from Downtown	Principal Stores
Elmwood Plz.(20)	NA	Jupiter, Goldblatt's
Rapids Drive Plaza(6)	NA	Zayre
Shorecrest(14)	NA	Woolworth's, Piggly Wiggly
Regency Mall (120)	NA	J.C. Penney, Boston Store, Target, Sears
Kohl's Complex(3)	NA	
Pinecrest(8)	NA	Spurgeons, Ace Hdwe.
Western Village (13)	NA	Lamberton's, PDQ, Upjohn Healthcare
Greenridge(6)	NA	Piggly Wiggly
Crossroads(3)	NA	Penney, Fanny Farmer
Westgate Mall(20)	NA	Shopko
Pioneer Village(8)	NA	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K-Mart; Porter's; Sears; Boston Store; Bergners.
Discount Stores-Jupiter; Zayre's 2; Shopko; Target; K mart.
Variety Stores-Woolworth; S.S. Nelson 2.
Chain Drug Stores-Walgreen 3; Red Cross 2; Rexall; Union Prescription 2; Professional Phcy. 2; Roechen's 2.
Chain Supermarkets-Open Pantry 7; PDQ 3; Roundy's 5; Piggly Wiggly 8; Sentry Food 2; Kohl's 3.
Other Chain Stores-Sears; Midwest Tire & Auto; Singer Co.; Fanny Farmer; Neumode; Kinney 2; Richman; Western Tire & Auto 2; Adelman's 2; Martinizing; Olivetti; Pittsburgh Paints; Sherwin Williams Paints; Goodrich; Robo Car Wash 2; Mobil Quick Clean.

14 - NEWSPAPERS: JOURNAL-TIMES (e) 36,606; (S) 37,917; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Dick Johnston, Adv. Sales Mgr., JOURNAL-TIMES, 212 4th St., Racine WI 53403; Tel. (414) 634-3322.
National Representative: Branham.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3, County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8 & State Trunkways 17 & 47.

2 - TRANSPORTATION: Railroads-C&NW: Soo Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Green Bay.
Airlines-Republic

3 - POPULATION:
Corp. City 80 Cen. 7,873; Loc. Est. 7,842
County 80 Cen. 31,216; Loc. Est. 33,350

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,020; Loc. Est. 2,882
County 80 Cen. 11,426; Loc. Est. 12,548

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$80,665,116
Savings & Loan	2	$206,233,389

6 - PASSENGER AUTOS: County 15,781

7 - ELECTRIC METERS: District 13,477

8 - GAS METERS: District 4,413

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 950 (N.A.); Package Ptg. 190 ($195); Cement Prod. 32 ($120); Potato Prod. 120 ($120); Souvenirs and Novelties (seasonal) 64 ($125); Soft Drink Bottler 50 ($165); Wood Prod. 130 ($180); Cutting Tools 250 ($185).
Principal Pay Days-Every Other Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Slightly acid, very soft, deep wells; fluoridated.

12 - RETAILING:Principal Shopping Center-12 blocks on 8 sts. Plus two Shopping Centers: one 150,000 ft., one 280,000 ft.
Neighborhood Shopping Centers-Lincoln; N. Stevens; Sunrise Plaza; Oneida Plaza.
Principal Shopping Days-Wed. Thur., Fri., Sat., Sun.
Stores Open Evenings-Some Fri., Some 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J.C. Penney; Campbell; DeByle's; Wickes; Shultz Bros.; Woolworth, Ben Franklin; K mart.
Variety Stores-Woolworth; Glass Shelf; Coast to Coast; Happiness Shop; Winslow; Super America.
Chain Drug Stores-Webben Walgreen; Reardon Rexall; Medicine Shoppe; Snyder Drugs.
Chain Supermarkets-Foodlane; National; Cirilli's; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,099; (S) 7,413; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.
National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 37 mi. from Green Bay; 60 mi. from Wausau; 55 mi. from Appleton. On Hwys. 29, 55, 47 & 22.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013; Loc. Est. 7,133
County 80 Cen. 35,928; Loc. Est. 36,694
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,787; Loc. Est. 2,496
County 80 Cen. 12,347; Loc. Est. 13,035

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$170,092,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 17,392

7 - ELECTRIC METERS: Residence 2,929

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Wood Working; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Glue; Gloves; Garments; Printing; Electric Foundry; Paper Mill.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Center(6 Stores-Schultz Family Ctr.).
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings: All.

13 - RETAIL OUTLETS: Department Stores-Chaimson's; J.C. Penney; Lauerman's; Spurgeon's; Schultz Bros.; Schultz Family Store; Copps; Farm & Home.
Variety Stores-Schultz.
Chain Supermarkets-Red Owl Country Store; Super Valu; T&C; Pick 'n Save Warehouse Foods; Schultz's.
Other Chain Stores-Gamble's; Campbells; Copps; Sears; Coast-to-Coast; Farm & Home; Montgomery Ward; Schultz's.

14 - NEWSPAPERS: LEADER (e) 7,544; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Fred Williams, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative: None.

SHEBOYGAN

1 - LOCATION: Sheboygan County (SMSA). E&P Map D-4, County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43 and Wisconsin Hwys. 42, 23, 28, 32 and 42. Industrial, retail, shipping and professional center.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-16.
Freight-1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines-Greyhound; Sheboygan City.
Airlines-At County Memorial Airport; Chaplin's.

3 - POPULATION:
Corp. City 80 Cen. 48,085; Loc. Est. 48,752
CZ-ABC: (70) 59,239; (82) 59,500
RTZ-ABC: (70) 89,871; (82) 103,600
County/SMSA 80 Cen. 100,935; Loc. Est. 102,500
City & RTZ-ABC: (70) 149,110; (82) 163,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,510; Loc. Est. 18,830
CZ-ABC: (70) 19,366; (82) 22,700
RTZ-ABC: (70) 24,836; (82) 33,700
County/SMSA 80 Cen. 35,484; Loc. Est. 37,397
City & RTZ-ABC: (70) 44,202; (82) 56,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	$481,411,000
Savings & Loan	6	$341,725,461

6 - PASSENGER AUTOS: County 52,727

7 - ELECTRIC METERS: Residence 27,115

8 - GAS METERS: Residence 26,020

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage EarnersLumber Prod. 990; Furniture 1,110 Stone, Clay & Glass 820; Prim. Metal Prod. 1,170; Fab. Metal Prod. 5,100; Machinery 4,000; Other Durable Goods 580; Food Prod. 1,690; Textiles & Apparel 670; Paper Prod. 530; Printing & Pub. 400; Chem. & Plastic Prod. 1,420; Leather Prod. 830; Construction 1,810; Transp. Util. 1,370; Whol. & Ret. Trade 8,500; Fin., Ins. & Real Estate 1,570; Services 6,700; Govt. 5,200; Other Non-Farm Workers 7,340. Total Labor Force (Feb. '80) 55,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.
Neighborhood Shopping Centers-2 blocks on N. 8 St. bet. Lincoln and Bluff Ave.; 2 bet. Martin & North Ave. on N. 15 St. Mixed, including new & used cars on Calumet Dr. & N. 13 St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Memorial Mall (40)	NA	Murphy's, Sears, J.C. Penney
Memorial Plz.(6)	NA	Prange's
North Gate(15)	NA	Coast-to-Coast
Plaza 8(56)	NA	Prange's, Walgreens

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thu., Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; J.C. Penney; Sears; Murphy's.
Discount Stores-K mart; Prange-Way.
Variety Stores-Evans 2.
Chain Drug Stores-Roenitz 5; Walgreen 2; Union Prescription; Grube Phcy.; South High Phcy. 2.
Chain Supermarkets-Piggly Wiggly 4; Bensman Park 4; Fesslers; Open Pantry 2; Country Store Owl.
Other Chain Stores-Singer Co.; Firestone; Continental Baking; Blunt; Ellis & Loewi; Wayne Hummer; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Household Finance; Sherwin-Williams Paint; B.C. Ziegler Co. R.W. Baird; Beneficial Finance; Associates Financial Services; Goodyear; Hallmark Card; Maurice; Gallenkamp Shoes; Mode-O-Day; Jean Nicole; General Nutrition Centers; Bressler Ice Cream; Page Jewelers; Lord's Inc.; Modern Bridal, So-Fro; Sheboygan Acceptance Corp.; Walden Books; Sound World; Wisconsin Finance; Coast-to-Coast Hardware; Radio Shack; Fleet Feet; Neet Feet; Baubles; Bangles & Skins; Pic Way Shoes; DuBois Formal Wear; Brookes Company; Below The Belt; The Hay Loft; Kindy Optical; Kindt Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Merle Norman Cosmetics.

14 - NEWSPAPERS: PRESS (e) 31,712; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS, 632 Center, Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4, County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis. Paper. Junction point of U.S. Hwys. 10 & 51 & State Hwy. 66.

2 - TRANSPORTATION: Railroads-Soo Line; Green Bay & Western.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; American Coach Lines; Huetti.
Airlines-Republic; Midstate.

3 - POPULATION:
Corp. City 80 Cen. 22,970; Loc. Est. 21,493
County 80 Cen. 57,420; Loc. Est. 56,620
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,560; Loc. Est. 6,969
County 80 Cen. 18,313; Loc. Est. 18,567

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	$212,319,340
Savings & Loan	2	$140,425,300

6 - PASSENGER AUTOS: County 26,721

7 - ELECTRIC METERS: City 15,679

8 - GAS METERS: 9,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 750 ($200); Paper & Pulp 1,000 ($325); Potato & Vegetable Processing 1,000 ($225); Transp. Public Util. 650 ($250); Sports Equip. & Plastics 300 ($200); Food 200 ($210); Fin., Ins., Real Estate 1,050 ($210); College 900 ($275).

10 - CLIMATE: Average Temp.-July 72; Jan 16. First killing frost, Oct. 1. Last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers-Southside Shpg. Ctr. (Division at Church); Northpoint Shopping Center (Division St. North); Southside Discount Center (Church St. South); East Side Shopping Center (Park Ridge Dr.)
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri. & Tues.; Food & Discount Nightly.

13 - RETAIL OUTLETS: Department Stores-McCain's; Moeschler's; Montgomery Ward; J.C. Penney; Spurgeon's; Shopko; Copps; K mart; Fleet Farm; Erzinger's; Mirman's Furn.; Boston Furn.; Northwest Fabrics.
Chain Drug Stores-Osco; Shopko; K mart; Snyder Drug.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-IGA 3; Red Owl 2; Piggly Wiggly; Lila's; Thrifty; Bob's Food King; Warehouse Foods; Westgate.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Coast-to-Coast Hdwr.; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies.

14 - NEWSPAPERS: JOURNAL (e) 13,639; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Gen. Adv. Mgr., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative: Branham.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth-Superior, MN-WI SMSA). E&P Map A-2, County Seat at head of Great Lakes. Two toll-free bridges connect Superior, WI & Duluth, MN. On U.S. Hwys.

2, 53; State Hwys. 13, 35 & 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort, taconite and coal shipping

2 - TRANSPORTATION: Railroads-Burlington Northern, Inc.; Soo; Chicago & North Western; C.M., St. Paul & P.; Duluth, South Shore & Atlantic; Lake Superior Terminal & Transfer; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers-10.
Freight Steamship Lines-2.
Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571; Loc. Est. 28,929
County 80 Cen. 44,421; Loc. Est. 44,452
SMSA 80 Cen. 226,650; Loc. Est. 267,658

4 - HOUSEHOLDS:
City 80 Cen. 11,500; Loc. Est. 9,815
County 80 Cen. 16,467; Loc. Est. 16,947
SMSA 80 Cen. 97,949; Loc. Est. 101,232

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$169,255,033
Savings & Loan	1	$29,345,717

6 - PASSENGER AUTOS: County 20,715

7 - ELECTRIC METERS: Residence 12,961

8 - GAS METERS: Residence 8,939

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry (Av. Wkly. Wage)-Lumber & Wood Prod. ($306); Elect. Machy. ($423); Mach. Shop ($330); Transp. Equip. ($407); Petro & Ref. ($407); Gen'l Constr. ($507); Transp. ($410); Railway Shops ($415); Trucking & Warehousing ($367).
Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly Temp. 38 degrees; Summer Av. 65 degrees; Precipitation 27.47.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-11 blocks on Tower Ave.; 6 on Belknap (15th St.) St.
Neighborhood Shopping Centers-3 blocks at E 5th & 22nd Ave.; 3 at Tower & N 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belknap Plaza(19)	NA	Red Owl Country Store, North Star Drug
Mariner Mall(52)	NA	Prange, J.C. Penney
Midtown Plaza	NA	K mart, Piggly Wiggly

Stores Open Evenings-Thu.; Mon.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; K mart; Prange; Prange-Way.
Chain Drug Stores-Allouez; East End Drug 2; Walgreen's; Lignell Rexall.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Chain Supermarkets-National Foods; Red Owl Country Store; IGA; Piggly Wiggly; Country Market; Fairlane; Johns Big Dollar.
Other Chain Stores-Montgomery Ward (catalog); Hard Good & Catalogue; Sears (catalog); Gambles; Firestone; Maurices; Chez's; Kinneys; Trade Home; K mart; Hardware Hank; True Value Hdwe; Air Step Shoes; B. Dalton Bookseller; Braun's; Brook's Fashions; Foxmoor; Lerner's; Musicland; Radio Shack; Shaak Electronics; Zale's Jewelers; Mode-O-Day.

14 - NEWSPAPERS: TELEGRAM (e) 14,234; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.
National Representatives: Landon Associates.

TWO RIVERS
See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee, U.S. Hwy 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: Railroads-C.M.; St. Paul & P. main line; C.&N.W.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airport-Municipal.

3 - POPULATION:
Corp. City 80 Cen. 18,113; Loc. Est. 19,205
Counties:
Dodge 80 Cen. 74,747; Loc. Est. 74,641
Jefferson 80 Cen. 66,152; Loc. Est. 69,348
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,174; Loc. Est. 6,481
Dodge Co. 80 Cen. 24,750; Loc. Est. 25,420
Jefferson Co. 80 Cen. 22,264; Loc. Est. 24,028

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$90,600,000
Savings & Loan	2	$127,000,000

6 - PASSENGER AUTOS: Counties: Dodge 37,101; Jefferson 32,708

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Evaporating Equip.; Rubber Prod.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Dresses; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Cutlery; Garden Tools; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Fish Processing; Mattresses, Ice Augers.
Principal Industrial Pay Days-Fri. & Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:Principal Shopping Center-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on So. Church St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Kline's; Chas. Fischer's; Shopko; Kohls
Variety Stores-S.S. Kresge.
Chain Supermarkets-Piggly Wiggly; United Foods; Kohls; Roundy's.
Other Chain Stores-Elliott's; Farm & Fleet; Coast-to-Coast; River Valley Co-op; Kusel's; Grossman's; Ware Shoes: Ray's Shoes; Mode O'Day; Montgomery Ward; Royce Fabrics; Walgreen Drugs; Copper Rivet; JoAnn Fabrics; Payless Shoe Source.

14 - NEWSPAPERS: TIMES (e) 9,926; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Gen. Mgr., TIMES, PO Box 140, Watertown, WI 53094; Tel. (414) 261-4949.
National Representative: None.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee, SMSA) E&P Map C-5, County Seat. Agricultural & residential ctr. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State 59; 164.

2 - TRANSPORTATION: Railroads-CMStP&P; C&NW; Soo Line.
Intercity Bus Lines-Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 50,319; Loc. Est. 52,846
CZ-ABC: (70) 40,258; (82) 52,900
Bal. in PMA-ABC: (70) 74,302; (82) 114,400
County 80 Cen. 280,326; Loc. Est. 294,533
SMSA 80 Cen. 1,397,143; Loc. Est. 1,416,208
Total PMA-ABC: (70) 114,560; (82) 167,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,660; Loc. Est. 19,006
CZ-ABC: (70) 11,748; (82) 18,100
Bal. in PMA-ABC: (70) 20,629; (82) 36,500
County 80 Cen. 88,552; Loc. Est. 96,001
SMSA 80 Cen. 500,684; Loc. Est. 522,335
Total PMA-ABC: (70) 32,377; (82) 54,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$354,519,398

6 - PASSENGER AUTOS: County 166,132

7 - ELECTRIC METERS: Residence 16,550

8 - GAS METERS: Residence 10,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookfield Sq.	6	Sears, J.C. Penney, Boston Store
Fox Run(15)	NA	Jim Handy Hdwe., Sentry Foods
Westbrook(30)	NA	Kohl's Dept., A&P
Moreland Plaza(12)	NA	Red Owl Mkt., Ben Franklin
Mayfair Mall(114)	12	Gimbels, Marshall Field

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Johnson Hill's; Kohl's.
Discount Stores-K mart; Target.
Variety Stores-Ben Franklin; Schultz Bros.
Chain Drug Stores-Walgreen; Pill-N-Puff; Rexall; Stein Drug; Sentry Drug.
Chain Supermarkets-Sentry 2; SuperValu 3; Kohl's; Town & Country 2.

14 - NEWSPAPERS: FREEMAN (e) 24,683; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Sharp, Adv. Dir., FREEMAN, 200 Park Pl., Waukesha, WI 53187; Tel. (414) 542-2501.
National Representative: None.

WAUSAU-MERRILL

1 - LOCATION: Wausau in Marathon county (In Wausau SMSA). E&P Map C-4. Merrill (County seat) in Lincoln County, E&P Map C-3. Both cities on Wisconsin River, city centers about 15 miles apart. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis and 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 52, 29. Merrill on U.S. Hwys. 51, 8; State Hwys. 17, 64, 107.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-9.
Intercity Bus Lines-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines-Republic, Midstate.

3 - POPULATION:
Corp. Cities 80 Cen. 42,004; Loc. Est. 42,868
Wausau 80 Cen. 32,426; Loc. Est. 33,010
Merrill 80 Cen. 9,578; Loc. Est. 9,858
CZ-ABC: (70) 48,298; (82) 51,900
RTZ-ABC: (70) 77,517; (82) 94,000
Counties 80 Cen. 137,581; Loc. Est. 145,318
Marathon 80 Cen. 111,270; Loc. Est. 117,502
Lincoln 80 Cen. 26,311; Loc. Est. 27,816
SMSA 80 Cen. 111,270; Loc. Est. 117,502
City & RTZ-ABC: (70) 125,815; (82) 145,900

4 - HOUSEHOLDS:
Cities 80 Cen. 17,860; Loc. Est. 16,240
Wausau 80 Cen. 13,423; Loc. Est. 13,268
Merrill 80 Cen. 4,437; Loc. Est. 2,972
CZ-ABC: (70) 15,245; (82) 19,100
RTZ-ABC: (70) 22,003; (82) 31,500
Counties 80 Cen. 47,001; Loc. Est. 51,168
Marathon 80 Cen. 37,703; Loc. Est. 41,060
Lincoln 80 Cen. 9,298; Loc. Est. 10,108
SMSA 80 Cen. 37,703; Loc. Est. 41,060
City & RTZ-ABC: (70) 37,248; (82) 50,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Wausau		
Commercial	8	$532,687,416
Savings & Loan	3	$308,949,580
Merrill		
Commercial	2	$67,000,000
Savings & Loan	1	$14,157,000

6 - PASSENGER AUTOS:
Counties: Marathon 55,049; Lincoln 12,048

7 - ELECTRIC METERS:
Wausau 37,793; Merrill 7,496

8 - GAS METERS:
Wausau 22,877; Merrill 3,136

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage earners (Av. Wkly. Wage)-Metal Goods 1,043 ($251); Paper 2,874 ($382); Chemicals 81 ($419); Stone & Glass Prod. 461 ($308); Food & Beverages 1,535 ($240); Printing 239 ($220); Lumber & Wood 3,103 ($257); Homes 2,035 ($295).
Principal Industrial Pay Days-5th, 20th and every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4. Last killing frost, May 19.

11 - TAP WATER: Wausau: Acid, hard; Merrill: Neutral, hard.

12 - RETAILING:Neighborhood Shopping Centers-Wausau: West Side; N. Third Ave.; S. Third Ave.; Hwy. 29 West Menard South Side; Shopko; Grand Ave.; Rothschild: N.E. Side N Sixth St.; Merrill: E. Main & E. 2nd from center to Scott; W. Main from Parkway to State; Mid City: Grand from Parkway to Genesee.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(12)	NA	Super Valu, Rexall
Grand Ave.(7)	NA	Ben Franklin
Riverside(11)	NA	Radio Shack
Wausau Mall	NA	Sears, J.C. Penney

Principal Shopping Days-Mon., Thurs., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon. & Fri.; Food: every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-(Wausau): Johnson Hill's; Montgomery Ward (catalog); J.C. Penney; Sears; The Suburban; H. C. Prange; K mart 2; Prange-Way; Shopko.
Department Stores-(Merrill): Livingston; Guy's Shop; S & L Stores; Associated Coop Service; Campbell's; Gibson's; Caylor's.
Variety Stores-(Wausau): Ben Franklin; Kresge's; (Merrill): McLellan; Ben Franklin.
Chain Drug Stores-(Wausau): Rexall; Walgreen; Snyder.
Chain Supermarkets-(Wausau): IGA 2; Super Valu 2; Shoprite; Red Owl 4; Village Pantry 3; (Merrill): Foodlane; Red Owl; Bob's Food King; IGA 2.
Other Chain Stores-Fanny Farmer Candy; Firestone; French Slipper; Goodyear; Hoffer (Paints & Glass); Kinney (Shoes); Leath Furn.; McCormick Farm IHC; St. Clair's; Sherwin-Williams (Paint); Singer Co.; Fleet Farm; Tradehome (Shoes); U.S. Royal Tires 2; Farm & Home Supply.

14 - NEWSPAPERS: HERALD (e) 29,056; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tim Langenhahn, Adv. Mgr., RECORD-HERALD, PO Box 1286, 800 Scott St., Wausau, WI 54401; Tel. (715) 842-2101.
National Representative: Gannett.

WEST BEND

1 - LOCATION: Washington County (In Milwaukee SMSA). E&P Map C-5, County Seat. On Milwaukee river. 32 miles N of Milwaukee; 18 miles from Lake Michigan at the intersection of U.S. Hwy. 45 and Wisconsin Hwys. 33 and 144. Industrial and shopping center.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Wisconsin Coach Lines.
Airlines-City owned airport with hard surfaced runways; charter available.

3 - POPULATION:
Corp. City 80 Cen. 21,484; Loc. Est. 21,959
CZ-ABC: (70) 16,555; (82) 24,900
RTZ-ABC: (70) 61,866; (82) 83,100
County 80 Cen. 84,848; Loc. Est. 87,145
SMSA 80 Cen. 1,397,143; Loc. Est. 1,416,208
City & RTZ-ABC: (70) 78,421; (82) 108,000
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,326; Loc. Est. 7,421
CZ-ABC: (70) 4,807; (82) 8,400
RTZ-ABC: (70) 16,539; (82) 25,900
County 80 Cen. 26,716; Loc. Est. 28,263
SMSA 80 Cen. 500,684; Loc. Est. 522,335
City & RTZ-ABC: (70) 21,346; (82) 34,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$130,649,817
Savings & Loan	3	$95,072,345

6 - PASSENGER AUTOS: County 44,930

7 - ELECTRIC METERS: Residence 7,512

8 - GAS METERS: Residence 5,685

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Small Appliances, Cookware 3,000 ($356); Farm Machy. & Machy. Mfg. 1,350 ($324); Automotive Parts & Accessories 205 ($286): Leather Products 825 ($194).

10 - CLIMATE: First killing frost, Oct. 10. Last killing frost, Apr. 10.

11 - TAP WATER: Deep well, hard; fluoridated.

12 - RETAILING:Principal Shopping Area-7 Blocks on Main St. in center of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Convenient(7)	NA	

Decorah(8)	NA	Jeanne's Casuals, Steiner Elect.
Washington Mall (18)	NA	Kohl's Dept.
West Bend Pl.(12)	NA	Kohl's Food, Walgreens
West Fair Mall(16)	NA	Shopko, Shop-Rite
West Bend Outlet Mall(12)	NA	Brand Name Fashions

Stores Open Evenings-Downtown stores Mon., Thu. and Fri.; Shopping Centers open all evenings except Sat. and Sun.; Food Stores all open Sunday.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Sears (catalog); Campbell's; Alston's; Shopko; Kohl's.
Discount Stores-Fleet and Farm.; K mart.
Variety Stores-Shultz Bros.; Ben Franklin.
Chain Drug Stores-West Bend Rexall; Walgreen; Snyder's.
Chain Supermarkets-Kohl's; Red Owi; Sentry; Open Pantry; Piggly Wiggly; Kash 'n Karry; Shop-Rite.
Other Chain Stores-Pries Apparel; Goodyear (tires); Midland Co-op; Julie-Ann Fabrics; Royce Fabrics; Montgomery Ward (Catalog); Nobil Shoes.; Joann Fabrics.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,547; (m-sat) 10,532; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Chris Burch, Adv. Mgr., NEWS, PO Box 478, West Bend, WI 53095; Tel. (414) 338-0622.
National Representatives: American Newspaper Reps.; Landon Associates.

WISCONSIN RAPIDS

1 - LOCATION: Wood County, E&P Map C-4. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 73, 54 & 34.

2 - TRANSPORTATION: Railroads: Soo Line; CMSt P&P; C&NW; GB&W.
Motor Freight Carriers-7
Intercity Bus Lines-American Coach Lines

3 - POPULATION:
Corp. City 80 Cen. 17,995; Loc. Est. 17,907
CZ-ABC: (70) 29,040; (82) 30,200
RTZ-ABC: (70) 21,548; (82) 27,700
County 80 Cen. 72,799; Loc. Est. 75,132
City & RTZ-ABC: (70) 50,588; (82) 57,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,988; Loc. Est. 7,063
CZ-ABC: (70) 8,730; (82) 10,600
RTZ-ABC: (70) 5,995; (82) 9,100
County 80 Cen. 25,067; Loc. Est. 26,636
City & RTZ-ABC: (70) 14,725; (82) 19,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$184,021,807
S&L/Credit Unions	14	$111,256,930

6 - PASSENGER AUTOS: County 36,828

7 - ELECTRIC METERS: Residence 10,224

8 - GAS METERS: Residence 8,430

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,400 ($445); Appliances 700 ($275); Chemicals 395 ($275); Warehousing 25 ($275); Trucking 400 ($285); Potato Processing 450 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Port Edwards	4	Don's Super Foods
Town & Country (6)	2	Neipps, Super Valu, Ben Franklin
Southtown	2	Ace Hdwr., Sears, Bob's Castle Foods
Rapids Mall(45)	NA	Pranges, Woolco, J.C. Penney

Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Fri.; Some Thu. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Johnson-Hill; J.C. Penney; Montgomery Ward; Coast-to-Coast; Prange's; Siefert's; Stevenson's.
Variety Stores-Ben Franklin.
Discount Stores-Shopko; Woolco; Western; Holiday.
Chain Drug Stores-John E. Daly; Major Rexall; Church's 2; Union Prescription.
Chain Supermarkets-IGA 4; Super Valu 2; Foodland 2; Bob's Castle Foods.
Other Chain Stores-Maurice's; Radio Shack; Fox Jewelers; Galaxie of Sound; So-Fro Fabrics; Zale Jewelers; Foxmoor Fashions; Winslows; Mr. Mark; General Nutrition; B-Dalton Books; Braun's; T Shirts Plus.

14 - NEWSPAPERS: TRIBUNE (e) 13,003; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R. Michael Sheppard, Adv. Dir., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI [illegible]4494; Tel. (715) 423-7200.
National Representative: Branham.

WYOMING SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Casper-Natrona County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	28	45	50
5-14 Years	71	77	86
15-24 Years	58	94	105
25-44 Years	78	142	158
45-64 Years	67	76	84
65 and Over	30	37	41
TOTAL	332	471	524

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	67	148	229
General Mdse	84	135	231
Food	155	314	611
Automobiles	162	344	508
Gasoline Stations	99	214	464
Apparel	40	79	134
Furniture	30	68	109
Eat-Drink Places	74	146	292
Drugs	30	48	89
TOTAL	817	1,654	2,992

CASPER

1 - LOCATION: Natrona County (SMSA). E&P Map C-2. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State 220. I-25.

2 - TRANSPORTATION: Railroads-BN; C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Wyo. Transportation; Continental Trailways; Greyhound.
Airlines-Western; Frontier; Trans-America.

3 - POPULATION:
Corp. City 80 Cen. 51,016; Loc. Est. 55,642
CZ-ABC: (70) 43,558; (82) 62,400
RTZ-ABC: (70) 87,293; (82) 145,400
County/SMSA 80 Cen. 71,856; Loc. Est. 79,541
City & RTZ-ABC: (70) 130,851; (82) 207,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,874; Loc. Est. 20,657
CZ-ABC: (70) 13,954; (82) 23,400
RTZ-ABC: (70) 26,738; (82) 52,0[illegible]
County/SMSA 80 Cen. 25,841; Loc. Est. 29,485
City & RTZ-ABC: (70) 40,692; (82) 75,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$551,854,000
Savings & Loan	4	$150,796,736

6 - PASSENGER AUTOS: County 49,892

7 - ELECTRIC METERS: Residence 26,957

8 - GAS METERS: Residence 23,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 8,800 ($419); Construction 5,000 ($342); Manufacturing 1,800 ($371); Trans., Comm., Util. ($335); Wholesale Retail 11,000 ($267); Finance, Ins., Real Estate 1,600 ($265); Services 5,300 ($228).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly Plz.(13)	2	Buttrey-Osco, Woolco
Hilltop(28)	2	Albersons, Mont. Ward
K mart Ctr.	2	K mart, Safeway
Mountain Plaza	5	Buttrey-Osco, K mart
Plaza East	3	La Belles
Sunrise(6)	3	Bostwick, Richs
Westridge(11)	2	Albertsons

Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Open Evenings-Mon to Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; J. C. Penney; Caster Commissary; Kassis; Sears Roebuck; J. M. Bostwick.
Discount Stores-K mart; Gibson's; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-Merit Drugs, Bi-Rite Drug.
Chain Supermarkets-Albertson 2; AG Thriftway; Safeway 3; Buttrey-Osco.
Other Chain Stores-Firestone; Goodrich; Goodyear; Radio Shack; Zales; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 36,708; (S) 39,596; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Eric Neste, Adv. Dir., STAR-TRIBUNE, PO Box 80, Casper, WY 82601; (307) 237-8451.
National Representative: Branham.

CHEYENNE

1 - LOCATION: Laramie County, E&P Map D-3, State Capital and County Seat. 100 mi. N of Denver. On I-80 and 25 and Yellowstone Hwys.

2 - TRANSPORTATION: Railroads-Union Pacific; C&S; Burlington.
Airlines-Western; Frontier; Rocky Mountain.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,283; Loc. Est. 50,760
CZ-ABC: (70) 46,160; (82) 58,200
RTZ-ABC: (70) 60,011; (82) 72,000
County 80 Cen. 68,649; Loc. Est. 74,552
City & RTZ-ABC: (70) 106,171; (82) 130,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,239; Loc. Est. 20,051
CZ-ABC: (70) 14,722; (82) 21,800
RTZ-ABC: (70) 18,838; (82) 26,700
County 80 Cen. 25,292; Loc. Est. 28,306
City & RTZ-ABC: (70) 33,560; (82) 48,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$267,071,405
Savings & Loan	6	$250,000,000

6 - PASSENGER AUTOS: County 44,723

7 - ELECTRIC METERS: Residence 23,341

8 - GAS METERS: Residence 28,315

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Construction 2,100; Manufacturing 1,600; Trans. & Util. 4,200; Wholesale Trade 1,100; Retail Trade 5,700; Fin., Ins., Real Estate 1,500; Services 4,400; Fed. Gov't 2,200; Local Gov't 6,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier Mall(80)	5	Sears, Zales
Cole(29)	2	Cole's Dept., Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Square(3)	2	Montgomery Ward
Cheyenne Plaza(35)	6	Albertson's, Pay & Sav
K mart(2)	3	K mart, Pay & Pak
Melton(6)	6	Safeway, Gibson's, Osco
Westgate(9)	7	McDonalds, Arthur Treacher, K mart
Tempo(6)	4	Sarco

Stores Open Evenings-Shopping Centers every evening and Sunday.
Principal Shopping Days-Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Fowler's; J. C. Penney; Grand Central; Gibson's 2; K mart; Pay 'N' Pak; Sears; Fashion Bar; Pay & Sav; Ernst Home Center; Sarco 2; Western Ranchman Outfitters.
Chain Drug Stores-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay & Sav.
Chain Supermarkets-Safeway 4; Pioneer Mkt.; Albertson's; Gibson; Mini Mart 7; Buttrey 2.

14 - NEWSPAPERS: WYOMING EAGLE (m) 8,614; WYOMING STATE TRIBUNE (e) 11,689; Comb. (m&e) 20,303; WYOMING TRIBUNE-EAGLE (S) 20,374; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 110 E. 17th St., Cheyenne, WY 82001; Tel. (307) 634-3361.
National Representative: Branham.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1, County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90. State Hwy. 59.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-USAir; Star Aviation; Pioneer Airline.

3 - POPULATION:
Corp. City 80 Cen. 12,134; Loc. Est. 14,145
CZ-ABC: (70) 7,194; (82) 13,700
RTZ-ABC: (70) 8,764; (82) 17,500
County 80 Cen. 24,367; Loc. Est. 28,882
City & RTZ-ABC: (70) 15,958; (82) 31,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,231; Loc. Est. 4,927
CZ-ABC: (70) 2,120; (82) 4,800
RTZ-ABC: (70) 2,495; (82) 5,800
County 80 Cen. 8,006; Loc. Est. 9,781
City & RTZ-ABC: (70) 4,615; (82) 10,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$267,793,000
Savings & Loan	2	$4,434,878

6 - PASSENGER AUTOS: County 16,377

7 - ELECTRIC METERS: Residence 5,244

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 1,585 ($305); Retail 1,253 ($134); Construction 1,108 ($267); Services with agriculture, forestry and fisheries 733 ($171); Transp., Comm. & Util. 504 ($273); Wholesale Trade 261 ($229); Finance, Ins., Real Est. 153 ($258); Mfg. 93 ($229).
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Center-3 blocks on Gillette Ave.
Neighborhood Shopping Centers-Deckers Food Center; Southview; Crossroads; Homestead Mall; 1001 Plaza; Camel Plaza; Downtown Gillette.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camel Plaza(7)	NA	C.R. Anthony, Osco
Holiday Plaza(6)	NA	Dairy Queen, Boyd's Mkt.
Powder Basin(60)	NA	Albertson's, Alco, Pamida

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony.
Discount Stores-Pamida; Alco; K mart.
Chain Drug Stores-Osco Drugs; Drug Fair.
Chain Supermarkets-Buttrey (Div. of Jewel Tea); Mini-Mart; 7-11; Tiger Discounter (IGA); Deckers Food Center; Albertson's.
Other Chain Stores-Firestone; Mode O'Day; Coast-to-Coast; Farmers Coop; Sears (catalog); Mont. Ward (automotive & catalog store); The Jeanery; Gambles; Goodyear; Sweetbriar; Corral West Ranchwear; Ace Hardware.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 6,417; (S) 6,974; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jon D. Clemens, Adv. Mgr., NEWS-RECORD, 1201 West 2nd St., Gillette, WY 82716; Tel. (307) 682-9306.
National Representative: None.

LARAMIE

1 - LOCATION: Albany County, E&P Map C-3, County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado; Southern; Amtrak (Pass. Service).
Motor Freight Carriers-5.
Intercity Bus Lines-Union Pacific; Greyhound; Continental Trailways.
Airlines Serving City-Frontier; Laramie Aviation; Rocky Mtn. Airways.

BEST AVAILABLE COPY

3 - POPULATION:
Corp. City 80 Cen. 24,410; Loc. Est. 26,022
CZ-ABC: (70) 23,143; (82) 25,600
RTZ-ABC: (70) 10,001; (82) 14,300
County 80 Cen. 29,602; Loc. Est. 31,315
City & RTZ-ABC: (70) 33,144; (82) 39,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,943; Loc. Est. 9,284
CZ-ABC: (70) 6,919; (82) 9,000
RTZ-ABC: (70) 3,291; (82) 5,400
County 80 Cen. 10,639; Loc. Est. 11,797
City & RTZ-ABC: (70) 10,210; (82) 14,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$113,031,000
Savings & Loan	3	$44,997,000

6 - PASSENGER AUTOS: County 17,481

7 - ELECTRIC METERS: Residence 11,052

8 - GAS METERS: Residence 7,907

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Construction 25-49; Cement Mfg. 144; Government 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Const. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 1,920.

10 - CLIMATE: Mean daily max. temp.-Jan. 25; July 76; Mean Annual precipitation 11 in; Mean Annual snowfall 41 in. Av. day last freeze, May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
600 N. 3rd	NA	Safeway, Pay'N Save, True Value Hdwe.
15th & Spring Creek(3)	NA	Alberts Super Mkt., Skaggs
Campus Mall(4)	NA	Alpine Haus, Independent Records, W.C. Frank
Odd Fellows	NA	Center Pharm.
30th Grand	NA	Buttreys, Alco, Osco, Payless Shoes

Principal Shopping Days-Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Kassis.
Discount Stores-Gibson's; Skagg's; Alco; Yellow Front.
Variety Stores-Woolworth; Corner Mart.
Chain Supermarkets-Safeway; Albertson's; Ideal; Buttrey's.

14 - NEWSPAPERS: BOOMERANG (m-tues to sat) 7,758; (S) 7,934; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.
National Representative: Branham.

RAWLINS

1 - LOCATION: Carbon County, E&P Map C-3. County Seat. 170 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 275 mi. N of Denver; 120 mi. S of Casper. On I-80 & U.S. 287.

2 - TRANSPORTATION: Railroads-Union Pacific main line, operating division Point; Amtrak Passenger Service.
Motor Freight Carriers-2.
Intercity Bus Lines-Overland Greyhound; Continental Trailways; Zanetti; Pioneer Transit.

3 - POPULATION:
Corp. City 80 Cen. 11,547; Loc. Est. 12,625
County 80 Cen. 21,896; Loc. Est. 24,353
CZ-ABC: (70) 7,855; (82) 12,800
RTZ-ABC: (70) 7,156; (82) 14,200
City & RTZ-ABC: (70) 15,001; (82) 27,000

4 - HOUSEHOLDS:
City 80 Cen. 3,892; Loc. Est. 4,128
County 80 Cen. 7,475; Loc. Est. 8,623
CZ-ABC: (70) 2,498; (82) 4,800
RTZ-ABC: (70) 2,285; (82) 5,300
City & RTZ-ABC: (70) 4,783; (82) 10,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$87,511,856
Savings & Loan	2	$24,341,561

6 - PASSENGER AUTOS: County 12,305

7 - ELECTRIC METERS: Residence 4,300

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Union Pacific R.R.; Oil Refining; Lumbering; Uranium Mining and Milling; Coal Mining.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-76; Summer 40-84; Fall 12-58; Winter 11-41. First killing frost, Sept. 22. Last killing frost, June 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Days-Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Gamble's; Sears (catalog); Montgomery Ward (catalog); Smyth's; Karl's; Anthony's; Tieman's Clothes for Men; Jeanery.
Variety Stores-Woolworth; Western Auto; Coast-to-Coast.
Discount Stores-Pamida.
Chain Drug Stores-Bi-Rite 4; Hi-Way Merit.
Chain Supermarkets-Safeways; City Market; Onederra's Super Foods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,551; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts., Rawlins, WY 82301; Tel. (307) 324-3411.
National Representative: Branham.

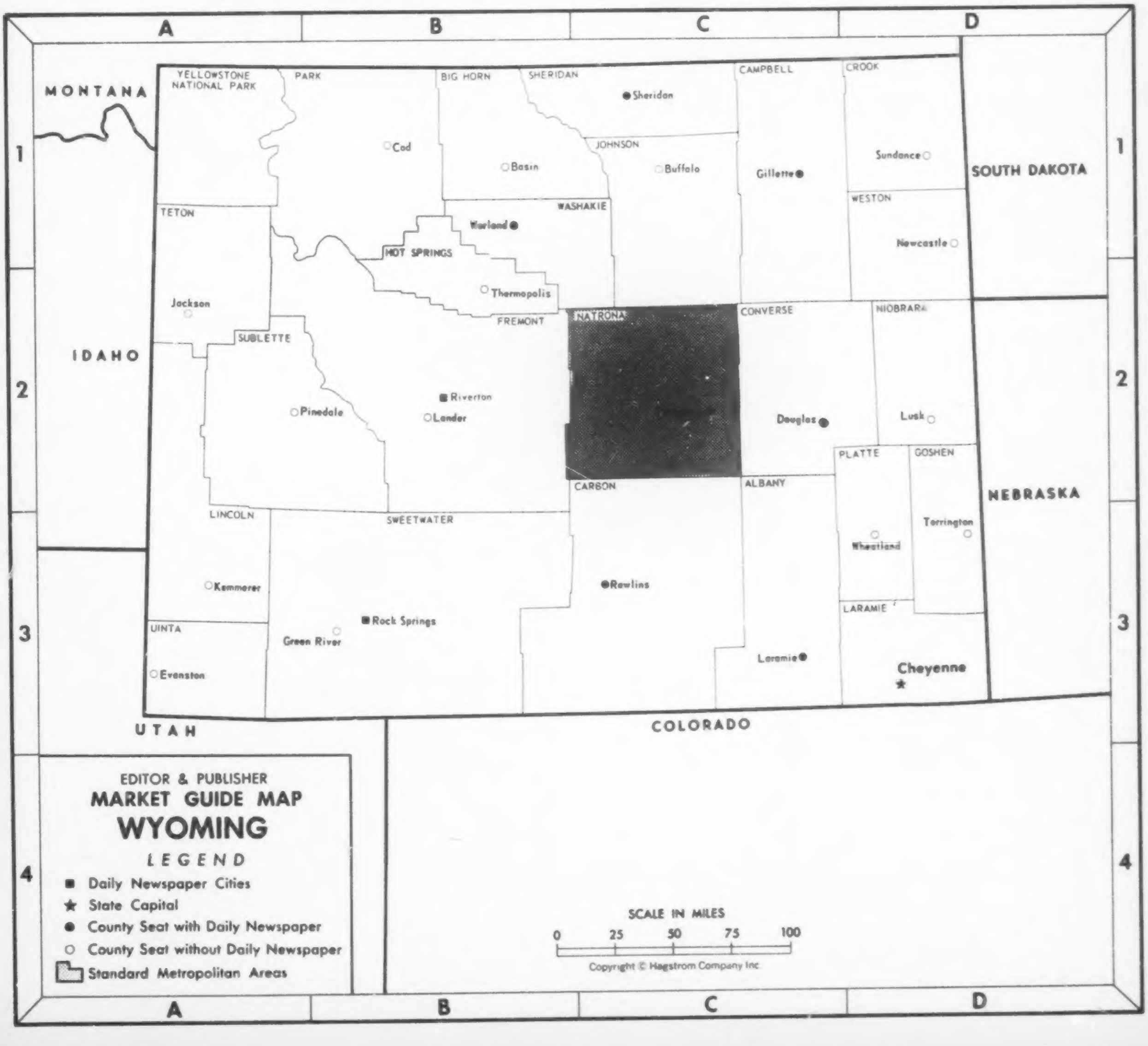
RIVERTON

1 - LOCATION: Fremont County, E&P Map B-2. Mining, milling, mfg., agriculture, dairy, meat packing, oil and gas. West Central portion of State. 123 mi. W of Casper.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-Salt Creek Freightways; DLR Freight Service; Edson Express; Zanetti Bus and Fast Express; United Parcel
Intercity Bus Lines-Zanetti; Burlington Trailways, PC Bus Lines.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,588; Loc. Est. 10,470
County 80 Cen. 40,251; Loc. Est. 45,437
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,427; Loc. Est. 3,662
County 80 Cen. 13,294; Loc. Est. 15,501


A
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MONTANA
IDAHO
UTAH
COLORADO
SOUTH DAKOTA
NEBRASKA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
WASHAKIE
WESTON
TETON
HOT SPRINGS
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
LINCOLN
SWEETWATER
CARBON
ALBANY
PLATTE
GOSHEN
LARAMIE
UINTA
Sheridan
Cody
Basin
Buffalo
Gillette
Sundance
Worland
Newcastle
Thermopolis
Jackson
Riverton
Lander
Pinedale
Douglas
Lusk
Wheatland
Torrington
Kemmerer
Rawlins
Rock Springs
Green River
Evanston
Laramie
Cheyenne
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Comm.	5	$139,046,085

6 - PASSENGER AUTOS: County 21,072

7 - ELECTRIC METERS: Residence 3,383

8 - GAS METERS: Residence 4,671

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Mining 3,288 ($507); Construction 1,133 ($358); Manufacturing 611 ($288); Transportation, Communications & Utilities 767 ($348); Real Estate 441 ($231); Wholesale Trade 533 ($305); Retail Trade 2,623 ($173); Services 4,555 ($274); Government 6,414 ($222).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 45-100; Fall 20-75; Winter 20-55. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Artesian, very soft, pure.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverton Mall	1	Safeway, K mart, The Soundroom, Anthony's
N. Federal	1	Corral West Ranchwear, Woodward's IGA, Sweet Dreams & Other Things

Principal Shopping Days-Thu., Fri., Sat., Mon.
Stores Open Evenings-Grocery and Drug: every evening, Sun.

13 - RETAIL OUTLETS: Department Stores-J.C. Penney; Conrad's; C.R. Anthony; Woolworth's; K mart.
Chain Drug Stores-Bi-Rite; Rexall; A&A Temple; Walgreen.
Chain Supermarkets-Safeway; Associated Grocer; Woodward's IGA.
Other Chain Stores-Gambles; Coast-to-Coast; Industrial & Automotive Warehouse; NAPA Motor Parts, Inc.; Big A Auto Parts; Montgomery Ward; Sears; Valley Motor Supply; Champion Auto Stores; Northern Utilities; Riverton Builders Mart; Aldrich Lumber.

14 - NEWSPAPERS: RANGER (e-mon to fri) 7,231; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: Robert H. Tyler, Adv. Dir., RANGER, 421 E. Main, Riverton, WY 82501; Tel. (307) 856-2244.
National Representative: Branham.

ROCK SPRINGS

1 - LOCATION: Sweetwater County, E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle. Wholesale center. 190 mi. E of Salt Lake City; 350 mi. W of Denver. On I-80 (U.S. 30) and U.S. 187; on State 430 & 1908.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-American; Greyhound; Jackson.
Airlines-Frontier; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 19,458; Loc. Est. 22,560
CZ-ABC: (70) 11,657; (82) 25,500
RTZ-ABC: (70) 39,546; (82) 77,500
County 80 Cen. 41,723; Loc. Est. 50,270
City & RTZ-ABC: (70) 51,203; (82) 103,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,031; Loc. Est. 8,369
CZ-ABC: (70) 3,852; (82) 9,900
RTZ-ABC: (70) 11,814; (82) 27,300
County 80 Cen. 14,052; Loc. Est. 17,456
City & RTZ-ABC: (70) 15,666; (82) 37,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$267,239,387
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 23,179

7 - ELECTRIC METERS: Residence 11,673

8 - GAS METERS: Residence 8,771

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mining 5,658 ($436); Construction 3,385 ($342); Manufacturing 365 ($287); Transportation, Comm. and Util. 1,119 ($338); Wholesale and Retail Trade 3,619 ($214); Finance, Insurance and Real Estate 351 ($228); Agriculture, Forestry, Fisheries 3,087 ($199); Public Administrations 717 ($191).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-64; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Springs Plaza(38)	NA	Thrifty Drug, Anthony's, Albertsons, Sunset Sports
White Mountain (50)	NA	J.C. Penney, Ernst, Herbergers, K mart, Woolworth

Principal Shopping Days-Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Anthony's; J.C. Penney; Sunset Sports; Anthonys.
Variety Stores-F. W. Woolworth; Sprouse Reitz; K mart; Pamida; Ernst.
Discount Stores-Pamida; Thrifty.
Chain Drug Stores-Bi-Rite; Del-Duce 2; Thrifty Drug; Skaggs; Del's Bi-Rite Drug; Ernst Drug; College Hill Drug.
Chain Supermarkets-Safeway; Ben's; City Market; Albertson's.
Other Chain Stores-Sweetbriar (Ladies); Wyoming Auto; Coast-to-Coast; Yellow Front; Anthony's; Radio Shack; Montgomery Ward; Sears; Kinney's Shoes; Lerner's; Gallenkamps.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 7,850; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.
National Representative: None.

SHERIDAN

1 - LOCATION: Sheridan County, E&P Map C-1, County Seat. Agricultural Mining, Tourism center Home of Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, Mont.; 151 mi. N of Casper. On U.S. Hwys. 87, 14 and I-90.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Big Sky; Pioneer; USAir.

3 - POPULATION:
Corp. City 80 Cen. 15,146; Loc. Est. 17,083
CZ-ABC: (70) 12,037; (82) 16,000
RTZ-ABC: (70) 32,758; (82) 53,500
County 80 Cen. 25,048; Loc. Est. 28,266
City & RTZ-ABC: (70) 44,795; (82) 69,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,053; Loc. Est. 6,585
CZ-ABC: (70) 4,477; (82) 7,100
RTZ-ABC: (70) 9,470; (82) 18,100
County 80 Cen. 9,321; Loc. Est. 10,902
City & RTZ-ABC: (70) 13,947; (82) 25,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$157,163,424
Savings & Loan	3	$82,430,000

6 - PASSENGER AUTOS: County 15,061

7 - ELECTRIC METERS: Residence 6,037

8 - GAS METERS: Residence 4,511

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Heavy Construction 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 27-106; Fall 25-100; Winter -35-77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-5 blocks downtown on Main St.
Neighborhood Shopping Center-Sugarland Village (13 units).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart, Pamida, Yellow Front to 9; Woolworth to 9 Wed. and Fri. only.

13 - RETAIL OUTLETS: Department Stores-Stevens Fryberger; J.M. McDonald; J.C. Penney; Montgomery Ward; Sears.
Variety Stores-Woolworth.
Discount Stores-Yellow Front; K mart; Pamida.
Chain Drug Stores-Rexall; Osco.
Chain Supermarkets-Safeway; I.G.A.; Boyd's 3; Buttreys.
Other Chain Stores-Coast-to-Coast; Sweet Briar; Mode O'Day.

14 - NEWSPAPERS: PRESS (e) 6,775; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS, 144 Grinnell, Sheridan, WY 82801; Tel. (307) 672-2431.
National Representative: Landon Associates.

WORLAND

1 - LOCATION: Washakie County, E&P Map B-1, County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16 and 20.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Airlines-Air US.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,391; Loc. Est. 7,300
CZ-ABC: (70) 5,055; (82) 6,400
RTZ-ABC: (70) 13,910; (82) 16,900
County 80 Cen. 9,496; Loc. Est. 10,820
City & RTZ-ABC: (70) 18,965; (82) 23,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,309; Loc. Est. 2,564
CZ-ABC: (70) 1,638; (82) 2,400
RTZ-ABC: (70) 4,588; (82) 6,500
County 80 Cen. 3,275; Loc. Est. 3,879
City & RTZ-ABC: (70) 6,226; (82) 8,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	$70,000,000
Savings & Loan	1	$16,678,000

6 - PASSENGER AUTOS: County 5,392

7 - ELECTRIC METERS: Residence 4,156

8 - GAS METERS: Residence 2,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Holly Sugar; Refinery, Gasoline, Propane Butane 35 ($175); Black Hills Betonite Co.; Adolph Coors malt barley receiving complex; Fremon Beverage; Crown Cork and Seal.
Principal Industrial Pay Days-5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Center-Big Horn Ave.
Neighborhood Shopping Centers-10th and Bonine; 11th and Charles.
Principal Shopping Days-Thu., Sat.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Gambles; J.C. Penney; Hart's; Montgomery Ward (catalog); Pamida; Linton's; Sears (catalog); Town & Country.
Variety Stores-Ben Franklin.
Chain Supermarkets-Safeway 4; Jon's IGA; Wea Supermarket.

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 4,366; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Downing, Gen. Mgr., NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.
National Representative: Branham.

PUERTO RICO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Arecibo-Arecibo, Camuy and Hatillo Municipios.
Caguas-Caguas, Gurabo and San Lorenzo Municipios.
Mayaguez-Anasco, Harmigueros and Mayaguez Municipios.
Ponce-Juana Diaz, Ponce and Villalba Municipios.
San Juan-Bayamon, Canovanas, Carolina, Catano, Guaynabo, Loiza, San Juan, Toa Baja and Trujillo Alto Municipios.

STANDARD CONSOLIDATED STATISTICAL AREA

San Juan-Caguas-Includes San Juan SMSA; Caguas SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1983**
Under 5 Years	318	311	N.A.
5-14 Years	673	725	N.A.
15-24 Years	525	669	N.A.
25-44 Years	613	824	N.A.
45-64 Years	406	468	N.A.
65 and Over	177	191	N.A.
TOTAL	2,712	3,188	N.A.

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business:	**1972 Census**	**1977 Census**	**1983 Est.**
Bldg. Mat./Hdwr	262	N.A.	N.A.
General Mdse	359	N.A.	N.A.
Food	674	N.A.	N.A.
Automobiles	475	N.A.	N.A.
Gasoline Stations	172	N.A.	N.A.
Apparel	294	N.A.	N.A.
Furniture	56	N.A.	N.A.
Eat-Drink Places	230	N.A.	N.A.
Drugs	111	N.A.	N.A.
TOTAL	2,510	N.A.	N.A.

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W. and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.
The City of San Juan is the center of the San Juan Standard Metropolitan Statistical Area, the largest commercial, industrial, and transportation center of the island and comprises San Juan (Capital). Guaynabo, Truijillo Alto, Catano, Bayamon Carolina, Loiza, Canovanas and Toa Baja.

2 - TRANSPORTATION: Motor Freight Carriers-In San Juan-358; In Puerto Rico-1,698.
Bus Lines-Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).
Also Government Operated-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.).
Air Transportation-American; Capitol; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International.
Local Airlines-Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service.
Steamshop Companies-26.

3 - POPULATION:
San Juan City 80 Cen. 434,849
CZ-ABC: (70) 885,113; (79) 1,175,400
RTZ-ABC: (70) 229,639; (79) 324,300
City & RTZ-ABC: (70) 1,084,752; (79) 1,499,700
Commonwealth 80 Cen. 3,196,520
  Arecibo SMSA 80 Cen. 140,608
  Caguas SMSA 80 Cen. 173,961
  Mayaguez SMSA 80 Cen. 133,497
  Ponce SMSA 80 Cen. 253,285
  San Juan SMSA 80 Cen. 1,086,376
All Municipios in Puerto Rico (80 Census)
Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14,944
Ciales 16,211
Cidra 28,365
Coamo 30,822

Comerico 18,212
Corozal 28,221
Culebra 1,265
Dorado 25,511
Fajardo 32,087
Florida 7,232
Guanica 18,799
Guayama 40,183
Guayanilla 21,050
Guaynabo 80,742
Gurabo 23,574
Hatillo 28,958
Hormigueros 14,030
Humacao 46,134
Isabela 37,435
Jayuay 14,722
Juana Diaz 43,505
Juncos 25,397
Lajas 21,236
Lares 26,743
Las Marias 8,747
Las Piedras 22,412
Loiza 20,867
Luquillo 14,895
Manati 36,562
Maricao 6,737
Maunabo 11,813
Mayaquez 96,193
Moco 29,185
Morovis 21,142
Naguabo 20,617
Naranjito 23,633
Orocovis 19,332
Patillas 17,774
Penuelas 19,116
Ponce 189,046
Quebradillas 19,728
Rincon 11,788
Rio Grande 34,283
Sabana Grande 20,207
Salinas 26,438
San German 32,922
San Juan 434,849
San Lorenzo 32,428
San Sebastian 35,690
Santa Isabel 19,854
Toa Alta 31,910
Toa Baja 78,246
Trujillo Alta 51,389
Utuado 34,505
Vega Alta 28,696
Vega Baja 47,115
Vieques 7,662
Villalba 20,734
Yabucoa 31,425
Yauco 37,742

Cities of 25,000 or more (80 Census)

Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:

San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
City Zone ABC: (70) 211,882; (79) 337,200
RTZ-ABC: (70) 52,014; (79) 84,700
City & RTZ-ABC: (70) 263,896; (79) 421,900
SMSA Areas 80 Cen. 516,647
  Caguas 51,637
  Mayaquez 42,990
  Ponce 72,098
  San Juan 349,912

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	22	N.A.
Savings & Loan	8	N.A
Savings	NA	N.A.

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the U.S.A. and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the U.S.A. do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: (Commonwealth) 779,026 (1978) San Juan 75,785 (1978)

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979

8 - GAS METERS: Residence (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agriculture; Mining; Construction; Food; Tobacco; Textile Mill Products; Apparel, etc.; Lumber & Wood Prods.; Furniture & Fixtures; Paper Prods.; Printing & Publ.; Chemicals & Allied Prods.; Petroleum & Coal Prods.; Rubber & Plastics; Leather & Prods.; Stone, Clay & Glass Prods.; Primary Metals; Fabricated Metal Prods.; Machinery (ex. elect); Elect. Machy.; Transportation Eqpt.; Instruments; Misc. Mfg.; Transp. & Util.; Wholesale; Retail; Finance Insur. & Real Est.; Services.

10 - CLIMATE: Average Winter Temperature is 75. Summer 79. Average annual rainfall 61 inches; fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Areas-Old San Juan, principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).

On Santurce-Ponce de leon Ave. from San Antonio Bridge to San Jorge St.; Jose De Diego Ave. from Ponce de Leon Ave. to the Minillas Government Center: Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St. and on Roberto H. Todd from Del Carmen St. to Torres de La Vega; Dr., Ashford Ave. from Hermanos Behn Bridge to De Diego Ave., Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave. and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. in Las Americas St. before Providencia St.

On Rio Piedras-Rio Piedras town principally on De Diego Robles; Brungbaugh; Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. From Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.

On Bayamon-Area bounded by Betances St.; west side of Barbosa St.; Baldorioty St.; east side of Degetau St.; southside of Maceo St.; east side of Palmar St.; west side of Ferrer St.; west side of T'io St.; south side of Dr. Veve St.; east side of Parque St.; Highway No. 2; Sanchez Lopez St.; north side of Dr. Veve St. and Parque St.

Shopping Center/San Juan SMSA (Car Parking Spaces)-Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100.

13 - RETAIL OUTLETS: Department Stores-(San Juan SMSA) International Dept. 6; New York Dept. Stores 5; Barkers 4; Gem 3; Gonzalez Padin 3; Velasco 3; Sears 2; Bargain Town 2; Bates 2; Penney's; Belk Lindsay; Decco; La Colombina; La California ; Infanzon; La Reina; K mart 2; Barkers 15; Penney's 2; Sears 5; Walgreen's 14.

Variety Stores-Woolworth; Kresge.

Chain Drug Stores-Moscoso 8; Walgreen 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.

Chain Supermarkets-Pueblo 18; Criollo 16; Grand Union 11; Coop 7; Amigo 6; Uni-Coop 5; Conchita 4; Casablanca 4; Bargain Town 2.

Auto Supplies-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.

Other Chain Storas-Franklins 12; National Bellas Hess 5; Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; Toms 5; Tops 4; Cabrer 4; La Esquina Famosa 4; Franks 3; Martinez 2.

14 - NEWSPAPERS: EL MUNDO (Spanish) (m) 131,785; (S) 151,815; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Juan A. Velazquez, Gen. Adv. Mgr., EL MUNDO, PO Box 2408, San Juan, PR 00936.

National Representative: Inter-American Publications, Inc.

EL NUEVO DIA (Spanish) (m) 174,991; (S) 174,614; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Fernando Zegri, Jr., V. P. Adv., EL NUEVO DIA, PO Box 297, San Juan, PR 00902.

National Representative: S.S. Koppe & Co.

EL VOCERO DE PUERTO RICO (m-mon to fri) 201,435; (sat) 163,575; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Aida Vallamil, Dir. Mktg., EL VOCERO DE PUERTO RICO, PO Box 3831, San Juan, PR 00904.

National Representative: None.

STAR (m) 42,800; (S) 49,575; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Tony Martinez, Display Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200.

National Representative: Story & Kelly Smith.

EL REPORTERO (e) 61,218 (Pub. statement 1981-1982).

Local Contact for Advertising and Merchandising Data: Luis Alberto Perez, Adv. Dir., EL REPORTERO, PO Box 4234, San Juan, PR 00905; Tel. (809) 721-2560.

National Representative: None.

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SECTION III

Surveys of Daily Newspaper Cities

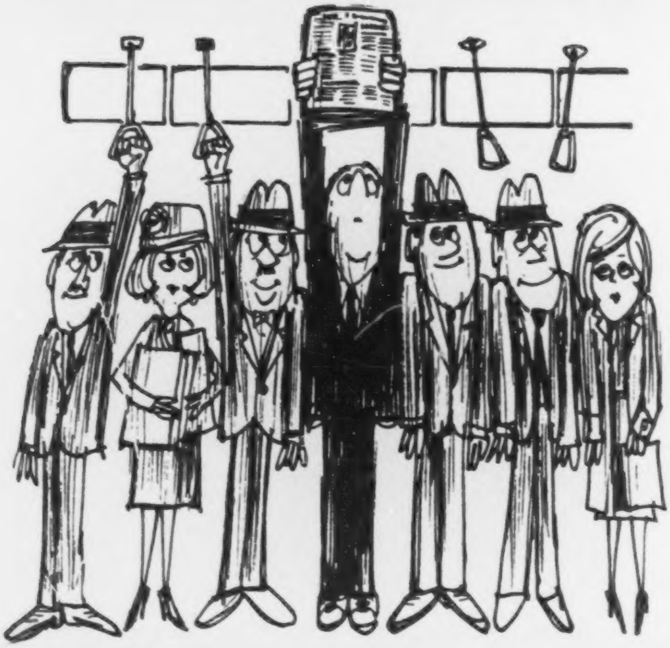
Communities in Canada where daily newspapers are published

Canadian Daily Newspaper Cities

Alberta	2
British Columbia	2
Manitoba	6
New Brunswick	7
Newfoundland	8
Nova Scotia	9
Ontario	10
Prince Edward Island	18
Quebec	19
Saskatchewan	21
Yukon	22

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on pages 78 & 150 in Section IV.

NEWSPAPERS.



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CHICAGO—3150 Des Plaines Ave., Des Plaines, Ill. (312)299-5544

THE GLOBE & MAIL: TORONTO—444 Front St. W. M5V 2S9 (416)598-5000 MONTREAL—2045 Stanley St., 14th Floor (514)845-1131
LONDON, ENG.—164/167 Temple Chambers, Temple Ave. 011-44-1-353-5771 NEW YORK—500 Fifth Ave., Suite 1424 (212)354-6266
CALGARY—602 12th Ave. S.W., Suite 370 (403)266-3310 VANCOUVER—525 Seymour St., Suite 909A (604)685-0308

CANADA

Surveys of all cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	153	188
5-14 Years	350	354
15-24 Years	379	479
25-44 Years	500	695
45-64 Years	319	359
65 and Over	139	163
TOTAL	1,840	2,238

Based on Statistics Canada Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	561	2,602
Apparel	64	689
Furniture	38	289
Groceries	519	2,439
Lumber/Bldg. Mat.	49	89
Restaurants	103	1,115
Autos	424	3,107
Gasoline/Fuel Oil	246	776
Drugs	68	390
TOTAL	2,675	13,617

Source: Census of Canada/Retail Trade

CALGARY, ALTA.

1 - LOCATION: Division 6, E&P Map B-3. Business and industrial center, distributing point. Agriculture, beef raising, ranching, grain, oil and gas, meat packing, fertilizer plants, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2 - TRANSPORTATION: Railroads-C.P.R.; C.N.R.; VIA.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Cardinal; Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways.
Airlines-Air Canada; C.P. Air; W.A.; Pacific Western; Time Airways; Wardair; Republic; British Airways; Big Sky.

3 - POPULATION:
Corp. City 81 Cen. 592,743
CZ-ABC: (76) 469,917; (82) 577,400
RTZ-ABC: (76) 328,765; (82) 416,600
City & RTZ-ABC: (76) 798,682; (82) 994,000
Met. Area 81 Cen. 592,743;
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 212,466
Met. Area 81 Cen. 212,466
CZ-ABC: (76) 155,155; (82) 205,800
RTZ-ABC: (76) 100,305; (82) 149,900
City & RTZ-ABC: (76) 255,460; (82) 355,700

5 - BANKS: 11 (202 br.) Deposits N.A.

6 - PASSENGER AUTOS: City 362,378

7 - ELECTRIC METERS: Residence 199,876

8 - GAS METERS: Residence 231,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 21,100 ($450); Const. 16,500 ($534).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING.Principal Shopping Centers-(No. of Stores) Beddington Mall 40; Franklin Mall 50; Mt. Royal 25; Calgary North Hill 71; Calgary Market Mall 72; Chinook 160; Westbrook 50; Macleod Mall 30; Brentwood 75; Lake Bonavista 53; Marlborough Town Square 46; Northland Village 35; Palliser Square 32; Southcentre 100; Trans Canada Mall 27; Richmond Square 30; Penny Lane 25; Toronto Dominion & Scotia Centre 130; Deerfoot Mall (105); Sunridge Mall (145).
Neighborhood Shopping Centers-Approximately 70 centers, built around a major food store, are spotted throughout Metropolitan Calgary.
Principal Shopping Days-Department and food stores Thu., Fri., Sat.
Stores Open Evenings-Wed., Thu., Fri. Some stores open every evening.

13 - RETAIL OUTLETS: Department Stores-The Bay 4; Eatons 3; Simpsons-Sears 3; Woodwards 3; Wosk's; Woolco 4; K mart 3; Zellers 3; Calgary Co-op 10.
Variety Stores-Woolworth 2; Kresge; Metropolitan Stores 2; Army and Navy.
Chain Drug Stores-Douglass 2; Boots 8; Community Drug 3; Shoppers Drug Mart 12; Super S 3; Big M.
Chain Supermarkets-Canada Safeway 33; IGA 4; Calgary Co-op 10; 7-Eleven 55; Macs 49; Loaf'n Jug 7; Ranch Discount 2; Allwest 5; Super Valu 6; Food City 4.
Other Chain Stores-Agnew-Surpass 5; Amantea 2; Bata 2; British Boot 8; Bourne Shoes 6; Arnold Churgin 2; Jarman; Kinney 7; Roots; Roberts 3; Scholls; Spences 5; Fredella Shoe Boutique 5. Women's Wear: Dalliards 5, Betty Shop 10, Country Club Casuals, Dalmys 7; Daytons 2, Johnstone Walker, Penningtons 3, Melanie's Dress Shops 4, Reitmans 8, Sweet 16 8, Tall Shop 2, Sally Shops, Holt Renfrew 2, Hurtig, Steen & Wright Furriers, Gray's Apparel 2, Fairweather 8, Rickis 6, Silk-o-Lina 4, The Mucky Duck 5. Marks and Spencer 4; Men's Wear: Big Steel 4, Jack Fraser 4, Black Sheep Boutique Ltd. 4, McLeod Bros. 5, O'Connors, Tip Top 7, Jeffereys 3; Jewelry: Ben Moss 6, Birks 5, Classic 3, Crown 2, McKenzie 3, Mappins 3, Peoples 7; Sporting Goods: Collegiate Sports 2, Sportchek, Edie Bauer; Other: Thriftys 8, Saan 3, Kellys Stereo 3, Radio Shack 13, Canadian Tire 4, Laura Secord Candy 6, Lighting Unlimited 4.

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 65,187; (S) 68,924; Mar. 31, 1982 ABC.
Local Contact for Advertising & Merchandising Data: Eric J. Williams, Adv. Dir., CALGARY SUN, 830 10th Ave., SW, Calgary, AB T2R 0B1; Tel. (403) 263-7730.
National Representative: Toronto Sun.
HERALD (e-mon to thu; sat) 148,197; (e-fri) 183,260; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George S. Willcocks, Adv. Dir., HERALD, 215 16th St., SE, Calgary, AB T2P 0W8; Tel. (403) 235-7175.
National Representative: Southam Newspapers.

EDMONTON, ALTA.

1 - LOCATION: Division 11, E&P Map B-3. North Saskatchewan River. 300 mi. N of U.S. boundary; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Nat'l; No. Alberta; Great Slave Lake; Alberta Resources.
Motor Freight Carriers-90.
Intercity Bus Lines-Canadian Coachways; Greyhound; Western Bus Lines.
Airlines-Air Canada; CP Air; Hughes Airwest; Northwest Orient; Western Airlines; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Gateway Aviation; Northwest Territorial Airways Ltd.

3 - POPULATION:
Corp. City 81 Cen. 532,246.
Met. Area 81 Cen. 657,057
JOURNAL:
CZ-ABC: (76) 512,750; (82) 561,300
RTZ-ABC: (76) 539,995; (82) 735,600
City & RTZ-ABC: (76) 1,072,745; (82) 1,296,900
SUN:
PMA-ABC: (76) 572,005; (82) 646,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 198,391
Met. Area 81 Cen. N.A.; Loc. Est. 254,460
JOURNAL:
CZ-ABC: (76) 168,645; (82) 204,900
RTZ-ABC: (76) 162,175; (82) 240,600
City & RTZ-ABC: (76) 330,820; (82) 445,500
SUN:
PMA-ABC: (76) 185,074; (82) 232,900

5 - BANKS: Debits $128,877,000,000

6 - PASSENGER AUTOS: City 306,494

7 - ELECTRIC METERS: Residence 192,252

8 - GAS METERS: Residence Metro 150,693

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage)-Construction ($408); Manufacturing ($393); Transportation ($384); Clerical ($212).
Principal Pay Days-Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First & last killing frosts, Oct. 9 and May 4.

11 - TAP WATER: Alkaline, soft; flouridated.

12 - RETAILING:Principal Shopping area-4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighborhood Shopping Areas-South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd; 102 Ave. to 109 Ave. on 124 St.
Shopping Centres-Bonnie Doon Mall (66 units); Capilano Mall (48 units); Centennial Village (50 units); McCauley Plaza (31 units); Meadowlark Park (70 units); Northwood (21 units); Southgate (46 units); Londonderry Mall (60 units); Westmount Mall (58 units); Edmonton Centre (90 units); Kingsway Garden Mall (68 units); Northtown Mall (27 units); Parkway Village (30 units); Abbotsfield Mall (20 units); Millbourne Mall (32 units); Castle Downs Town Square (10 units); St. Albert Centre (62 units); Eastgate Mall (20 units); Hermitage Mall (160 units); West Edmonton Mall (180 units).
Principal Shopping Days-Department stores-Thur. Fri., Sat.; Food-Fri. evenings, Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; The Bay 5; Woodward's 4; Johnstone-Walker 3; Simpsons-Sears 5; Zellers 5; Woolco 4; Woolworth; Kresge; Army & Navy 2; Macleods 2; K mart 2; Saveco 4.
Chain Drug Stores-ARP 6; Baydala 7; IDA 12; Shoppers Drug Mart 9; Sprague 9; Rexall 24; Dispensaries Ltd. 7; Boots 4; London Drugs 3; Owl Drug 6.
Chain Supermarkets-Safeway 40; IGA 10; Tomboy 5; Q-Mart 10; 7-Eleven 30; Mac's Convenient Foods 28; M&M 47; Red Rooster 30.
Other Chain Stores-Shoes: Bata 5; Agnews-Surpass 11; Cedar 4; Dack's; Florsheim; Gallenkamp 3; Kinney 6; Fredelle; Scholl's; Lewis; Villager 3. Clothing: Sally 4; Betty Shops 6; Burdines 2; Dalmy's 5; Thrifty's 7; D'Allairds 4; Fairweather 5; Francine's 6; Gray's 3; Giselle 3; Pennington's 4; Reitman's 5; Ricki's 6; St. Clair 5; Sweet Sixteen 6; Town & Country 2; Big Steel 3; Black Sheep 5; Jack Fraser 3; Plaza Men's Shops 5; Tip Top 7; Work Wearhouse 2. Electronics: Radio Shack 16; Kelly's Stereo Mart 3; International Stereo 4; Mister Sound 6; Sam the Record Man 3; A&A Records; Ikea; Leon's. Other: National Drapery; Harrisons Drapery; Montreal Drapery; Cara Shops 8; Cargo Canada; Coles 7; McBain Camera 6; Birks 4; Beau Jangles 6; MacKenzies 3; Mappins 3; Peoples 10; Outdoor Stores; General Paints 2; Bapco Paint 2; Cloverdale Paint; Tower Paint 4; Sherwin-Williams 3; General Paint 4; Glidden 2; Totem Lumber 2; Crown Marts; Revelstoke 4; Windsor Plywood 3; Beaver Lumber 2; Plumbing Mart; Factory Carpet; Metropolitain Carpet 2; Allied Homes.

14 - NEWSPAPERS: JOURNAL (e-mon to thu; sat) 185,162; (e-fri) 230,416; (S) 178,028; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Norm Weitzel, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel (403) 425-9120.
National Representative: Southam Newspapers.
SUN (m-mon to Fri) 71,024; (S) 91,916; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: K. King, Adv. Dir., SUN, 9405 50 St., Edmonton, AB T6B 2T4; Tel. (403) 468-5111.
National Representative: Toronto Sun.

FORT McMURRAY, ALTA.

1 - LOCATION: E&P Map B-4, Primary industry extraction and conversion of tar sands to crude oil. Located on Athabasca River 275 mi. NE from Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: Railroads-Northern Alberta.
Motor Freight Carriers-Grimshaw; Byers; Yukon Freight; Highway 63 Transport; Alltrans; MacCoshan.
Intercity Bus Lines-Greyhound; Red Arrow.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 31,000
CZ-ABC: (76) 15,424; (82) 33,400

4 - HOUSEHOLDS:
City 81 Cen. 9,493
CZ-ABC: (76) 4,220; (82) 10,000

5 - BANKS:	NUMBER	EST. DEP.
Commercial	6	N.A.

6 - PASSENGER AUTOS: City 15,197 (1980)

7 - ELECTRIC METERS: Residence 10,608

8 - GAS METERS: Residence 4,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Construction 7,200; Inside Oil Plant Workers 5,000; 2,500 in related Service Commerce. Average Income $9,826 (1973); Est. $28,000 (1980).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Average-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1. Last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING:Principal Shopping Center-2 (1 block each) on Franklin Avenue.
Neighborhood Shopping Centers-4.
Principal Shopping Days-Thu., Fri.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-The Bay; Macleods; Canadian Tire.
Drug/Variety Stores-Hills; Fort Super Drugs; Park Plaza; Drug Mart.
Chain Food Stores-Safeway; Super A; I.G.A.
Other Chain Stores-Simpson-Sears; National Tire; Beaver Lumber; Firestone Tire; Coles Book Store; Kinney Shoes; Revelstoke; People's Jewelers; Reitman's; Fairweather's; Thrifty's Mr. Big; Tip Top Tailors; Kelly's Stereo; O.B. Allon Jewelers; Zellers.

14 - NEWSPAPERS: TODAY (e-mon to fri) 6,209; Sept. 30, 1981 ABC (latest available statement).
Local Contact for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave., Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
National Representative: None.

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 15, E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of British Columbia border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to north, east and west.

2 - TRANSPORTATION: Railroads-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Lines-Greyhound.
Airline-Canadian Pacific; Time Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 24,263; Loc. Est. 25,300
CZ-ABC: (76) 17,626; (82) 26,100
RTZ-ABC: (76) 52,732; (82) 62,300
City & RTZ-ABC: (76) 70,358; (82) 88,400

4 - HOUSEHOLDS:
City 81 Cen. 8,083; Loc. Est. 8,777
CZ-ABC: (76) 5,375; (82) 8,900
RTZ-ABC: (76) 14,450; (82) 19,000
City & RTZ-ABC: (76) 19,825; (82) 27,900

5 - BANKS: 8, Deposits N.A.

6 - PASSENGER AUTOS: City 13,992

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.); Procter & Gamble Cellulose Ltd.; Pulp Mill; Grain Elevators; Feed & Seed Plants; Wholesale Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Botting Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Alta. Govt. Telephones; Alberta Power (elec.); Northwestern Utilities (gas); Railway; Federal and Provincial Gov. Depts.; Const. Firms; Concrete, CP-CN Telecommunications; Sulphur; Grande Prairie College; Aviation; Meat Packing; Natural Gas Plant.

10 - CLIMATE: Mean annual temperature 36 F.; Highest monthly mean July 60 F.; Lowest monthly mean Jan. 9 F.; Mean annual rainfall 10 in.; Mean annual snowfall 69 in.; Total avg. precipitation 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING:Principal Shopping Center-4 blocks on 99, 100, 101, 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., south and north of NAR tracks; Industrial Park at 100 Ave.-108 St.
Neighborhood Shopping Center-Safeway Plaza; N on Clairmont Road; Towne Centre Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Place Shopping Centre 84th Ave.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Co-op; Simpson-Sears; T. Eaton.
Variety Stores-Woolworth's; Metropolitan Stores; Zeller's.
Other Chain Stores-Fields Stores; Saan; St. Clair Shop; Singer Co.; Sweet 16; MacLeod's; National Home Furniture.
Chain Supermarkets-Safeway; IGA; Alberta Grocers; Much More Stores.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thu) 8,639; (e-fri) 10,092; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Allan R. Parsons, Adv. Mgr., HERALD-TRIBUNE, 10604 100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.
National Representative: None.

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the boundary. On Provincial Hwy. 3 E and W (Trans-Alberta); No. 4 S to international boundary (Port of Coutts), connecting with No. 2 N. No. 5 SW to Waterton Glacier International Peace Parks and Port of Chief Mountain, connecting at Cardston with No. 2 S to international boundary (Port of Carway).

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-50.
Interprovincial Bus Lines-Greyhound.
Airlines-Time Airways.

3 - POPULATION:
Corp. City 81 Cen. 54,072
CZ-ABC: (76) 46,752; (82) 53,900
RTZ-ABC: (76) 100,699; (82) 114,300
City & RTZ-ABC: (76) 147,451; (82) 168,200

4 - HOUSEHOLDS:
City 81 Cen. 19,904
CZ-ABC: (75) 15,715; (82) 20,300
RTZ-ABC: (76) 28,480; (82) 36,300
City & RTZ-ABC: (76) 44,195; (82) 56,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$6,619,002,000
Savings & Loan	21	N.A.

6 - PASSENGER AUTOS: City 31,884

7 - ELECTRIC METERS: Residence 18,223

8 - GAS METERS: Residence 18,248

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furniture; Metal Fabrication; Rollers; Tanks; House Trailers; Commercial Trailers; Prefab. Homes; Drums; Cinder Blocks; Brewery; Macaroni; Farm Machy.; Oxygen Plant; Mfg. & Refining Edible & Non Edible Oils; Meat Packing & Dressing; Telephone Assembly; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Floor Milling; Lethbridge Community College; University of Lethbridge.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 11-25; Summer 5-32; Fall -7-30; Winter -11-1. First killing frost, Oct. 9. Last killing frost, May 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.
Neighborhood Shopping Centers-3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Village on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Village, 13th St. and 2nd Ave. North; Westminster, 5th Ave. and 13th St. North; Lethbridge Centre, 5th St. and 4th Ave. So.; South Plaza, 16th Ave. and Mayor Magrath Dr.; Chinook Centre, 13th Ave. N.; Park Meadow Mall, 23 Street & 18 Avenue N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Village Mall(36)	NA	Simpson-Sears, IGA, MacLeod's
College Mall (46)	NA	Woolco, Super Valu, Canadian Tire
Lethbridge Inn Plaza(26)	NA	7-Eleven
Lethbridge Centre(44)	NA	Woodward's
South Plaza(15)	NA	Zellers, Safeway
Chinook Centre(5)	NA	
Park Meadow(35)	NA	Safeway
West Vlg. Mall(10)	NA	Super Sam

Principal Shopping Days-Thu., Fri., Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Woolco; Zeller's; Simpsons-Sears; Macleod's; Woodward's.
Variety Stores-Woolworth; Saan; Kresge's; Field's; Canadian Tire.
Chain Supermarkets-Safeway 3; Super Valu; Woodward's; IGA; Valdi; Food Giant.

14 - NEWSPAPERS: HERALD (e) 28,974; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jill Watson, Retail Sales Mgr., HERALD, 504 7th St., S. Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411.
National Representative: Thomson Newspapers.

MEDICINE HAT, ALTA.

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading center for southeastern Alberta. On south branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: Canadian Pacific.
Airlines-Time Airways.
Bus Lines-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 81 Cen. 40,380
CZ-ABC: (76) 32,811; (82) 46,100
RTZ-ABC: (76) 20,844; (82) 23,800
City & RTZ-ABC: (76) 53,655; (82) 69,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 14,901
CZ-ABC: (76) 10,910; (82) 17,100
RTZ-ABC: (76) 6,275; (82) 8,300
City & RTZ-ABC: (76) 17,185; (82) 25,400

5 - BANKS: 8: Deposits N. A.

6 - PASSENGER AUTOS: City 23,436

7 - ELECTRIC METERS: Residence 12,900

8 - GAS METERS: Residence 12,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Construction 1,200 ($200); Transportation 600 ($185); Warehouse 300 ($130); Retail 1,500 ($125); Finance 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Service 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285). .
Principal Industrial Pay Days-2nd and 4th Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 p. p. m.

12 - RETAILING:Principal Shopping Center-5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. betw. 6th & 7th Sts.; Crescent Hghts.; Southview Mall; Medicine Hat Mall.
Principal Shopping Days-Department Stores-Mon., Thu., Fri., Sat.; Food-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T Eaton; Simpson-Sears; K mart; The Bay.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Safeway 3; Co-op; IGA 2; OK Economy; Red Owl Foods 3.

14 - NEWSPAPERS: NEWS (e) 14,146; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Adv. Mgr., NEWS, 3257 Dunmore Rd., S.E., Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.
National Representative: Southam Newspapers.

RED DEER, ALTA.

1 - LOCATION: E&P Map B-3, Midway bet. Calgary and Edmonton (95 mi.). Hub for the four western Canadian Provinces; easy access to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Bus Lines-Greyhound; Coachways; Red Arrow Express.
Motor Freight Carriers-40.
Airlines-Time Air.

3 - POPULATION:
Corp. City 81 Cen. 46,393
CZ-ABC: (76) 32,184; (82) 50,100
RTZ-ABC: (76) 135,804; (82) 146,900
City & RTZ-ABC: (76) 167,988; (82) 197,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 16,168
CZ-ABC: (76) 9,800; (82) 17,100
RTZ-ABC: (76) 36,877; (82) 51,500
City & RTZ-ABC: (76) 46,677; (82) 68,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	23	N.A.

6 - PASSENGER AUTOS: City 28,046

7 - ELECTRIC METERS: Residence 16,500

8 - GAS METERS: Residence 16,800

9 - PRINCIPAL INDUSTRIES: Milk Condensery; Poultry Eviscerating Plant and Creamery; Packing Plants; Can Factory; Mfg. of Transformers; Bottling; 3 Trailer Manufacturers; Concrete; Auto Parts Plant; Railroads; over 3,500 oil and gas wells; Brewery; Prov. Gov't 3,000; Alberta Gas Ethylene Plant; Pipeline Line Factory; 2 Steel Manufacturers.

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Filtered soft; fluoridated, reduced from 232 ppm to 70 ppm hardness.

12 - RETAILING:Principal Shopping Centers-On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E. Parkland Shopping Mall (North Hill); Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bower Place(99)	NA	Woodwards, Eatons
Eastview(10)	NA	IGA, Eastview Super Drug
Parkland Mall(88)	NA	Sears, Woolco, Safeway
Plaza Center(20)	NA	Co-op
Port-O-Call(8)	NA	Safeway, Western
Pines Shopping Plaza(10)	NA	Red Rooster, Pines Drugs

Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Hudson's Bay; Simpsons-Sears; Co-op; MacLeod's; Woolco; Merit Stores; Woodwards.
Variety Stores-S.S. Kresge.
Discount Stores: Saveco; Valdis.
Chain Supermarkets-Safeway 2; IGA 2; Tom Boy; Co-Op; Woodwards Food Floor.

14 - NEWSPAPERS: ADVOCATE (e) 20,869; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave., Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
National Representative: None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	173	191
5-14 Years	422	397
15-24 Years	460	491
25-44 Years	676	831
45-64 Years	485	536
65 and Over	243	298
TOTAL	2,469	2,744

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	719	2,611
Apparel	122	584
Furniture	99	299
Groceries	904	3,104
Lumber/Bldg. Mat.	36	105
Restaurants	205	1,535
Autos	590	2,001
Gasoline/Fuel Oil	283	885
Drugs	124	595
TOTAL	3,744	15,190

Source: Census of Canada/Retail Trade

CRANBROOK, B. C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N of the Canadian-U.S. border, 90 mi. W of the B.C.-Alta. border. Div. No. 1, Sub-div. 8. SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway ctr.

2 - TRANSPORTATION: Railroads-C.P.R.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 15,915
CZ-ABC: (76) 13,510; (82) 16,500
RTZ-ABC: (76) 32,940; (82) 42,900
City & RTZ-ABC: (76) 46,450; (82) 59,400

4 - HOUSEHOLDS:
City 81 Cen. 5,520
CZ-ABC: (76) 4,220; (82) 5,800
RTZ-ABC: (76) 10,320; (82) 15,000
City & RTZ-ABC: (76) 14,540; (82) 20,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 7,672

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry; Coal Mining; Transportation; Gold, Silver & Lead Mining; Dairy, Trucking & Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-Downtown center of city on Baker St. Tamarack Shopping Centre (enclosed), Cranbrook Mall (enclosed).

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,284; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Carol Berkhiem, Adv. Mgr., TOWNSMAN, 31 7th Ave. South, Cranbrook, BC V1C 2J2; Tel. (604) 426-5201.
National Representative: None.

DAWSON CREEK, B.C.

1 - LOCATION: Peace River-Prince George Elec. Dist. (PC), E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, Forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: Railroads-Canadian National; British Columbia.
Motor Freight Carriers-11.
Airlines-Pacific Western; CPAir via Fort St. John; various Charter Lines.

3 - POPULATION:
Corp. City 81 Cen. 11,373

4 - HOUSEHOLDS:
City 81 Cen. 4,095

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	1	N.A.
Commercial	7	N.A.

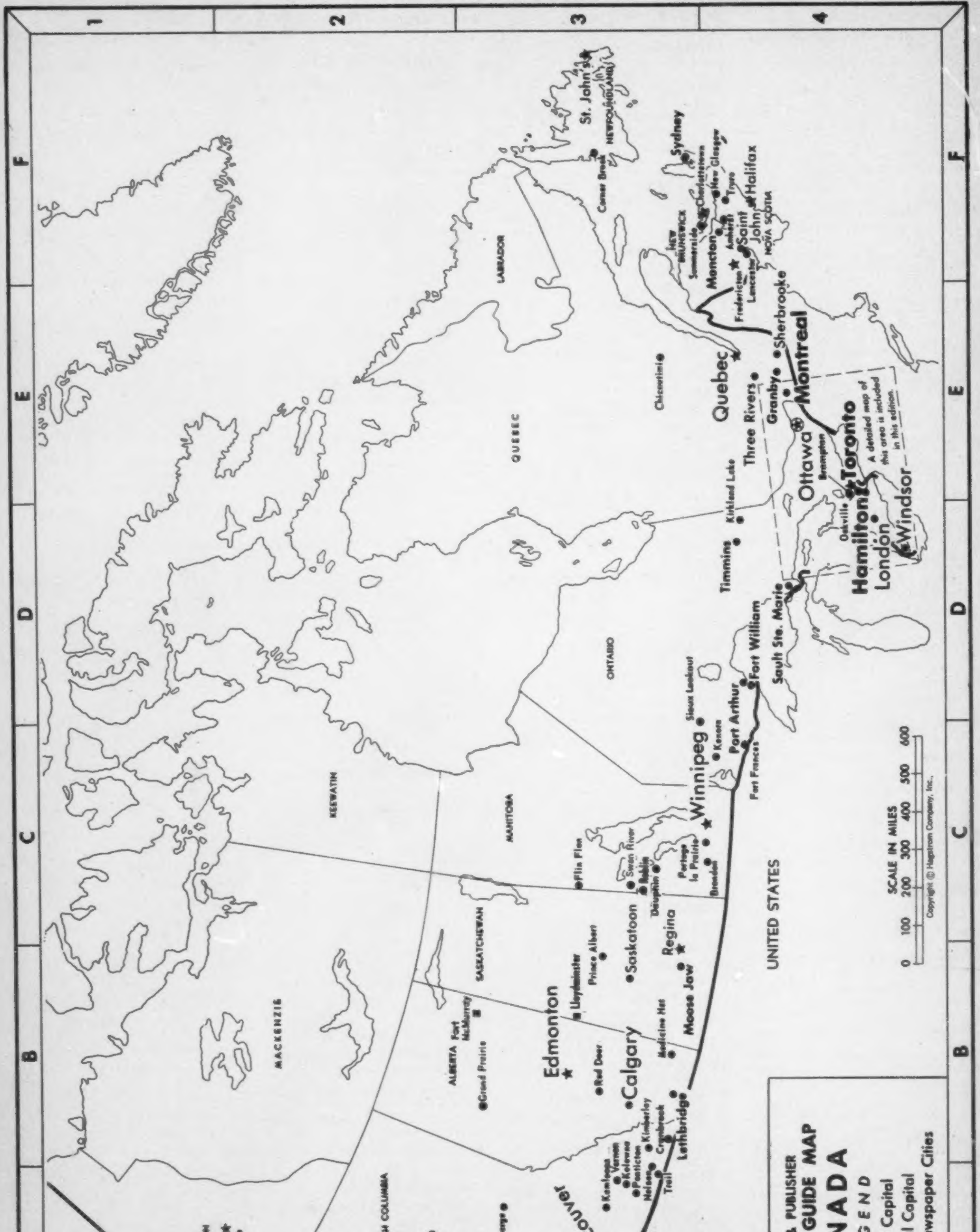
6 - PASSENGER AUTOS: City 5,551

7 - ELECTRIC METERS: Residence 4,421

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agriculture; Tourism; Transportation.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Six-year average (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 74.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
⊛ National Capital
★ Provincial Capital
● Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600
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A detailed map of this area is included in this edition.
1
2
3
4
A
B
C
D
E
F
YUKON
Whitehorse
MACKENZIE
KEEWATIN
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
LABRADOR
NEWFOUNDLAND
NEW BRUNSWICK
NOVA SCOTIA
UNITED STATES
Terrace
Prince Rupert
Prince George
Port Alberni
Nanaimo
Vancouver
New Westminster
Victoria
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
Lethbridge
Calgary
Red Deer
Edmonton
Grand Prairie
Fort McMurray
Medicine Hat
Lloydminster
Prince Albert
Saskatoon
Moose Jaw
Regina
Flin Flon
Swan River
Dauphin
Brandon
Portage la Prairie
Winnipeg
Kenora
Sioux Lookout
Fort Frances
Port Arthur
Fort William
Sault Ste. Marie
Timmins
Kirkland Lake
London
Windsor
Hamilton
Oakville
Brampton
Toronto
Ottawa
Granby
Montreal
Three Rivers
Quebec
Chicoutimi
Sherbrooke
Fredericton
Lancaster
Saint John
Moncton
Amherst
Summerside
Charlottetown
New Glasgow
Truro
Halifax
Sydney
Corner Brook
St. John's

11 - TAP WATER: Akaline, hard.

12 - RETAILING:Principal Shopping Center-Dawson Mall, 34 stores.
Neighborhood Shopping Centers-Dawson Co-op; Century Place mini mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Prairie Mall	80	Zeller's, Safeway
Fort St. John	50	Zeller's, Safeway

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Bay; Co-op; MacLeod's.
Discount Stores: Woolworth; Kresge; Saan; Fields.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Shoppers; IDA.
Chain Supermarkets-Safeway; Co-op; Food Bin.
Other Chain Stores-Reitmans; Sweet 16; Kelly's Stereos; Sears; Kits Camera; Bumper to Bumper.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e) 3,650; sworn May 31, 1982.
Local Contact for Advertising and Merchandising Data: Glen Dalke, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888.
National Representative: None.

FORT ST. JOHN, B.C.

1 - LOCATION: Peace River-Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: Railroads-B.C.R.
Motor Freight Carriers-White Pass; Canadian Freightways.
Airlines-CPAir; (connecting point Edmonton, Whitehorse, Prince George, Vancouver).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,891
CZ-ABC: (76) 8,947; (82) 11,200
RTZ-ABC: (76) 30,928; (82) 35,400
City & RTZ-ABC: (76) 39,875; (82) 46,600

4 - HOUSEHOLDS:
City 81 Cen. 4,642
CZ-ABC: (76) 2,610; (82) 3,700
RTZ-ABC: (76) 8,680; (82) 11,100
City & RTZ-ABC: (76) 11,290; (82) 14,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	624	N.A.

6 - PASSENGER AUTOS: City 6,886

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains.

10 - CLIMATE: Min. & Max. Temp. + 40 to 40 C.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-Totem Mall.
Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Central; The Bay; Co-op.
Discount Stores-Save-A-Lot.
Chain Drug Stores-People's Drug Mart; Shoppers Drug.
Chain Supermarkets-Overwaitea; IGA; Safeway.
Other Chain Stores-The Bay; MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western Shops; Ming Loong Stores.

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 4,070; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Heinz Goldbach, Adv. Mgr., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative: Sterling Newspapers.

GREATER PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver. In Fraser-Fort George Regional District.

2 - TRANSPORTATION: Railroads-British Columbia; Canadian National.
Airlines-C.P.A.; P.W.A.; NTAir.
Bus Lines-Greyhound; Coachways.

3 - POPULATION:
Corp. City 81 Cen. 67,559
CZ-ABC: (76) 59,929; (82) 66,800
RTZ-ABC: (76) 52,304; (82) 58,500
City & RTZ-ABC: (76) 112,233; (82) 125,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 22,037
CZ-ABC: (76) 17,570; (82) 22,000
RTZ-ABC: (76) 14,605; (82) 18,300
City & RTZ-ABC: (76) 32,175; (82) 40,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	17	N.A.

6 - PASSENGER AUTOS: City 27,367

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($370); Transp.; Gov't.; Pulp and Paper; Oil Refinery; Caustic Chemicals.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING-N.A.

13 - RETAIL OUTLETS: Department Stores-Hudson Bay; Sears; Stedman's; Woodward's; Saan; Woolco.
Variety Stores-Kresge.
Chain Supermarkets-Safeway 3; Overwaitea 4; Woodward's; Super Valu 2.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 23,681; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, 150 Brunswick St., Prince George, BC V2L 4T1; Tel. (604) 562-2441.
National Representatives: Southam Newspapers; Vernon J. Rumford.

KAMLOOPS, B.C.

1 - LOCATION: Division 6, E&P Map A-3. About 250 mi. NE of Vancouver; approx. same distance NW of Trail; 390 mi. W of Calgary.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Nat'l Railway.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 64,048
CZ-ABC: (76) 58,311; (82) 67,700
RTZ-ABC: (76) 53,224; (82) 36,100
City & RTZ-ABC: (76) 111,535; (82) 103,800

4 - HOUSEHOLDS:
City 81 Cen. 21,841
CZ-ABC: (76) 18,025; (82) 23,400
RTZ-ABC: (76) 16,340; (82) 12,000
City & RTZ-ABC: (76) 34,365; (82) 35,400

5 - BANKS: 10, Deposits N.A.

6 - PASSENGER AUTOS: City 27,527

7 - ELECTRIC METERS: Residence 10,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Employees-Lumbering (268 mills) 1,500; Railways (2) 1,259; Farming & Ranching 1,200; Gov't. 1,000; Contractors (40) 400; Canning, Packing (seasonal) 300; Schools 250; Oil Refinery 125; Whlse. Distr. (18) 115; Hop Kilns (picking etc.) 100; Natural Gas 100; Pulp Mill 450; Industrial & Commercial Payroll $48,000,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING:Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Women's Clothing 22; Men's Clothing 14; Appliance and Radio 28; Furniture 11; Drug 10; Grocery 67.
Chain and Department Stores Simpson-Sears; Hudson's Bay; T. Eaton; Safeway 2; Overwaitea; Super Valu 3; Woolworth; Copp's; Sweet Sixteen; Buckerfield's; Singer Co.; Sally; Dairy Queen; Fashion First; Woodward's; Marshall Wells; Shoppers Drug Mart; Jack Fraser; People Credit Jewelers; Zeller's; Fields; Saan.

14 - NEWSPAPERS: SENTINEL (e) 9,152; (S) 9,204; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ron Mullin, Adv. Mgr., SENTINEL, 206 Seymour St., Kamloops, BC V2C 2E6; Tel. (604) 372-7731.
National Representative: Thomson Newspapers.

KELOWNA, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: Railroads-C.P.; C.N.R.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound.
Airlines-B.C.; Pacific Western; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 59,196
CZ-ABC: (76) 42,791; (82) 49,900
RTZ-ABC: (76) 28,463; (82) 43,200
City & RTZ-ABC: (76) 71,254; (82) 93,100

4 - HOUSEHOLDS:
City 81 Cen. 22,310
CZ-ABC: (76) 15,036; (82) 17,400
RTZ-ABC: (76) 8,789; (82) 15,500
City & RTZ-ABC: (76) 23,825; (82) 32,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: City 38,544

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Transp. 288; Cons. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated & chlorinated.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: Department Stores-Field's; Fumertons; Hudson's Bay; MacLeod's; Sears; Woolco.
Variety Stores-Woolworth; Metropolitan; Saan.
Chain Drug Stores-Rexall; Western; London Drug; Shoppers Drug Mart.
Chain Supermarkets: Safeway; Shop-Easy 3; Super Valu: Lucky Dollar; I.G.A.; Co-op; Overwaitea.

14 - NEWSPAPERS: COURIER (e) 15,613; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
National Representative: Thomson Newspapers.

KIMBERLEY, B.C.

1 - LOCATION: Division 3, E&P Map B-3. Hwy. 95. In East Kootenay Regional District.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western Airlines.

3 - POPULATION:
Corp. City 81 Cen. 7,375

4 - HOUSEHOLDS:
City 81 Cen. 2,744

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 3,389

7 - ELECTRIC METERS: Residence 2,701

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Mining; Fertilizer Plant 429 emp.; Transp. Comm. Utilities 240 emp.; Pulpmill 250 (B.C.'s 6th highest wage earners live in Kimberly).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: Department Stores-Field's (catalog); Simpson.
Variety Stores-MacLeod's.
Chain Drug Stores-Rexall; Tamblyn.
Chain Supermarkets-Super Valu; Overwaitea.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,408; sworn May 5, 1982.
Local Contact for Advertising and Merchandising Data: Lawri Aitchison, Adv. Mgr., BULLETIN, 335 Spokane St., Kimberly, BC V1A 1Y9; Tel. (604) 427-2233.
National Representative: None.

NANAIMO, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp prod. area.

2 - TRANSPORTATION: Railroads-E&N; CPR and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines-Vancouver Island.

3 - POPULATION:
Corp. City 81 Cen. 47,069
CZ-ABC: (76) 40,336; (82) 44,800
RTZ-ABC: (76) 56,497; (82) 76,400
City & RTZ-ABC: (76) 96,833; (82) 121,200

4 - HOUSEHOLDS:
City 81 Cen. 17,739
CZ-ABC: (76) 13,800; (82) 17,200
RTZ-ABC: (76) 19,115; (82) 29,000
City & RTZ-ABC: (76) 32,915; (82) 46,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: City 24,136

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Machinery; Pulp; Shipbldg.; Fishing; Agriculture; Tourists.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco.
Chain Drug Stores-Shoppers Drug Mart 3; Contral Drug 3; Nanaimo Pharmacy 2; Western.
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea; IGA.
Stores Open Evenings-Thurs. & Fri., Woolco Mon. thru Sat.

14 - NEWSPAPERS: FREE PRESS (e) 9,708; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Stanley R. Butler, Pub. & Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative: Thomson Newspapers.

NELSON, B.C.

1 - LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Next to Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. No. 3.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Kaslo-Nelson; Airline Service.
Airlines-PWA.

3 - POPULATION:
Corp. City 81 Cen. 9,143
CZ-ABC: (76) 9,569; (82) 8,800
RTZ-ABC: (76) 44,894; (82) 48,500
City & RTZ-ABC: (76) 54,463; (82) 57,300

4 - HOUSEHOLDS:
City 81 Cen. 3,599
CZ-ABC: (76) 3,445; (82) 3,500
RTZ-ABC: (76) 14,922; (82) 18,100
City & RTZ-ABC: (76) 18,367; (82) 21,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: City 6,475

7 - ELECTRIC METERS: Residence 3,983

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)Transp. 400 ($150); Lumbering 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15th. Last killing frost, Apr. 15th.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Center-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers-Fairview-Nelson Ave.

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's.
Variety Stores-Woolworth.
Chain Supermarkets-Super-Valu; Safeway.

14 - NEWSPAPERS: NEWS (m-mon to fri) 7,446; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: A. Jensen, Adv. Dir., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
National Representative: None.

NEW WESTMINSTER, B.C.

1 - LOCATION: Westminster County, E&P Map A-3. Suburban Vancouver (includes Burnaby, New Westminster, Surrey, Coquitlam, Pt. Coq. & Pt. Moody, Maple Ridge, Langley, North Delta, White Rock). On Fraser River, 15 mi. from Gulf of Georgia; 14 mi. from Vancouver. On Intl. Hwy. 499; B.C. Hwy. 1.

2 - TRANSPORTATION: Railroads-C.P.; BNR; CNR and B.C. Hydro Railway.
Intercity Passenger Bus Lines-Pacific Stage; Greyhound; B.C. Hydro.
Airlines-United; Air Canada; C.P. Air; Pacific Western; Western at Vancouver Int'l Airport, 10 mi. from New Westminster.

3 - POPULATION:
Corp. City 81 Cen. 38,550
PMA-ABC: (76) 435,539; (82) 488,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 18,287
PMA-ABC: (76) 144,320; (82) 180,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	150	N.A.
Credit Unions	45	N.A.
Trust Co's.	9	N.A.

6 - PASSENGER AUTOS: 63,719

7 - ELECTRIC METERS: 189,142

8 - GAS METERS: 107,208

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Manufacturing ($348); Construction ($453); Transportation, Communications & Utilities ($368); Trade ($253); Finance, Insurance & Real Estate ($278); Services ($409).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 41-99; Fall 22-80; Winter -5-62.

11 - TAP WATER: Neutral, soft; not flouridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brentwood Mall	NA	Eaton's, Super-Valu, Field's
Lougheed Mall	NA	The Bay, Woolco, Safeway, Field's
Middlegate Ctr.	NA	Super-Valu, Zeller's, Woolworth's
Coquitlam Centre	NA	Eaton's, The Bay, Woodward's
Cariboo Center	NA	High Low Foods
Burquitlam Plz.	NA	Super-Valu, Safeway, Field's
Westwood Mall	NA	K mart, Safeway
The Dell	NA	Buy-Low
Delta Shoppers Mall	NA	High Low, Saan's, Community Drugs
Guildfort Town Centre	NA	Woodward's, Eaton's, Woolco
K mart Centre	NA	K mart
Nordel Centre	NA	IGA, Robinson's
Riverside Heights	NA	IGA, Zeller's
Scottsdale Mall	NA	Super-Valu, Zeller's
Surrey Place	NA	Sears, The Bay, Field's, High Low Foods
Downtown New Westminster	NA	Army & Navy
Westminster Mall	NA	Shoppers Drugs, Super-Valu
Uptown New Westminster	NA	Woodward's. Foods
Como Lake Vlg.	NA	Super Valu, Robinsons
Port Moody Plz.	NA	Your-Mark-It-Foods
Port Moody Town Centre	NA	G&H Shop Easy
Maple Ridge Sq.	NA	Super Valu
Haney Plaza	NA	Fields, Safeway
Valley Fair Centre	NA	Robinsons, Overwaitea Foods
Highlande Vlg.	NA	Saan's, Super Valu
Langfield Mall	NA	Field's, Prairie Market
Langley Mall	NA	Zellers, Super Valu
Willowbrook Mall	NA	K mart, Safeway
Royal Square	NA	Safeway
Delta Centre	NA	Zellers, Buy Low Foods
Cloverdale Shoppers Plaza	NA	Saan's, Safeway
Cedar Hills Plaza	NA	Safeway
Evergreen Mall	NA	Safeway
Hillcrest Mall	NA	Overwaitea, Robinsons
Kennedy Heights	NA	Workwear House, Sears, Safeway
Newton Plaza	NA	Super Valu

Principal Shopping Days-Wed., Thurs., Fri. & Sat.
Stores Open Evenings-Wed., Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; The Bay; Robinson; Sears; Woolco; K mart.
Variety Stores-Woolworth; Kresge's; Metropolitan.
Chain Drug Stores-The Bay 3; People's Drug Mart 3; Eaton's 3; K mart 2; London 4; Owl; Pay'N Save 2; Shoppers Drug Mart 10; United Pharmacies 11; Western 14; Woodward's 3; Woolco 2; Books 4; Zeller's 2; Community 5.
Chain Supermarkets-High-Low 4; IGA 8; Overwaitea 4; K mart; Mark-It Foods 3; Prairie 3; Safeway 20; Shop Easy 3; Super-Valu 14; Woodward's 3.

14 - NEWSPAPERS: THE COLUMBIAN (e) 26,033; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: L.R. Brown, Natl. Adv. Mgr., THE COLUMBIAN, PO Box 730, New Westminster, BC V3L 4Z7; Tel. (604) 521-2622.
National Representative: Bardal, Gosbee & Associates.

PENTICTON, B. C.

1 - LOCATION: Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 23,181
CZ-ABC: (76) 22,168; (82) 27,600
RTZ-ABC: (76) 23,912; (82) 33,600
City & RTZ-ABC: (76) 46,080; (82) 61,200

4 - HOUSEHOLDS:
City 81 Cen. 9,143
CZ-ABC: (76) 8,030; (82) 11,200
RTZ-ABC: (76) 8,590; (82) 12,100
City & RTZ-ABC: (76) 16,620; (82) 23,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	7	N.A.

6 - PASSENGER AUTOS: City 16,406

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Forestry 312; Mfg. 420; Const. 670; Transport. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Simpson-Sears; Eaton's; Woodwards.
Variety Stores-Woolworth; Pentiction 5¢-$1.00.
Chain Drug Stores-Rexall 2; Shoppers Drug Mart.
Chain Supermarkets-Super-Valu 3; Canada Safeway; IGA 2; Shop Easy; Woodwards.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,580; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 136 Naniamo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
National Representative: Thomson Newspapers.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Naniamo on Hwy. 4 and 30 mi. from the east coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber mfg.); Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Pacific Coach Lines Ltd.

3 - POPULATION:
Corp. City 81 Cen. 19,892
CZ-ABC: (76) 19,585; (82) 21,800
RTZ-ABC: (76) 12,589; (82) 15,800
City & RTZ-ABC: (76) 32,174; (82) 37,600

4 - HOUSEHOLDS:
City 81 Cen. 6,864
CZ-ABC: (76) 6,155; (82) 7,700
RTZ-ABC: (76) 3,665; (82) 5,100
City & RTZ-ABC: (76) 9,820; (82) 12,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 10,075

7 - ELECTRIC METERS: Residence 5,879

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing & Heavy Machinery.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft.

12 - RETAILING:Principal Shopping Center-3 blocks on Third Ave.; North Port Alberni, Plaza Shopping Center & Alberni Mall, 10th & Redford, Southgate Shopping Center.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores-Shopper's Drug Mart; Boots.
Chain Supermarkets-Safeway; Super-Valu; Economart; Woodward's.
Other Chain Stores-Color Your World; Alberni Co-op; MacLeod's; Woolworth; Saan Stores; Kelly's Stereo Mart; Radio Shack; Kit's Camera; People's Jewellers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Cloverdale Paint.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 7,466; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Nelson, Pub., ALBERNI VALLEY TIMES, 4918 Napier St., Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
National Representative: None.

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena-Queen Charlotte Regional District, E&P Map A-2. On Kaien Island. NW part of Hecate Strait, bet. mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian Natl. Ry.; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-3.
Passenger Steamship Lines-2.
Freight Steamship Lines-4.
Intercity Bus Lines-Watson Island; Far West.
Airlines-Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Serivces; Trans Provincial.

3 - POPULATION:
Corp. City 81 Cen. 16,197
CZ-ABC: (76) 14,754; (82) 16,800
RTZ-ABC: (76) 3,351; (82) 4,100
City & RTZ-ABC: (76) 18,105; (82) 20,900

4 - HOUSEHOLDS:
City 81 Cen. 5,296
CZ-ABC: (76) 4,415; (82) 5,600
RTZ-ABC: (76) 880; (82) 1,200
City & RTZ-ABC: (76) 5,295; (82) 6,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 5,063

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Fishing 2,500; Transp. 200; Pulp & Paper 1,000 ($400); Mfg. 300; Food 190; Gov't. 300; Govt.-Owned Paper Mill.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1. Last killing frost, May 7.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Center-Rupert Square, Third Ave., Pride 'O' North Mall.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Fri. to 9.
Stores Close-Mon.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; Field's; MacLeods.
Chain Supermarkets-Hudson Bay; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway.
Other Chain Stores-Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,530; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Chris Case, Nat'l. Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative: None.

TERRACE, B.C.

1 - LOCATION: Kitimat-Stikine Regional District, E&P Map A-2. Manufacturing and agricultural center. 90 mi NE of Prince Rupert.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 10,914
Met. Area 81 Cen. 32,486

4 - HOUSEHOLDS:
City 81 Cen. 3,406
Met. Area 81 Cen. N.A.

5 - BANKS: N.A.

6 - PASSENGER AUTOS: City 5,486

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sawmills; Planing Mills; Millwork Plants; Mfg. Culvert Pipe; Cedar Poles; Farming, Hay; Oats; Potatoes.
Principal Industry Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Center-N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TERRACE/KITIMAT DAILY HERALD (e-mon to fri); Circulation N.A.
Local Contact for Advertising and Merchandising Data: Dave Hamilton, Adv. Mgr., TERRACE/KITIMAT DAILY HERALD, 3010 Kalum St., Terrace, B.C. V8G-2M9; Tel. (604) 635-6357.
National Representative: None.

TRAIL, B.C.

1 - LOCATION: Dist. of West Kootenay, E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in southern section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 81 Cen. 9,599
CZ-ABC: (76) 11,933; (82) 11,300
RTZ-ABC: (76) 24,924; (82) 27,700
City & RTZ-ABC: (76) 36,857; (82) 39,000

4 - HOUSEHOLDS:
City 81 Cen. 3,770
CZ-ABC: (76) 4,265; (82) 4,500
RTZ-ABC: (76) 12,360; (82) 10,100
City & RTZ-ABC: (76) 16,625; (82) 14,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 9,723

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. of Steel; Fertilizers; Chemicals; Hardware Speciaities; Zinc (Die Castings & Extruded); Employment 7,500; Chain Saws.
Principal Industrial Pay Days-8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Center-9 blocks on 3 streets.
Neighborhood Shopping Centers-Rossland Avenue (2 blocks); East Trail (3 blocks); Glenmerry (1 block).

Principal Shopping Days-Tues., Wed., Thurs., Fri., Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon. all day.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; T. Eaton; Simpson-Sears; Woolco.
Variety Stores-S.S. Kresge; Little John Discount.
Chain Supermarkets-Super Valu; Safeway.
Other Chain Stores-Sally; MacLeod's; Sweet Sixteen; Kelly's; Firestone.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,844; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Al Jensen, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative: Sterling Newspapers.

VANCOUVER, B.C.

1 - LOCATION: Division 15, E&P Map A-3. On Burrard Inlet Canada's largest Pacific seaport; direct access to ocean thru Straits of Georgia & Juan de Fuca; 45.2 cargo tons. Principal products handled; forest prod., grain, potash, propane gas, sulphur, coal, flour and fish. Harbor has 98 mi. waterfrontage; 49 sq. mi. deep-sea anchorage; 8 grain elevators (Cap. 27,000,000 bu.); 3 dry docks; 16 ship ways; 76 deep sea berths; 13 grain berths & 31 coastal berths for ocean-going vessels. Commercial metropolis for British Columbia and Yukon financial, distributing & University. 31 mi. N of U.S. Border; 140 mi. N of Seattle; 80 mi. from Victoria. Highways to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads-Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Rlwy. serves Northern and interior British Columbia.
Motor Freight Carriers-200.
Intercity Bus Lines-Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Transportation; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line; H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Transportation; Vancouver Airline Limousines; Seabus (between Vanc. & North Vanc.).
Airlines-Air Canada; B.C. Airlines; United; CP Air; Japan; Quantas; Nanaimo Air Lines; Ocean Air (Port Alberni); Pacific Western; Western; Wardair Canada. Associated Airlines: Air France; British Airways; Alaska; Sabena; Lufthansa; NW Orient; Alitalia; KLM; Pan American; Japan; Air India; Air West Airlines; Irish Interntnl; Swiss Airlines; Continental; Eastern; APSA Peruvian; El Al Israel; Iberian Airlines of Spain; Olympic Airways; Pakistan International; Phillipine Air Lines; Scandinavian Airlines System Inc.; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines-57.

3 - POPULATION:
Met. Area 81 Cen. 1,268,183
Corp. City 81 Cen. 414,281
CZ-ABC: (76) 792,763; (82) 793,400
RTZ-ABC: (76) 498,660; (82) 600,600
City & RTZ-ABC: (76) 1,291,423; (82) 1,394,000

4 - HOUSEHOLDS:
Met. Area 81 Cen. 480,132
City 81 Cen 174,918
CZ-ABC: (76) 292,595; (82) 334,900
RTZ-ABC: (76) 154,850; (82) 215,000
City & RTZ-ABC: (76) 447,445; (82) 540,100

5 - BANKS: 8 Savings (204 branches in city, 379 in metro.); 4 Commercial; 38 Sav. & Loan; 21 Trust Co's. (34 branches in city, 41 in metro.); 47 Credit Unions. Deposits N.A.

6 - PASSENGER AUTOS: City 188,366

7 - ELECTRIC METERS: Lower Mainland 575,987

8 - GAS METERS: Residence Lower Mainland 113,597

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Agric. 25,000 (N.A.); Other primary 39,000 ($562); Mfg. 163,000 ($503); Construc. 76,000 ($624); Transp., Communication & Other Utilities 119,000 ($507); Trade 214,000 ($330); Finance 80,000 ($380); Service 460,000 ($273). B.C. average weekly wage $430.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-18; Summer 4-30; Fall 7-21; Winter 14-13.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Granville; Pacific Centre; Royal Centre 9 blocks on Hastings; Vancouver Centre; Harbour Centre.
Neighborhood Shopping Centers-41st & Cambie; Oakridge Broadway & Granville; Main & Broadway; 41st & Boulevard; 41st & Victoria Dr.; 49th & Fraser; Commercial & 1st; Nanaimo & Hastings; Kingsway & Joyce; Kingsway & Knight Rd.; "King Edward Mall", King Edward at Oak St.; Mandarin Trade Centre; "Arbutus Village", Arbutus & West 25th Ave.; "Kingsgate Kingsway & Broadway"; "Park Royal"; West Vancouver; "Middlegate 7155 Kingsway"; "Brentwood Mall"; Lougheed & Willingdon; Richmond Centre; Westview Gardens; Kennedy Height; Killarney Sq., S.C.; "Lougheed Mall", Lougheed Hwy & North Rd.; Old Orchard S.C.; "Delbrook", North Vancouver; Capilano Mall; N. Vancouver; Guilford Town Centre, Surrey Place Centre; N. Surrey; Scott Town Plaza; Scotsdale Mall; Delta; Champlain Mall, 54th & Kerr. Westwood, "Coquitlam", Coquitlam Centre, Coquitlam (at Barnet Hwy. & Lougheed Hwy.), "Lansdowne", Richmond.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Woodward's; The Bay; Eaton's; Sears; Woolco; Fields.
Variety Stores-Woolworth; Kresge; Metropolitan; Army & Navy; K mart; Marks & Spencer; Zeller's.
Chain Drug Stores-The Bay 2; Boots 18; Collingwood 2; United 4; Fred's 2; Garlane 3; Gaynor's 2; K mart 4; London 11; Woodward's 8; Peoples 10; MacDonald's 3; Owl 6; Payless 3; Pharmasave 15; Regency 6; Shopper's 29; Woodward's 8.
Chain Supermarkets-Supervalu 29; Safeway 53; 7-Eleven 18; Stong's 5; High-Low 3; Mac's 56; Red & White 6; Overwaitea 6; Shop Easy 7; Lucky Dollar 3; Woodward's Food Fair 7.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 133,242; (S) 159,444; Mar. 31, 1982 ABC. SUN (e-mon to thu) 230,154; (e-fri) 272,754; (e-sat) 278,813; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ken McRae, Gen. Adv. Mgr., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 734-6868.
National Representative: CWO&O.

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District, E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 81 Cen. 19,987
CZ-ABC: (76) 23,366; (82) 28,600
RTZ-ABC: (76) 42,903; (82) 53,400
City & RTZ-ABC: (76) 66,269; (82) 82,000

4 - HOUSEHOLDS:
City 81 Cen. 7,827
CZ-ABC: (76) 7,925; (82) 10,900
RTZ-ABC: (76) 13,490; (82) 18,900
City & RTZ-ABC: (76) 21,415; (82) 29,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 17,878

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Processing (dehydration and canning); Lumber Milling (sash & door); Farming: fruit, cattle, beef, sheep raising, dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING-N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 9,361; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.
National Representative: Thomson Newspapers.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island, E&P Map A-3. Provincial Capital. Lumbering, fishing, small fruits and misc. secondary industries. Naval base and dockyard. Wholesale center. On Southern tip of Vancouver Island. 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: Railroads-Esquimalt & Nanaimo north to Courtenay and west from Parksville to Port Alberni. Canadian National (freight) to Cowichan Bay.
Steamship Lines-4 also B.C. Steamship Ltd. Ferry to Seattle, Washington State Ferries to Anacortes. B.C. Government Ferries, Swartz Bay to Tsawwassen, Black Ball Ferries to Port Angeles, U.S.A.
Motor Freight Carriers-5.
Intercity Bus Lines-Vancouver Island Coach covering Vancouver Island.
Airlines-Air Canada; Air West; Victoria Flying Services; Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 64,379
Met. Area 81 Cen. 233,481
Met. Area-ABC: (76) 218,250; (82) 223,800
Bal. in RTZ-ABC: (76) 121,250; (82) 155,900
Total Met Area & RTZ-ABC: (76) 339,571; (82) 379,700

4 - HOUSEHOLDS:
City 81 Cen. 33,372
Met. Area 81 Cen. N.A.
Met. Area-ABC: (76) 81,005; (82) 97,300
Bal. in RTZ-ABC: (76) 41,575; (82) 59,200
Total Met. Area & RTZ-ABC: (76) 122,580; (82) 156,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Trust & Loan	30	N.A.
Credit Unions	27	N.A.

6 - PASSENGER AUTOS: City 98,862

7 - ELECTRIC METERS: Residence 95,750

8 - GAS METERS: Residence 4,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 4,800 ($213); Transp. & Utilities 3,800 ($204); Trade 6,600 ($151); Service 5,400 (N.A.); Industrial Composite 24,300 ($167).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4. Last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Center-Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers-Hillside 65 stores; Mayfair 42; Town and Country 25; University Heights 15; McKenzie Mall 35; Shelbourne Plaza 30; Gorge; Tillicum; Esquimalt Plaza; Hatley Park; Colwood; Langford; Sidney; Oak Bay Village; many other regional and outlying shopping centres.
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Downtown-Thu. & Fri.; all shopping centers open Wed., Thu. & Fri. evenings; many shopping centers open 6 nights.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.
Variety Stores-Woolworth; Metropolitan; Field's.
Chain Drug Stores-Shoppers Drug Mart 5; Rexall 4; Owl 2.
Chain Supermarkets-Safeway 10; Low Cost Stores 18; Shop Easy 5; I.G.A.; Red & White 4; United Purity 6; Lucky Dollar 5; Woodwards; Economart; Warehouse Food Stores 4; Mac's Convenience Stores 4.
Other Chain Stores-Aamco Transmission; Agnew-Surpass 2; Allied Radio Shack 5; Bata Shoe Store 2; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World 2; D'Allaird's Ltd. 2; Dalmy's Canada Ltd. 2; Fairweather; Firestone Stores; Jack Fraser Stores; Gold's Fabrics; Grassie-Firbanks Ltd. 2; Harrison Draperies & Fabrics; Ingledew's (Victoria) Ltd.; Jordans Victoria Ltd. 2; Kelly's Stereo House of Stein; Kinney Shoes; Kits Cameras; Lords Shoes; Mariposa; Marks & Spencer; Millers; Midas Muffler Shops; Murray Goldman; The Nut House; Pennington's Large Size Shop; Peoples Jewellers 2; The Pop-Shoppe; Purdy Chocolates; Reitman's (BC); Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops (BC); Shirley K Maternity (Canada); Shore's Jewelers; Singer Co. of Canada; Speedy Muffler King; Sterling Shoes 2; Sweet Sixteen 3; Thriftys 3; Thunderbird Stores; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (all day-tues to sat) 77,669; (e-mon) 29,902; (S) 51,211; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMESCOLONIST, 2621 Douglas St., Box 300, Victoria, BC V8W 2N4; Tel. (604) 382-7211.
National Representatives: Thomson Newspapers; CWO&O.

MANITOBA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**
Under 5 Years	82	77
5-14 Years	183	161
15-24 Years	194	190
25-44 Years	253	278
45-64 Years	202	198
65 and Over	107	122
TOTAL	1,021	1,026

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**
General Mdse.	335	884
Apparel	52	176
Furniture	26	90
Groceries	281	1,031
Lumber/Bldg. Mat.	17	25
Restaurants	17	336
Autos	225	808
Gasoline/Fuel Oil	95	260
Drugs	40	141
TOTAL	1,346	4,338

Source: Census of Canada/Retail Trade

BRANDON, MAN.

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Greyhound; Manitoba Motor Transit.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 36,242
CZ-ABC: (76) 34,901; (82) 34,400
RTZ-ABC: (76) 74,715; (82) 71,600
City & RTZ-ABC: (76) 109,616; (82) 106,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,619
CZ-ABC: (76) 11,845; (82) 13,100
RTZ-ABC: (76) 23,927; (82) 25,700
City & RTZ-ABC: (76) 35,772; (82) 38,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	11	N.A.

6 - PASSENGER AUTOS: City 17,784 (1980)

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fabrication; Chemicals & Fertilizers; Electrical Components; Health Care: Railroads (4,400 employees); Meat & Poultry Processing; Power Generating.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Brandon Shoppers Mall-2 miles south of downtown-72 stores (open 9:30 A.M.-10:00 P.M.-Mon. to Sat.); Downtown area open Thurs. & Fri. nights: K mart Shopping Complex-1 mile west of downtown (open 10:00 A.M. to 10:00 P.M.-Mon. to Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 AM-9:30 PM Mon. to Fri., 9:30 AM-6:00 PM Sat).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall(24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights	NA	K mart

Gallery	NA	The Bay, Eatons, IGA, Shoppers Drug Mart

Principal Shopping Days-Thurs., Fri. (night), Sat.

13 - RETAIL OUTLETS: Department Stores-Doig's; Eaton's; Simpson-Sears; Woolco; K mart.
Variety Stores-Woolworth; Metropolitan; Kresge.
Chain Supermarkets-Safeway 2; Solo Stores; Econo-Mart; I.G.A. 4; Other Grocery Stores 50.
Other Chain Stores-Firestone; Sally; McLeod's; Maher; Reitmans; Gallenkamp; White Cross Drugs; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes; Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Kinsey Wool; Radio Shack; Pot Pouri; Astral Photo; Sterling Shoes; Birks Jewelers; Peoples Jewelers.

14 - NEWSPAPERS: SUN (e) 19,139; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: E. Schultz, Market Dir., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.
National Representative: Southam Newspapers.

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N of Brandon.

2 - TRANSPORTATION: Railroads-Canadian Nat'l.
Intercity Bus Lines-Grey Goose; Greyhound.
Airlines-Skywest.

3 - POPULATION:
Corp. City 81 Cen. 8,971

4 - HOUSEHOLDS:
City 81 Cen. 3,546

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.

6 - PASSENGER AUTOS: City 4,354

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Number of Emp.-RR 383; Beverages 34; Hwy. 189; Telephone 71.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,300; sworn Apr. 30, 1981. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120 1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-6140.
National Representative: None.

FLIN FLON, MAN.

1 - LOCATION: Retailing, resort, mining and smelting center. E&P Map S-3.

2 - TRANSPORTATION: Intercity Bus Lines-Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 7,894

4 - HOUSEHOLDS:
City 81 Cen. 2,819

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.

6 - PASSENGER AUTOS: City 2,882

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: Chain Food-Complete Services.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 4,000; sworn Feb. 22, 1982.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St., Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative: None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 9, E&P Map C-4. 56 mi. W of Winnipeg. On Hwys. 1 and 4.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Interprovincial Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,086
CZ-ABC: (76) 12,555; (82) 12,000
RTZ-ABC: (76) 14,351; (82) 13,800
City & RTZ-ABC: (76) 26,906; (82) 25,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 4,634
CZ-ABC: (76) 3,970; (82) 4,300
RTZ-ABC: (76) 3,810; (82) 4,100
City & RTZ-ABC: (76) 7,780; (82) 8,400

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.

6 - PASSENGER AUTOS: City 6,382 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Seed Pea's Processing & International Shipping; Glassware Manufacturing; Electric Cable Mfg.; Fishing Equip. Mfg.; Manitoba School for Retardates; Govt. of Man. Services; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thurs., Fri. and Sat.
Principal Shopping Center-40-store mall-Woolco & Safeway.

13 - RETAIL OUTLETS: Department Stores Stylerite; Canadian Tire; Robinson Stores; Federated Co-op; Woolco.
Variety Stores-Metropolitan; Saan; Dalfens.
Chain Supermarkets-Safeway; Co-op.

14 - NEWSPAPERS: GRAPHIC (e) 4,516; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W. J. (Bill) Hamilton, Mktg. Dir., GRAPHIC, 201 Saskatchewan Ave. East, Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.
National Representative: None.

ROBLIN, MAN.

1 - LOCATION: Division No. 16, E&P Map C-3. 150 mi. N of Brandon. Summer resort.

2 - TRANSPORTATION: Railroads-CN.
Intercity Bus Lines-Greyhound.
Airlines-N.A.

3 - POPULATION:
Corp. City 81 Cen. 1,953

4 - HOUSEHOLDS:
Corp. City 81 Cen. 775

5 - BANKS: N.A.

6 - PASSENGER AUTOS: City 1,194 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Mills; Creamery; Grain Elevators; Wood Treating; Timber Products; Grain; Dairy; Stock Farms.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE ROBLIN NEWS (e-mon to fri) 2,200; sworn Mar. 22, 1982.
Local Contact for Advertising and Merchandising Data: Joey Halasz, Pub., THE ROBLIN NEWS, Hal-Man Publications, Ltd., 182 Main St., Box 299, Roblin, MB R0L 1P0; Tel. (204) 937-2517.
National Representative: None.

SWAN RIVER, MAN.

1 - LOCATION: In Churchill Elec. Dist.; E&P Map C-3. Manufacturing and agricultural area; about 300 mi. NW of Winnipeg; On Canadian Hwy. 10, 49 & 83.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Grey Goose; Manitoba Motor Transit.

3 - POPULATION:
Corp. City 81 Cen. 3,782

4 - HOUSEHOLDS:
City 81 Cen. 1,458

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 2,103

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plywood Mfg.; Brick Mfg.; Farming (livestock, grain, dairy).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REPORT (e-mon to fri) 1,200; sworn Jan. 14, 1981. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Owners/Publishers, REPORT, Main St., Swan River, MB R0L 1Z0; Tel. (204) 734-2729.
National Representative: None.

THOMPSON, MAN.

1 - LOCATION: Upper part of Province, about 400 mi. N of Winnipeg. On E&P Map C-3.

2 - TRANSPORTATION: Railroads-Canadian Natl. Ry.
Airlines-Trans Air.

3 - POPULATION:
Corp. City 81 Cen. 14,288

4 - HOUSEHOLDS:
City 81 Cen. 4,230

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: City 4,349

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Centers-City Centre Mall; Thompson Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Center Mall(25)	NA	Woolworth, Safeway
Plaza(31)	NA	Simpson-Sears, Eaton's, Hudson Bay Co.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,350; sworn Mar. 31, 1982.
Local Contact for Advertising and Merchandising Data: G.O. Wright, Pub., CITIZEN, 144 Commercial Pl., Thompson, MB R8N 1N8; Tel. (204) 677-2920.
National Representative: None.

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp'n of Greater Winnipeg, E&P Map C-4. Provincial Capital where the Red and Assiniboine rivers join. 60 mi. N of U.S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: Railroads-Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.

Airlines-Air Canada; CP Air; Northwest Airlines; Pacific Western; Frontier Air; Nordair; North Central Airlines.

3 - POPULATION:
Corp. City 81 Cen. 564,473
CZ-ABC: (76) 566,813; (82) 586,900
Bal. in PMA-ABC: (76) 184,589; (82) 196,000
Met. Area 81 Cen. 584,842
Total PMA-ABC: (76) 809,382; (82) 782,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 213,038
CZ-ABC: (76) 194,165; (82) 225,700
Bal. in PMA-ABC: (76) 247,600; (82) 63,600
Met.Area 81 Cen. N.A.
Total PMA-ABC: (76) 263,680; (82) 289,300

5 - BANKS: 12 (221 Branches); Deposits N. A.

6 - PASSENGER AUTOS: City 233,846

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro: 232,440.

8 - GAS METERS: Residences 142,800 Total Greater Wpg. Gas customers 155,847.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Weekly Wage)-Wholesale 12,000 ($336); Retail 27,600 ($202); Finance, Insurance & Real Estate 13,000 ($333); Service 23,000 ($198); Industrial Composite 145,100 ($305); Manufacturing 40,400 ($337); Durable Goods 19,900 ($370); Non-durable goods 20,400 ($303); Construction 4,400 ($445); Transportation 13,200 ($392); Communication 6,600 ($450)
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-27; 27; Summer 3-35; Fall-25-27; Winter-33-3. First killing frost, Sept. 21. Last killing frost, Apr. 20. (Centigrade Used).

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING:Principal Shopping Centre-11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza; Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River West Park; Selkirk Ave.; Garden City Square; St. Vital Shopping Centre; Kildonan Place.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Mon., Thurs., & Fri.; Food-Thurs. & Fri.; Shopping centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Eaton's 5; Hudson's Bay 5; Simpson-Sears 3.
Discount Stores-K mart 5; Woolco 5; Zellers 7.
Variety Stores-Woolworth; S. S. Kresge; Metropolitan.
Chain Drug Stores-Boots 5; A. R. P. 17; Metro Drugs 20; Shoppers Drugs 9; Nieman Pharmacies 3; Woolco Pharmacies 5.
Chain Supermarkets-Dominion 11; Economart 7; IGA 13; Loblaw's 6; Canada Safeway 31; Penner Foods 2; Tom Boy 8; Family Fare 9.
Other Chain Stores-Agnew-Surpass 4; Birk's 4; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 6; Steen & Wright; Holt-Renfrew 2; D'Allairds 4; Gray's Apparel 4; Sally Shops; Bata Shoe 5; Bowring's 2; Marshall-Wells; Radio Shack 12; Reitman's 5; MacLeod's 2; Canadian Tire 6; Firestone 6; Pennington's 6; Fairweather 4; Goodyear 8; Clifford's 5; Consumers Distributing 9; B. F. Goodrich 2; Color Your World 5.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 180,174; (e-sat) 238,320; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.
National Representative: CWO&O.
SUN (all day-mon to fri) 40,877; sworn Mar. 29, 1982.
Local Contact for Advertising and Merchandising Data: Doug Kreger, Mktg. Dir., SUN, 290 Garry St., Winnipeg, MB R3C 1H3; Tel. (204) 957-0710.
National Representative: Sara Reade (Toronto).

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	58	49
5-14 Years	130	118
15-24 Years	115	114
25-44 Years	134	156
45-64 Years	84	87
65 and Over	37	44
TOTAL	558	568

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	159	414
Apparel	21	106
Furniture	8	40
Groceries	130	507
Lumber/Bldg. Mat.	61	5
Restaurants	8	160
Autos	96	331
Gasoline/Fuel Oil	39	190
Drugs	15	92
TOTAL	599	2,009

Source: Census of Canada/Retail Trade

FREDERICTON, N.B.

1 - LOCATION: York County, E&P Map F-4. Provincial Capital, County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Divison Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Central supply base of hunting; fishing and vacationing area. Situated on navigable river. 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland. On Trans-Canadian Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-SMT (Eastern).
Airlines-Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 43,723
CZ-ABC: (76) 47,985; (82) 51,100
RTZ-ABC: (76) 64,045; (82) 67,200
City & RTZ-ABC: (76) 112,030; (82) 118,300

4 - HOUSEHOLDS:
City 81 Cen. 16,067
CZ-ABC: (76) 15,305; (82) 18,900
RTZ-ABC: (76) 18,285; (82) 22,300
City & RTZ-ABC: (76) 33,590; (82) 41,200

5 - BANKS:	NUMBER	EST. DEP.
Commercial	9	N.A.
Finance & Trust	16	N.A.

6 - PASSENGER AUTOS: City 24,698

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Footwear 150; Millwork 200; Ptg. 200; Creamery 70; Food Proc. 115; Brick & Concrete Prod. 115. Largest payrolls are Government Offices and Educational Institutions-University of New Brunswick, St. Thomas University Teachers College Combined app. 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter-10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Downtown Shopping Center-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on South Side; Union & Bridge Sts.; Brookside Dr. & Sunset Dr.; in section of city across 3/4-mile wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fredericton Mall	NA	Zeller's, Sobeys, Metropolitan
K mart Plaza	NA	K mart, Dominion
Devon Park	NA	Save Easy Mkt.
Oromocto Mall	10	Woolworth, Steinberg's
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart, Dominion

Principal Shopping Days-Thurs. & Fri.
Stores Close-Many stores and groceries open Sat. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores-Creagham; Levine's; Neill's; Sears; Zellers; Metropolitan; K mart; Canadian Tire; Western Tire; Woolco.
Chain Supermarkets-Dominion 3; Sobeys 3; Steinbergs; Red & White 3; Save Easy 3.
Chain Drug Stores-Ross 3; Shoppers Drug 2; Devon Pharmacy 2; Lantons Drug.

14 - NEWSPAPERS: GLEANER (e) 25,452; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 455-6671.
National Representative: Associated Media Reps.

MONCTON, N.B.

1 - LOCATION: Westmorland County, E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway from U.S.A. and upper Canada to Nova Scotia and Prince Edward Island.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-31.
Intercity Bus Lines-S.M.T. (Eastern).
Airlines-Air-Canada-E.P.A.; Atlantair Ltd.

3 - POPULATION:
Corp. City 81 Cen. 54,743
CZ-ABC: (76) 77,571; (82) 78,400
RTZ-ABC: (76) 214,219; (81) 222,800
City & RTZ-ABC: (76) 291,790; (82) 301,200

4 - HOUSEHOLDS:
City 81 Cen. 19,402
CZ-ABC: (76) 23,730; (82) 26,800
RTZ-ABC: (76) 54,630; (82) 67,100
City & RTZ-ABC: (76) 78,360; (82) 93,900

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	30	N.A.

6 - PASSENGER AUTOS: City 28,952; County 40,233 (1980)

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ. C.N.R. (Offices & Shps) 6,000 emp., payroll $24 million annually. Manufacturing 2,342 employes, payroll approximately, 17 million annually. Approximately 400 smaller industries.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:Principal Shopping Centers-7 blocks on Main St.; 4 shopping malls: Highfield Square, Champlain Place Shopping Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers-St. George St., Mountain Rd.
Principal Shopping Days-Thu. & Fri.
Stores Open Evenings-Wed., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Lounsbury's; Creaghan's.
Variety Stores-Woolco; Metropolitan; Zeller's; K mart; 7-Eleven.
Chain Drug Stores-Good Neighbor 3; Shoppers Drug Mart 4.
Chain Supermarkets-Dominion 4; Sobey's 3; Save-Easy 3; Mountain Way 3; Dewares 3; Low Food; No Frills.
Other Chain Stores-Goodrich; Peoples Jewelers; Sally Ladies; Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Limited; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Medjuck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel; Fairweathers.

14 - NEWSPAPERS: TIMES (m) 19,159; TRANSCRIPT (e) 27,405; Comb. (m&e) 46,564; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES and TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 382-9321.
National Representative: Associated Media Reps.
L'EVANGELINE (French) (m-mon to fri) 16,859; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Bourque, Adv. Mgr., L'EVANGELINE, 80 Church St., Moncton, NB E1C 4Z2; Tel. (506) 855-5560.
National Representative: Vern B. Moore.

SAINT JOHN, N.B.

1 - LOCATION: St. John County, E&P Map F-4, County Seat. National port; on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. Mfg. and distribution center.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-8.
Steamship Lines-15.
Airlines-Air Canada; Eastern Provincial; Atlantic Central.

3 - POPULATION:
Corp. City 81 Cen. 80,521
CZ-ABC: (76) 87,765; (82) 95,200
RTZ-ABC: (76) 589,485; (82) 622,900
Met. Area 81 Cen. 114,048
City & RTZ-ABC: (76) 677,250; (82) 718,100

4 - HOUSEHOLDS:
City 81 Cen. 27,665
CZ-ABC: (76) 27,045; (82) 34,100
RTZ-ABC: (76) 163,390; (82) 200,600
Met. Area 81 Cen. N.A.
City & RTZ-ABC: (76) 190,435; (82) 234,700

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	28	N.A.

6 - PASSENGER AUTOS: City 41,425

7 - ELECTRIC METERS: Residence 28,528

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Drydock & Shipbuilding 1,300; Sugar Refinery 423; Oil Refinery 500; Pulp Mill 535; Newsprint Mill 560.
Principal Pay Days-5th, 15th, 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -10/26; Summer-13-24 Fall -1.8/24; Winter -31/13. First killing frost, Sept. 29. Last killing frost, May 22.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on King, Charlotte, Union Street (Uptown).
Neighborhood Shopping Centers-Lancaster; Haymarket Square; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Place; Brunswick Square; Westmorland Place; Chesley Place; Market Square Complex.
Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Centers open every evening until 10 P.M. Sears Mon. to Fri. 9:30, Sat. 5:30.

13 - RETAIL OUTLETS: Department Stores-Calp's Limited; Sears; K mart; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth; Metropolitan; Zeller's.
Chain Supermarkets-Sobey's 5; Dominion 3; Save-Easy; IGA; No Frill; Best For Less; Low Food.
Other Chain Stores-Canadian Tire; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour; International; Brandram-Henderson; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; Reward Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man; Factory Shoe Outlet; Colour Your World.
Chain Drug Stores-Shoppers Drug; Lawton's; Drug City.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 30,405; THE EVENING TIMES-GLOBE (e-mon to fri) 31,776; Comb. (m&e) 62,181; (sat) 68,516; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tom Roberts, Adv. Dir., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown Street, PO Box 2350, Saint John, NB E2L 3V8; Tel. (506) 657-1230.
National Representatives: CWO&O; Bardal Gosbee; Newspaper Mktg. Bureau.

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	58	53
5-14 Years	135	120
15-24 Years	138	137
25-44 Years	167	194
45-64 Years	118	122
65 and Over	62	70
TOTAL	678	696

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	158	456
Apparel	29	125
Furniture	22	52
Groceries	197	667
Lumber/Bldg. Mat.	19	19
Restaurants	8	196
Autos	150	553
Gasoline/Fuel Oil	78	256
Drugs	22	112
TOTAL	851	2,772

Source: Census of Canada/Retail Trade

CORNER BROOK, NFLD.

1 - LOCATION: E&P Map F-3.

2 - TRANSPORTATION: Railroads-Can. Natl.
Steamship Lines-6.
Airlines-Air Canada; E.P.A.
Intercity Bus Lines-CN Roadcruiser.

3 - POPULATION:
Corp. City 81 Cen. 24,339
CZ-ABC: (76) 25,352; (82) 24,200
RTZ-ABC: (76) 52,654; (82) 54,600
City & RTZ-ABC: (76) 78,006; (82) 78,800

4 - HOUSEHOLDS:
City 81 Cen. 6,745
CZ-ABC: (76) 6,130; (82) 6,400
RTZ-ABC: (76) 11,445; (82) 13,900
City & RTZ-ABC: (76) 17,575; (82) 20,300

5 - BANKS:	NUMBER	EST. DEP.
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 141,607

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-Millbrook; Broadway; West Street; Millbrook and Corner Brook Plaza. (In RTZ-375 Retail Stores).
Principal Shopping Days-Thu., Fri. and Sat.
Stores Close-Mon.
Stores Open Evenings-Thu., Fri.

13 - RETAIL OUTLETS:
Chain Drug Stores-Rexall 2.
Discount Stores-Kearseys; Thrift Mart.

14 - NEWSPAPERS: WESTERN STAR (e) 9,505; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: William Osmond, Adv. Mgr., WESTERN STAR, Brooks St., Corner Brook, NF A2H 6E7; Tel. (709) 634-4346.
National Representative: Thomson Newspapers.

ST. JOHN'S, NFLD.

1 - LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial center; Capital of Province.

2 - TRANSPORTATION: Railroads-C.N.R.
Motor Freight-20.
Intercity Bus Lines-St. John's; United; Fleet Line.
Airlines-Air Canada; E.P.A.; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter.

3 - POPULATION:
Corp. City 81 Cen. 83,770
CZ-ABC: (76) 86,576; (82) 88,600
RTZ-ABC: (76) 471,149; (82) 502,800
Met. Area 81 Cen. 154,820
City & RTZ-ABC: (76) 557,725; (82) 591,400

4 - HOUSEHOLDS:
City 81 Cen. 24,953
CZ-ABC: (76) 22,840; (82) 25,300
RTZ-ABC: (76) 108,825; (82) 134,400
Met. Area 81 Cen. N.A.
City & RTZ-ABC: (76) 131,665; (82) 159,700

5 - BANKS: 39 Branches, Deposits N.A.

6 - PASSENGER AUTOS: Province 141,607

7 - ELECTRIC METERS: Residence 144,884

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 14,300 ($293); Food & Bev. 8,200 ($213); Trade 13,000

($208); Industrial Composite 58,700 ($296); Constr. 2,100 ($360); Retail 9,500 ($185).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11. Last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING:Neighborhood Shopping Centers-Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsail Hwy.; Avalon Mall; Kenmount Rd.; K mart Plaza; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days-Thu., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores Giant Mart; Sears.
Variety Stores-Bowrings; Ayres; F.W. Woolworth; Woolco; K mart; Zeller's; The Met.
Chain Supermarkets-Dominion 7; Cooper's Discount; The General 2; Consumers Co-op; Sobeys 5.

14 - NEWSPAPERS: NEWS (m-mon to fri) 10,266; (m-sat) 10,749; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: J.R. Rogers, Adv. Dir., NEWS, 355 Duckworth St., St. John's, NF A1C 5X7; Tel. (709) 726-1810.
National Representative: C.W. (Bill) Cole (Toronto).
TELEGRAM (e-mon to fri) 34,242; (e-sat) 46,434; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, P.O. Box 5970, St. John's, NF A1C 5X7; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	66	61
5-14 Years	158	138
15-24 Years	153	164
25-44 Years	208	236
45-64 Years	154	156
65 and Over	83	92
TOTAL	832	847

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	187	541
Apparel	42	165
Furniture	21	66
Groceries	246	924
Lumber/Bldg. Mat.	8	34
Restaurants	16	303
Autos	173	633
Gasoline/Fuel Oil	113	270
Drugs	27	149
TOTAL	971	3,545

Source: Census of Canada/Retail Trade

AMHERST, N.S.

1 - LOCATION: Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-1.
Intercity Bus Lines-S.M.T.; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 9,684
CZ-ABC: (76) 10,263; (82) 10,500
RTZ-ABC: (76) 33,712; (82) 34,000
City & RTZ-ABC: (76) 43,975; (82) 44,500

4 - HOUSEHOLDS:
City 81 Cen. 3,448
CZ-ABC: (76) 3,345; (82) 3,900
RTZ-ABC: (76) 10,325; (82) 12,500
City & RTZ-ABC: (76) 13,670; (82) 16,400

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: City 4,299 (1980)

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Products; Custom Machinery; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral.

12 - RETAILING:Shopping Centers-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Margolians.
Variety Stores-Woolworth; Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Supermarkets-Save-Easy; Co-op Stores; Sobeys; IGA; Dominion.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,694; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX, N.S.

1 - LOCATION: Halifax County, E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: Railroads-C.N.; Dominion Atlantic.
Motor Freight Carriers-13.
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5.
Freight Steamship Lines-Container 7; Freight 25.

Airlines-Canadian Pacific; Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 114,594
CZ-ABC: (76) 205,973; (82) 199,900
RTZ-ABC: (76) 451,731; (82) 501,800
Met. Area 81 Cen. 277,727
City & RTZ-ABC: (76) 657,704; (82) 701,700

4 - HOUSEHOLDS:
City 81 Cen. 44,640
CZ-ABC: (76) 64,975; (82) 71,900
RTZ-ABC: (76) 133,395; (82) 169,800
Met. Area 81 Cen. N.A.
City & RTZ-ABC: (76) 198,370; (82) 241,700

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: City 46,040 (1980)

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Metro Area-Industry, Number of Wage Earners (Av. Wkly. Wage)-Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Construction 2,900 ($364); Trans. Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Finance, Insur. & Real Estate 6,100 ($258); Service 9,000 ($155); Industrial Composite 48,500 ($243).

10 - CLIMATE: Min. & Max. Temp. (Celsius)Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31. Last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:Metro Area-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers-Capitol Plaza (8 stores); Capitol Village Centre (7 stores); Clayton Park Plaza (5 stores); Green Street Plaza (3 stores); Shannon Plaza (8 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl.(35)	NA	Colwell Bros., Import Bazaar
Bayers Road(80)	NA	Dominion, Zellers
Bedford Place(36)	NA	Towers, IGA
Clayton Park(12)	NA	Dominion
Downsview Mall(16)	NA	Metropolitan, K mart
Historic Prop.(31)	NA	
K mart Mall(21)	NA	K mart
Maritime Mall(32)	NA	
Micmac Mall(99)	NA	Simpson's, Eaton's
Penhorn Mall(16)	NA	Woolco, Sobeys
Quinpool Ctr.(20)	NA	Canadian Tire, Dominion
Sackville Town Centre(22)	NA	Dominion
Scotia Sq.(100)	NA	Woolco
Simpson's Mall(26)	NA	Simpson's, Sobeys
Spryfield Mall(21)	NA	Save-Easy, Metropolitan
Sunnyside(30)	NA	Zellers, Dominion
Woodlawn Mall(50)	NA	Save-Easy, Metropolitan

Stores Close-Sunday.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department StoresT. Eaton Co.; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworths; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers Drug Mart 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; independents 159.
Other Chain Stores-Men's: Tip top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K, Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata Shoes, Bonita, Maher Shoes, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewellry: Birk's, Peoples Jewellry, Charm Jewellry, G.B. Murphy, Mappins.

14 - NEWSPAPERS: THE CHRONICLE-HERALD (m) 71,901; THE MAIL-STAR (e) 59,229; Comb. (m&e) 131,130; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.J. Capon, Adv. Sales Mgr., THE CHRONICLE-HERALD and THE MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2885.
National Representative: Newspaper Mktg. Bureau.
THE DAILY NEWS (e) 18,804; sworn Nov. 24, 1981.
Local Contact for Advertising and Merchandising Data: Pat Sims, Adv. Mgr., THE DAILY NEWS, 1533 Barringston St., Halifax, NS B3J 1Z4; Tel. (902) 425-8170.
National Representative: None.

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County, E&P Map F-4. Coal and steel fabricating, kraft paper, rail car mfg., tire mfg. and woodpulping center. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-3.
Intercity Bus Lines-Pictou Co. Transit; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 10,464
CZ-ABC: (76) 23,513; (82) 24,700
RTZ-ABC: (76) 25,563; (82) 28,500
City & RTZ-ABC: (76) 49,076; (82) 53,200

4 - HOUSEHOLDS:
City 81 Cen. 3,598
CZ-ABC: (76) 7,310; (82) 8,100
RTZ-ABC: (76) 7,295; (82) 10,000
City & RTZ-ABC: (76) 14,605; (82) 18,100

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: City 4,329 (1980)

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Ry. Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 55; Bed Spring Mattresses 175; Paint 25; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Sobey's (Food Chain) 500; Dairy 400; Casket Making 40.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center-4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.; open nightly at Mall.

13 - RETAIL OUTLETS: Department Stores-Goodman; Zeller's; K mart; Woolco; Metropolitan.
Variety Stores-Steadman's.
Chain Drug Stores-Rexall 4; Shoppers Drug Mart 2; Lawton's.
Chain Supermarkets-Sobey's 4; Dominion; IGA 2; Johnson & MacDanold 2; Red & White.
Other Chain Stores-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Firestone; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Lindor; Jack Frager (men's).

14 - NEWSPAPERS: NEWS (e) 11,889; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 E. River Road, New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative: Thomson Newspapers.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads-Intercommunication; Sydney to Glace Bay-Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
Motor Freight Carriers-16.
Intercity Bus Lines-Acadian; Sydney & Whitney Pier; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; N. Sydney; Cabot.
Airlines-Air-Canada; Eastern Provincial Airways.
Steamship Lines-12.

3 - POPULATION:
Corp. City 81 Cen. 29,444
CZ-ABC: (76) 38,570; (82) 33,800
RTZ-ABC: (76) 132,296; (82) 128,900
City & RTZ-ABC: (76) 170,866; (82) 162,700

4 - HOUSEHOLDS:
City 81 Cen. 9,444
CZ-ABC: (76) 10,705; (82) 10,800
RTZ-ABC: (76) 34,025; (82) 37,800
City & RTZ-ABC: (76) 44,730; (82) 48,600

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: County 39,338 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Centre of industrial area of Cape Breton, 4 towns, 12 miles from Sydney forming concentrated pop. of 169,865. Main industries are: Steel Plant 2,000 emp.; annual payroll $22 million; Canadian Coast Guard College; Snip Repair Drydock; 2 Aluminum Fab. Plants. Other towns are mainly mining & fishing area, coal 6,000 emp. $40 million annual payroll; shipping & receiving point for goods to & from Newfoundland (90 miles distant). Point Tupper: Heavy Water Plant, Power Plant, Oil Refinery, $50 million pulp mill (2,000 emp.); $50 million heavy water plant at Glace Bay; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Area-Sydney; 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; **Grace Bay; 4 on Main St.; 8 on Commercial St.; New Waterford; 6 Plummer L Ave. N. Sydney; 10 on Commercial St.; 2 on Bowers St. Sydney Mines; 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury; 4 on Main St.**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(21)	NA	K mart, Dominion
Sydney(27)	NA	Zeller's, Sobey Stores
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met.
N. Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	NA	Woolco, The Bay, Dominion

Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Plazas Daily.

13 - RETAIL OUTLETS: Department Stores-Oak Hall; Crowell's; Simpson-Sears 4; The Bay; Woolco; Kresge; Zellers.
Variety Stores-Woolworth's 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furniture Stores 8.

Chain Supermarkets-I.G.A. 4; F.N.S. 26; Sobeys 6; Shores 2; Lucky Dollar 33; Eastern Co-op 3; Dominion 2; Red & White 3; Cosmo Metro Raheys 3.
Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Sally; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Western Tire; Cdn. Pittsburgh Ind.; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,145; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Dir., CAPE BRETON POST, 75 Dorchester St., Sydney, NS B1P 6K6; Tel. (902) 564-5451.
National Representative: Thomson Newspapers.

TRURO, N.S.

1 - LOCATION: Colchester County, E&P Map F-4, County Seat. On Salmon River, 65 mi. from Halifax, 124 mi. from Moncton. On Hwys. running East, West & South. Ry. & Hwy. hub. Dairy farming & lumbering center of province.

2 - TRANSPORTATION: Railroads-Canadian National; Dominion Atlantic.
Motor Freight Carriers-17.
Intercity Bus Lines-Acadian Coach.
Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 81 Cen. 12,552
CZ-ABC: (76) 19,290; (82) 21,300
RTZ-ABC: (76) 36,523; (82) 43,900
City & RTZ-ABC: (76) 55,813; (82) 65,200

4 - HOUSEHOLDS:
City 81 Cen. 4,795
CZ-ABC: (76) 6,280; (82) 7,800
RTZ-ABC: (76) 10,550; (82) 14,600
City & RTZ-ABC: (76) 16,830; (82) 22,400

5 - BANKS: 12, **Deposits N.A.**

6 - PASSENGER AUTOS: City 7,754

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prod.; Railway.
Principal Industrial Pay Days-5, 15, 20 & 30.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING:Principal Shopping Centers-Inglis and Prince Sts.; Fundy Trail Shopping Centre; Truro Mall.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Margolian's; Walker's; K mart; Zeller's.
Variety Stores-Woolworth; Metropolitan; Zeller's.
Chain Drug Stores-MacQuarries; Lawtons; Shoppers Drug.
Chain Supermarkets-Dominion; Sobey's; IGA; Save-Easy.
Other Chain Stores-Canadian Tire; Goodman; Simpson-Sears; G. B. Murphy.

14 - NEWSPAPERS: NEWS (e) 8,608; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., NEWS, 6 Louise St., Truro, NS B2N 5C3; Tel. (902) 893-9405.
National Representative: Thomson Newspapers.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	607	593
5-14 Years	1,467	1,294
15-24 Years	1,552	1,598
25-44 Years	2,257	2,529
45-64 Years	1,632	1,742
65 and Over	739	868
TOTAL	8,264	8,625

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	1,874	5,340
Apparel	739	2,084
Furniture	385	889
Groceries	2,831	10,206
Lumber/Bldg. Mat.	138	250
Restaurants	270	4,101
Autos	1,839	7,670
Gasoline/Fuel Oil	988	3,431
Drugs	316	1,392
TOTAL	12,606	41,753

Source: Census of Canada/Retail Trade

BARRIE, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2, County Seat. Agricultural, light mfg., tourist. 60 mi. N of Toronto. On Ontario Hwys. 400, 11, 26-27, 93 (90 to Base Borden).

2 - TRANSPORTATION: Railroads-C.N.; C.P. (at Midhurst, 5 miles).
Intercity Bus Lines-Gray Coach; Greer Transp.
Motor Freight Carriers-10.
Airlines-Air Canada; American; C.P.A. (Toronto Airport 40 mi.)

3 - POPULATION:
Corp. City 81 Cen. 38,423
CZ-ABC: (76) 34,389; (82) 39,900
RTZ-ABC: (76) 106,344; (82) 123,300
City & RTZ-ABC: (76) 140,733; (82) 163,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,477
CZ-ABC: (76) 11,220; (82) 14,700
RTZ-ABC: (76) 31,805; (82) 41,700
City & RTZ-ABC: (76) 43,025; (82) 56,400

5 - BANKS:	NUMBER	EST. DEP.
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Elect. Appl. 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28. Last killing frost, Apr. 21.

11 - TAP WATER: From Artesian wells, alkaline medium hard.

12 - RETAILING:Principal Shopping Centers-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall(38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth's
Georgian Mall(40)	NA	Sears, Dominion

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolworth's; Tower; K mart; Sayvette; Walker's; Sears.
Chain Supermarkets-Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores-Walkers; Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 11,825; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative: Thomson Newspapers.

BELLEVILLE, ONT.

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2, County Seat. Dairy and agricultural area. 115 mi. from Toronto; 235 mi. from Montreal. Wholesale, shopping, mfg. center. On provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads-C.N.; C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers-6.
Intercity Bus Lines-Belleville Transit; Colonial Coach; Rathbun; Smith.

3 - POPULATION:
Corp. City 81 Cen. 34,881
CZ-ABC: (76) 35,311; (82) 37,000
RTZ-ABC: (76) 108,199; (82) 111,200
City & RTZ-ABC: (76) 143,510; (82) 148,200

4 - HOUSEHOLDS:
City 81 Cen. 13,400
CZ-ABC: (76) 12,110; (82) 14,300
RTZ-ABC: (76) 33,395; (82) 38,600
City & RTZ-ABC: (76) 45,505; (82) 52,900

5 - BANKS:	NUMBER	EST. DEP.
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Black Diamond Cheese and Spices.
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24. Last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., North Front St.; Pinnacle St.
Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plaza, Dundas St.; Westgate Plaza, Allied Towers, Trent Road; North Front St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Quinte Mall(65)	NA	Town & Country, K mart, Miracle Food, Sears

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; many Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Walker Stores; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.
Variety Stores-Kresges; Woolworths.
Chain Drug Stores-Shoppers Drug Mart; Tamblyn's; I.D.A. 6; Rexall 2; Guardian Drugs 2.
Chain Supermarkets-Loblaws 2; Dominion; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulvers Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 17,595; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: G.R. Kennedy, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative: Thomson Newspapers.

BRAMPTON, ONT.

1 - LOCATION: Peel County, E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 10 & 7.

2 - TRANSPORTATION: Railroads-CNR; CPR; GO Transportation.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray Coach.
Airlines-Toronto International Airport; 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 81 Cen. 149,030
CZ-ABC: (76) 103,459; (82) 141,900
RTZ-ABC: (76) 22,434; (82) 26,900
City & RTZ-ABC: (76) 125,893; (82) 168,800

4 - HOUSEHOLDS:
City 81 Cen. 44,055
CZ-ABC: (76) 29,050; (82) 44,900
RTZ-ABC: (76) 6,395; (82) 8,600
City & RTZ-ABC: (76) 35,445; (82) 53,500

5 - BANKS:	NUMBER	EST. DEP.
Commercial	9	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 9,087

8 - GAS METERS: 4,200

9 - PRINCIPAL INDUSTRIES: Building Products; Packaging; Auto. Mfg.; Roofing Supplies; Flowers; Communications Equipment; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brampton Mall(33)	NA	Steinberg's Mkt.
Brampton Ctr.(4)	NA	Dominion Store
Peel Village Square(9)	NA	Shoppers Drug Mart, Dominion
Shoppers World(119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Center(160)	NA	Hudson's Bay, Eaton's
Mississauga Sq. One(170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall(20)	NA	Zeller's, Dominion
Southgate Mall(20)	NA	Steadmans

13 - RETAIL OUTLETS: Department Stores-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores-BiWay; Stripe Discount.
Chain Drug Stores-Boots; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Safeway; IGA; Loblaws; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitmans; Jack Fraser; Laura Secord; Maher; Agnew Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage, Lighting Unlimited; Ostranders; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e) 8,127; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John LaMarsh, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative: Thomson Newspapers.

BRANTFORD, ONT.

1 - LOCATION: Brant County, E&P Maps E-4 & M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53 and 403.

2 - TRANSPORTATION: Railroads-C.N.; Tor., Ham. & Buffalo.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 81 Cen. 74,315
CZ-ABC: (76) 66,950; (82) 73,300
RTZ-ABC: (76) 107,339; (82) 107,300
City & RTZ-ABC: (76) 174,289; (82) 180,600

4 - HOUSEHOLDS:
City 81 Cen. 26,631
CZ-ABC: (76) 22,535; (82) 27,800
RTZ-ABC: (76) 33,065; (82) 37,100
City & RTZ-ABC: (76) 55,600; (82) 64,900

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	23	N.A.
Trust Co's.	11	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 16,411

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Farm Machinery; Refrigeration; Automotive; Textiles; Durables 10,700; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-Brantford Mall; Lynden Park Mall; Mohawk Plaza; Towers; Colborne Square; Fairview; Morrell Street Plaza; Pleasant Plaza; Minard's Plaza; Greenbrier Plaza; Dunsdon Plaza.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thurs. and Fri.

13 - RETAIL OUTLETS: Department Stores-Brown's; Right House; Zeller's; Woolco; Towers; K mart; Sears.

Chain Drug Stores-SupeRx; Shoppers' Drug; Boots; Towers; Woolco; K mart.
Chain Supermarkets-Red & White 2; Dominion; IGA; Food City; Calbecks 5; Gordon-Guscott Super Save; Loblaws; Miracle Mart; Vickerman's; Valdi's.
Other Chain Stores-Reitmans 3; Agnew Surpass 4; Canadian Tire; Maher's; Cole's Book Store; People's Jewellers; Mappin's; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; Playtime Stores 2; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind., Firestone 2; Goodyear; Uniroyal; Gallenkamp Shoes; Family Fair; Radio Shack 2; Jack Fraser.

14 - NEWSPAPERS: EXPOSITOR (e) 32,195; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: S. Muir, Adv. Mgr., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representatives: Southam Newspapers; Rumford, Vancouver.

BROCKVILLE, ONT.

1 - LOCATION: Leeds County, E&P Maps E-4 & 0-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29 and 401.

2 - TRANSPORTATION: **Intercity Bus Lines**-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.
Airlines-Local Class "B" Airport.

3 - POPULATION:
Corp. City 81 Cen. 19,896
CZ-ABC: (76) 19,903; (82) 20,000
RTZ-ABC: (76) 54,876; (82) 61,000
City & RTZ-ABC: (76) 74,779; (82) 81,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 7,729
CZ-ABC: (76) 6,885; (82) 7,800
RTZ-ABC: (76) 16,835; (82) 21,200
City & RTZ-ABC: (76) 23,720; (82) 29,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 7,700

8 - SAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Abr. & Grind. Wheels; Ins. Chimneys; Concrete Prod.; Tel. Inst. & Switchboards; Wire & Cables; Elec. Tools; Pharm. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Cross-Country Skis; Vacuum Cleaners.
Wage Rates-Manufacturing: Unskilled $3.50-$5.00; Semi-Skilled $4.50-$6.50; Skilled $7.00-$11.00.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:**Principal Shopping Centers**-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plaza on Stewart Blvd., 32 stores; Thousand Islands Mall, 30 stores.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Lipson's; Zeller's; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-I.D.A. 3; Rexall; Shoppers' Drug; Family Pharmacy 2; Boots.
Chain Supermarkets-Dominion 2; No Frills; OK Economy; Steinberg.
Other Chain Stores-Kern's Jeweler; Laura Secord Candies; Reward Shoes 2; Lindor; Evangeline; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer Co.; Pro Hardware; Reitman's; Cashway; Smart Set.

14 - NEWSPAPERS: RECORDER & TIMES (e) 14,270; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Stuart Paterson, Adv. Dir., RECORDER & TIMES, 23 King St. W., Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative: None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County, E&P Map E-4 & M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97 and 401.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-12.
Intercity Bus Lines-Canada Coach; Burlay; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 81 Cen. 77,183
CZ-ABC: (76) 72,383; (82) 73,900
RTZ-ABC: (76) 13,430; (82) 14,100
City & RTZ-ABC: (76) 85,813; (82) 88,000

4 - HOUSEHOLDS:
City 81 Cen. 25,585
CZ-ABC: (76) 22,610; (82) 26,000
RTZ-ABC: (76) 3,890; (82) 4,600
City & RTZ-ABC: (76) 26,500; (82) 30,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	26	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 2,610; Machy. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Indus. ($300); Total Emp. 20,000.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:**Principal Shopping Center**-Main area on Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Center; Bishop Gate Mall; South Cambridge Centre.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Shopping centres open every evening. Downtown stores open Thurs. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Right House; Zeller's; Sears; Woolco; Miracle Mart; K mart.
Chain Drug Stores-Rexall; IDA; Shoppers Drug Mart; Boots.
Chain Supermarkets-Dominion; Miracle Food Mart 2; Zehr's 4; Safeway; A&P.
Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Zeller's; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 13,350; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative: Thomsen Newspapers.

CHATHAM, ONT.

1 - LOCATION: Kent County, E&P Maps D-4 & L-3. County Seat. Shopping center. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2 and 401; Bluewater Hwy.; near KH's 3, 21 and 98.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.; Wabash; C&O (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Chatham; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 40,952
CZ-ABC: (76) 38,685; (82) 39,800
RTZ-ABC: (76) 67,445; (82) 58,900
City & RTZ-ABC: (76) 106,130; (82) 98,700

4 - HOUSEHOLDS:
City 76 Cen. 14,622
CZ-ABC: (76) 12,780; (82) 14,300
RTZ-ABC: (76) 20,870; (82) 19,700
City & RTZ-ABC: (76) 33,650; (82) 34,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Savings & Comm.	14	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence Chatham and immediate rural areas 14,900

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natl. Gas Distr.; Jute Bags; Comm. Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. Last killing frost, May 10. First killing frost, Oct. 5.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:**Principal Shopping Centers**-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thames Lea	2	Dominion, Zeller's, Gordon's, K mart
Nortown	2	Stedman's, Gordon's
Chatham Place	3	Woolco, Dominion
Downtown Chatham Centre	0	Sears, Miracle Mart

Principal Shopping Days-Fri. & Sat.
Stores Close-Some Thurs. afternoon.
Stores Open Evenings-Fri.; Food Thurs. & Fri.; some nightly.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Woolco; K mart; Stedman's; Sears.
Discount Stores-Shoppers Drug Mart; Krazy Kelly; Valdi.
Variety Stores-Bi-Way.
Chain Drug Stores-SupeRx 4; Shoppers Drug Mart; Boots.
Chain Supermarkets-A&P; Dominion 2; IGA; Gordon's 6.
Other Chain Stores-Young's Jewellers; Singer Co.; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward; Auto: Canadian Tire, Firestone, Goodyear; Furniture: Tepperman's, Capri; Canada (paint); Beaver Lumber & Hdwr.; Cashway Lumber; Pro Hardware.

14 - NEWSPAPERS: NEWS (e) 14,736; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Mike Zimmer, Adv. Mgr., NEWS, 45 Fourth St., Chatham, ON N7M 5M6; Tel. (519) 354-2000.
National Representative: Thomson Newspapers.

COBOURG, ONT.

1 - LOCATION: Northumberland County, E&P Map E-4, M-2. On Lake Ontario, 35 mi. E of Oshawa. Manufacturing and cultural center.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterway; G.O. Buses.
Airlines-At Toronto Int'l Airport.

3 - POPULATION:
Corp. City 81 Cen. 11,385
CZ-ABC: (76) 11,421; (82) 10,900
RTZ-ABC: (76) 53,020; (82) 56,800
Met. Area 81 Cen. 20,194
CZ & RTZ-ABC: (76) 64,441; (82) 67,700

4 - HOUSEHOLDS:
Corp. City 81 Cen. 4,150
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 3,790; (82) 4,100
RTZ-ABC: (76) 16,760; (82) 20,200
CZ & RTZ-ABC: (76) 20,550; (82) 24,300

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Proyince 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fabrication.

10 - CLIMATE: N.A.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 5,050; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: James Johnston, Gen. Mgr., DAILY STAR, 415 King St. W, Box 400, Cobourg, ON K9A 3P9; Tel. (416) 372-0131.
National Representative: None.

CORNWALL, ONT.

1 - LOCATION: Stormont County, E&P Maps E-4 & 0-2, County Seat. On St. Lawrence River; HQ. St. Lawrence Seaway; Site of Intl. St. Lawrence Power Generating Sta. 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Motor Freight Carriers-7.
Interiety Bus Lines-Voyageur Coach.
Water Shipping-Great Lakes and Ocean Steamships.

3 - POPULATION:
Corp. City 81 Cen. 46,144
CZ-ABC: (76) 46,121; (82) 46,200
RTZ-ABC: (76) 32,392; (82) 39,300
City & RTZ-ABC: (76) 78,513; (82) 85,500

4 - HOUSEHOLDS:
City 81 Cen. 16,228
CZ-ABC: (76) 14,585; (82) 16,300
RTZ-ABC: (76) 9,415; (82) 13,000
City & RTZ-ABC: (76) 24,000; (82) 29,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chemicals 1,450; Other 1,850. (Av. Wkly. Wage $215).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:**Principal Shopping Centers**-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thurs. & Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's 2; Woolco; Sears; K mart; Reitman's.
Variety Stores-People's.
Chain Drug Stores-Fullerton's I.D.A. 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers Drug Mart; Boots.
Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food.
Other Chain Stores Laura Secord; Canadian Tire; Firestone; Goodyear; Beaver Lumber; Cashway; Radio Shack; Marks Spencer; Tip Top; Jack Fraser; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Belinda & Brother Shoes; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Fredelle Shoes; Irene Hill; Kinney Shoes; Lewis Shoes; Maher Shoes; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country; Dexter Shoes.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,207; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bedingfield, Adv. Mgr., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.
National Representative: Thomson Newspapers.

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: **Railroads**-CN; DWP.
Intercity Bus Lines-Grey Goose; Excel Motor Coach.
Motor Freight Carriers-3.
Airlines-Republic (Int'l. Falls); No. Ontair.

3 - POPULATION:
Corp. City 81 Cen. 8,906

4 - HOUSEHOLDS:
City 81 Cen. 3,257

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agriculture; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated & chlorinated.

12 - RETAILING:Principal Shopping Area-5 blocks in town.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Chain Stores-Safeway; Canadian Tire; Saan; Acklands; Auto Glass; McLeods.

14 - NEWSPAPERS: BULLETIN (e-mon, tues; thurs; fri) 2,725; sworn June 17, 1982.
Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St., PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373.
National Representative: None.

GUELPH, ONT.

1 - LOCATION: Wellington County, E&P Map E-4 & M-2, County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto, 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: Railroads-CN; CP; Junction.
Intercity Bus Lines-Canada; Elliott Coach; Grey Coach.
Motor Freight Carriers-31.
City Bus Lines-Guelph Trans. Comm.
Airlines-Waterloo Wellington; Private & Charter & Great Lakes Schedule; Guelph Air Park; Private & small charter (Wellington Waterloo Airport).

3 - POPULATION:
Corp. City 81 Cen. 71,207
CZ-ABC: (76) 67,538; (82) 70,000
RTZ-ABC: (76) 92,221; (82) 128,000
City & RTZ-ABC: (76) 159,759; (82) 198,000

4 - HOUSEHOLDS:
City 81 Cen. 25,682
CZ-ABC: (76) 22,110; (82) 25,800
RTZ-ABC: (76) 27,025; (82) 32,000
City & RTZ-ABC: (76) 49,135; (82) 57,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 22,900

8 - GAS METERS: 16,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Sports Equipment 190; Steel Buildings 270; Hats 340; Power Transformers 842; Off-Highway Haulers 168; Glass Yarns 470; Metal Fluxes 215; Dairy Products 100; Steel Valves 200; Transformers 625; Tobacco 827; Iron Castings 260; Communications 475; Overhead Switchgear 185; Saw Chains 375; Wires and Cables 328; Shirts 230; Women's Wear 225; Power Tools 334; Freezers 510; Correctional Centre 395; Homewood Sanitarium 600; University of Guelph 3,426. Average weekly wage $285.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-on 9 Sts.: 8 blocks Macdonell; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West; Victoria Rd. Plaza; Stone Rd. Mall; Westwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fergus	14	Russels, Vince's Mkt., Zehr's, J&M Mkt, IGA
Elora	13	L&M Food
Acton	14	Eisen, I.G.A.

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Thurs., Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Budds; Sears; Zeller's County Fair 2; K mart; Biway.
Variety Stores-Woolworth.
Chain Drug Stores-I.D.A. 5; Rexall; Super Save; Nyal; Boots 2; Shoppers Drug Mart 3.
Chain Supermarkets-A&P; Dominion 2; Foodland; Zehr's 6; Miracle Mart; Darrigos.
Other Chain Stores-Shoes: Aggies, Athletes Foot, Cord Wainer, Kiddie Cobbler, Gallenkamp, Rare Earth, Shoe House, Walkwell, AB Heller, Copp Shoes, Ab Amies, Ovation; Auto Supply: Canadian Tire 2, Firestone, Marsh Tire, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Evangeline, Lorraine, Robert K. Smith, Milady, Elks, Zacks, Reitmans, Arcade, Browns, Executive Suite, Norrah's, Elks, House of David, Alb Brown, Star, Ellens Fashions, KarenLynn Shop, Lees Apparel, Petticoat Lane; T.V.: Wickham's County TV, Shortreed, Loves, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelery: Birk's, Pequegnay's, A.W. Smith, Morse, Ostrander's, Youngs.

14 - NEWSPAPERS: MERCURY (e) 17,666; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kohl, Pub/Gen. Mgr., MERCURY, 8-14 Macdonnell St., Guelph, ON N1H 6P7; Tel. (519) 822-4310.
National Representative: Thomson Newspapers.

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties, E&P Maps E-4 & M-3. Western end Lake Ontario. County Seat. 19,230 acres, one of largest landlocked harbors on Great Lakes, Canada's fifth port in tonnage handled. 43 mi. SW of Toronto; 73 mi. W of Buffalo; 48 mi. W of Niagara Falls; 201 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20 & 403.

2 - TRANSPORTATION: Railroads-CN; CP; TH&B.
Motor Freight Carriers-100.
Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines-61.
Airlines-Air Canada; C.P.; Amercian; B. Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France.

3 - POPULATION:
Corp. City 81 Cen. 306,434
CZ-ABC: (76) 462,141; (82) 468,400
RTZ-ABC: (76) 242,550; (82) 264,600
Met. Area 81 Cen. 542,095
City & RTZ-ABC: (76) 704,691; (82) 733,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 114,684
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 153,135; (82) 174,100
RTZ-ABC: (76) 72,230; (82) 88,900
City & RTZ-ABC: (76) 225,365; (82) 263,000

5 - BANKS: **140, including Trust Co's.**

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Manufacturing 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fabricating Industries 7,800 ($387); Machy & Electrical 5,400 ($418); Electrical Prod. 7,900 ($360); Construction 4,900 ($452); Trans. Communication & Util. 7,200 ($344); Trade 21,300 ($222); Fin., Ins. & Real Estate 5,000 ($222); Service 9,100 ($165).
Principal Pay Days-Thurs. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Districts-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts-Ottawa St. N.; Kenilworth Ave., N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Plaza, Dundas(32)	5	Miracle Food Mart, Dominion
Greater Hamilton(70)	3	Robinson's, Sears, Dominion, Loblaw
Burlington Mall(80)	12	Sears, Robinson's, K mart, Eaton's, Dominion
Mountain Plz.(30)	2	Woolco, Loblaw
Skyway Plaza-Stoney Crk.(20)	8	Woolworth, Dominion
Skyway	14	Eames, Loblaw
Fennel Square(15)	30	Woolworth, Loblaw
Terminal Towers(34)	0	Loblaw
Aldershot(15)	8	Towers, Dominion, Canadian Tire
Brant Plaza(15)	10	Loblaw
Roseland Plz.(20)	11	SupeRx
County Fair(5)	4	Zeller's
Appleby Mall-Burlington	10	Zeller's, Dominion
Queenston Mall	5	Miracle Mart, Canadian Tire
Eastgate Sq.(104)	5	Eaton's, Robinson's, Woolco, Loblaw
Jackson Sq.(110)	0	Eaton's, Marks & Spencer
Westcliffe Mall(34)	3	Home Hardware, A&P
Gage Square(6)	NA	Loblaw
Stadium Mall(7)	3	Consumer Distributing
Strath-Barton(6)	4	Family Fair
Harvard Sq.	NA	Safeway
Lime Ridge Mall(190)	5	Sears, Robinson's, Eatons, Dominion
Fiesta Mall	7	Zeller's, Dominion
Hopedale Mall(20)	NA	

Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Most downtown chain food & shopping centers: Thurs. & Fri.; Plaza food stores open 6 nights.

13 - RETAIL OUTLETS: Department Stores-Eaton's; G. W. Robinson; Sears; Right House.
Discount Stores-Towers; Zeller's; Woolco; Miracle Mart; K mart.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Rexall 3; I.D.A. 34; Shoppers Drug Mart 5; Fair-Way 8; A.R.P. 5; Super Save 4; Parke & Park 2; Big V 7; SupeRx 12.
Chain Supermarkets-Miracle Food Marts 7; Dominion 14; Loblaw 9; IGA 17; A&P 10; Red and White 4; Safeway 3; Valdi 3; Fortino 4; No Frills 3; Min-A-Mart 3; Zehrs.
Other Chain Stores-Sally Shops; Tip-Top Tailors; Reitman's; Evangeline Shops; D'Allaird's; Agnew Surpass; Maher; Reward; Elks Men's Wear; Lindor; Auto: Canadian Tire 7, Firestone 5; Jewelery: Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's, Bowring's.

14 - NEWSPAPERS: SPECTATOR (e) 151,314; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R Clark, Adv. Sales Mgr., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
National Representatives: Southam Newspapers; Newspaper Marketing Bureau; CWO&O.

KENORA, ONT.

1 - LOCATION: District of Kenora, E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: Railroads-C.P.
Intercity Bus Lines-Greyhound.
Airlines-Torontair.

3 - POPULATION:
Corp. City 81 Cen. 9,817
CZ-ABC: (76) 10,565; (82) 9,000
RTZ-ABC: (76) 24,425; (82) 25,300
City & RTZ-ABC: (76) 34,990; (82) 34,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 3,677
CZ-ABC: (76) 3,455; (82) 3,200
RTZ-ABC: (76) 5,822; (82) 6,900
City & RTZ-ABC: (76) 9,277; (82) 10,100

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Flour, Lumber Mills; Brewing; Boat Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenora Mall	0	Woolworth, Dominion

Principal Shopping Days-Thurs., Fri.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,536; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Ted Weiss, Adv. Mgr., MINER & NEWS, 33 Main St., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
National Representative: None.

KINGSTON, ONT.

1 - LOCATION: Frontenac County, E&P Maps E-4 & N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Water-St. Lawrence Seaway Port.
Motor Freight Carriers-20.
Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines-Torontair.

3 - POPULATION: .
Corp. City 81 Cen. 52,616
CZ-ABC: (76) 56,252; (82) 64,800
RTZ-ABC: (76) 103,493; (82) 122,300
City & RTZ-ABC: (76) 159,745; (82) 187,100

4 - HOUSEHOLDS:
City 81 Cen. 22,209
CZ-ABC: (76) 20,600; (82) 26,700
RTZ-ABC: (76) 30,123; (82) 40,300
City & RTZ-ABC: (76) 50,723; (82) 67,000

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	32	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 21,727

8 - GAS METERS: 3,870

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Synthetic Fibres 2,000 ($186); Metal Processing 2,500 ($212).
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9. Last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-Cataraqui Town Centre; 5 blocks on Princess St.; Kingston Shopping Centre; Frontenac Mall; 4 other plazas, 30 stores.
Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart, Loblaw's
Kingston Centre(60)	NA	Simpsons-Sears, Loblaws
Frontenac Centre(60)	NA	Dominion, Woolco
Cataraqui Centre(110)	8	Simpsons, Zellers, Loblaw's

Principal Shopping Days-Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Jos. Abramsky & Sons; Zeller's; Simpsons-Sears; Cherney's; Simpsons.
Discount Stores-Sentry Stores; S&R; Woolco; K mart; Consumers Distributing.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Tamblyn; Thrifty; Shoppers Drug; Boots; Guardian; Londrey's.
Chain Supermarkets-A&P; Loblaw; Dominion; IGA.
Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; Peoples Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Very, Very, Terry, Jerry; Elk's; Frontier Fruit & Nut; Bowrings; Shoneys; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World.

14 - NEWSPAPERS: WHIG-STANDARD (e) 34,680; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: A McLaren, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
National Representative: Bardel, Foebes & Associates.

KIRKLAND LAKE, ONT.

1 - LOCATION: Timiskaming County, E&P Map D-4. Mining, farming, education, distribution centre. 365 mi. from Toronto. On Hwys. ll and 66.

2 - TRANSPORTATION: Railroads-Ontario-Northland and Bus.
Motor Freight Carriers-2.
Airlines: Nor Ontair.

3 - POPULATION:
Corp. City 81 Cen. 12,219
CZ-ABC: (76) 13,567; (82) 12,400
RTZ-ABC: (76) 30,193; (82) 30,400
City & RTZ-ABC: (76) 43,760; (82) 42,800

4 - HOUSEHOLDS:
City 81 Cen. 4,716
CZ-ABC: (76) 4,755; (82) 4,900
RTZ-ABC: (76) 8,955; (82) 10,200
City & RTZ-ABC: (76) 13,710; (82) 15,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining.

10 - CLIMATE: Min. & Max Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING:Principal Shopping Center- 4 blocks on Government Road.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Metropolitan; Kresge; Woolworth.
Chain Drug Stores-I.D.A. 2; Rexall.
Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,877; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rick Shaver, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
National Representative: Thomson Newspapers.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo, E&P Maps D-4, M-2 & M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-34.
Intercity Bus Lines-Gray; Canada; United Trails.
Airlines-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Toronto Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 81 Cen. 189,162
Kitchener 81 Cen. 139,734
Waterloo 81 Cen. 49,428
CZ-ABC: (76) 178,493; (82) 190,500
RTZ-ABC: (76) 116,240; (82) 121,000
City & RTZ-ABC: (76) 294,733; (82) 311,500
Met Area 81 Cen. 287,801
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 81 Cen. 68,774
Kitchener 81 Cen. 50,329
Waterloo 81 Cen. 18,445
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 59,195; (82) 71,100
RTZ-ABC: (76) 34,070; (82) 38,200
City & RTZ-ABC: (76) 93,265; (82) 109,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	124	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 86,151

8 - GAS METERS: Residence 42,759

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Manufacturing 52,041; Terminal & Storage 4,623; Shopping & Services 33,734; Business & Commercial Services 36,132; Recreation 2,590; Construction 3,980; Agriculture (including farming) 615.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING:Principal Shopping Centers-Fairview Park, 5 miles from downtown Kitchener (95 stores); Market Square, downtown Kitchener (39 stores); King Centre, downtown Kitchener (70 stores); 8 blocks on King St., Kitchener; Waterloo Square, downtown Waterloo (52 stores); Conestoga Mall, 6 miles from downtown Waterloo (74 stores); 3 blocks on King St., Waterloo; John Galt Shopping Centre (26 stores); Highland Shopping Centre (10 stores); Plaza 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Centre (8 stores); Bishop Gate Mall (10 stores).
Neighborhood Shopping Centers-Kitchener: Lancaster Street Plaza, Kingsdale Plaza, Belmont Plaza, Frederick Mall, Stanley Park Mall, Courtland Plaza, Forest Glen Plaza, Eastwood Square, Pioneer Park Plaza, Forest Hill Plaza, Laurentian Hills Plaza, Manitou Mall, Rosemount Centre, Highland Road Plaza, Southwood; Country Hills Plaza; Doon Village Centre; Weber St. Mall; Victoria Square Plaza; Hazelglen Plaza. Waterloo: Towers Plaza, Westmount Place, County Fair Centre, Parkdale Plaza, Glenridge Plaza, Lincoln Plaza; Toll Gate Plaza; Beechwood Plaza; University Plaza.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri.; Food, every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Goudies; Budds; Eaton's 2; Marks & Spencer; Robert Simpson; Sears; Robinson's 2.
Variety Stores-Woolworth; Kresge; Zeller's 3.
Discount Stores-Woolco; Towers 2; K mart 3.
Chain Drug Stores-Boots 7; Guardian 2; IDA 4; Shoppers Drug Mart 6; Rexall 3.
Chain Supermarkets-Dominion 3; Dutch Boy 6; Zehrs 18; Hi Way; Central; Durango's; Knechtel's 3; Miracle Food Mart; Valdis 3.
Other Chain Stores-Agnew Surpass Shoes 4; Reward Shoe 2; Singer Co.; Young Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Dunlop; Esso Centres; Fairweathers 3 (ladies); Town & Country (ladies) 6; Leon's Furniture; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2.

14 - NEWSPAPERS: RECORD (e) 72,960; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: H.J. Baird, Adv. Dir., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representative: Bardal, Gosbee & Associates.

LINDSAY, ONT.

1 - LOCATION: Victoria County, E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Travelway Bus.

3 - POPULATION:
Corp. City 81 Cen. 13,596
CZ-ABC: (76) 13,062; (82) 12,400
RTZ-ABC: (76) 35,394; (82) 45,200
City & RTZ-ABC: (76) 48,456; (82) 57,600

4 - HOUSEHOLDS:
City 81 Cen. 5,292
CZ-ABC: (76) 4,485; (82) 4,800
RTZ-ABC: (76) 11,545; (82) 16,800
City & RTZ-ABC: (76) 16,030; (82) 21,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 300; Chemical 600; BrakeShoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Malls (2) open Mon. to Sat. til 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e) 4,739; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. McConomy, Pres./Gen. Mgr., POST, 15 William St. N., Lindsay, ON K9V 3Z8; Tel. (705) 324-2113.
National Representative: None.

LONDON, ONT.

1 - LOCATION: Middlesex County, E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-67.
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 254,280
Met. Area 81 Cen. 283,668
CZ-ABC: (76) 240,392; (82) 254,900
RTZ-ABC: (76) 544,943; (82) 569,800
City & RTZ-ABC: (76) 785,335; (82) 824,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 98,070
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 83,235; (82) 99,400
RTZ-ABC: (76) 170,875; (82) 201,500
City & RTZ-ABC: (76) 254,110; (82) 300,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	81	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 76,806

8 - GAS METERS: Residence 63,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture 7,065; Manufacturing 31,365; Construction 9,405; Transportation 8,775; Trade 23,190; Finance 9,345; Personal Services 41,835; Public Administration 8,940.
Principal Pay Days-Thurs., Fri.; 1st & 15th

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING:Principal Shopping Centers-(Number of Stores)-Wellington Square (48), Wellington King Sts.; Eastown Plaza (30), East Dundas St.; Westown Plaza (20), Oxford St. W.; London Plaza (10), Adelaide St. N.; Wharncliffe Plaza (8), Wharncliff-Base Line Rds.; Oakridge Mall (40); Northland Mall (20), Highbury and Huron Sts.; White Oaks (50), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plaza (13), Hamilton Rd.; Oxford Plaza (18), Oxford-Adelaide Sts.; Argyle Mall (35), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23), London Mall (20); Westmount Plaza (70); City Centre (26), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Place (17), Oxford St. E.; Towers Plaza (7), Wellington Road S.; London Center Arcade (70); Wonderland Mall (24), Wonderland & Southdale.
Core Shopping Area-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.
Neighborhood Shopping Areas-6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.
Stores Close-Sundays.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores-Eatons 3; Simpsons 2; Kingsmills; Hudsons; Fairweather 3.
Discount Stores-Towers; K mart 2; Zellers 2; Woolco 3; Family Fare 2.
Variety Stores-Zellers; Woolworths 2; Metropolitan; Kresges.
Chain Drug Stores-Boots 7; Canadian Apothecary 4; Shopper's Drug 5; SupeRx 5; Rexall 10.
Chain Supermarkets-Loblaws 6; Dominion 6; A & P 6; Miracle Mart 5; Superior 4; Foodcity 2.
Other Chain Stores-Apparel: D'Allaird's; Bonds 2; Boughners; Reitmans 5; Marks & Spencer 5; Fairweather 3. Jewelery: Birks 3; Mappins 2; Peoples 2; Youngs 4; Morse 2; Nash 2. Furniture: Leons; Pattons Place; London Furniture; Common Market; Jensens; Ethan Allen. Shoes: Agnew-Surpass 3; Arliss 2; Bata 3; Belinda 2; Bonita 2; Dacks; Fredelle 3; Kinney 2; Maher 2; Mugford 2. Bakeries: Grandma Lees 3; Hunts 5. Books: Coles 2; Oxford 2; President 2; Wendell Holmes 2.

14 - NEWSPAPERS: FREE PRESS (m) 126,313; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.
National Representatives: Newspaper Mktg. Bureau.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: Railroads-C.N.; Wabash; Conrail; C.P.
Motor Freight Carriers-7.
Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 81 Cen. 70,960
CZ-ABC: (76) 69,423; (82) 71,500
RTZ-ABC: (76) 36,516; (82) 38,800
Met. Area 81 Cen. 304,353
City & RTZ-ABC: (76) 105,939; (82) 110,300

4 - HOUSEHOLDS:
City 81 Cen. 25,087
CZ-ABC: (76) 22,515; (82) 25,500
RTZ-ABC: (76) 11,845; (82) 14,200
Met. Area 81 Cen. N.A.
City & RTZ-ABC: (76) 34,360; (82) 39,700

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage $162.)
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Aver. Temp.-Summer 68; Av. Annual 47; Annual Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-5 blocks on Queen St., Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days-Thurs., Sat.
Stores Close-Wed. noon.
Stores Open Evenings-Thurs. & Fri. North End; Fri. South End.

13 - RETAIL OUTLETS: Department Stores-Rosberg's; Shoppers Drug Mart; Zeller's; Towers; Robinson's; K mart.
Variety Stores-Metropolitan.
Chain Drug Stores-Rexall 7; I.D.A. 3; Super-Save; Shoppers Drug.
Chain Supermarkets-Red & White 4; Super Save; A&P 2; Dominion 2; Miracle Food Mart; IGA; Food City; Safeway.
Other Chain Stores-Reitman's Shoes; Agnew-Aurpass; Maher; Reward; Kent; Firestone; Canadian Tire; Goodyear; Dunlop; Uniroyal; H. Salt; Shoprite; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 20,213; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6;, Tel. (416) 358-5711.
National Representative: Thomson Newspapers.

NORTH BAY, ONT.

1 - LOCATION: Nipissing County, E&P Maps D-4 & M-1..220 mi. N of Toronto.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; O.N.R. Hdq.
Motor Freight Carriers-15.
Intercity Bus Lines-Deluxe Transp.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines-Air Canada; First Air; Voyageur; Norontair.

3 - POPULATION:
Corp. City 81 Cen. 51,268
CZ-ABC: (76) 51,639; (82) 51,800

RTZ-ABC: (76) 51,124; (82) 52,300
City & RTZ-ABC: (76) 102,763; (82) 104,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 17,266
CZ-ABC: (76) 15,430; (82) 17,400
RTZ-ABC: (76) 19,575; (82) 17,800
City & RTZ-ABC: (76) 35,005; (82) 35,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 15,865

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)-Primary Industry 453; Manufacturing 4,334; Constuction 1,461; Trans., Communications & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & Real Estate 730; Service 6,728; Public Admin. 4,158.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept. Last killing frost, June.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Center-7 blocks on Main St.
Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Square-21 acres, 60 stores, incl. Loblaw; Woolco; Reitman; 1450 cars; Nipissing Plaza; Dominion; Zellers, 6 mi. from downtown; Widdifield Plaza 2 stores; 700 cars; North Bay Mall; K mart, A&P; 65 stores, 1,200 cars.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.; some 6 nights.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Tower's; K mart.
Variety Stores-Kresge's.
Chain Drug Stores-Boots 2; Shopper's Drug Mart 2.
Chain Supermarkets-Dominion 2; A&P 2; Loblaw's 2; IGA; Food City.
Other Chain Stores Reward; Agnew-Surpass; Bata (men's); Tip Top Tailor's; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer Co.; Firestone; Western Tire.

14 - NEWSPAPERS: NUGGET (e) 24,208; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Les H. Geirholm, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200.
National Representative: Southam Newspapers.

ORILLIA, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-5.
Intercity Bus Lines-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airlines-Orillia.

3 - POPULATION:
Corp. City 81 Cen. 23,955
CZ-ABC: (76) 24,412; (82) 21,300
RTZ-ABC: (76) 30,548; (82) 35,000
City & RTZ-ABC: (76) 54,960; (82) 56,300

4 - HOUSEHOLDS:
City 81 Cen. 8,521
CZ-ABC: (76) 7,700; (82) 7,600
RTZ-ABC: (76) 6,998; (82) 12,400
City & RTZ-ABC: (76) 14,689; (82) 20,000

5 - BANKS: Savings; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't. Services 1,100; Misc. 430. Av. Wkly. Wage $210.
Principal Pay Days-2nd & 4th; Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	-15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-9 p.m.

13 - RETAIL OUTLETS: Department Stores-K mart; Zeller's; Metropolitan; Woolworth; A and N.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion 3; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET and TIMES (e) 9,310; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Woronka, Adv. Dir., PACKET and TIMES, 31 Colborne St., Orillia, ON L3V 6J5; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Int'l Airport.

3 - POPULATION:
Cities 81 Cen. 154,217
Oshawa 81 Cen. 117,519
Whitby 81 Cen. 36,698
CZ-ABC: (76) 135,196; (82) 169,100
RTZ-ABC: (76) 103,409; (82) 133,800
City & RTZ-ABC: (76) 238,605; (82) 302,900
Met. Area 81 Cen. 154,217

4 - HOUSEHOLDS:
Cities 81 Cen. 51,091
Oshawa 81 Cen. 39,316
Whitby 81 Cen. 11,775
CZ-ABC: (76) 41,445; (82) 58,400
RTZ-ABC: (76) 29,405; (82) 42,900
Met. Area 81 Cen. N.A.
City & RTZ-ABC: (76) 70,850; (82) 101,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	29	N.A.
Trust Cos.	4	N.A.
Credit Unions	4	N.A.
Loan Cos.	9	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elec. Machy.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Purina-Chow Foods of Whitby; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: N.A.

11 - TAP WATER: Acid, hard; fluoridated

12 - RETAILING:Principal Shopping Centers Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Square.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores-Kresge's; Woolworth; K mart.
Chain Drug Stores-Tamblyns 2; I.D.A. 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblow's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Dovers; Fairweather; Vic Tanney's; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Yolles; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Biway; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 22,612; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Rob Forbes, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative: Thomson Newspapers.

OTTAWA, ONT.

1 - LOCATION: In Ottawa-Carleton Regional Municipality, E&P Maps E-4 & O-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal and 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-10.
Intercity Bus Lines-OC Transp.; Voyageur Colonial; Commission de Transport; Travelways; Abitibi Provincial; Greyhound.
Airlines-Air Canada; Eastern; C. P. Air; Laurentian; Nordair; Quebec Air; Air Atonabee; Air Ontario; First Air.

3 - POPULATION:
Corp. City 81 Cen. 295,163
CZ-ABC: (76) 594,311; (82) 610,700
RTZ-ABC: (76) 476,873; (82) 527,900
Met. Area 81 Cen. 717,978
City & RTZ-ABC: (76) 1,071,184; (82) 1,138,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 124,424
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 198,290; (82) 229,100
RTZ-ABC: (76) 139,755; (82) 179,400
City & RTZ-ABC: (76) 338,045; (82) 408,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	145	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 170,351

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Federal Govt. Crown Corps. etc. 103,000; Metropolitan Life, No. Off. 1,500 (includes Hull & Vanier); Industry, No. of Wage Earners-Food & Beverages 3,168; Clothing 270; Wood Prods. 888; Printing & Publ. 3,018; Iron & Steel Prods. 1,438; Non-Ferrous Metal Prods. 591; Non-Metallic Mineral Prods. 727; Chemicals 382; Misc. 1,024; Research & Development 5,461.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter-12-41. First killing frost, Oct. 21. Last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING:Principal Shopping Centers-4 blocks on Sparks St.; 4 on Rideau St.; 6 on Bank St.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Riverside; Westgate; Billings Bridge; Carlingwood; Heron Gate; Eastview; Manor Park; Alta Vista McArthur; Towers; K mart; St. Laurent; Lincoln Fields; Vista Plaza; Place du Portage; Les Galeries de Hull; Les Galeries Aylmer; Bayshore; Place Cartier-Hull; Les Promenades de L'Outaouais-Gatineau.
Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Bay Co.; Charles Ogilvy; Eaton's; C. Caplan; Simpson-Sears; Robert Simpson's Ltd.
Variety Stores-Woolworth; Kresge's; Metropolitan; R. A. Reamish; Zeller's; Giant Tiger.
Discount Stores-Towers Mart 3; K mart 5; Miracle Mart 2; Woolco 2.
Catalogue Discount Stores-Consumers Distributing; Shop Rite Stores.
Chain Drug Stores-Boots Drugs; I.D.A. 16; Rexall 21; Shoppers Drug Mart: Uniprix 2.
Chain Supermarkets-Loblaw's 13; Steinberg's 11; A&P 6; Dominion 12; IGA 69; Red & White 6; Provigo 9; Joanisse 4; Metro 9.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Evangeline Shops; Reitman's; Bata Shoes; Dolci's; Holt Renfrew; Singer Co.; Shoe World; Kinney Shoes; Agnew Surpass Shoes; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Penningtons; Uniroyal; Michelin; Blacks Camera; Montreal Draperies; National Draperies; Leon's Furniture; Pascal Hardware; George Richards King Size Clothes; Arlington Sports; The Outdoor Stores; Bouclair; Liberty; Tie City; B.F. Goodrich; Dunlop Tires; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Ottawa Stereo Hi-Fi; Atlantique.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 175,368; (e-sat) 223,985; Mar. 31, 1982 ABC.
Local Contact for advertising and Merchandising Data: R. S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd., Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representative: Southam Newspapers.
LE DROIT (French) (e-mon to fri) 46,398; (e-sat) 51,279; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Andre Laurin, Adv. Dir., LE DROIT, 375 Rideau, Ottawa, ON K1N 5Y7; Tel. (613) 560-2799.
National Representatives: Vern B. Moore; Georges Marcier; Landon Associates.

OWEN SOUND, ONT.

1 - LOCATION: Grey County, E&P Maps D-4 & M-2, County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 and 26.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Steamship Lines-Ontario Northland Transp. Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 81 Cen. 19,883
CZ-ABC: (76) 19,525; (82) 29,500
RTZ-ABC: (76) 91,207; (82) 102,300
City & RTZ-ABC: (76) 110,732; (82) 124,200

4 - HOUSEHOLDS:
City 81 Cen. 7,551
CZ-ABC: (76) 6,725; (82) 8,500
RTZ-ABC: (76) 29,075; (82) 36,700
City & RTZ-ABC: (76) 35,800; (82) 45,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 5,869

8 - GAS METERS: Residence 3,097

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Mach. Shop 850 ($180); Ptg. & Publ. 465 ($200); Elec. Devices 225 ($185); Sheet Glass 450 ($195); Foam Rubber 250 ($155); Shock Absorbers 250 ($193).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Center-Towers(Food City); Grey County Mall(Woolco, Loblaw's).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-McKay Bros.; Simpson-Sears; Towers.
Discount Stores-Woolco; McDonald's Dept. Store.
Variety Stores-Woolworth; People's; S.S. Kresge.
Chain Drug Stores-I.D.A. 3; Rexall 2; Drug City.
Chain Supermarkets-Loblaws; A&P; Dominion; Food City.
Other Chain Stores-Maher; Bata; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hardware; Crest; Home Hardware; Consumers Distributing; Shop Rite; Smart Set; Radio Shack; Colour Your World.

14 - NEWSPAPERS: SUN-TIMES (e) 20,760; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: G.D. McNaughton, Adv. Mgr., SUN-TIMES, 290 9th St. E., Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representative: Southam Newspapers.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County, E&P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. With Ottawa 97 miles SE; North Bay 138 miles NW; Toronto 257 miles SW; Montreal 227 miles SE on Hwy. 17 with connections to Hwys. 62, 60 and 41.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-5.
Airlines-Penn-Air Ltd.
Intercity Bus Lines-Colonial Coach; Renfrew County Coach.

3 - POPULATION:
Corp. City 81 Cen. 14,026
CZ-ABC: (76) 16,093; (82) 14,500
RTZ-ABC: (76) 48,150; (82) 49,400
City & RTZ-ABC: (76) 64,243; (82) 63,900

4 - HOUSEHOLDS:
City 76 Cen. 5,040
CZ-ABC: (76) 5,115; (82) 5,000

RTZ-ABC: (76) 13,520; (82) 15,600
City & RTZ-ABC: (76) 18,635; (82) 20,800

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	$18,000,000
Savings	6	(incl. above)
Savings & Loan	6	(incl. above)

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wager Earners-Wood and Wood Pdts. 1,494; Dept. of National Defense (Civilians 794, soldiers 3,000); Steel Furniture 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Shoosplin 450; Matches 99; Petawawa and Atomic Energy Comm.; Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:Principal Shopping Areas-8 blocks surrounding Pembroke St.; Petawawa Shopping Plaza; Glendale Shopping Cente:; Deep River.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton Order Office; Walker Stores; Dorans of Pembroke; Simpson's Order Office; Zeller's.
Discount Stores-Giant Tiger; Cost Plus.
Variety Stores-Woolworth; Beamish.
Chain Drugs-I.D.A. 2; Rexall; Guardian.
Chain Supermarkets-Loblaws; A&P 2; I.G.A. 4; Red & White 4; Steinberg; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores-Sally Shops (Women's); Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Sherwin-Williams; Singer Co.; Woodhouse (furn.).

14 - NEWSPAPERS: OBSERVER (e) 7,137; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative: Thomson Newspapers.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County, E&P Maps E-4 & N-2, County Seat. On Otonabee River, part of Trent Valley Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7 and 7A to Ottawa.

2 - TRANSPORTATION: Railroads-CN; CP.
Interprovincial Bus Lines-Voyageur Colonial.
Motor Freight Carriers-14.
Airlines-Otonabee.
Intercity Bus Lines-Peterborough.

3 - POPULATION:
Corp. City 81 Cen. 60,620
CZ-ABC: (76) 59,683; (82) 57,300
RTZ-ABC: (76) 66,506; (82) 73,400
City & RTZ-ABC: (76) 126,189; (82) 130,700

4 - HOUSEHOLDS:
City 81 Cen. 22,677
CZ-ABC: (76) 19,965; (82) 21,600
RTZ-ABC: (76) 20,755; (82) 25,900
City & RTZ-ABC: (76) 40,720; (82) 47,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	14	N.A.
Savings & Loans	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 18,440

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks & Watches; Atomic Energy; Dairy Mchy.; Brake Lining & Flexible Hose; Outboard Motors; Power Mowers; Power Saws & Snowmobiles.
Principal Industrial Pay Day-Thurs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:Principal Shopping Centers-Peterborough Sq., downtown Peterborough. (Eaton major store with 65 other retail outlets); Lansdowne Place; (Sears major store with 70 other outlets).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers.
Variety Stores-Woolworth 2; Zeller's; Bi Way; Pathway.
Chain Drug Stores-I.D.A. 6; Shoppers Drug Mart; Top Drugs.
Chain Supermarkets-Loblaw's; A&P 2; Dominion 2; Red & White; Sunnybrook; Food City 2; IGA; Kawartha Food.

14 - NEWSPAPERS: EXAMINER (e) 23,617; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kapyrka, Adv. Mgr., EXAMINER, 400 Water St., Peterborough, ON K9J 6Z4; Tel. (705) 745-4641.
National Representative: Thomson Newspapers.

PORT HOPE, ONT.

1 - LOCATION: Northumberland County, E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-4.
Intercity Bus Lines-Colonial; Burley.

3 - POPULATION:
Corp. City 81 Cen. 9,992
CZ-ABC: (76) 9,788; (82) 10,400
RTZ-ABC: (76) 29,212; (82) 30,300
City & RTZ-ABC: (76) 39,000; (82) 40,700

4 - HOUSEHOLDS:
City 81 Cen. 3,648
CZ-ABC: (76) 3,315; (82) 3,900
RTZ-ABC: (76) 9,075; (82) 10,300
City & RTZ-ABC: (76) 12,390; (82) 14,200

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Tools 230 ; Bathroom Fixtures 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:Principal Shopping Centers-3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food & Dept. Fri.

13 - RETAIL OUTLETS: Department Stores-Coleman & Philip.
Variety Stores-Chainway; Stedman's.
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaws.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,215; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 156 Walton St., Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4 & M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 KM (69 mi) South of Toronto; 19KM 12 mi. from Niagara River. Regional government seat 19KM (12 mi) from U.S. border.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray; Canada; Farr.

3 - POPULATION:
Corp. City 81 Cen. 124,018
CZ-ABC: (76) 123,351; (82) 123,100
RTZ-ABC: (76) 61,419; (82) 64,900
Met. Area 81 Cen. 304,353
City & RTZ-ABC: (76) 184,770; (82) 188,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 44,644
CZ-ABC: (76) 40,645; (82) 46,100
RTZ-ABC: (76) 18,245; (82) 21,500
Met. Area 81 Cen. N.A.
City & RTZ-ABC: (76) 58,890; (82) 67,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	46	N.A.
Savings & Loan	14	N.A.
Credit Unions	17	N.A.

6 - PASSENGER AUTOS: City 53,307 (1980); Municipal city 158,296 (1980); Province 3,586,509 (1980).

7 - ELECTRIC METERS: Residence 43,417

8 - GAS METERS: Residence 39,966

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Products; Slide Fasteners; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
Principal Pay Days-Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter 4C (24F)-2C (35F). Average yearly rainfall 61.65cm (24.27 in.); Average yearly snowfall 97.79 cm (38.5 in.).

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pen Centre	4	Simpson-Sears, Eaton's, Marks & Spencer, Miracle Food, Loblaws, Dominion, Robinson's, Zeller's
Fairview Mall	3	Zeller's, Right House, Loblaws, Dominion, Boots, Woolworth
Grantham Plaza	7	A&P, Canadian Tire
Pendale	4	Biway, Lizanne's
Towers Plaza	5	Towers, Food City
Thorold Pine Plz.	6	IGA
Lake St. Plaza	3	Crown Phcy., Valdi
Midtown Plaza	4	A&P, Shoppers Drug
Linwell Plaza	7	Dominion
Lincoln Mall (Annex)	6	Woolco, Loblaws, Marks Warehouse, Fabricland's, Shoppers Drug Mart
Glenridge Plz.	1	IGA, Guardian Drugs
K mart Plz.	4	K mart, Radio Shack, Best for Less
North End Plaza	8	A&P

Downtown-St. Paul St., King St. and streets running one block between these two.
Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Wed., Thurs., & Fri.

13 - RETAIL OUTLETS: Department Stores-The Right House; Eaton's; Sears; Robinson's.
Variety Stores-Kresge; Woolworths; Zellers; Marks & Spencer.
Chain Drug Stores-I.D.A. 5; Crown 5; Towers (Kent); Shoppers Drug Mart 3; Woolco (Jack Austin); K mart (Boots); Super Discount; Guardian; Boots; Dominion.
Discount Stores-Woolco; K mart; Towers; Consumer's Distributing; Biway; Bargain Harold's; Pathway.
Chain Supermarkets-Red & White; Valdi; A&P 3; Dominion 3; Loblaw 3; IGA 2; Supersave; Food City; Steinberg's; K mart; Canada Safeway; Best for Less; Valdi.
Other Chain Stores-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Lottridge, Goodrich; Shoes: Reward, Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney's, Shoe World, Boot Shop, Vogue Shoes, Athlete's Foot; Naturalizer; Furniture: Sleep Factory, Combined Furniture, Leon Davies, Towers, Garys Giveaways, Dave Goulet, Dominion, National Waterbed, Woodhouse; Women's: Reitman's, J. Michaels, Opus, Dalmys, Big Steel, Fairweather, LiliAnne, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shier, Town & Country; Men's: Tip Top Tailors, Elks, Todd's Mens Wear, Jack Fraser; Stationery: Grand & Toy, Beatties, C. Cole & Co. Others: Lumber, Buildall; Electronics: Radio Shack, Laura Secord (candy), Stamford Delicatessen, Eddie Black (cameras), Steak Shoppe, Drapery Shoppe.

14 - NEWSPAPERS: STANDARD (e) 43,059; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catherines, ON L2R 5G5; Tel. (416) 684-7251.
National Representative: Bardal Gosbee & Associates.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County, E&P Maps D-4 & L-3, County Seat. Diversified mfg. & argic. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

2 - TRANSPORTATION: Railroads-Conrail; C&O; CN; CP; Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Can. Greyhound.
Freight Steamship Lines-4.
Airlines-Air Canada; Great Lakes.

3 - POPULATION:
Corp. City 81 Cen. 28,165
CZ-ABC: (76) 27,206; (82) 28,600
RTZ-ABC: (76) 41,886; (82) 41,700
City & RTZ-ABC: (76) 69,092; (82) 70,300

4 - HOUSEHOLDS:
City 81 Cen. 10,365
CZ-ABC: (76) 9,350; (82) 11,300
RTZ-ABC: (76) 12,495; (82) 13,800
City & RTZ-ABC: (76) 21,845; (82) 25,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	13	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper Prod. 100; Transp. 800; Auto Assembling 3,000; Iron & Steel Prod. 1,869; Const. 245.
Principal Pay Days-Railways 9th & 21st; Mfg. 15th & 30th. Others: Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21. Last killing frost, May 10.

11 - TAP WATER: 110 ppm hardness; fluoridated.

12 - RETAILING:Principal Shopping Centers-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall; Wellington St. East.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Some on Wed. aft.
Stores Open Evenings-All Stores: Fri., Food Stores: Wed., Thurs., and Fri.

13 - RETAIL OUTLETS: Department Stores-Anderson's; K mart.
Discount Stores-Jupiter.
Variety Stores-Woolworth; Zellers.
Chain Drug Stores-Super Discount Drug; Pricegard.
Chain Supermarkets-A&P; Dominion; Loblaw's 2; IGA.
Other Chain Stores-Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,937; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: W. Thistlewaite, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative: Thomson Newspapers.

SARNIA, ONT.

1 - LOCATION: Lambton County, E&P Maps D-4 & L-3, County Seat. 170 mi. W of Thoronat entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points east.

2 - TRANSPORTATION: Railroads-CN; C&O.
Motor Freight Carriers-132.
Freight Steamship Lines-12.
Intercity Bus Lines-Blue Water; Greyhound; Chatham Coach; Sarlon.
Airlines-Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 50,892
CZ-ABC: (76) 71,135; (82) 69,800
RTZ-ABC: (76) 49,441; (82) 57,000
City & RTZ-ABC: (76) 120,576; (82) 126,800

4 - HOUSEHOLDS:
City 81 Cen. 19,396
CZ-ABC: (76) 23,140; (82) 24,400
RTZ-ABC: (76) 14,915; (82) 20,700
City & RTZ-ABC: (76) 38,055; (82) 45,100

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Construction 1,500. Avg. Wage ($290).
Principal Pay Days-Fri. 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:Principal Shopping Days Wed. morn., Thurs., Fri., Sat.
Stores Open Evenings-Shopping centers: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Walker Bros.; Simpson-Sears; Zeller's; Woolco; Family Fair; K mart; Canadian Tire; Eaton's.
Discount Stores-Sentry; K mart.
Variety Stores-Woolworth's; Kresge's.
Chain Drug Stores-Guardian Drug; Super Save; Woolco Drug; Sentry Drug; IDA; K mart; Big V Pharmacy; Boots; Shoppers Drug Mart.
Chain Supermarkets-A&P 2; Loblaw's 2; I.G.A.; National Grocer 11; Dominion Stores 4; Miracle Mart.

14 - NEWSPAPERS: OBSERVER (e) 23,556; March 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Doug Burgess, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative: Thomson Newspapers.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District, E&P Map D-4. District Seat. On St. Mary's River bet. Lakes Superior and Huron. Steamship calling point. On TransCanada Hwy. 17.

2 - TRANSPORTATION: Railroads-C.P.; Algoma Central Term. pt. & Hq.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Ontario Northland; Wawa-Soo.
Airlines-Air Canada; North Central; Nor. Ont. Air; Nordair.

3 - POPULATION:
Corp. City 81 Cen. 82,697
CZ-ABC: (76) 81,048; (82) 81,500
RTZ-ABC: (76) 18,170; (82) 21,000
City & RTZ-ABC: (76) 99,218; (81) 102,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 27,252
CZ-ABC: (76) 23,875; (82) 27,200
RTZ-ABC: (76) 5,325; (82) 7,000
City & RTZ-ABC: (76) 29,200; (82) 34,200

5 - BANKS:	NUMBER	EST. DEP.
Chartered	6	N.A.
Trust Co's.	4	N.A.
Finance Co's.	12	N.A.
Investment Houses	2	N.A.
Credit Unions	5	N.A.
Insurance Co's.	29	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 28,000 (Dist.) 11,200

8 - GAS METERS: 6,159

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Steel 11,500; Paper 538; Railway 675; Veneer & Plywood Mills 490. (Av. Whly. Wage-N.A.)

10 - CLIMATE: Min. & Max. Temp.(Celsius)-Spring 2; Summer 16; Fall 7; Winter 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on Queen; 4 on Wellington W.; Ion James: 3 blocks on Bay Street (A.C.R. Station Mall).
Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds; Bruce St; East End subdivisions Monterey Gardens; Churchill Plaza; Pine Plaza; K mart Plaza; Second Line; Sentry Market Mall; ACR Station Mall; Wellington Square Mall.
Principal Shopping Days-Mon. thru Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Friedman's; Simpson-Sears; Virene's Woolco; K mart; Fairweather; Sentry; Stedman's.
Variety Stores-Woolworth's; Jupiter.
Chain Supermarkets-A&P 2; Dominion 4; IGA; Loblaws 3; Red & White 2; Safeway.

14 - NEWSPAPERS: STAR (e) 26,259; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Howard T. Newbigging, Adv. Mgr., STAR, 145 Old Garden River Rd., Sault Ste. Marie, ON P6A 5M5; Tel. (705) 253-1111.
National Representative: Southam Newspapers.

SIMCOE, ONT.

1 - LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4 & M-3. Junction of Hwys. 3 & 24, County Seat. Industrial center. 25 mi. S of Brantford; 40 mi. SW of Hamilton; 84 mi. SW of Toronto; 175 mi. E of Windsor.

2 - TRANSPORTATION: Railroads-C.N.R.; Wabash; C.P.R.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Canada Coach; Burley.

3 - POPULATION:
Corp. City 81 Cen. 14,326
CZ-ABC: (76) 14,189; (82) 15,100
RTZ-ABC: (76) 56,841; (82) 55,400
City & RTZ-ABC: (76) 71,030; (82) 70,500

4 - HOUSEHOLDS:
City 81 Cen. 5,175
CZ-ABC: (76) 4,770; (82) 5,200
RTZ-ABC: (76) 17,502; (82) 18,500
City & RTZ-ABC: (76) 22,272; (82) 23,700

5 - BANKS:	NUMBER	EST. DEP.
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Machinery; Canning; Textile; Farmers' Co-op; Tobacco Proc.; Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct. Last killing frost, Mar.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; on Sydenham St.; 1 on Culvert St.
Shopping Center-At town's southern limits; No. 3 Highway East.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: Total 260.
Department Stores-Budd's; Woolworth.
Chain Supermarkets-A&P; Loblaw's; Calbeck.
Other Chain Stores-Potter & Shaw Drug; I.D.A.; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre.
Chains in Trading Zone Other Than City-Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11; Drug: I.D.A., Rexall.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 9,816; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: E. Kowalsky, Adv. Mgr., REFORMER, PO Box 370, 105 Donly Dr., Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative: Thomson Newspapers.

SIOUX LOOKOUT, ONT.

1 - LOCATION: District of Kenora. On E&P Map D-3. Approx. 165 mi. NW of Port Arthur; 100 mi. N of the U.S. border.

2 - TRANSPORTATION: Railroads-Canadian Nat.
Airlines-Bearskin Airservice Ltd.; State Falls; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 3,074

4 - HOUSEHOLDS:
City 81 Cen. 1,036

5 - BANKS:	NUMBER	EST. DEP.
Commercial	2	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,780; sworn Aug. 6, 1982.
Local Contact for Advertising and Merchandising Data: S.M. Cummings, Pub., BULLETIN, Box 668, Sioux Lookout, ON P0V 2T0; Tel. (807) 737-2161.
National Representative: None.

STRATFORD, ONT.

1 - LOCATION: Perth County, E&P Maps D-4 & M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8 & 19.

2 - TRANSPORTATION: Railroads-CN.
Motor Freight Carriers-10.
Intercity Bus Lines-Gray; Greyhound.
Airlines-Airgo; Air Canada (at London, Ont.).

3 - POPULATION:
Corp. City 81 Cen. 26,262
CZ-ABC: (76) 25,657; (82) 27,100
RTZ-ABC: (76) 41,755; (82) 44,100
City & RTZ-ABC: (76) 67,412; (82) 71,200

4 - HOUSEHOLDS:
City 81 Cen. 9,957
CZ-ABC: (76) 8,885; (82) 10,500
RTZ-ABC: (76) 12,165; (82) 14,500
City & RTZ-ABC: (76) 21,000; (82) 25,000

5 - BANKS:	NUMBER	EST. DEP.
Commercial	11	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furniture & Woodworking 750; Auto Supply 2,000; Textile & Knitting 428; Cloth & Fabric 361; Bearings 500; Electrical 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING:Principal Shopping Area-Downtown with three department stores. One major shopping center at east edge of town with two department stores and 30 additional units. One small center at west end with 3 stores.

13 - RETAIL OUTLETS: Department Stores-K mart; Hudson's; Towers; Woolco.
Variety Stores-Pinto 2.
Chain Drug Stores-Towers; K mart; Woolco.
Chain Supermarkets-Loblaw's; Grocetarias; A&P; Dominion; Foodland; Food City; Perth Co. Market; Kwikie.
Other Chain Stores-Agnew-Surpass; Reward; Firestone; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Saveway Lumber; Consumers Dist.; Home Hardware; Color Your World; Young's Jewelers; Radio Shack.

14 - NEWSPAPERS: BEACON HERALD (e) 12,897; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St., Stratford, ON N5A 6T6; Tel. (519) 271-2220.
National Representative: None.

SUDBURY, ONT.

1 - LOCATION: Sudbury Regional Municipality, E&P Maps D-4 & M-1, County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland.
Airlines-Air Canada; Norontair; Voyageur Airways.

3 - POPULATION:
Corp. City 81 Cen. 91,829
CZ-ABC: (76) 97,604; (82) 89,700
Met. Area 81 Cen. 149,923
RTZ-ABC: (76) 115,579; (82) 90,100
City & RTZ-ABC: (76) 213,183; (82) 179,800

4 - HOUSEHOLDS:
City 81 Cen. 32,263
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 30,495; (82) 31,600
RTZ-ABC: (76) 30,920; (82) 27,500
City & RTZ-ABC: (76) 61,415; (82) 59,100

5 - BANKS:	NUMBER	EST. DEP.
Savings	17	N.A.
Savings & Loan	26	N.A.
Commercial	1	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Whly. Wage)-Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days-Mon., Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm West, Lorne, Regent and Eyre Sts. in West End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. East area of City; Southridge Mall (22 stores), Plaza 69, Cedar Point Plaza (20 stores), South area of city; Falcon Plaza, North East section of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Centre(40)	NA	Bonimart, Rebman's, Pennington's
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thu., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Pit Stop; Sears; Zeller's 2; Green, Ltd.; Woolco; K mart; Bonimart; Mark's & Spencer.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Supermarkets-Dominion 4; Loblaw's 3; Miracle Food Mart; Red & White; A&P 2; IGA 4; K mart Foods; Bonimart Foods.
Other Chain Stores-Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone Tire, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Other: Yolles (furn.), Laura Secord (candy) 2, Singer (sewing mach.), United Cigar 3, Coles Bookstores 2, Bowrings.

14 - NEWSPAPERS: STAR (e) 30,210; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Herron, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative: Thomson Newspapers.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District, E&P Maps D-4 & N-2, District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Grey Goose; Voyageur.
Airlines-Air Canada; Norontair; Nordair; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 112,486
CZ-ABC: (76) 111,476; (82) 117,800
Met. Area 81 Cen. 121,379
RTZ-ABC: (76) 56,864; (82) 61,400
City & RTZ-ABC: (76) 168,340; (82) 179,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 39,517
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 35,065; (82) 39,000
RTZ-ABC: (76) 16,420; (82) 22,800
City & RTZ-ABC: (76) 51,485; (82) 61,800

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	71 Br.	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Construction 3,850; Trans. & Communication 4,700; Public Util. 950; Retail 3,820; Ins. & Fin. 925; Services 15,640.
Principal Pay Days-7, 10, 15, 22, 31.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7. Last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:Principal Shopping Centers-8 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 3 blocks May St.; 6 blocks Aloma; 3 blocks Bay; 5 blocks Court St.
Neighborhood Shopping Centers-Current River District, South Algoma St.; Red River Rd.; Simpson St., Westford District. Memoriaz Ave., Balmoral Ave., North Comberland St., May St. N & S; Westport, Edward & Arthur Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Intercity Plaza(147)	NA	Simpson-Sears, A&P, Woolworths, Zellers
Grandview Mall(23)	NA	A&P
County Fair(97)	NA	Zeller's, Dominion
Northwood Plz.(17)	NA	Zeller's, Dominion
Keskus Mall(86)	NA	Eaton's
McIntyre Plaza (18)	NA	Shoppers Drug Mart, Hudsons Bay
Green Acres(13)	NA	Colguhouns IDA
Thunder Bay(43)	NA	K mart, Loblaws
Centennial Sq. Ctr.(20)	NA	Canada Safeway
Victoria Mall(28)	NA	Loblaws
Victoriaville Mall(144)	NA	

Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; McNulty's; Zeller's 4; K mart 3.
Variety Stores-Woolworth; Kresge 2; Canadian Tire 2; Saan 2; Stedmans; Western Tire.
Chain Supermarkets-Safeway 4; Loblaws; A&P 4; Dominion Stores 2; Mark & Spencer; Economart.
Other Chain Stores-Singer Co.; Agnew Surpass; Bata Shoes; Reitman's; Reward Shoes; Penningtons; Thriftys; Tip Top Tailors; Rickis; Shop-Rite (catalog); Dalmy's; Consum. Distributing; Jack Feaser's; Drug World; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Sam the Record; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Town & Country Shops; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Boots Phcy; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; M-M Muffins; Wismith Books; McCartneys Jewelers.

14 - NEWSPAPERS: TIMES-NEWS (m) 8,267; CHRONICAL-JOURNAL (e) 27,378; Comb. (m&e) 35,645; Mar 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/CHRONICLE JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 344-3535.
National Representative: Thomson Newspapers.

TIMMINS, ONT.

1 - LOCATION: Cochrane District, E&P Map D-4. Retail and wholesale distributing centre; gold and base metals, waferboard, timber and lumber, area service centre. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 455 mi. from Toronto.

2 - TRANSPORTATION: Railroads-Ontario Northland connects with CPR and CNR.
Motor Freight Carriers-Alary Transport; Ontario Northland Transport; Dominion Consolidated Truck Lines; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.
Intercity Bus Lines-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.
Airlines-Air Canada; Norontair; Austin.

3 - POPULATION:
Corp. City 81 Cen. 46,114
CZ-ABC: (76) 44,747; (82) 44,900
RTZ-ABC: (76) 16,861; (82) 15,800
City & RTZ-ABC: (76) 61,608; (82) 60,700

4 - HOUSEHOLDS:
City 81 Cen. 15,295
CZ-ABC: (76) 13,665; (82) 15,500
RTZ-ABC: (76) 4,765; (82) 5,000
City & RTZ-ABC: (76) 18,430; (82) 20,500

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings & Comm.	15	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence 17,147

8 - GAS METERS: 9,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)-Mining 5,102 ($420); Forestry 973 ($380); Total Labor Force 24,450 ($393).
Principal Pay Days-Tues.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-70; Summer 50-100; Fall 15-75; Winter-35-35. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:Principal Shopping Centers-4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.
Neighborhood Shopping Centers-Pine St. (South); Wilson Ave. (West); Midtown Plaza; The 101 Mall (21 stores); Timmins Square (55 stores); Porcupine Mall (16 stores).
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs. & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Bucovetsky's; Woolco 2; K mart.
Variety Stores-Metropolitan; S. S. Kresge; Giant Tiger.
Chain Supermarkets-Dominion 2; A&P; IGA; Mike's Supermarkets 4; Consumers Co-Op 2; Red & White.
Other Chain Stores-Shoes: Agnew Surpass, Belinda, Bata, Dolomity, Kinney, Gallenkamp; Jewelry: McKenzies, Peoples; Ladies: Dalmy's, Lindor, Irene Hill, Suzy Shier, Sally Shops, Pennington's, Reitmans; Men's: Elks Mens Shops, Jack Fraser Stores, Seymour's; Others: Simpson-Sears, Firestone Stores, Canadian Tire, Shoppers Drug Mart 2, Beaver Lumber, Cashway Lumber, Coles Books, Kelly's Stereo Mart, Radio Shack, Timmins Furniture Market.

14 - NEWSPAPERS: PRESS (e) 13,231; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., PRESS, 125 Cedar St. S., Timmins, ON P4N 2G9; Tel. (705) 264-2215.
National Representative: Thomson Newspapers.

TORONTO, ONT.

1 - LOCATION: York County, E&P Maps E-4 & M-2. Provincial Capital. Commercial and industrial center. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION: Railroads-C.N.; C.P. Toronto; Hamilton & Buffalo; Conrail.
Freight Steamship Lines-42.
Motor Freight Carriers-132.
Intercity Bus Lines-Greyhound; Gray Coach; Colonial; Trailways of Canada.
Airlines-Toronto Int'l. Airport; Air Canada; Aeronaves de Mexico; USAir; North Central; American; British Airways; Canadian Pacific; Eastern; United; Mohawk; Royalair; Alitalia; Swissair; Great Lakes Air Services; Nordair; Tran-Air; several charter lines.
Island Airport-Austin; Lex Baxter (Photo); Caldon Aviation; Central Airways; Leavens Bros.; Froats Aviation.

3 - POPULATION:
Corp. City 81 Cen. 599,217
Sun/Star:
PMA-ABC: (76) 3,027,110; (82) 3,165,500
Globe & Mail:
PMA-ABC: (76) 4,914,111; (82) 5,163,400
Met. Area 81 Cen. 2,998,947
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. N.A.
Sun/Star:
PMA-ABC: (76) 976,912; (82) 1,142,500
Globe & Mail:
PMA-ABC: (76) 1,580,010; (82) 1,860,300
Met. Area 81 Cen. N.A.

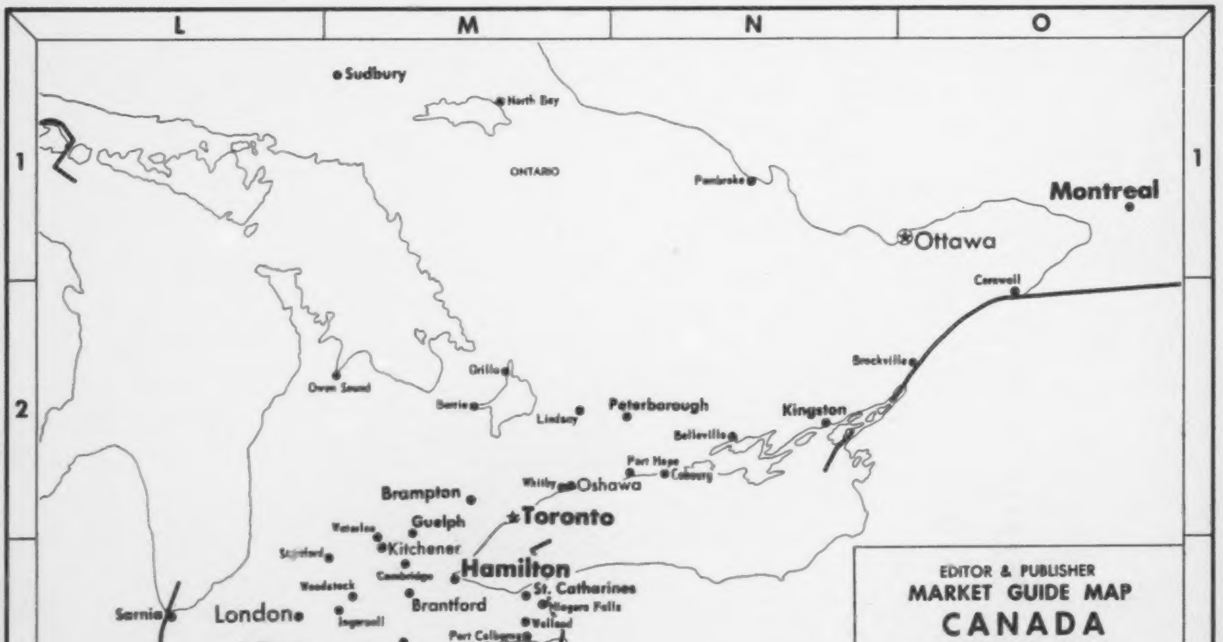
5 - BANKS: **8 with 766 branches.**

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Res. Met. Area 540,000

8 - GAS METERS: Res. Met. Area 352,597

9 - PRINCIPAL INDUSTRIES: (Metro)-10 Foods and Beverages; Transportation Equipment; Electrical Products; Metal Fabricating; Chemical Products; Printing; Publishing and Allied Industries;



Machinery Industries; Paper Products; Petroleum & Coal Prods.; Clothing.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-56; Summer 38-94; Fall 33-70; Winter -8-53.

11 - TAP WATER: Alkalinity 90 parts per M. Calcium Carbonate. Hardness 9.3 grs. Iron content negligible; fluoridated. Fluorine 1.0 parts per million.

12 - RETAILING:Principal Shopping Area-Downtown and Young-Bloor-Bay areas; Yorkdale; Fairview; Sherway; Eaton Centre.
Nearby Shopping Centers (Miles from Shopping District), Principal Stores-Agincourt Plaza 17; Alderwood Plaza 11; Applewood Village 15; The Arcade (downtown), Loblaw's; Bathurst Manor 9; Bayview Village, Loblaw's; Bendale Plaza 13; Bradstock Plaza-Briarcrest Plaza 13; Brown's Line Plaza 11; Cedarbrae Plaza 13, Simpson's, Dominion; Cedar Heights 13, Miracle Mart; Cliffcrest Plaza 12; Cliffside Plaza 9, Loblaw's; Cloverdale Mall 1, Dominion, Hudson's Bay; Crang Plaza 15,; Loblaw's; Dixie Plaza 12, Loblaw's; Pickering Farms; Don Mills Centre 9, Eaton's, Dominion; Downview Plaza 7; Dufferin Plaza 4, Loblaw's; Eglinton Square 11; Golden Mile 11; Humbertown Plaza 9, Loblaw's; Jane Plaza 7; Kennedy Park Plaza 11; Kipling Heights 15-20; Lawrence Plaza 8, Loblaw's, Hudson's Bay; Mimico Plaza 11; Painted Post Plaza 15; Parkway Plaza 12; Park Woods Plaza 12, Dominion; Regent Park 1/2; Rexdale Plaza 15; Royal York Plaza 12, Dominion; Shoppers World 6, Eaton's; Shropshire Plaza 15; Six Points Plaza 10, Loblaw's; Stonegate Plaza 9; Sunnybrook Plaza 6, Power; Thistletown Plaza; Thorncliffe Market Place 5, Steinberg's, Thorncrest; Towne & Country Square 12; Warren Park Plaza 5; West Hill Plaza 16; Wexford Plaza 10, Loblaw's; Wexford Heights 10; White Shield Plaza 13, Steinberg's; Willowdale Plaza 12; Wilmington Plaza 11; Wishing Well Plaza 12; York Plaza 15; Steinberg's; Yorkdale Shopping Centre 9, Eaton's Simpson's, Dominion; York Mills Plaza 15, Dominion; J. Michael's 6.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Some suburban disccunters open nightly. Downtown-open Thurs. and Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Robert Simpson; Sears; Sayvette; Holt Renfrew; The Bay.
Discount Stores-Honest Ed's; Towers; Shoppers World; Dollar Discount; K mart.
Variety Stores-Kresge 16; Woolworth 34; Zeller's 10.
Chain Drug Stores-I.D.A. 100 (Toronto and Scarborough only): Boots 35; Rexall 155; Shoppers 34; ARP 35; Starkman 6; Cappe's 3; Gaffe's 3; Kingsdale 2; Rumball 4; Rutherford; Moores 3.
Chain Supermarkets-Loblaw's 80; Dominion 129; A&P 40; IGA 52; Power 81; Red & White 16; Carload 32; Superior 6; Miracle Mart; Pickering Farms 2; Lucky Dollar 9; Knob Hill Farms 4; Super City Discount 6; Bulher Bros. 14; National Grocers 10; Power 33.
Other Chain Stores-Furniture: Yolles & Burroughes 12, Lyon's 2, Adams 2, Idomo 3; Hardware: Aikenheads 14; Women's Wear: Michael's 7, Holt Renfrew 4, Virginia Dare 11, Reitman's 37, D'Allaird's 3, Evangeline 11, Joy Frocks 4, Pennington's 7, Fairweather-Fashion Council, Tall Gal, Harridge's, Cameron, Jeffries, Harry Rosen 4; Men's Wear: Tie City 8, Bond 7, J. Eassen & Sons 3, Elks 19, Ely 4, Pollock 40, Fraser 9, Tip Top Tailors 10, United 2; Shoes: Agnew-Surpass 35, Ingeborg 4, Bata 23, Maher 40, Candy: Laura Secord 45, Woman's Bakery 38, Hunt's Bakers 52, Maynard Candy.

14 - NEWSPAPERS: GLOBE & MAIL (m) 353,859; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: D.E. Evans, V.P.-Operations, GLOBE & MAIL, 444 Front St., Toronto, ON M5V 2S9; Tel. (416) 598-5000.
National Representative: R. Tushingham, New York.
STAR (all day-mon to fri) 484,856; (sat) 801,492; (S) 434,915; Mar 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: N.R. Kirk, Adv. Dir., STAR, One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 367-2233.
National Representatives: Newspaper Marketing Bureau; Sy Kaplan & Associates.
SUN (m-mon to fri) 231,570; (S) 416,309; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: M. Naftolin, Dir. of Sales, SUN, 333 King St., E, Toronto, ON M5A 3X5; Tel. (416) 868-2222.
National Representatives: North American Travel Publications (Quebec); Sun Western Corporate Sales Vancouver, BC); Brydson Spot Sales, Inc. (NYC).

WELLAND-PORT COLBORNE, ONT.

1 - LOCATION: Niagara Regional Municipality, E&P Maps E-4 & M-3, County Seat. In Niagara Peninsula on Welland Canal. 9 mi. from Lake Erie; 17 mi. from Lake Ontario.

2 - TRANSPORTATION: Railroads-Michigan Central; C.N.; C.P.; Conrail; TH&B; Wabash; Pere Marquette.
Motor Freight Carriers-7.
Freight Steamship Lines-3.
Intercity Bus Lines-Canada Coach; Greyhound; Lakeview.

3 - POPULATION:
Corp. Cities 81 Cen. 64,673
Welland 81 Cen. 45,448
Port Colborne 81 Cen. 19,225
CZ-ABC: (76) 65,583; (82) 66,000
RTZ-ABC: (76) 55,110; (82) 58,600
City & RTZ-ABC: (76) 120,693; (82) 124,600

4 - HOUSEHOLDS:
Cities 81 Cen. 22,680
Welland 81 Cen. 15,866
Port Colborne 81 Cen. 6,814
CZ-ABC: (76) 21,060; (82) 23,900
RTZ-ABC: (76) 17,350; (82) 20,700
City & RTZ-ABC: (76) 38,410; (82) 44,600

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence: Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS: Residence: Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.
Neighborhood Shopping Centers-Welland Plaza, Fitch St.; Lincoln Plaza, Lincoln St.; Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Close-Wed. afternoon
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's (catalog) 2; Sears (catalog) 2; Walker's; Zeller's 2.
Variety Stores-Woolworth 3; People's.
Chain Drug Stores-Tamblyn; Booth; Woolco.
Chain Supermarkets-Loblaw's 3; A&P 3; Dominion 3; Steinberghs; IGA 3; Food City; Miracle Food Mart.
Other Chain Stores-Agnew-Surpass 3; Maher's; Reward; Beaver Lumber 2; Carter's; Canadian Tire 2; Reitman's 2; Adams Furn.; A. Leon; Davies Furn.

14 - NEWSPAPERS: TRIBUNE (e) 18,585; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Tim Cote, Adv. Mgr., TRIBUNE, 228 E. Main St., Welland, ON L3B 3W8; Tel. (416) 732-2411.
National Representative: Thomson Newspapers.

WINDSOR, ONT.

1 - LOCATION: Essex County, E&P Maps D-4 & L-3, County Seat. Canada's fifth largest mfg. centre. On Detroit River, opposite Detroit; 229 mi. SW of Toronto.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; Conrail; C&O; Essex Terminal; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.
Airlines-Air Canada; Nordair.
Freight & Steamship Lines-2.

3 - POPULATION:
Corp. City 81 Cen. 192,083
CZ-ABC: (76) 213,074; (82) 216,500
RTZ-ABC: (76) 150,948; (82) 166,000
Met. Area 81 Cen. 246,110
City & RTZ-ABC. (76) 364,022; (82) 382,500

4 - HOUSEHOLDS:
City 81 Cen. 70,563
CZ-ABC: (76) 75,385; (82) 80,500
Met. Area 81 Cen. N.A.
RTZ-ABC: (76) 40,910; (82) 57,000
City & RTZ-ABC: (76) 116,295; (82) 137,500

5 - BANKS:

11 Banks 80 Branches; 12 Trust Companies.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 65,918

8 - GAS METERS: Residence 57,615

9 - PRINCIPAL INDUSTRIES: Industries, (No. of plants), No. Wage Earners-Transp. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furniture & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Machinery (21) 1,202; Electrical Products (9) 275; Nonmetallic Mineral (12) 189; Chemical Products (16) 1,313; Other Indust. (33) 3,279; Av. Pay-Annual $11,399; Wkly. $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 miles E. of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers-6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W.; 1 E. of Dominion St. on Grand Marais, So. Windsor.
Shopping Centers-Devonshire-Windsor Shopping Center, 82 units, parks 3,000 cars; Dorwin Plaza, Dougall Rd., 32 units, parks 2,200 cars; Gateway, Dougall Rd. 20 units, parks 1,600 cars; Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd., at Lauzon, 11 units, parks 1,335 cars; Eastown, 6 units, Tecumseh Rd. at Lauzon; K mart, Huron Line, 12 units, parks 1,100 cars; University Mall, 18 units, 895 cars; Tecumseh Mall, 27 units, 1,535 cars.
Retail Outlets-Food 67; Men's Wear 49; Women's Wear 82; Furniture 46; Appliances 71; Hardware 36; Bldg. Mat. 27; Auto 68; Drug 69; Jewellery 42; Tobacco 4; Stationers 10; Paint 58; Serv. Stations 120; Florists 42; Photo Supplies 10; Optometrists 14; Hearing Aids 14; Shoe Stores 42; Dry Cleaners 40; Beauty Shops 219; Floor Coverings 22; Dry Goods 36; Variety & Gift 84; Luggage 5; Book Stores 15; Upholsterers 21; Music 13; Office Supplies 11; Sporting Goods 25.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Thurs., Fri.; Malls Open Evenings, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Gray's; Sentry; Woolco 2; K mart 2; Miracle Mart; Sears; Simpsons; Zellers 2.
Variety Stores-Woolworth 2; Kresge's.
Chain Drug Stores-I.D.A. 3; Big V 15; Shoppers Drug Mart 3; Boots 3.
Chain Supermarkets-A&P 5; Dominion 8; Red & White 3; I.G.A. 3; Steinberg's-Miracle Marts; Gordon's 2; IGA 2.
Other Chain Stores-Agnew Surpass 6; Beaver Lumber; Belinda Shoes; Coles Bookstore 2; Dacks Shoes; Maher Shoes; Reward Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 2; Goodrich; Goodyear 2; Jack Fraser's 3; Laura Secord 3; Leon's Furniture 2; People's Credit Jewelers 3; Reitman's 6; Singer Co.; Tip Top Tailors; Ben Burke; Black's Cameras 2; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS: STAR (e) 90,777; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Pearson, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel. (519) 255-5628.
National Representatives: Southam Newspapers; V.J. Rumford (Vancouver).

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION: Oxford County, E&P Maps E-4 & M-3, County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION: Railroads-CN; CP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Gray Coach.

3 - POPULATION:
Corp. Cities 81 Cen. 35,097
Woodstock 81 Cen. 26,603
Ingersoll 81 Cen. 8,494
CZ-ABC: (76) 26,779; (82) 26,300
RTZ-ABC: (76) 49,154; (82) 48,300
City & RTZ-ABC: (76) 75,933; (82) 74,600

4 - HOUSEHOLDS:
Cities 81 Cen. 12,696
Woodstock 81 Cen. 9,692
Ingersoll 81 Cen. 3,004
CZ-ABC: (76) 9,080; (82) 10,100
RTZ-ABC: (76) 14,335; (82) 16,300
City & RTZ-ABC: (76) 23,415; (82) 26,300

5 - BANKS:	**NUMBER**	**EST. DEP.**
Savings	9	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: Residence Woodstock 7,654; County 27,870

8 - GAS METERS: Residence Woodstock 4,200; Ingersoll 1,900

9 - PRINCIPAL INDUSTRIES: Woodstock 53-Ingersoll 14-Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prod.; Cement; Heavy Mach.; Number of Wage Earners-Woodstock 8,000; Ingersoll 2,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter-6-45. First killing frost, Oct. 12. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Square.
Neighborhood Shopping Centers-1 block on Huron St.; 2 blocks Norwich Ave.; Plaza on Springbank Drive; Plaza Norwich Ave., Dundas St.; Blandford Shopping Center Hwy. 2.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Close-Sunday.
Stores Open Evenings-Food Stores-Thurs., Fri.; Some 6 days.

13 - RETAIL OUTLETS: Discount Stores-Towers; Woolco.
Chain Drug Stores-I.D.A. 2; Rexall 4; Shoppers Drug Mart.
Chain Supermarkets-Dominion; A&P; Food City; Zehr's.
Other Chain Stores-Canadian Tire; Firestone Tire; Maher Shoes; Reward Shoes; Simpson-Sears; Woolworth; Bata Shoes; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 8,816; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: John Kearns, Adv. Mgr., SENTINEL-REVIEW, 16 Brock St., Woodstock, ON N4S 8A5; Tel. (519) 537-2341.
National Representative: Thomson Newspapers.

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**
Under 5 Years	10	10
5-14 Years	24	21
15-24 Years	23	24
25-44 Years	28	32
45-64 Years	20	21
65 and Over	14	15
TOTAL	119	123

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**
General Mdse.	28	109
Apparel	5	15
Furniture	2	3
Groceries	32	94
Lumber/Bldg. Mat.	1	2
Restaurants	1	42
Autos	23	89
Gasoline/Fuel Oil	14	53
Drugs	5	15
TOTAL	146	[illegible]

Source: Census of Canada/Retail Trade

CHARLOTTETOWN, P.E.I.

1 - LOCATION: Queens County, E&P Map F-4. Capital of P.E.I. Agricultural, fisheries, tourism, shipping, wholesale and college center.

2 - TRANSPORTATION: **Railroads**-C.N.R. connected with mainland by car ferry.
Motor Freight Carriers-5.
Steamships-7 pass. & freight (2 strictly freight).
Intercity Bus Lines-Island Co-operative Bus Service.
Airlines-Eastern Provincial.

3 - POPULATION:
Corp. City 81 Cen. 15,282
CZ-ABC: (76) 24,837; (82) 22,300
RTZ-ABC: (76) 93,392; (82) 103,300
City & RTZ-ABC: (76) 118,229; (82) 125,600

4 - HOUSEHOLDS:
City 81 Cen. 5,910
CZ-ABC: (76) 7,610; (82) 7,500
RTZ-ABC: (76) 25,315; (82) 32,400
City & RTZ-ABC: (76) 32,925; (82) 39,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: City 24,958

7 - ELECTRIC METERS: Residence 37,452

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Railway Shops 300; Packers 300; Constr. 1,200.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14. Last killing frost, May 24

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:**Principal Shopping Centers**-7 blocks on Queen, Grafton, Great Gorge and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plaza(20)	NA	
Charlott'n (50)	NA	Towers
K mart Plaza(8)	NA	K mart, Reitman's
Royalty Mall(16)	NA	Central Farmers Co-Op
Sherwood(5)	NA	

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-R.T. Holman; Smallman's Brace; McKay; Towers.
Variety Stores-Woolworth; Stedmans; Metropolitan; Zeller's.
Discount Stores-Corney Bros.
Chain Drug Stores-Rexall 2; ARP 20; Shoppers Drug Mart.
Chain Supermarkets-Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.; Towers.
Other Chain Stores-Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin-Williams; Stedman's; K mart; Goodyear.

14 - NEWSPAPERS: GUARDIAN (m) 16,811; PATRIOT (e) 5,709; Comb. (m&e) 22,520; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506.
National Representative: Thomson Newspapers.

SUMMERSIDE, P.E.I.

1 - LOCATION: Prince County, E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION: **Railroads**-C.N.
Intercity Bus Lines-Island Transit.
Airlines-Eastern Provincial Airways; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 7,828
CZ-ABC: (76) 12,270; (82) 12,000
RTZ-ABC: (76) 35,290; (82) 41,500
City & RTZ-ABC: (76) 47,560; (82) 53,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 2,612
CZ-ABC: (76) 3,530; (82) 3,900
RTZ-ABC: (76) 9,270; (82) 12,700
City & RTZ-ABC: (76) 12,800; (82) 16,600

5 - BANKS:	**NUMBER**	**EST. DEP**
Savings & Comm.	8	N.A.

6 - PASSENGER AUTOS: City 12,786

7 - ELECTRIC METERS: 6,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Fishing; Tourism (June to Sept.); Canadian Forces Base.

10 - CLIMATE: Min. & Max. Temp.-Winter 18; Summer 85.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING:**Principal Shopping Center**-3 blocks on Water; 1 block each on Central, Summer and Spring Streets; also 3 shopping malls.
Stores Open Evenings-Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores**-R.T. Holman; Smallman's; Brace; McKay; Zeller's; Towers.
Variety Stores-Woolworth; Metropolitan.
Chain Supermarkets-Sobey's; Save-Easy; Co-op; Towers.
Other Chain Stores-Jewelry 4; Canadian Tire; Shoppers Drug Mart; Charm Jewelers.

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,223; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Don L. Chapman, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.
National Representative: None.

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**
Under 5 Years	443	473
5-14 Years	1,108	923
15-24 Years	1,264	1,264
25-44 Years	1,759	1,965
45-64 Years	1,179	1,244
65 and Over	482	569
TOTAL	6,235	6,438

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**
General Mdse.	1,015	2,992
Apparel	563	1,783
Furniture	286	695
Groceries	2,046	7,974
Lumber/Bldg. Mat.	158	342
Restaurants	198	2,562
Autos	1,212	4,823
Gasoline/Fuel Oil	655	2,110
Drugs	228	637
TOTAL	8,325	27,643

Source: Census of Canada/Retail Trade

CHICOUTIMI, QUE.

1 - LOCATION: Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat, 120 mi. N of Quebec.

2 - TRANSPORTATION: **Railroads**-Can. Nat'l.
Intercity Bus Lines-Autobus Voyageur.
Airlines-Quebecair.

3 - POPULATION:
Corp. City 81 Cen. 60,064
Met. Area 81 Cen. 135,172
CZ-ABC: (76) 57,737; (82) 63,400
RTZ-ABC: (76) 124,654; (82) 132,500
City & RTZ-ABC: (76) 182,391; (82) 195,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 18,365
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 15,430; (82) 19,900
RTZ-ABC: (76) 31,865; (82) 39.800
City & RTZ-ABC: (76) 47,295; (82) 59,700

5 - BANKS: **N.A.**

6 - PASSENGER AUTOS: Province 2,600,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Furniture; Aluminum; Paper & Pulp; Furniture; Shoes; Agricultural Area; Fishing Outfitters.

10 - CLIMATE: Average Temp. 77 Max.; 3 Min.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chicoutimi Ctr.(4)	NA	Steinberg's
Place Racine(4)	NA	Dominion Store
Place du Royaume(170)	NA	Woolco, The Bay
Place du Saguenay(45)	NA	Simpson, Sears, Zeller's

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN DU SAGUENAY LAC-ST-JEAN (e) 28,565; PROGRES-DIMANCHE (S) 47,649; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Paul Bergeron, Mktg. Dir., LE QUOTIDIEN DU SAGUENAY LAC-ST-JOHN & PROGRES-DIMANCHE, 1051 Boul Talbot, Chicoutimi, PQ G7H 5C1; Tel. (418) 545-4474.
National Representatives: Nat'l Adv. Reps. (Vancouver); Landon Associates; Hal Herman (Miami).

GRANBY, QUE.

1 - LOCATION: Shefford County, E&P Map E-4. 50 mi. from Montreal; On Hwy. 10. Industrial and commercial center.

2 - TRANSPORTATION: **Railroads**-C.N.
Motor Freight Carriers-100.
Intercity Bus Lines-Voyageur; Inter Cities.

3 - POPULATION:
Corp. City 81 Cen. 38,069
CZ-ABC: (76) 47,461; (82) 48,200
RTZ-ABC: (76) 83,671; (82) 88,700
City & RTZ-ABC: (76) 131,132; (82) 136,900

4 - HOUSEHOLDS:
City 81 Cen. 13,687
CZ-ABC: (76) 14,666; (82) 17,400
RTZ-ABC: (76) 24,450; (82) 30,500
City & RTZ-ABC: (76) 39,116; (82) 47,900

5 - BANKS:	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Savings	5	N.A.

6 - PASSENGER AUTOS: County 2,600,000 (1980)

7 - ELECTRIC METERS: Residence 14,500

8 - GAS METERS: Residence 2,115

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prod. 957; Clothing 720; Furniture 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:**Principal Shopping Center**-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.
Neighborhood Shopping Centers-Court St.; St. Joseph St.; Plaza Shopping Center; Frontenac Shopping Center.
Stores Open Evenings-Thurs & Fri.
Principal Shopping Days-Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Greenberg; Harts; Woolco; Zeller's; K mart; Sears.
Chain Supermarkets-Provigo 3; Steinberg; Metro; Richelieu; Select; Union.
Other Chain Stores-Sally Shop; Trans-Canada Shoe; J.B. Lefebre Shoes; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack.

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (m) 11,198; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Gilles Gagnon, Adv. Dir., LA VOIX DE L'EST, 136 Principale, Granby, PQ J2G 2V4; Tel. (514) 372-5433.
National Representative: Probec 5, Montreal.

MONTREAL, QUE.

1 - LOCATION: E&P Maps E-4 & O-1. One of world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2 - TRANSPORTATION: **Railroads**-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak.
Motor Freight Carriers and Movers-193.
Intercity Bus Lines-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
Steamship Lines-(Pass. & Frght.) 190.
Airlines-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandianavian; Swissair; Iberia; Olympic; Pilgrim. Hdqrs. Int'l, Air Transport Assoc. (LAIA). Airports located in Dorval & Mirabel; A.C.H. Services Ltee.; Aer Lingus; Irish Airlines; Aerocondor; Aerolineas Argentinas; Aeromexico; Air Antonabee; Alia-Royal Jordanien; American; Air Caravane Quebec; Air India; Air Jamaica Toronto; Air Lachute; Air North; Air Panama; Air Taxi Skycom; B.W.I.A.; USAir; Amos Aviation; British Caledonian; Cubana; Execair Aviation; Finnair; First Air Reg.; Gulf Air; Japan; Lan-Chile; Lot Polish; National; Pakistan International; Pem-Air; Philippine; Quantas; Royal Air Maroc; Singapore; Tap Air Portugal; Trans Mediterranean; Varig Brazilian; Viasa Venezuelan International; Wardair Canada.
Waterborne Commerce-22,000,000 tons (approx.).

3 - POPULATION:
Corp. City 81 Cen. 980,354
Met. Area 81 Cen. 2,828,349
CZ-ABC: (76) 2,418,751; (82) 2,230,500
RTZ-ABC: (76) 978,333; (82) 1,134,800
City & RTZ-ABC: (76) 3,397,084; (82) 3,365,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 81 Cen. 417,336
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 819,515; (82) 880,600
RTZ-ABC: (76) 280,750; (82) 381,000
City & RTZ-ABC: (76) 1,100,265; (82) 1,261,600

5 - BANKS:

Savings 800; Caisse Populaire 195

6 - PASSENGER AUTOS: Province 3,250,000

7 - ELECTRIC METERS: Residence 374,938

8 - GAS METERS: Residence 154,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Clothing 39,500 ($184); Food & Beverages 29,900 ($298); Constr. 18,000 ($449); Transp. & Comm. 97,100 ($345); Finance, Insurance & Real Estate 60,000 ($278); Trade 118,700 (Wholesale $289; Retail $200). Total-631,500 ($281 Av.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:**Principal Shopping Centers**-Downtown Ste. Catherine St. (Atwater to Amherst, Approx. 1 mi.); Promenade La Cite.
Shopping Centers (Miles from Downtown)-Alexis Nihon Plaza (Downtown); Place Bonaventure (Downtown); Place Victoria (Downtown); Place Ville Marie (Downtown); Place Versailles (6); Place Longueuil (4); Fairview (15); Dorval (10); Boulevard (3); Normandie (3); West Island Mall (11); Rockland (4); Center Laval (9); Champlain (7); Cote St. Luc (5); De Salaberry (7); Domaine (6); Forest (6); Maisonneuve (3); Norgate (6); Place La Salle (5); Place Pte. Aux Trembles (10); Plaza (6); St. Remi (7); Van Horne (3); Valois (10); Village Shopping Plaza (5); Wilderton (3); Ville Jacques Cartier (3); St. Martin (9); Cote Des Neiges (4); Ile Perrot (19); Pie IX (6); Duvernay (8); Mount Royal (4); Westmount Sq. (2); Mercier (6); Galerie D'Anjou (8); Notre Dame (7); LeBazar (6); 2020 University (Dwtn.); Beaconsfield (16); Place Bourassa (8); Fleury (6); Greenfield Pk. (4); Galleries St. Laurent (6); Carrefour Laval (9); Hypermarche (9); Cavendish Mall (5); Place Vertu (7); Les Promenades St. Bruno (15); Place Newman (5).
Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9; Miracle Mart 15; K mart 6; Woolco 9; Boni Mart 8; Croteau 18; Greenberg's 20; Hart 3; Sears 4; Wise Bros. 6.
Variety Stores-People's 7; Rossy's 18; Woolworth's 25; Zeller's 11; Kresge's 3; People's Jewellers 12; Glen Bargain 6; Pascals 13.

Chain Drug Stores-Uniprix 115; Cadieux 7; Super Pharm 5; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 14; Kane 2; Jean Coutu 24.
Chain Supermarkets-Steinberg 98; A&P 8; Dominion 75; IGA 15; Metro Richelieu 17; Four Bros. 4; Provigo 60.
Other Chain Stores-Woodhouse-Legare 32; Reitman's (women's wear) 51; City Shoe 13; Lefebvre Shoes 16; Lewis Shoes 18; Yellow Shoes 22; Trans Canada Shoes 36; Villager Shoe 8; Troy Cleaners 6; Town & Country Cleaners 9; MacKay Smith Cleaners 13; Bette Brite Cleaners 20; Cantor's Bakeries 30; Holt Renfrew 6; Montreal Draperies 12; Harrisons Fabrics 19; Bouclair Fabrics 6; Perrette Dairies 85; Tip Top Tailors 16; Handy Andy 13; Canadian Tire 26; Firestone 22; Consumer Distributors 44; Cardinal 19; Radio Shack 50; Arlington Sports 7; Beaver/Le Castor 6; Birks Jewellers 15; Sports Expert 27; Consumer Carpet 3; Consumer Glass 3.

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 41,349; (m-sat) 43,473; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Marcel Payette, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, PQ H2Y 1X1; Tel. (514) 844-3361.
National Representative: None.
THE GAZETTE (m-mon to fri) 204,134; (m-sat) 281,128; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Stevenson, Adv. Dir., THE GAZETTE, 250 Rue St. Antoine, Montreal, PQ H2Y 3R7; Tel. (514) 282-2222.
National Representatives: Southam Newspapers; Vernon J. Rumford (Toronto, Montreal); North Amer. Travel (Eastern U.S.); Harvey Grotsky (NYC); Towmar (Mexico); F.A. Smyth (London).
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 315,841; (m-sat) 318,180; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Pierre Plante, Adv. Dir., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal PQ H3L 2B1; Tel. (514) 382-1312.
National Representatives: W. Shillington (Toronto); Pattis Group (Florida, Southern U.S.); Merwin & Assoc. (Virginia, NJ).
LA PRESSE (French) (m-mon to fri) 201,217; (m-sat) 296,721; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Fernand Lacourse, Nat'l. Adv. Dir., LA PRESSE, 7 rue St. Jacques, Montreal PQ H2Y 1K9; Tel. (514) 285-6991.
National Representatives: Probec 5 (Montreal, Toronto); Target Media (U.S.); Hal Herman (Florida); North American Travel (New England & Southern U.S.); Towmar (Mexico).

QUEBEC, QUE.

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence; 167 mi. E of Montreal. Montreal, La Malbaie, Chicoutimi, Lake St. John, Edmundton, Levis-St. Lamber, Levis-Sherbrooke, Quebec-Levis-Jackman.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Northern; Canadian Pacific.
Motor Freight Carriers-59.
Intercity Bus Lines-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee; Autobus Nolin Inc.; Autobus Ste-Anne de Beaupre; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaires Ltee; Autobus Dupont Ltee; Autobus Fournier, Ltee; Autobus Drolet Ltee; Autobus Fortin Enr.; Autobus de la Rive-Sud Inc.
Airlines-Air Canada; Quebecair; Lemelin Air Transport; Nordair.

3 - POPULATION:
Corp. City 81 Cen. 166,474
CZ-ABC: (76) 473,734; (82) 481,200
RTZ-ABC: (76) 203,605; (82) 242,600
Met. Area 81 Cen. 576,075
City & RTZ-ABC: (76) 677,339; (82) 723,800
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 66,321
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 146,505; (82) 173,200
RTZ-ABC: (76) 53,765; (82) 77,300
City & RTZ-ABC: (76) 200,270; (82) 250,500

5 - BANKS:

11 Banks (152 branches); Deposits N.A.

6 - PASSENGER AUTOS: Province 2,600,000

7 - ELECTRIC METERS: Residence 73,921

8 - GAS METERS: Residence 4,290

9 - PRINCIPAL INDUSTRIES: Industry, Number of Plants (Number of Employees)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Prod. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prod. 124 (1,187); Printing & Pub. 96 (1,810); Iron & Steel Prod. 61 (1,029); Non-ferrous Metal Prod. 23 (673); Cement, etc. 21 (466); Chemical Prod. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Avg. Max. Temp. 77; Avg. Min. Temp. 3; Average Temp. 40.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galleries Ste. Anne(55)	NA	Woolco
Place Laurier (300)	NA	Simpson-Sears, La Baie
Les Galaries de la Canardiere(39)	NA	
Place Fleur de Lys(150)	NA	Simpson-Sears, Pascal
Place Ste-Foy(135)	NA	Eaton
Galleries de la Capitale(250)	NA	Eaton, La Baie
Place Lebourgneuf (100)	NA	Le Castor

Principal Shopping Days-Thu., Fri. & Sat.
Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton; La Baie 2; Holt Renfrew; J.B. Laliberte; Simon's 2; Greenbergs; Wise Bros.; Norman & Fils 3; Simpson-Sears 3.
Discount Stores-Jupiter; Towers; Miracle Mart 2; K mart; Woolco 2.
Variety Stores-Woolworth 3; Metropolitan-Kresge 3; Zeller's 4.
Chain Drug Stores-Ph. Brunet 5; Jean Coutu 5; Uniprix-Pharmaprix.
Chain Supermarkets-Steinberg's 11; Excel 64; Gem 46; IGA 7; Dallaire 5; Provigo 22.
Other National Chain Stores-Agnew Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Willis Musical Instruments; Zeller's Legare; Dr. Scholl's; Singer Co.; Laura Secord; Sally's; Tip Top Tailor; Canadian Tire; Handy Andy; Pascal Hdwr.; Bata Shoes; Pennington (women's); Goodyear; K mart.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 103,299; (m-sat) 97,163; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Jean-Claude L'Abbee, Gen. Mgr., LE JOURNAL DE QUEBEC, 450 Bechard St., Ville de Vanier, PQ G1M 2E9; Tel. (418) 683-1573.
National Representative: Quebecor.
LE SOLEIL (French) (e-mon to fri) 129,070; (e-sat) 143,287; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: P.A. Audet, Pres. & Gen. Mgr., LE SOLEIL, 390 St. Vallier St. E., Quebec, PQ G1K 7J6; Tel. (418) 647-3536.
National Representative: Landon Associates; National Adv. Representatives.

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County, E&P Map E-4. County Seat. Industrial and agricultural center. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys 112, 143, 108, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St-Louis; Autobus Dostie; Autobus Pouliot.

3 - POPULATION:
Corp. City 81 Cen. 74,075
CZ-ABC: (76) 88,867; (82) 80,000
RTZ-ABC: (76) 169,892; (82) 173,700
City & RTZ-ABC: (76) 258,759; (82) 253,700

4 - HOUSEHOLDS:
City 81 Cen. 28,195
CZ-ABC: (76) 28,770; (82) 30,400
RTZ-ABC: (76) 48,800; (82) 58,800
City & RTZ-ABC: (76) 77,570; (82) 89,200

5 - BANKS:	NUMBER	EST. DEP.
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 2,600,000 (1980)

7 - ELECTRIC METERS: Residence 46,569

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Machinery 1,300; Food 520; Chocolate 832; Aluminum Prod. 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
Principal Pay Days-Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.(Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:**Principal Shopping Centers**-Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.
Neighborhood Shopping Centers-Galeries 4 Saisons: 13e Avenue North (30 units); Place Belvedere: Galt St. W. & Belvedere St. S. (17 units); Place Dunant: Dunant St. (12 units); Centre d'Achats Sherbrooke: King St. W. (25 units); Carrefour de l'Estrie: Portland Blvd. (125 units); Plaza Rock Forest: Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center d'Achats Sherbrooke(25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Dominion, Nutri-Plus
King Street(19)	NA	Zeller's, Dominion
Place Belvedere(17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Dominion
Carrefour de l'Estrie(125)	NA	Eaton's, Pascal, Sears, Reitman's, Steinberg
Galerie Quatre Saisons(30)	NA	Zeller's, A&P
Place Dunant(12)	NA	Nutri-Plus

Principal Shopping Days-Wed., Thurs., Fri. & Sat.

Stores Open Evenings-Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
Variety Stores-Greenberg's; Zeller's.
Chain Drug Stores-Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
Chain Supermarkets-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
Independent Food Grocers-Les Epiciers "Supreme" 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
Other Chain Stores-Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son; Birks; Bowring; Centre de Rasoir; Singer; Beatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Dunkin Donuts; Tip Top Tailors; Legare-Woodhouse; Pennington; People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; MacDonald; Scotts Restaurant; Burger King; CTR Tire; Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,861; Mar. 31, 1982 ABC.
Local Contact for Advertising & Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, PQ J1K 1A1; Tel. (819) 569-9525.
National Representative: Sandy Drake & Assoc., Toronto.
LA TRIBUNE (e-mon to fri) 39,312; (m-sat) 42,333; Sept. 30, 1981 ABC.
Local Contact for Advertising & Merchandising Data: Francois Vaillancourt, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, PQ J1K 2X8; Tel. (819) 569-9201.
National Representative: Probec.

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: **Railroads**-CN; CP.
Intercity Bus Lines-Provincial Transport; Transport en Commun de Trois-Rivieres.
Airlines-CP; CN.

3 - POPULATION:
Corp. City 81 Cen. 50,466
Met. Area 81 Cen. 111,453
CZ-ABC: (76) 104,251; (82) 116,700
RTZ-ABC: (76) 167,831; (82) 185,900
City & RTZ-ABC: (76) 272,082; (82) 302,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 19,275
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 32,465; (82) 42,500
RTZ-ABC: (76) 47,940; (82) 62,400
City & RTZ-ABC: (76) 80,405; (82) 104,900

5 - BANKS:	NUMBER	EST. DEP.
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 3,145,825

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 3,775 ($382); Manufacturing 400 ($228); Garment & Apparels 684 ($194); Heavy Industries 2,071 ($409); Bulbs 993 ($215); Metal Products 1,100 ($329); Textiles 1,934 ($207).
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:**Principal Shopping Centers**-on des Forges Blvd.; Centre Commercial Les Rivieres (159 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ctre d'Achats Normanville(8)	2	A&P, Normanville
Trois-Rivieres W. Ctr.(150)	2	Reitman's, Steinberg's, Pascal Hdwe., Woolco
Les Galeries du Cap(30)	NA	Provigo, Woolco
Plaza de la Maurice	20	Steinberg, K mart, Canadian Tire

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers-Thurs. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Woolco; Pascal; Zeller's; Miracle-Mart.
Discount Stores-Bonaprix.
Variety Stores-Zeller's; Greenberg's.
Chain Drug Stores-Pharmacie PSM; Pharmacie Jean Coutu; Pharmacie Atlas; Pharmaprix; Uniprix.
Chain Supermarkets-Steinberg's 2; A&P; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27.
Other Chain Stores-Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Charmco; Boiteau; Montreal Draperies; Maher; Bonita; Chez Lillane; Kim; Pennington; Stokes; Au Coin des Petits; The Shoe Man; Jerome; Jacques Allard; Centre Coiffure Masculine; United Cigar Stores; Woolco; Dalmys; Miracle Mart; Princess Silk; Trans-Canada Shoe; Hart's; Children Wear; Dexter Shoe; Podium; Ro-Na; Aldo; Simard & Voyer; Naturalizer; Dalmys; Fer-Plus; Radio Shack; Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 52,211; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St-Georges, Trois Rivieres, PQ G9A 5J6; Tel. (819) 376-2501.
National Representatives: Probec 5; Target Media.

Late news about
NEWSPAPER
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Editor & Publisher
575 Lexington Avenue
New York, N.Y. 10022

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	75	81
5-14 Years	173	157
15-24 Years	178	184
25-44 Years	207	246
45-64 Years	186	184
65 and Over	103	116
TOTAL	922	968

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	249	861
Apparel	54	201
Furniture	25	141
Groceries	212	882
Lumber/Bldg. Mat.	21	38
Restaurants	16	324
Autos	243	1,158
Gasoline/Fuel Oil	111	295
Drugs	37	152
TOTAL	1,188	4,740

Source: Census of Canada/Retail Trade

LLOYDMINSTER, SASK.

1 - LOCATION: Division No. 17, E&P Map B-3. 170 mi. W of Saskatoon. Manufacturing and agricultural center.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 6,034

4 - HOUSEHOLDS:
City 81 Cen. 2,079

5 - BANKS: N.A.

6 - PASSENGER AUTOS: City 4,080 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Manufacturing Homes; Oil Tanks; Elevators; Flour & Feed Mills; Creamery; Refinery; Gas; Asphalt; Oil Wells; Agriculture, Grain; Livestock; Poultry; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,000; sworn Mar. 1981.
Local Contact for Advertising and Merchandising Data: Ken Ebert, Adv. Mgr., TIMES, 4828 44th St., Lloydminster, SK SV9 0G8; Tel. (403) 825-5522.
National Representative: None.

MOOSE JAW, SASK.

1 - LOCATION: Division 7, E&P Map B-3. Situated 434 mi. E of Calgary; 398 mi. W of Winnipeg; 112 mi. N of U.S.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 33,941
CZ-ABC: (76) 32,581; (82) 33,500
RTZ-ABC: (76) 67,335; (82) 63,000
City & RTZ-ABC: (76) 99,916; (82) 96,500

4 - HOUSEHOLDS:
City 81 Cen. 12,833
CZ-ABC: (76) 11,295; (82) 12,900
RTZ-ABC: (76) 21,645; (82) 22,700
City & RTZ-ABC: (76) 32,940; (82) 35,600

5 - BANKS:	NUMBER	EST. DEP.
Savings	8	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 17,610 (1980)

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Processing; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R.; Winery. Total: 2,050 employees, Av. Wkly. Wage $213.
Principal Industrial Pay Days-5, 15, 20, & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13. Last killing frost, May 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:Principal Shopping Centers-7 blocks on Main St.; 3 on High St.; 2 on River St.
Neighborhood Shopping Centers-4th Ave. SW between Home & Coteau Sts.; 9th Ave. NW N. of Caribou; Athabasca St. E.; 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area.
Principal Shopping Days-Mon. through Sat.
Stores Close-Sunday.

13 - RETAIL OUTLETS: Department Stores-Army and Navy; T. Eaton; Moose Jaw Co-Op; Joyner's; Saan; Simpson-Sears; Zellers; MacLeods; Woolco; Gallenkamp; Canadian Tire.
Variety Stores-Kresge; Metropolitan.
Chain Drug Stores-Moose Jaw Rexall 3; Cohen Rexall 2; White Cross; Shoppers Drug Mart.
Chain Supermarkets-Safeway 2; Co-op.
Other Chain Stores-Sally's; Women's; Tip Top Tailors; Agnew-Surpass; Reitmans.

14 - NEWSPAPERS: TIMES-HERALD (e) 9,966; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: R.G. Calvert, Pub. & Gen. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.
National Representative: Thomson Newspapers.

PRINCE ALBERT, SASK.

1 - LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11 and 55 and "All-Weather" Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: Railroads-Div. Point for Can. Pac. & Can. Natl. (21 branches out of city).
Motor Freight Carriers-20.
Intercity Bus Lines-Saskatchewan Transportation Co.
Airlines-Transair; North Can Air; Athabaska (charter).

3 - POPULATION:
Corp. City 81 Cen. 31,380
CZ-ABC: (76) 28,631; (82) 31,500
RTZ-ABC: (76) 73,243; (82) 80,700
City & RTZ-ABC: (76) 101,874; (82) 112,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 10,806
CZ-ABC: (76) 8,915; (82) 10,900
RTZ-ABC: (76) 22,050; (82) 27,100
City & RTZ-ABC: (76) 30,965; (82) 38,000

5 - BANKS:	NUMBER	EST. DEP.
Credit Unions	3	N.A.
Commercial	7	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: City 17,811 (1980)

7 - ELECTRIC METERS: Residence 7,710

8 - GAS METERS: Residence 8,163

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Food Products ($260); Meat Processing ($259); Dairy Products ($278), Construction ($332); Railway ($229).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 13; Barbers 10; Jewelers 7; Painters 12; Plumbers 21; Radio Electric 4; Real Estate & Ins. 14; Restaurants 32; Stationery 3; Ladies Apparel 11; Childrens Wear 5; Men's Wear 7; Auto Sales & Garages 9; Service Stations 22; Bakeries 5; Shoe Stores 5; Building Materials 9; Cleaners & Dyers 5; Dairies 2; Dept. & Variety Stores 1; Drug Stores 12; Farm Implements 14; Furniture Stores 18.
Chain Drug Stores-Rexall 3; Duncan's 2; White Cross; Shopper's Drugmart.
Chain Supermarkets-Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; I.G.A. 3.
Other Chain Stores-Agnew-Surpass; Singer Co.; Simpson-Sears; Sherwin-Williams; Beaver Lbr.; Woolworth's; S.S. Kresge; Metropolitan; Sally; Saan; McLeod's Ltd.; Firestone; North-American Lbr.; T. Eaton; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book Store.

14 - NEWSPAPERS: HERALD (e) 10,047; Mar. 31, 1982 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub. & Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative: Thomson Newspapers.

REGINA, SASK.

1 - LOCATION: Division 6, E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary; 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-90.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound; Moose Mountain.
Airlines-Air Canada; Norcanair; Pacific Western; Frontier Airlines; Canadian Pacific.

3 - POPULATION:
Corp. City 81 Cen. 162,613
CZ-ABC: (76) 149,593; (82) 164,000
Bal. in PMA-ABC: (76) 330,919; (82) 333,000
Met. Area 81 Cen. 164,313
Total PMA-ABC: (76) 480,512; (82) 497,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 58,557
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 49,395; (82) 59,300
Bal. in PMA-ABC: (76) 106,755; (82) 120,700
Total PMA-ABC: (76) 156,150; (82) 180,000

5 - BANKS:	NUMBER	EST. DEP.
Savings	50	N.A.
Trust	18	N.A.
Loan	15	N.A.
Credit Union	20	N.A.

6 - PASSENGER AUTOS: City 93,035

7 - ELECTRIC METERS: Residence 58,000

8 - GAS METERS: Residence 48,000

9 - PRINCIPAL INDUSTRIES: Government; Steel; Meat Processing; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Distribution Centre; Communications; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equipt.; Gases; Dry Ice; Chemicals; Steel; Total Employed 86,000, Av Wkly. Wage $320.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring-2626; Summer-3-37; Fall-3-28; Winter-37-5. First killing frost, Sept. 30. Last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:Principal Shopping Centers-6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.
Neighborhood Shopping Centers-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St.
Shopping Centers-Avon Centre 14; Broad Plaza 5; Broadway 10; Cornwall Centre 75; Eatons Mall 16; Golden Mile Plaza 40; Gordon Road 11; Glen Cairn Shopping Centre 14; Hill Ave. 11; Hillsdale Centre 7; Midtown Plaza 35; Normanview 40; Northgate 70; Park Plaza 7; Regent Park 16; Regina Inn Centre 21; Riverheights 13; Scarth St. Mall 40; Southland Mall 54; Sherwood Village 40; Thirteenth Ave. Centre 9; Whitmore Park 7.
Principal Shopping Days-Mon. thru Sat.; Open Thurs. eve.

13 - RETAIL OUTLETS: Department Stores-Army & Navy; T. Eaton Co.; Saan Stores Ltd.; Sears Ltd.; Sherwood Co-op Assoc. Ltd.; The Bay; Woolco; Gamble's; Robinson Stores; Zeller's 2.
Variety Stores-Kresge; Woolworth; Metropolitan; Zeller's; Robinson.
Chain Drug Stores-Boots 3; Pinders-Rexall 6; Bi-Rite 5; White Cross 4; Shoppers 2; Arp Drugs 8.
Chain Supermarkets-Safeway 8; Dominion 5; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Econo Mart 2.
Other Chain Stores-Shoes: Agnew Surpass, Bata, Kinney, Reward, Sterling, Chandler, Duet, Naturalizer, Fredelle, Maher, Julia, Lewis, Boutique Aldo, Agnew, Aggies; Jewelry: People's, Credit, Henry Birks, Mappins, O.B. Allan, Juniors Kitchen Boutique, Picadilly Gifts, Zales, Heinrichs Gem Centre, R & R Merchants, Ben Moss; Clothing: Dalmy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K Maternity, D'Allaird's, Sally's, Tip Top Tailors, Reitman's, Mortons, P3, Suzy Shier, Mannequin, Ricki's, Fairweather, Cactus, Town & Country, Cojana, Smart Set, Irene Hill, Ayres, J. Michaels, Liz POrter, This is Maggie, Antels, Chantel, Addition-Elle, Modissa, Suzy Creamcheese, Boutique Marie Claire, The Loft, Big Steel Man, George Richards Kingsize Clothes, Bootlegger; Automotive: Uniroyal, Dunlop, Firestone 3, B.F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2, Triangle Auto; Other: Radio Shack, Laura Secord, Sam The Record Man, Kelly's, Bumper to Bumper 2, Classic Book Shop, Caprice Cards, Astral Photo, Willson Office Specialty, Coles Books, Mr. Sound Records & Tapes, Happy Hour Card'n'Party Shop, A & A Records, One Hour Photo, Foot Locker (athletic supplies), Lewiscraft Hobbies & Crafts, Hans Christian Toys, The Teachers Store (educ. toys & suppl.), The Drapery Shoppe, Samco Electronics, Andrea's Bath Boutique, The Key Man, Big Brothers T-Shirts, Punchy's Posys.

14 - NEWSPAPERS: LEADER-POST (e) 69,670; Mar. 31 1982 ABC.
Local Contact for Advertising and Merchandising Data: George Crawford, Dir. Adv., LEADER-POST, Victoria Ave. & Park St., Regina SK S4P 3G4; Tel. (306) 565-8211.
National Representatives: Landon Associates; D. Antill, Buttonville Airport-Markham, Ont. (Canada).

SASKATOON, SASK.

1 - LOCATION: Division 11, E&P Map B-3. On South Saskatchewan River. 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11 and 14.

2 - TRANSPORTATION: Railroads-CN; CP.
Motor Freight Carriers-5.
Intercity Bus Lines-Saskatoon Transit; Saskatchewan Transportation; Greyhound; Western Trailways.
Air Service-Ray's Flying Service; Mitchison's Flying Service.
Airlines-Air Canada; Norcanair; Pacific Western/Transair.

3 - POPULATION:
Corp. City 81 Cen. 154,210
Met. Area 81 Cen. 154,210
CZ-ABC: (76) 133,750; (82) 147,100
RTZ-ABC: (76) 304,949; (82) 334,900
City & RTZ-ABC: (76) 438,699; (82) 482,000

4 - HOUSEHOLDS:
City 81 Cen. 58,177
Met. Area 81 Cen. N.A.
CZ-ABC: (76) 44,800; (82) 54,900
RTZ-ABC: (76) 92,585; (82) 113,000
City & RTZ-ABC: (76) 137,385; (82) 167,900

5 - BANKS:	NUMBER	EST. DEP.
Savings & Comm.	37	N.A.

6 - PASSENGER AUTOS: City Est. 84,500 (1980)

7 - ELECTRIC METERS: Residence 44,148

8 - GAS METERS: Residence 35,752

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-R.R. 1,500; Dairy 310; Flour Mills 185; Meat Packing 784; Meats 300-400; Gasoline 100; Road Machinery 65; Iron Works 75; Brewery 155; Cereal 200; Fibreboard 28; Potash 2,000; Chemicals Mfg. 155; Garment Mfg. 600; Electronics 250. Av. Weekly Wages $198.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-89; Summer -34-93; Fall -7-75; Winter -40-35. First killing frost, Sept. 4. Last killing frost, May 8.

11 - TAP WATER: Alkaline, hard; fluoridated, artificially softened.

12 - RETAILING:Principal Shopping Centers-Midtown Plaza (1st Ave., Idlywyld) enclosed, 62 units with 12 story office bldg., theatre-underground, surface park 1,851 cars; 5 blocks on 2nd Ave.; 4 on 3rd Ave.; 3 in 21st St.; E. 4 on 20th Street West.
Neighborhood Shopping Centers (No. of stores)Nutana 5 blocks; Mayfair 5 blocks; Pleasant Hill 1 block; Broadway 1 block; Grosve-

nor Park (45); Avalon (17); Cumberland (20); Haultian (4); Mount Royal (10); Westgate (15); Ford's (6); Co-Op (33); Churchill (13); Market Mall (33); Zeller's County Fair (4); Confederation Park Plaza (30); Wildwood Mall (30).

Principal Shopping Days-Thurs., Sat.

Stores Close-Wed. afternoon.

Stores Open Evenings-Thurs.

13 - RETAIL OUTLETS: Department Stores-The Bay; Eaton's; Simpsons-Sears; Army & Navy; MacLeod's; Robinson; Saan; Zeiler's; Woolco; Co-op Center; Gamble's.

Variety Stores-Kresge's; Woolworth; Metropolitan.

Chain Drug Stores-Pinders 7; ARP 8; Valu Drugs 3; Action Drugs 3; Others 20.

Chain Supermarkets-Safeway 8; OK Economy 12; Red & White 2; Loblaw's; Shop-Rite 12; Dominion 2; IGA 9; Economart 2; Independent 36; Super Valu 2.

Other Chain Stores-Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; Villager; Hollingsworth; D'Aillards; People's Credit; Birk's; Reitmans's; United Cigar; Acme; Canadian Tire; Coles; Darling Hat; Tip Top; Firestone.

14 - NEWSPAPERS: STAR-PHOENIX (e) 56,851; Mar. 31, 1982 ABC.

Local Contact for Advertising and Merchandising Data: Richard D. Thompson, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 652-9200.

National Representatives: D. Antill; Landon Assoc.

YUKON SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981
Under 5 Years	NA	8
5-14 Years	NA	14
15-24 Years	NA	15
25-44 Years	NA	22
45-64 Years	NA	8
65 and Over	NA	2
TOTAL	NA	69

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983
General Mdse.	NA	141
Apparel	NA	6
Furniture	NA	1
Groceries	NA	65
Lumber/Bldg. Mat.	NA	4
Restaurants	NA	3
Autos	NA	48
Gasoline/Fuel Oil	NA	7
Drugs	NA	1
TOTAL	NA	342

Source: Census of Canada/Retail Trade

*Note: Population and retail sales figures above include both the Yukon and the Northwest Territories.

WHITEHORSE, YK.

1 - LOCATION: In Yukon election district on Yukon River, 1,000 air mi. N of Vancouver, B.C. Provincial & territorial capitol of Yukon NW Territory. Bounded on the N by the Artic Ocean, on the E by the Mackenzie District of the NW Territories, on the S by British Columbia, and on the W by Alaska. Mining & lumber region. The famous Klondike gold producing region is located in the Yukon.

2 - TRANSPORTATION: Railroads-White Pass; Yukon Railway.

3 - POPULATION:
Corp. City 81 Cen. 14,814
Yukon District 81 Cen. 23,153

4 - HOUSEHOLDS:
City 81 Cen. 5,065
Yukon District 81 Cen. 7,899

5 - BANKS: **N.A.**

6 - PASSENGER AUTOS: Yukon Dist. 8,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mining, Copper; Antimony; Molybdenite; Silver; Forestry.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STAR (e) 5,060; sworn Dec. 31, 1981.

Local Contact for Advertising and Merchandising Data: Mrs. Jackie Pierce, Adv. Mgr., STAR, 2149 Second Ave., Whitehorse, Yukon Terr., Y1A 1C5; Tel. (403) 667-4481.

National Representative: None.

In the great and growing

CANADIAN MARKET

. . . newspapers sell best!

ABOUT CANADIAN NEWSPAPERS:

The Editor & Publisher 1983 YEAR BOOK carries a complete section of data on Canadian newspapers . . . a complete list of Canadian daily newspapers, giving circulations, advertising rates, news services, special editions and supplements published; also names of corporate, editorial, advertising personnel, mechanical personnel and equipment used. The Canadian section of the YEAR BOOK also contains lists of carrier and employee publications, newspaper groups, advertising clubs, foreign language newspapers—plus a complete list of Canadian weekly and semi-weekly newspapers. If you're selling in Canada, you'll find this book indispensable.

$50 a copy in
U.S. and Canada.
All other areas, $65.

Editor & Publisher
1983 YEAR BOOK

SECTION IV

Population, income, retail sales tables

1983 estimates of population, income, retail sales, food sales—U.S. and Canada

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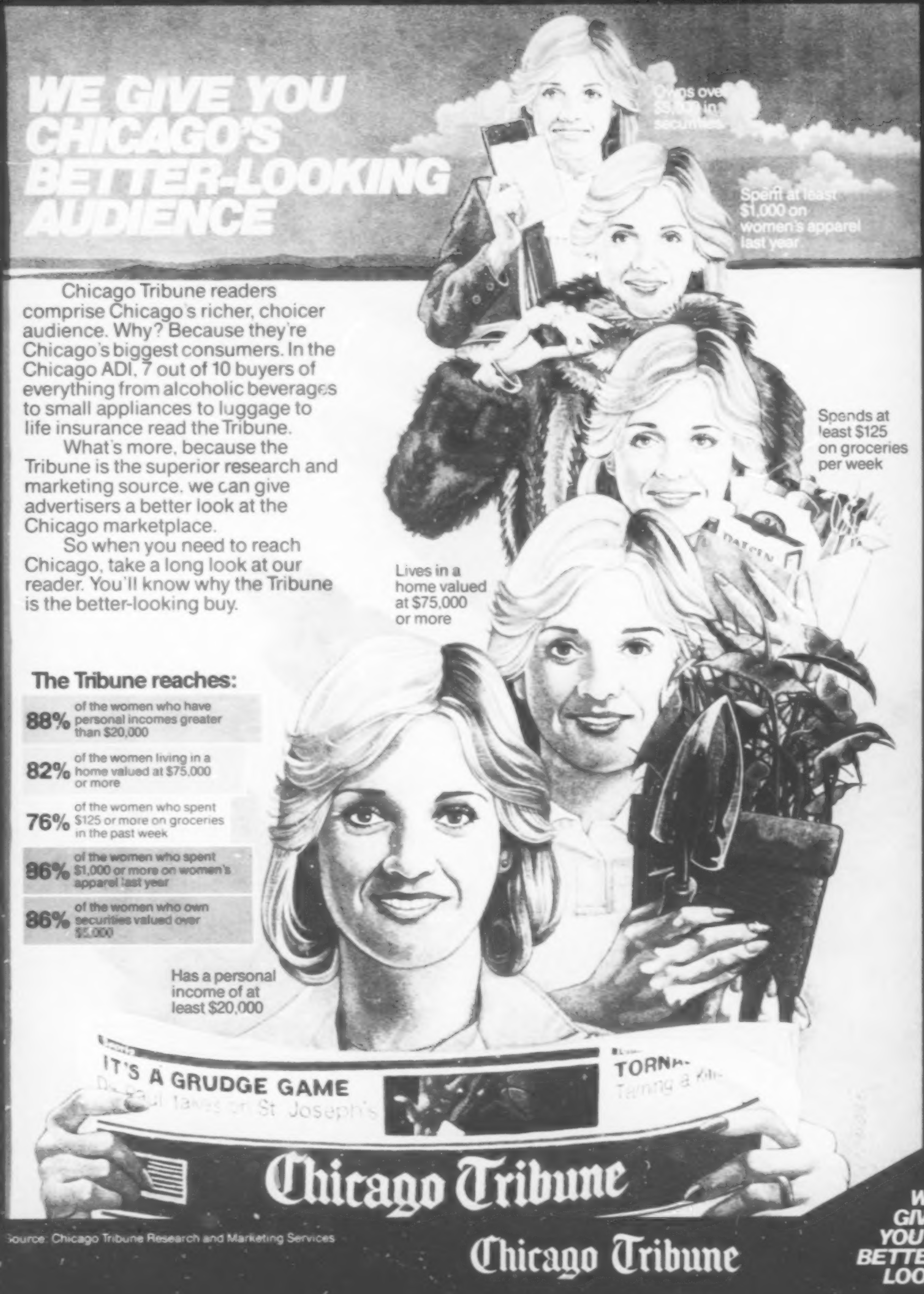
U.S. DAILY NEWSPAPER MARKETS
Metro areas (SMSAs), counties, cities

States	Pop., Income Tables	Ret. Sales Tables
Alabama	3	80
Alaska	4	81
Arizona	5	82
Arkansas	6	82
California	7	84
Colorado	10	87
Connecticut	12	88
Delaware	12	89
Dist. of Columbia	13	89
Florida	13	89
Georgia	15	91
Hawaii	18	93
Idaho	18	94
Illinois	19	94
Indiana	22	97
Iowa	24	99
Kansas	26	101
Kentucky	28	103
Louisiana	30	105
Maine	31	107
Maryland	32	107
Massachusetts	33	108
Michigan	34	109
Minnesota	36	111
Mississippi	38	112
Missouri	39	114
Montana	42	116
Nebraska	43	117
Nevada	44	118
New Hampshire	45	119
New Jersey	45	119
New Mexico	46	120
New York	47	121
North Carolina	49	123
North Dakota	51	125
Ohio	52	126
Oklahoma	55	128
Oregon	57	130
Pennsylvania	58	131
Rhode Island	60	134
South Carolina	61	134
South Dakota	62	135
Tennessee	63	136
Texas	65	138
Utah	70	143
Vermont	71	143
Virginia	71	144
Washington	73	146
West Virginia	74	147
Wisconsin	76	148
Wyoming	77	149

DAILY NEWSPAPER MARKETS—CANADA

Provinces Metro Areas Cities	Pop., Income Tables	Ret. Sales Tables
All Canadian markets	78	150



WE GIVE YOU CHICAGO'S BETTER-LOOKING AUDIENCE

Chicago Tribune readers comprise Chicago's richer, choicer audience. Why? Because they're Chicago's biggest consumers. In the Chicago ADI, 7 out of 10 buyers of everything from alcoholic beverages to small appliances to luggage to life insurance read the Tribune.

What's more, because the Tribune is the superior research and marketing source, we can give advertisers a better look at the Chicago marketplace.

So when you need to reach Chicago, take a long look at our reader. You'll know why the Tribune is the better-looking buy.

The Tribune reaches:

88%	of the women who have personal incomes greater than $20,000
82%	of the women living in a home valued at $75,000 or more
76%	of the women who spent $125 or more on groceries in the past week
86%	of the women who spent $1,000 or more on women's apparel last year
86%	of the women who own securities valued over $5,000

Owns over $5,000 in securities
Spent at least $1,000 on women's apparel last year
Spends at least $125 on groceries per week
Lives in a home valued at $75,000 or more
Has a personal income of at least $20,000
IT'S A GRUDGE GAME
De Paul takes on St. Joseph's
TORNA
Taming a kil
Chicago Tribune

Source: Chicago Tribune Research and Marketing Services

Chicago Tribune

WE GIVE YOU A BETTER LOOK

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate Income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
U.S. TOTALS	226,504,406	234,741,682	3.6	87,126,981	1799,444,111	2,287,104,650	9,743	26,250	2,479,866	68,480,786	74,917,425
ALABAMA	3,890,061	3,992,558	2.6	1,439,438	24,690,948	30,948,443	7,752	21,500	57,540	1,263,888	946,933
ALASKA	400,481	430,599	7.5	147,494	4,122,916	5,532,146	12,848	37,508	383	4,926	8,122
ARIZONA	2,717,866	2,951,959	8.6	1,088,769	20,047,331	26,405,866	8,945	24,253	7,676	727,354	979,223
ARKANSAS	2,285,513	2,347,266	2.7	877,200	14,224,321	18,148,904	7,732	20,690	58,788	1,611,497	1,825,112
CALIFORNIA	23,668,562	25,073,084	5.9	9,564,753	217,301,332	280,588,263	11,191	29,336	81,863	4,220,608	9,682,353
COLORADO	2,888,834	3,093,338	7.1	1,187,224	24,036,216	31,539,518	10,196	26,566	29,687	2,012,335	1,072,942
CONNECTICUT	3,107,576	3,170,387	2.0	1,166,867	29,794,202	36,280,137	11,443	31,092	4,602	186,037	142,071
DELAWARE	595,225	605,505	1.7	220,715	4,795,857	5,972,122	9,863	27,058	3,615	271,539	120,967
DIST. OF COLUMBIA	637,651	626,041	−1.8	259,453	6,296,384	7,863,296	12,560	30,307	N.A.	N.A.	N.A.
FLORIDA	9,739,992	10,917,693	12.1	4,381,949	73,892,567	99,318,421	9,097	22,665	44,165	1,029,384	3,009,125
GEORGIA	5,464,265	5,758,061	5.4	2,062,115	36,450,863	47,621,742	8,270	23,094	58,682	1,739,818	1,537,682
HAWAII	964,856	1,010,764	4.8	322,461	7,583,637	9,962,302	9,856	30,895	4,312	88,171	383,386
IDAHO	943,935	985,865	4.4	354,740	6,673,753	8,440,151	8,561	23,792	26,506	956,202	1,322,020
ILLINOIS	11,418,461	11,574,410	1.4	4,286,496	101,136,361	122,991,490	10,626	28,693	109,770	2,224,893	5,419,988
INDIANA	5,490,179	5,517,762	.5	2,025,538	41,075,415	49,485,858	8,968	24,431	88,458	1,701,855	2,615,650
IOWA	2,913,387	2,920,587	.2	1,104,406	22,547,730	27,881,591	9,547	25,246	126,379	5,725,464	4,989,996
KANSAS	2,363,208	2,423,392	2.5	935,261	19,918,066	24,782,168	10,226	26,498	77,087	3,177,414	2,314,656
KENTUCKY	3,661,433	3,714,412	1.4	1,340,144	23,993,301	29,841,382	8,034	22,267	110,002	1,358,683	1,423,900
LOUISIANA	4,203,972	4,451,574	5.9	1,561,968	30,198,403	40,312,418	9,056	25,809	38,973	452,465	1,261,207
MAINE	1,124,660	1,156,666	2.8	424,975	7,574,635	9,635,774	8,331	22,674	8,177	279,936	184,775
MARYLAND	4,216,446	4,340,822	2.9	1,572,477	35,301,753	45,121,085	10,395	28,694	18,985	697,142	364,151
MASSACHUSETTS	5,737,037	5,820,179	1.4	2,156,694	47,512,172	56,203,866	9,657	26,060	5,905	136,853	195,937
MICHIGAN	9,258,344	9,288,533	.3	3,351,280	75,718,602	94,423,108	10,166	28,175	68,158	1,111,057	1,678,160
MINNESOTA	4,077,148	4,136,614	1.5	1,533,386	32,317,645	41,403,081	10,009	27,001	102,984	3,390,413	3,521,641
MISSISSIPPI	2,520,638	2,574,127	2.1	883,860	14,211,316	18,038,126	7,007	20,408	54,306	863,677	1,382,504
MISSOURI	4,917,444	5,005,407	1.8	1,909,600	36,813,044	46,489,474	9,288	24,345	121,826	2,313,920	1,910,100
MONTANA	786,415	807,782	2.7	304,881	5,537,607	7,256,288	8,983	23,800	24,501	629,058	854,196
NEBRASKA	1,570,006	1,598,169	1.8	608,329	11,708,883	15,313,414	9,582	25,173	65,991	3,520,799	2,855,229
NEVADA	799,184	921,905	15.4	366,991	6,946,997	9,342,558	10,134	25,457	2,880	133,245	80,625
NEW HAMPSHIRE	920,610	968,127	5.2	355,863	7,126,199	9,149,068	9,450	25,710	3,304	70,510	26,706
NEW JERSEY	7,364,158	7,465,458	1.4	2,701,393	67,192,032	85,480,864	11,450	31,643	9,932	106,229	353,081
NEW MEXICO	1,299,968	1,370,612	5.4	486,033	8,791,907	11,146,155	8,132	22,933	14,288	542,388	300,579
NEW YORK	17,557,288	17,677,842	.7	6,670,574	146,054,493	184,383,087	10,430	27,641	49,323	1,876,071	844,702
NORTH CAROLINA	5,874,429	6,102,248	3.9	2,218,422	39,112,731	49,729,006	8,149	22,416	89,477	1,585,435	2,650,855
NORTH DAKOTA	652,695	668,800	2.5	244,092	4,853,935	6,836,204	10,222	28,007	41,172	594,031	2,208,798
OHIO	10,797,419	10,824,592	.3	4,018,778	85,320,841	105,376,115	9,735	26,221	95,821	1,428,635	2,020,944
OKLAHOMA	3,025,266	3,222,376	6.5	1,246,261	23,350,613	30,847,727	9,573	24,752	79,530	1,831,799	1,046,825
OREGON	2,632,663	2,709,801	2.9	1,066,923	20,610,857	25,143,609	9,279	23,566	34,875	570,718	1,143,940
PENNSYLVANIA	11,866,728	11,960,865	.8	4,449,005	92,603,780	116,112,840	9,708	26,099	59,973	2,147,612	758,011
RHODE ISLAND	947,154	962,430	1.6	359,696	7,347,451	9,378,460	9,745	26,073	865	14,154	1[illegible],556
SOUTH CAROLINA	3,119,208	3,263,153	4.6	1,126,507	19,563,768	24,456,893	7,495	21,710	33,450	398,576	718,767
SOUTH DAKOTA	690,178	692,283	.3	254,135	4,538,611	5,996,313	8,662	23,595	39,667	1,865,430	923,889
TENNESSEE	4,590,750	4,692,156	2.2	1,723,326	30,481,729	38,655,113	8,238	22,431	96,792	838,733	996,903
TEXAS	14,228,383	15,533,345	9.2	5,629,040	115,794,914	155,357,568	10,002	27,599	194,461	5,423,442	4,631,083
UTAH	1,461,037	1,609,854	10.2	516,843	9,285,348	12,204,182	7,581	23,613	13,843	412,821	142,084
VERMONT	511,456	528,364	3.3	192,567	3,380,412	4,236,204	8,018	21,999	7,304	365,645	30[illegible]84
VIRGINIA	5,346,279	5,573,618	4.3	2,029,255	41,880,278	53,557,217	9,609	26,393	56,685	911,026	732,582
WASHINGTON	4,130,163	4,378,255	6.0	1,707,551	36,452,027	46,003,430	10,507	26,941	37,778	896,004	2,009,061
WEST VIRGINIA	1,949,644	1,983,575	1.7	730,305	13,063,151	15,878,289	8,005	21,742	20,619	163,449	53,642
WISCONSIN	4,705,335	4,814,459	2.3	1,768,091	36,131,638	44,621,618	9,268	25,237	90,006	4,146,475	1,069,450
WYOMING	470,816	524,008	11.3	192,857	4,085,137	5,411,696	10,328	28,061	8,500	462,768	153,032

FOR TOTAL SELLING, IT TAKES TWO . . .

Editor & Publisher **Editor & Publisher**

MARKET GUIDE **YEARBOOK**

New data every year about American markets and newspapers—the No. 1 ad medium.

NATIONWIDE SUMMARY OF RETAIL SALES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	S&P 1982 estimate	S&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	723,960,463	1,081,379,608	1,117,906,737	98,200	32,018,433	48,893	137,843,193	201,949	264,719,760	130,990	191,271,046	176,426	104,912,411	140,119	51,760,286	128,578	45,736,393	368,031	108,231,721	49,360	36,860,908
ALABAMA	10,704,900	14,988,915	15,346,174	1,578	860,970	1,316	1,880,734	3,887	3,840,134	2,106	3,112,720	3,302	1,410,123	2,511	781,274	2,403	600,090	4,102	1,112,670	1,034	467,209
ALASKA	1,798,030	2,279,381	2,399,035	186	160,441	161	303,759	365	360,953	244	343,990	304	152,766	231	80,015	219	64,936	764	346,672	86	101,009
ARIZONA	8,160,933	13,876,414	14,383,890	900	730,680	550	1,787,918	2,337	3,666,770	1,487	2,903,630	1,606	1,402,301	1,332	483,630	1,638	660,750	4,134	1,334,219	435	304,307
ARKANSAS	6,382,730	9,177,643	9,439,877	1,136	308,383	748	1,063,844	3,095	2,351,980	2,333	1,086,340	2,407	891,790	1,731	439,084	1,371	393,246	2,080	630,404	634	396,906
CALIFORNIA	81,057,855	123,306,415	127,092,081	8,113	3,893,715	3,231	15,803,701	21,115	29,460,736	12,737	30,080,109	14,380	10,878,240	15,346	5,386,007	15,400	4,084,272	40,030	14,031,094	4,311	4,919,106
COLORADO	9,834,394	16,708,390	17,367,371	1,300	1,046,980	495	2,002,349	2,177	3,901,313	1,869	3,062,381	2,485	1,339,316	1,812	739,139	2,183	763,306	3,884	1,919,510	336	436,931
CONNECTICUT	10,428,000	15,086,987	15,467,668	1,193	660,783	571	1,768,129	3,307	3,812,380	1,538	2,106,334	2,315	1,438,910	1,940	774,514	2,086	391,760	3,169	1,431,860	753	448,990
DELAWARE	2,138,300	3,234,099	3,343,374	233	108,376	139	484,392	680	707,931	343	462,163	433	303,280	366	147,986	336	144,114	863	280,733	133	118,040
DIST. OF COLUMBIA	2,084,444	2,770,108	2,817,311	70	43,086	68	231,633	538	498,937	103	313,343	330	216,360	435	394,928	366	132,271	1,198	340,230	149	109,767
FLORIDA	21,412,080	37,166,008	40,467,909	4,390	2,397,932	1,932	7,361,307	11,379	14,697,416	6,089	10,545,464	7,287	3,358,330	6,830	2,309,776	6,669	2,674,864	13,673	6,365,045	1,964	2,272,144
GEORGIA	15,913,016	24,087,001	24,881,133	2,033	1,182,913	1,907	2,174,640	7,495	3,863,389	3,893	4,475,387	3,066	2,349,003	3,367	1,098,719	3,333	940,943	6,348	2,170,160	1,428	830,294
HAWAII	3,294,118	3,083,401	3,238,106	194	108,817	209	939,980	876	1,104,811	391	387,876	413	332,103	733	380,783	444	140,260	1,637	839,713	113	380,147
IDAHO	3,016,361	4,572,399	4,730,918	356	302,604	226	421,693	966	1,132,473	830	911,843	630	436,236	309	181,495	790	311,699	1,793	436,360	213	172,927
ILLINOIS	39,215,080	51,337,044	52,336,330	4,117	2,222,873	2,319	6,498,790	8,097	10,933,394	5,379	8,848,674	7,813	4,082,798	7,068	2,737,632	6,384	2,130,472	20,704	5,412,487	2,445	1,867,943
INDIANA	18,266,271	23,394,733	23,863,080	2,533	1,230,106	1,183	3,339,173	4,234	3,638,301	2,784	4,807,870	4,867	2,910,740	2,948	983,393	3,334	992,961	8,323	2,390,066	1,233	932,160
IOWA	9,032,770	13,260,237	13,314,316	2,184	907,980	991	1,501,193	2,509	2,903,693	2,130	2,334,308	3,404	1,390,837	2,080	331,240	2,311	334,429	6,193	1,326,616	708	391,138
KANSAS	7,096,301	11,067,830	11,371,980	1,487	668,010	623	1,467,243	2,080	2,462,709	2,037	2,334,337	2,466	1,190,080	1,681	319,286	1,909	480,233	4,368	986,870	593	393,910
KENTUCKY	10,491,660	15,087,308	15,433,687	1,404	830,117	1,080	1,667,383	3,400	2,970,383	2,736	2,708,390	3,403	1,809,133	2,040	607,012	2,060	597,409	4,413	1,337,642	910	324,331
LOUISIANA	12,417,164	19,857,887	20,696,931	1,308	962,693	1,045	2,663,461	3,801	5,399,436	2,439	2,729,475	2,980	1,733,275	2,476	1,066,018	2,169	836,392	6,382	1,853,322	1,088	698,326
MAINE	3,013,743	3,282,690	3,439,990	460	300,733	323	337,760	1,822	1,410,471	935	887,419	903	438,820	379	183,391	673	134,090	1,814	431,899	288	137,483
MARYLAND	14,377,108	21,040,841	21,667,383	1,128	680,967	648	2,098,416	4,033	3,187,233	1,836	3,471,140	2,485	2,181,720	2,160	967,826	2,094	830,940	3,726	2,083,873	771	793,383
MASSACHUSETTS	18,474,300	27,323,488	28,089,446	1,831	990,498	1,393	3,343,320	3,743	6,787,084	2,834	3,530,080	3,882	2,314,903	3,340	1,488,134	3,234	980,044	9,048	3,017,487	1,497	883,943
MICHIGAN	31,677,336	42,463,084	43,181,878	3,712	1,987,670	1,372	5,486,375	9,083	9,773,680	4,970	8,330,416	6,373	4,261,337	4,649	2,110,764	3,042	1,811,371	13,836	4,878,218	1,899	1,473,140
MINNESOTA	13,366,601	19,624,519	20,101,894	2,333	1,490,143	812	2,432,880	3,709	3,961,044	2,339	3,388,315	3,380	2,141,213	2,398	837,486	2,880	768,430	6,315	1,900,082	800	370,388
MISSISSIPPI	6,184,390	8,880,990	9,030,990	993	437,647	930	1,034,980	4,440	2,483,641	2,049	1,848,490	1,902	808,076	1,640	489,322	1,491	387,740	2,809	686,376	702	392,474
MISSOURI	15,920,087	21,720,072	22,130,088	2,298	1,089,401	1,343	2,954,987	4,910	4,982,982	4,130	4,061,034	3,008	2,316,636	2,990	908,389	3,088	817,241	8,046	2,043,102	1,166	638,640
MONTANA	2,847,330	4,278,348	4,430,937	617	349,327	317	302,312	890	1,089,390	635	770,393	948	589,713	553	300,034	603	168,812	2,083	473,086	218	138,837
NEBRASKA	5,143,300	7,379,480	7,379,130	1,140	433,709	447	963,440	1,422	1,356,381	1,338	1,327,309	1,730	943,396	988	337,646	1,191	343,783	3,189	776,336	401	310,673
NEVADA	3,060,163	5,388,630	5,569,679	387	312,443	131	683,831	378	1,162,972	476	946,913	641	643,080	515	336,733	468	303,980	1,356	381,400	138	377,318
NEW HAMPSHIRE	3,387,433	3,434,430	3,666,389	313	344,108	301	356,330	1,182	1,482,064	461	891,971	704	473,493	388	311,236	460	180,238	1,342	463,660	289	132,537
NEW JERSEY	24,386,[illegible]	34,037,836	34,870,943	2,230	1,124,373	1,048	4,080,312	9,006	8,937,380	3,151	4,910,239	3,330	3,876,575	3,623	1,919,987	4,031	1,413,080	12,980	3,360,866	1,901	884,679
NEW MEXICO	4,021,781	6,396,690	6,342,330	517	332,980	389	699,368	1,234	1,484,734	880	1,301,858	1,389	730,793	817	387,853	799	264,043	2,061	624,083	252	183,844
NEW YORK	70,697,780	74,619,010	76,910,084	3,449	2,307,144	2,973	9,410,996	22,873	20,335,898	6,808	9,165,919	9,348	3,334,967	13,361	4,687,742	9,255	3,004,392	32,997	8,174,726	4,027	2,493,849
NORTH CAROLINA	16,842,308	25,201,730	26,031,066	2,352	1,467,484	1,889	2,943,347	9,206	4,436,239	4,891	4,812,021	5,775	2,348,327	3,873	1,176,738	3,903	1,142,272	7,123	2,027,840	1,348	892,086
NORTH DAKOTA	2,249,761	2,374,101	3,721,876	634	336,067	178	347,838	693	675,462	462	772,939	687	409,201	484	206,149	500	145,604	1,493	354,237	169	119,447
OHIO	35,[illegible],455	48,310,322	49,282,406	4,083	2,033,030	1,917	7,193,389	10,834	11,788,233	5,819	8,788,653	8,020	5,211,738	5,187	1,781,195	6,201	1,910,129	17,982	4,774,803	2,086	1,487,911
OKLAHOMA	9,228,116	16,061,387	16,942,615	1,369	872,806	782	1,934,325	3,503	4,227,045	2,843	3,489,354	3,063	1,469,138	2,195	962,920	2,134	700,254	5,101	1,474,083	747	404,070
OREGON	9,347,998	13,399,878	13,762,184	1,439	807,307	481	1,773,744	2,729	2,931,381	1,747	2,539,443	2,185	1,171,415	1,382	546,183	1,915	635,602	4,578	1,446,670	492	448,384
PENNSYLVANIA	37,244,196	50,672,022	51,694,920	4,615	2,054,622	2,357	6,692,386	14,515	12,426,182	7,087	8,373,680	8,994	4,733,430	7,640	2,382,869	6,810	1,986,059	21,361	4,577,380	2,708	1,548,986
RHODE ISLAND	2,802,147	3,701,487	3,802,605	323	160,813	184	433,029	1,107	936,087	338	323,824	697	352,563	367	183,586	513	127,032	1,829	382,308	338	133,326
SOUTH CAROLINA	8,350,209	12,766,171	13,226,305	1,180	735,745	1,020	1,490,867	3,008	3,476,622	2,545	2,299,334	3,001	1,370,378	1,999	619,658	1,929	519,312	3,796	1,031,383	740	430,393
SOUTH DAKOTA	2,184,066	3,061,945	3,134,098	598	231,841	201	263,908	776	632,723	531	564,351	861	417,242	519	163,162	325	120,322	1,380	302,832	306	121,764
TENNESSEE	13,709,641	20,096,897	20,903,821	1,793	1,075,707	1,325	2,557,657	6,849	4,968,716	3,702	4,159,935	4,090	2,114,362	2,927	877,233	2,801	813,445	5,884	1,672,742	1,125	645,471
TEXAS	45,816,345	85,706,713	91,317,232	5,176	3,997,652	2,992	11,267,356	17,011	21,252,131	11,388	18,615,179	12,747	8,357,823	8,968	4,636,722	8,850	3,663,672	22,246	8,208,153	3,102	2,712,398
UTAH	4,146,168	6,486,474	6,740,409	509	411,435	267	839,761	1,011	1,460,338	800	1,283,114	1,149	726,510	733	261,330	948	337,220	1,964	571,927	249	219,351
VERMONT	1,667,623	2,309,329	2,361,366	332	136,610	222	193,705	815	391,815	414	355,065	540	232,145	324	83,089	360	69,927	920	185,302	140	54,109
VIRGINIA	16,544,567	26,752,587	27,930,047	1,392	1,187,124	1,463	3,336,303	6,183	6,792,344	3,090	4,907,389	3,992	3,013,160	2,544	1,159,728	1,854	1,112,202	6,398	2,318,573	974	1,024,927
WASHINGTON	13,503,242	20,399,345	21,098,305	1,776	1,215,520	584	2,386,151	3,588	4,910,305	2,640	3,342,985	3,005	1,765,699	1,815	899,896	2,917	932,344	8,398	2,330,770	819	862,019
WEST VIRGINIA	3,676,173	7,900,243	8,081,274	710	481,364	706	1,056,861	2,662	2,137,880	1,189	1,490,723	1,818	833,402	913	322,343	1,062	332,644	2,727	539,864	307	288,637
WISCONSIN	14,930,207	20,113,780	20,49[illegible],715	2,307	1,166,274	1,125	2,511,148	4,210	4,576,418	2,349	3,410,046	4,043	2,062,657	2,396	722,260	2,846	830,870	13,880	2,312,047	998	306,978
WYOMING	1,654,015	2,842,370	2,992,133	387	229,443	151	220,912	331	610,847	307	508,032	647	464,479	334	133,565	301	108,843	866	291,748	109	88,832

EDITOR & PUBLISHER'S

POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES* AND DATA FOR 1983

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1983 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,890,061	3,992,558	2.6	1,439,438	24,690,948	30,948,443	7,752	21,500	57,540	510,311	413,435
STANDARD METROPOLITAN STATISTICAL AREAS											
Anniston, Ala.	116,936	120,736	3.2	41,841	681,627	964,104	7,985	23,042	668	3,509	2,764
Birmingham, Ala.	847,360	859,227	1.4	321,981	5,978,766	7,461,019	8,683	23,172	2,228	8,967	16,961
Columbus, Ga.-Ala	239,196	244,487	2.2	83,753	1,640,698	1,848,270	7,560	22,068	351	5,015	120
Florence, Ala.	135,023	140,698	4.2	51,711	874,998	1,331,127	9,461	25,742	2,108	21,192	13,345
Gadsden, Ala.	103,057	104,452	1.4	39,085	505,353	735,271	7,039	18,812	943	3,354	5,290
Huntsville, Ala.	308,593	316,007	2.4	113,490	1,921,002	2,538,593	8,033	22,368	4,179	54,793	17,302
Mobile, Ala.	442,819	462,937	4.5	163,850	2,563,380	3,237,374	6,993	19,758	2,121	53,047	7,466
Montgomery, Ala.	272,687	285,393	4.7	101,445	1,766,352	2,058,807	7,214	20,295	1,970	24,030	20,563
Tuscaloosa, Ala.	137,473	141,056	2.6	50,243	826,227	953,062	6,757	18,969	619	4,736	3,046
COUNTIES, Cities											
AUTAUGA	32,259	33,668	4.4	11,120	222,312	270,267	8,027	24,305	457	8,436	
BALDWIN	78,440	81,154	3.5	28,914	433,580	544,715	6,712	18,839	1,215	34,724	
BARBOUR	24,756	25,075	1.3	8,878	124,478	177,818	7,091	20,029	723	13,184	5,862
BIBB	15,723	16,649	5.9	5,689	91,913	109,307	6,565	19,214	250	606	2,473
BLOUNT	36,459	37,019	1.5	13,441	265,559	279,020	7,537	20,759	1,285	5,801	9,584
BULLOCK	10,596	10,787	1.8	3,686	49,440	60,129	5,574	16,313	382	7,725	
BUTLER	21,680	22,640	4.4	8,149	126,335	147,201	6,502	18,064	668	3,865	4,385
CALHOUN	116,936	120,736	3.2	41,841	681,627	964,104	7,985	23,042	668	3,509	2,764
Anniston	29,523	28,478	-3.5	10,881	182,933	291,874	10,249	26,824	*	*	*
CHAMBERS	39,191	39,295	.3	14,181	229,904	310,465	7,901	21,893	404	494	3,563
Lanett	6,897	6,731	-2.4	2,693	47,693	33,736	7,980	19,953	*	*	*
CHEROKEE	18,760	19,708	5.0	7,154	87,038	133,648	6,782	18,682	652	11,236	2,951
CHILTON	30,612	30,999	1.3	11,431	187,961	222,614	7,181	19,475	845	3,883	3,709
CHOCTAW	16,839	16,613	-1.4	5,540	84,114	113,430	6,828	20,475	428	469	1,856
CLARKE	27,702	27,982	1.0	9,389	150,441	210,480	7,522	22,418	433	769	1,873
CLAY	13,703	13,733	.2	5,035	70,678	93,871	6,835	18,644	443	182	3,357
CLEBURNE	12,595	13,255	5.2	4,845	71,780	95,830	7,230	19,779	369	313	1,466
COFFEE	38,533	40,264	4.5	14,665	284,592	342,260	8,500	23,339	1,054	18,054	8,136
Enterprise	18,033	19,124	6.1	6,955	154,988	204,525	10,695	29,407	*	*	*
COLBERT	54,519	56,351	3.4	20,787	346,708	523,486	9,290	25,183	681	10,557	5,220
Muscle Shoals	8,911	9,653	8.3	3,402	84,144	97,045	10,053	28,526	*	*	*
Sheffield	11,903	11,480	-3.6	4,540	81,241	139,727	12,171	30,777	*	*	*
Tuscumbia	9,137	9,244	1.2	3,356	76,423	86,793	9,389	25,862	*	*	*
CONECUH	15,884	15,724	-1.0	5,647	71,357	101,171	6,434	17,916	559	4,227	3,679
COOSA	11,377	11,899	4.6	4,274	64,568	85,593	7,193	20,026	282	202	1,205
COVINGTON	36,850	38,406	4.2	15,038	249,049	291,523	7,591	19,386	1,132	14,005	8,655
Andalusia	10,415	10,682	2.6	4,135	81,044	107,441	10,058	25,983	*	*	*
CRENSHAW	14,110	14,757	4.6	5,529	73,203	86,740	5,878	15,688	619	7,922	5,382
CULLMAN	61,642	63,039	2.3	23,271	455,883	481,384	7,636	20,686	2,422	9,632	11,639
Cullman	13,084	12,843	-1.9	4,940	119,857	148,693	11,578	30,100	*	*	*
DALE	47,821	48,305	1.0	15,960	355,825	405,936	8,404	25,435	674	10,255	5,009
DALLAS	53,981	54,639	1.2	18,601	333,024	411,784	7,536	22,138	640	15,160	
Selma	26,684	26,994	1.2	9,397	185,984	249,537	9,244	26,555	*	*	*
DE KALB	53,658	55,549	3.5	20,897	362,513	382,666	6,889	18,312	2,377	12,456	10,965
Fort Payne	11,485	11,890	3.5	4,647	78,510	90,254	7,591	19,422	*	*	*
ELMORE	43,390	45,439	4.7	15,351	228,559	265,515	5,843	17,296	738	8,206	6,423
ESCAMBIA	38,392	39,138	1.9	13,477	214,802	291,724	7,454	21,646	584	9,144	6,494
ETOWAH	103,057	104,452	1.4	39,085	505,353	735,271	7,039	18,812	943	3,354	5,290
Gadsden	47,565	44,900	-6.4	17,921	254,237	405,186	9,108	22,610	*	*	*
FAYETTE	18,809	19,490	3.6	7,323	118,211	140,659	7,217	19,208	453	1,506	2,771
FRANKLIN	28,350	29,013	2.3	10,919	186,762	225,184	7,761	20,623	911	2,955	5,669
GENEVA	24,253	24,789	2.2	9,127	152,498	175,334	7,073	19,210	1,040	17,527	17,779
GREENE	11,021	11,195	1.6	3,722	46,187	56,712	5,066	15,237	420	3,598	4,980
HALE	15,604	15,736	.8	5,137	69,910	84,850	5,392	16,518	512	6,219	
HENRY	15,302	15,552	1.6	5,590	85,743	98,674	6,345	17,652	559	18,941	
HOUSTON	74,632	78,003	4.5	28,579	576,668	692,091	8,873	24,217	1,113	23,628	10,240
Dothan	48,750	50,952	4.5	18,795	417,448	534,344	10,487	28,430	*	*	*
JACKSON	51,407	52,384	1.9	18,867	377,044	400,294	7,642	21,217	1,344	12,840	7,316
Scottsboro	14,758	15,038	1.9	5,618	105,787	125,623	8,354	22,361	*	*	*
JEFFERSON	671,197	678,087	1.0	258,051	4,970,109	6,154,419	9,120	23,966	515	1,008	3,315
Birmingham	284,413	277,157	-2.6	109,851	1,891,317	2,443,622	8,817	22,245	*	*	*
LAMAR	16,453	16,540	.5	6,063	89,801	106,975	6,468	17,644	523	1,743	2,267
LAUDERDALE	80,504	84,347	4.8	30,924	528,290	807,641	9,575	26,117	1,427	10,635	8,125
Florence	37,029	37,791	2.1	14,130	272,740	456,314	12,073	32,282	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate Income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAWRENCE	30,170	30,918	2.5	10,495	166,745	200,965	6,500	19,149	1,266	12,985	7,373
LEE	76,283	79,063	3.6	29,283	545,218	738,598	9,342	25,223	394	4,538	
Auburn	28,471	29,508	3.6	10,732	218,358	312,421	10,588	29,111	*	*	*
Opelika	21,896	22,176	1.3	7,993	156,015	226,982	10,235	28,398	*	*	*
LIMESTONE	46,005	46,326	.7	16,173	207,298	269,617	5,820	16,671	1,220	21,384	
Athens	14,558	14,235	–2.2	5,333	82,796	120,479	8,464	22,591	*	*	*
LOWNDES	13,253	13,635	2.9	4,038	53,724	65,761	4,823	16,286	492	5,001	15,347
MACON	26,829	26,865	.1	8,632	147,330	171,166	6,371	19,829	420	4,193	
MADISON	196,966	202,203	2.7	72,106	1,321,445	1,753,791	8,673	24,322	1,214	26,978	8,991
Huntsville	142,513	145,222	1.9	53,656	1,063,956	1,466,718	10,100	27,338	*	*	*
MARENGO	25,047	25,617	2.3	8,719	136,299	172,597	6,738	19,796	700	5,457	7,845
MARION	30,041	30,932	3.0	11,577	194,984	234,129	7,569	20,224	806	2,255	3,431
MARSHALL	65,622	67,478	2.8	25,211	392,259	515,185	7,635	20,433	1,745	6,431	8,311
MOBILE	364,379	3[illegible]1,783	4.8	134,936	2,129,880	2,692,659	7,053	19,955	906	18,323	7,466
Chickasaw	7,402	7,053	–4.7	2,867	48,633	53,330	7,561	18,601	*	*	*
Mobile	200,452	204,181	1.9	75,259	1,258,084	1,704,571	8,348	22,649	*	*	*
Prichard	39,541	38,781	–1.9	12,530	165,453	214,858	5,540	17,147	*	*	*
MONROE	22,651	23,648	4.4	7,942	127,082	146,043	6,176	18,389	584	5,680	5,009
MONTGOMERY	197,038	206,286	4.7	74,974	1,315,481	1,523,025	7,383	20,314	775	7,388	14,140
Montgomery	177,857	186,205	4.7	68,560	1,212,406	1,438,938	7,728	20,988	*	*	*
MORGAN	90,231	91,278	1.2	33,254	721,994	856,556	9,384	25,758	1,427	7,063	10,743
Decatur	42,002	41,747	–.6	15,695	375,887	492,752	11,803	31,393	*	*	*
PERRY	15,012	15,010		4,821	74,816	88,905	5,923	18,441	434	10,325	7,504
PICKENS	21,481	21,767	1.3	7,438	120,397	140,861	6,471	18,938	554	4,071	4,044
PIKE	28,050	29,519	5.2	10,507	175,974	203,790	6,904	19,396	775	11,665	6,959
Troy	12,587	13,146	4.4	4,580	85,235	108,974	8,290	23,793	*	*	*
RANDOLPH	20,075	20,793	3.6	7,627	105,227	142,222	6,840	18,647	661	261	2,914
RUSSELL	47,356	47,662	.6	17,147	322,132	368,479	7,731	21,489	295	4,960	
ST. CLAIR	41,205	42,589	3.4	14,935	259,399	331,172	7,776	22,174	612	4,267	3,514
SHELBY	66,298	69,254	4.5	23,839	385,004	491,518	7,097	20,618	505	3,016	6,494
SUMTER	16,908	17,393	2.9	5,668	81,945	99,178	5,702	17,498	563	3,904	
TALLADEGA	73,826	74,450	.8	25,404	369,625	556,007	7,468	21,887	576	3,957	4,483
Sylacauga	12,708	12,448	–2.1	4,650	73,962	122,112	9,810	26,261	*	*	*
Talladega	19,128	19,020	–.6	6,178	95,668	157,614	8,287	25,512	*	*	*
TALLAPOOSA	38,676	39,868	3.1	14,283	220,963	293,612	7,365	20,557	393	1,474	2,037
Alexander City	13,807	14,125	2.3	4,745	83,633	125,730	8,901	26,497	*	*	*
TUSCALOOSA	137,473	141,056	2.6	50,243	826,227	953,062	6,757	18,969	619	4,736	3,046
Northport	14,291	15,617	9.3	5,343	98,820	113,284	7,254	21,202	*	*	*
Tuscaloosa	75,143	76,241	1.5	27,834	493,978	619,961	8,132	22,274	*	*	*
WALKER	68,660	69,297	.9	25,156	364,254	453,910	6,550	18,044	596	676	3,638
Jasper	11,894	11,628	–2.2	4,408	79,562	116,504	10,019	26,430	*	*	*
WASHINGTON	16,821	17,999	7.0	5,942	87,601	119,571	6,643	20,123	504	1,662	2,930
WILCOX	14,755	14,978	1.5	4,606	64,816	76,160	5,085	16,535	438	2,638	3,552
WINSTON	21,953	22,483	2.4	8,305	149,090	179,118	7,967	21,567	599	352	3,813

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1981 Cash Receipts as follows: From Crops $946,933,000; from Livestock & Livestock Products $1,263,888,000; Total $2,210,821,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate Income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	400,481	430,599	7.5	147,494	4,122,916	5,532,146	12,848	37,508	383	4,706	3,190
STANDARD METROPOLITAN STATISTICAL AREAS											
Anchorage, Alask.	173,017	184,705	6.8	66,957	2,008,066	2,643,382	14,311	39,479	184	3,138	2,633
COUNTIES, Cities											
ALEUTIAN ISLAND	7,768	8,052	3.7	1,754	29,136	42,832	5,319	24,420	24		
ANCHORAGE	173,017	184,705	6.8	66,957	2,008,066	2,643,382	14,311	39,479	184	3,138	2,633
Anchorage	173,017	184,705	6.8	66,549	1,996,806	2,667,573	14,442	40,084	*	*	*
BETHEL	10,999	12,746	15.9	3,266	57,649	81,448	6,390	24,938	N.A.	N.A.	N.A.
BRISTOL BAY	1,094	1,103	.8	206	8,308	8,985	8,146	43,617	N.A.	N.A.	N.A.
DILLINGHAM	4,616	5,385	16.7	1,515	32,466	38,353	7,122	25,316	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,983	56,708	5.0	20,008	553,098	718,129	12,664	35,892	90	1,041	
Fairbanks	22,645	23,788	5.0	8,559	421,513	478,993	20,136	55,964	*	*	*
HAINES	1,680	1,704	1.4	617	16,849	21,330	12,518	34,571	N.A.	N.A.	N.A.
JUNEAU	19,528	22,431	14.9	8,500	237,056	355,448	15,846	41,817	10		
Juneau	19,528	22,431	14.9	8,500	222,335	333,375	14,862	39,221	*	*	*
KENAI PENINSULA	25,282	27,510	8.8	9,758	194,210	375,221	13,639	38,453	75	491	155
Kenai	3,533	5,776	63.5	1,790	11,526	48,270	8,357	26,966	*	*	*
KETCHIKAN GATEWAY	11,316	12,135	7.2	4,428	163,730	200,360	16,511	45,248	N.A.	N.A.	N.A.
Ketchikan	7,198	7,475	3.8	2,746	107,429	123,518	16,524	44,981	*	*	*
KOBUK	4,831	4,723	–2.2	1,133	24,116	33,802	7,157	29,834	N.A.	N.A.	N.A.
KODIAK ISLAND	9,939	10,478	5.4	3,337	108,995	128,390	12,253	38,473	N.A.	N.A.	N.A.
Kodiak	4,756	5,279	11.0	1,630	60,748	69,886	13,238	42,875	*	*	*

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MATANUSKA-SUSITNA	17,766	20,420	14.9	6,831	122,993	228,913	11,210	33,511	N.A.	N.A.	N.A.
NOME	6,537	7,004	7.1	2,006	34,360	60,837	8,686	30,328	N.A.	N.A.	N.A.
NORTH SLOPE	4,199	4,818	14.7	1,207	52,615	34,347	7,129	28,457	N.A.	N.A	N.A.
PRINCE OF WALES-OUTER KETCHIKAN	3,822	4,161	8.9	1,248	40,250	49,192	11,822	39,417	N.A.	N.A.	N.A.
SITKA	7,803	8,578	9.9	2,788	69,368	107,896	12,578	38,700	N.A.	N.A.	N.A.
Sitka	7,803	8,578	9.9	2,788	69,368	107,896	12,578	38,700	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,478	3,723	7.0	1,272	23,984	33,455	8,986	26,301	N.A.	N.A.	N.A.
SOUTHEAST FAIRBANKS	5,770	6,144	6.5	1,921	43,797	55,055	8,958	28,649	N.A.	N.A.	N.A.
VALDEZ-CORDOV.	8,348	9,179	10.0	3,136	152,450	125,759	13,701	40,102	N.A.	N.A.	N.A.
WADE HAMPTON.	4,665	4,711	1.0	1,028	12,858	17,958	3,812	17,469	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,167	6,645	7.8	2,342	72,178	88,860	13,372	37,942	N.A.	N.A.	N.A.
YUKON-KOYUKUK.	7,873	7,536	-4.3	2,236	64,384	82,214	10,910	36,768	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1981 Cash Receipts as follows: From Crops $8,122,000; from Livestock & Livestock Products $4,928,000; Total $13,050,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,717,866	2,951,959	8.6	1,088,769	20,047,331	26,405,866	8,945	24,253	7,676	668,663	700,188
STANDARD METROPOLITAN STATISTICAL AREAS											
Phoenix, Ariz.	1,508,030	1,644,873	9.1	621,409	11,595,078	15,657,865	9,519	25,197	2,030	308,113	285,453
Tucson, Ariz.	531,263	576,082	8.4	221,836	4,205,173	5,127,326	8,900	23,113	409	27,909	
COUNTIES, Cities											
APACHE	52,083	54,381	4.4	13,801	194,415	233,195	4,288	16,897	232	414	
COCHISE	86,717	88,484	2.0	31,314	531,271	770,080	8,703	24,592	720	22,070	23,624
Bisbee	7,154	6,240	-12.8	2,731	52,390	57,141	9,157	20,923	*	*	*
Douglas	13,058	12,231	-6.3	3,779	60,870	94,493	7,726	25,005	*	*	*
Sierra Vista	25,968	26,480	2.0	8,091	171,770	214,712	8,108	26,537	*	*	*
COCONINO	74,947	83,560	11.5	25,621	505,226	633,718	7,584	24,734	149	47	16,577
Flagstaff	34,641	37,223	7.5	9,181	230,316	319,802	8,592	34,833	*	*	*
GILA	37,080	39,767	7.2	14,475	271,227	320,270	8,054	22,126	132	182	
GRAHAM	22,862	25,104	9.8	7,537	107,329	151,679	6,042	20,125	288	14,855	17,548
GREENLEE	11,406	11,428	.2	3,802	72,976	106,298	9,302	27,958	125	1,066	2,688
MARICOPA	1,508,030	1,644,873	9.1	621,409	11,595,078	15,657,865	9,519	25,197	2,030	308,113	285,453
Chandler	29,673	32,366	9.1	10,527	169,642	230,724	7,129	21,917	*	*	*
Mesa	152,453	166,287	9.1	66,290	1,194,379	1,738,527	10,455	26,226	*	*	*
Phoenix	764,911	801,749	4.8	291,843	5,626,038	7,841,974	9,781	26,871	*	*	*
Scottsdale	88,622	92,730	4.6	40,928	1,010,235	1,450,467	15,642	35,439	*	*	*
Sun City	40,664	48,843	20.1	20,464	397,068	467,410	9,570	22,841	*	*	*
Tempe	106,743	116,429	9.1	40,816	819,169	1,188,326	10,206	29,114	*	*	*
MOHAVE	55,693	66,131	18.7	26,176	527,356	667,925	10,100	25,517	193	2,407	8,850
Kingman	9,257	9,876	6.7	3,148	72,164	83,110	8,415	26,401	*	*	*
NAVAJO	67,709	71,845	6.1	20,345	344,832	414,030	5,763	20,350	269	1,792	14,645
PIMA	531,263	576,082	8.4	221,836	4,205,173	5,127,326	8,900	23,113	409	27,909	
Tucson	330,537	342,501	3.6	133,177	2,433,048	3,255,705	9,506	24,446	*	*	*
PINAL	90,918	95,632	5.2	31,201	493,766	718,584	7,514	23,031	536	106,287	
Casa Grande	14,971	16,022	7.0	4,957	79,139	140,545	8,772	28,353	*	*	*
SANTA CRUZ	20,459	21,839	6.7	6,684	107,490	149,384	6,840	22,349	130	256	
Nogales	15,683	16,740	6.7	4,765	67,215	104,022	6,214	21,830	*	*	*
YAVAPAI	68,145	76,428	12.2	31,273	332,782	652,951	8,543	20,879	379	1,028	
Prescott	20,055	21,666	8.0	8,076	143,272	208,433	9,620	25,809	*	*	*
YUMA	90,554	96,405	6.5	33,295	538,410	802,561	8,325	24,105	727	180,110	
Yuma	42,481	45,034	6.1	14,218	298,936	424,981	9,433	29,890	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1981 Cash Receipts as follows: From Crops $979,223,000; from Livestock & Livestock Products $727,354,000; Total $1,706,577,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (thousands)	E&P 1983 estimate (thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (thousands)	Value of livestock (thousands)
STATE TOTALS	2,285,513	2,347,266	2.7	877,200	14,224,321	18,148,904	7,732	20,690	58,788	1,194,121	398,783
STANDARD METROPOLITAN STATISTICAL AREAS											
Fayetteville-Springdale, Ark.	177,850	182,900	2.8	69,318	1,180,087	1,608,274	8,793	23,201	4,956	6,892	56,993
Fort Smith, Ark.-Okla.	203,269	207,215	1.9	78,101	1,225,217	1,642,513	7,927	21,031	3,911	11,620	30,981
Little Rock-North Little Rock, Ark.	393,494	424,455	7.9	160,253	3,237,203	3,901,259	9,191	24,344	845	13,600	1,893
Memphis, Tenn.-Ark.-Miss.	912,887	938,406	2.8	335,422	6,749,686	8,935,619	9,543	26,700	2,564	135,484	3,525
Pine Bluff, Ark.	90,718	91,330	.7	32,244	640,123	696,115	7,620	21,589	561	43,085	
Texarkana, Tex.-Ark.	127,019	130,160	2.5	49,061	619,676	1,133,367	8,707	23,101	2,000	14,083	25,540
COUNTIES, Cities											
ARKANSAS	24,175	23,614	−2.3	9,129	160,933	189,783	8,037	20,789	747	76,976	
Stuttgart	10,941	10,712	−2.1	4,091	79,334	103,704	9,681	25,349	*	*	*
ASHLEY	26,538	26,624	.3	9,510	134,916	205,148	7,705	21,572	376	23,681	
BAXTER	27,409	28,111	2.6	11,964	172,751	235,802	8,388	19,709	502	237	4,673
BENTON	78,115	78,934	1.0	30,241	488,612	674,443	8,544	22,302	2,299	3,082	29,871
Bentonville	8,756	8,899	1.6	3,272	67,672	78,112	8,778	23,873	*	*	*
Rogers	17,429	17,684	1.5	6,573	117,571	196,231	11,097	29,854	*	*	*
BOONE	26,067	29,235	12.2	11,469	174,783	232,269	7,945	20,252	1,117	234	10,806
Harrison	9,567	10,642	11.2	4,471	72,476	112,693	10,589	25,203	*	*	*
BRADLEY	13,803	14,239	3.2	5,421	61,073	91,860	6,451	16,945	406	2,828	1,092
CALHOUN	6,079	6,317	3.9	2,298	25,005	37,419	5,924	16,283	171	262	675
CARROLL	16,203	16,239	.2	6,782	101,469	133,468	8,219	19,680	1,016	464	16,525
CHICOT	17,793	17,702	−.5	6,254	73,970	89,971	5,083	14,386	469	36,000	2,171
CLARK	23,326	23,460	.6	8,604	120,630	186,762	7,961	21,706	494	4,897	3,379
Arkadelphia	10,005	9,836	−1.7	3,283	66,629	75,492	7,675	22,995	*	*	*
CLAY	20,616	20,755	.7	8,303	114,384	132,333	6,376	15,938	894	38,139	
CLEBURNE	16,909	17,371	2.7	6,873	88,140	119,900	6,902	17,445	708	754	4,228
CLEVELAND	7,868	7,919	.6	2,877	30,189	45,926	5,799	15,963	293	420	1,227
COLUMBIA	26,644	27,236	2.2	10,237	166,212	214,387	7,871	20,942	487	1,159	2,843
Magnolia	11,909	12,294	3.2	4,576	87,449	125,446	10,204	27,414	*	*	*
CONWAY	19,505	19,779	1.4	7,212	113,739	139,578	7,057	19,354	726	3,930	6,042
CRAIGHEAD	63,218	63,998	1.2	23,659	450,523	529,559	8,275	22,383	1,189	58,835	
Jonesboro	31,530	31,540		11,824	255,640	327,991	10,399	27,739	*	*	*
CRAWFORD	36,892	37,634	2.0	13,378	199,312	252,668	6,714	18,887	843	4,767	4,813
CRITTENDEN	49,097	49,007	−.2	16,231	269,532	334,895	6,834	20,633	382	63,984	
West Memphis	28,138	28,086	−.2	9,206	184,614	244,114	8,692	26,517	*	*	*
CROSS	20,434	20,251	−.9	6,885	118,632	139,098	6,869	20,200	571	51,610	
DALLAS	10,515	10,453	−.6	3,915	47,467	70,745	6,768	18,070	166	743	768
DESHA	19,760	20,063	1.5	7,027	100,188	124,236	6,192	17,680	507	42,067	1,220
DREW	17,910	18,158	1.4	6,515	81,055	125,521	6,913	19,266	484	12,776	2,082
FAULKNER	46,192	48,033	4.0	16,806	287,583	374,923	7,806	22,309	1,133	5,209	11,380
Conway	20,375	20,639	1.3	6,955	138,151	201,741	9,775	29,007	*	*	*
FRANKLIN	14,705	15,809	7.5	5,758	83,443	110,321	6,978	19,160	720	1,008	8,405
FULTON	9,975	10,024	.5	4,008	42,192	57,881	5,774	14,441	830	130	8,600
GARLAND	69,916	72,084	3.1	30,127	423,939	583,569	8,096	19,370	376	388	2,054
Hot Springs	35,166	33,257	−5.4	14,349	207,488	312,433	9,395	21,774	*	*	*
GRANT	13,008	13,032	.2	4,727	63,176	101,332	7,776	21,437	255	157	1,563
GREENE	30,744	31,205	1.5	11,905	193,102	226,341	7,253	19,012	990	28,326	3,600
Paragould	15,214	15,442	1.5	6,230	107,847	141,255	9,147	22,673	*	*	*
HEMPSTEAD	23,635	23,963	1.4	9,133	136,289	172,710	7,207	18,911	835	3,347	7,077
Hope	10,290	10,288		3,913	65,437	74,572	7,248	19,058	*	*	*
HOT SPRING	26,819	27,295	1.8	10,363	157,018	220,983	8,096	21,324	487	878	3,223
Malvern	10,163	10,200	.4	4,071	73,828	84,149	8,250	20,670	*	*	*
HOWARD	13,459	14,177	5.3	5,266	82,322	105,227	7,422	19,982	649	389	4,899
INDEPENDENCE	30,147	31,677	5.1	12,019	174,325	222,278	7,017	18,494	1,042	9,744	8,140
Batesville	8,263	8,326	.8	3,429	53,442	60,696	7,290	17,701	*	*	*
IZARD	10,768	11,161	3.6	4,705	54,305	75,519	6,766	16,051	730	197	5,723
JACKSON	21,646	21,519	−.6	8,143	130,723	150,244	6,982	18,451	549	45,016	2,066
Newport	8,339	8,290	−.6	3,193	53,686	60,491	7,297	18,945	*	*	*
JEFFERSON	90,718	91,330	.7	32,244	640,123	696,115	7,620	21,589	561	43,085	
Pine Bluff	56,576	55,423	−2.0	20,225	435,542	503,060	9,077	24,873	*	*	*
JOHNSON	17,423	18,087	3.8	6,914	89,430	124,639	6,892	18,030	651	1,162	3,885
LAFAYETTE	10,213	10,225	.1	3,802	53,260	66,214	6,476	17,416	300	8,082	6,982
LAWRENCE	18,447	18,875	2.3	7,282	107,007	125,811	6,663	17,277	822	28,560	
LEE	15,539	15,812	1.8	5,301	61,685	78,860	4,987	14,876	636	45,492	1,331
LINCOLN	13,369	13,116	−1.9	4,003	58,025	71,633	5,463	17,900	440	24,695	2,277
LITTLE RIVER	13,952	13,746	−1.5	4,906	70,866	89,374	6,502	18,217	424	3,374	3,912
LOGAN	20,144	20,579	2.2	7,482	99,201	133,538	6,489	17,848	1,042	1,365	11,171
LONOKE	34,518	34,217	−.9	11,762	189,472	227,582	6,651	19,349	1,015	55,652	13,422
MADISON	11,373	11,642	2.4	4,359	52,570	72,573	6,234	16,649	1,133	640	10,403
MARION	11,334	11,972	5.6	4,761	54,142	74,307	6,207	15,607	949	115	
MILLER	37,766	37,892	.3	14,181	223,619	275,780	7,278	19,447	533	7,452	6,278
Texarkana, Ark.-Texarkana, Tex.	52,730	52,282	−.9	20,931	272,866	523,314	10,009	25,002	*	*	*
MISSISSIPPI	59,517	58,784	−1.2	20,359	306,342	383,514	6,524	18,838	836	101,293	
Blytheville	24,314	24,230	−.4	8,166	135,255	189,153	7,807	23,163	*	*	*
MONROE	14,052	14,005	−.3	5,127	70,427	81,934	5,850	15,981	435	30,162	
MONTGOMERY	7,771	8,464	8.9	3,330	39,961	53,202	6,322	16,627	444	193	4,534
NEVADA	11,097	10,992	−1.0	4,135	54,700	70,440	6,408	17,035	507	927	3,519
NEWTON	7,736	8,033	3.6	2,919	30,536	40,901	5,092	14,012	555	142	3,955

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OUACHITA	30,541	30,975	1.4	11,920	154,602	235,839	7,614	19,785	257	747	1,160
Camden	15,356	15,719	2.4	6,241	82,036	136,313	8,672	21,842	*	*	*
PERRY	7,266	7,421	2.1	2,747	28,870	42,280	5,697	15,391	373	1,864	1,772
PHILLIPS	34,772	33,541	−3.6	11,562	157,795	201,060	5,994	17,390	640	48,207	
Helena	9,598	9,385	−2.2	3,427	47,085	61,345	6,536	17,900	*	*	*
West Helena	11,367	11,587	1.9	4,018	60,225	84,260	7,272	20,971	*	*	*
PIKE	10,373	10,527	1.5	4,086	53,832	72,125	6,851	17,652	446	788	3,242
POINSETT	27,032	27,217	.7	9,986	156,059	183,799	6,753	18,406	719	75,554	
POLK	17,007	17,900	5.3	6,960	87,609	120,522	6,733	17,316	858	370	5,517
Mena	5,154	5,242	1.7	2,229	31,061	35,263	6,727	15,820	*	*	*
POPE	39,003	39,309	.8	14,325	235,850	325,233	8,274	22,704	848	2,245	9,803
Russellville	14,000	13,600	−2.9	4,977	96,120	149,341	10,981	30,006	*	*	*
PRAIRIE	10,140	9,792	−3.4	3,687	52,900	60,599	6,189	16,436	572	47,052	
PULASKI	340,613	369,192	8.4	141,192	2,895,045	3,470,421	9,400	24,579	498	13,194	
Jacksonville	27,589	31,221	13.2	10,189	201,835	260,566	8,346	25,573	*	*	*
Little Rock	158,461	171,756	8.4	68,816	1,471,619	1,852,827	10,788	26,924	*	*	*
North Little Roc.	64,419	67,627	5.0	26,756	545,447	682,297	10,089	25,501	*	*	*
RANDOLPH	16,834	16,841		6,371	94,957	113,303	6,728	17,784	831	12,148	
ST. FRANCIS	30,838	30,441	−1.4	10,264	145,451	184,441	6,059	17,970	567	46,601	
Forrest City	13,803	14,067	1.9	4,802	75,591	105,431	7,495	21,956	*	*	*
SALINE	52,881	55,263	4.5	19,061	342,158	430,838	7,796	22,603	347	406	1,893
Benton	17,437	16,613	−4.7	6,155	122,964	174,753	10,519	28,392	*	*	*
SCOTT	9,685	9,795	1.1	3,765	44,135	60,583	6,185	16,091	659	162	4,627
SEARCY	8,847	9,036	2.1	3,538	40,050	53,607	5,933	15,152	670	185	
SEBASTIAN	94,930	95,431	.5	37,609	714,608	918,203	9,622	24,414	726	1,281	7,026
Fort Smith	71,384	70,608	−1.1	28,654	586,079	780,286	11,051	27,231	*	*	*
SEVIER	14,060	14,389	2.3	5,373	79,836	107,712	7,486	20,047	569	369	5,606
De Queen	4,594	4,640	1.0	1,808	32,153	36,679	7,905	20,287	*	*	*
SHARP	14,607	15,066	3.1	6,052	75,588	95,764	6,356	15,824	383	323	5,281
STONE	9,022	9,867	9.4	3,766	37,118	52,623	5,333	13,973	609	140	3,281
UNION	49,988	49,363	−1.3	19,247	285,304	430,555	8,722	22,370	351	209	1,138
El Dorado	25,270	24,119	−4.6	10,581	173,147	286,953	11,897	27,120	*	*	*
VAN BUREN	13,357	14,002	4.8	5,504	62,681	88,012	6,286	15,991	358	265	6,075
WASHINGTON	99,735	103,966	4.2	39,077	691,475	933,831	8,982	23,897	2,657	3,810	27,122
Fayetteville	36,604	37,319	2.0	14,138	284,583	404,565	10,841	28,615	*	*	*
Springdale	23,458	24,966	6.4	9,365	176,304	260,211	10,423	27,785	*	*	*
WHITE	50,835	54,575	7.4	19,607	306,833	393,248	7,206	20,057	1,719	21,812	10,356
Searcy	13,612	14,613	7.4	4,992	100,306	152,078	10,407	30,464	*	*	*
WOODRUFF	11,222	11,447	2.0	4,323	56,994	65,517	5,724	15,155	388	35,402	
YELL	17,026	17,041	.1	6,577	101,253	133,229	7,818	20,257	978	3,176	7,621

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1981 Cash Receipts as follows: From Crops $1,825,112,000; from Livestock & Livestock Products $1,611,497,000; Total $3,436,609,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	23,668,562	25,073,084	5.9	9,564,753	217,301,332	280,588,263	11,191	29,336	81,863	5,917,177	2,753,860
STANDARD METROPOLITAN STATISTICAL AREAS											
Anaheim-Santa Ana-Garden Grove, Cal.	1,931,570	2,076,378	7.5	771,494	23,068,738	32,027,891	15,425	41,514	587	101,705	6,448
Bakersfield, Cal.	403,089	433,210	7.5	157,328	3,477,215	4,298,231	9,922	27,320	1,849	603,229	122,573
Chico, Cal.	143,851	160,080	11.3	66,161	1,115,135	1,626,713	10,162	24,587	1,608	110,346	8,241
Fresno, Cal.	515,013	551,723	7.1	200,227	4,432,759	5,340,763	9,680	26,674	6,936	718,248	235,912
Los Angeles-Long Beach, Cal.	7,477,657	7,781,764	4.1	2,973,494	55,385,372	64,955,274	8,347	21,845	1,968	116,110	61,919
Modesto, Cal.	265,902	287,383	8.1	106,997	2,268,764	3,075,790	10,703	28,747	4,269	180,224	171,398
Oxnard-Simi Valley-Ventura, Cal.	529,899	554,115	4.6	189,275	5,637,907	7,206,750	13,006	38,076	1,795	279,190	18,156
Redding, Cal.	115,715	123,069	6.4	47,813	922,668	1,288,286	10,468	26,944	809	8,021	12,281
Riverside-San Bernardino-Ontario, Cal.	1,557,080	1,712,844	10.0	634,863	12,581,615	18,362,248	10,720	28,923	4,781	238,999	410,219
Sacramento, Cal.	1,014,002	1,097,440	8.2	434,964	11,813,989	12,355,712	11,259	28,406	3,353	261,056	70,440
Salinas-Seaside-Monterey, Cal.	290,444	310,156	6.8	106,899	2,708,102	3,054,083	9,847	28,570	1,264	466,959	114,354
San Diego, Cal.	1,861,846	1,993,060	7.0	751,361	16,169,251	21,254,368	10,664	28,288	5,097	183,253	39,613
San Francisco-Oakland, Cal.	3,252,721	3,363,610	3.4	1,386,470	34,258,000	50,554,659	15,030	36,463	2,055	118,680	56,798

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
San Jose, Cal.	1,295,071	1,367,846	5.6	506,894	15,021,674	20,607,802	15,066	40,655	1,442	86,076	18,170
Santa Barbara-Santa Maria-Lompoc, Cal.	298,660	321,014	7.5	122,310	3,092,401	3,968,455	12,362	32,446	1,414	117,[illegible]	
Santa Cruz, Cal.	188,141	204,024	8.4	81,491	1,650,190	2,355,411	11,545	28,904	805	78,283	1,872
Santa Rosa, Cal.	299,827	319,976	6.7	127,890	2,926,981	3,641,784	11,381	28,476	2,585	49,619	56,822
Stockton, Cal.	347,342	379,337	9.2	142,449	3,245,893	3,473,123	9,156	24,382	4,290	294,651	104,639
Vallejo-Fairfield-Napa, Cal.	334,402	354,546	6.0	130,179	4,345,800	4,660,653	13,145	35,802	1,738	106,426	15,448
Visalia-Tulare-Porterville, Cal.	245,751	264,125	7.5	90,602	2,183,568	2,475,960	9,374	27,328	5,251	399,014	228,164
Yuba City, Cal.	101,979	108,087	6.0	40,391	776,282	1,108,447	10,255	27,443	1,809	183,480	19,762
COUNTIES, Cities											
ALAMEDA	1,105,379	1,141,030	3.2	460,389	10,573,456	15,885,623	13,922	34,505	632	34,926	7,818
Alameda	63,852	62,659	-1.9	27,543	654,074	974,198	15,548	35,370	*	*	*
Berkeley	103,328	100,827	-2.4	45,644	932,811	1,360,184	13,490	29,800	*	*	*
Dublin	13,496	13,706	1.6	4,205	217,453	247,106	18,029	58,765	*	*	*
Fremont	131,945	146,422	11.0	50,959	1,334,471	2,150,186	14,685	42,194	*	*	*
Hayward	94,342	96,688	2.5	37,113	870,822	1,347,982	13,942	36,321	*	*	*
Livermore	48,349	53,370	10.4	18,540	471,116	752,586	14,101	40,593	*	*	*
Newark	32,126	33,115	3.1	9,844	256,574	413,007	12,472	41,955	*	*	*
Oakland	339,288	337,965	-.4	151,100	2,997,626	4,477,564	13,249	29,633	*	*	*
Pleasanton	35,160	42,287	20.3	14,164	384,667	656,890	15,534	46,377	*	*	*
ALPINE	1,097	1,103	.5	411	8,519	11,961	10,844	29,102	N.A.	N.A.	N.A.
AMADOR	19,314	21,710	12.4	8,727	164,371	222,539	10,251	25,500	258	1,183	
BUTTE	143,851	160,080	11.3	66,161	1,115,135	1,626,713	10,162	24,587	1,608	110,346	8,241
Chico	26,601	29,332	10.3	11,849	196,905	341,752	11,651	28,842	*	*	*
Oroville	8,683	9,144	5.3	4,184	68,790	117,174	12,814	28,005	*	*	*
CALAVERAS	20,710	24,073	16.2	9,761	169,115	247,326	10,274	25,338	330	360	
COLUSA	12,791	13,603	6.3	5,203	103,935	149,313	10,976	28,697	645	94,290	
Colusa	4,075	4,376	7.4	1,624	43,024	48,561	11,097	29,902	*	*	*
CONTRA COSTA	657,252	691,721	5.2	266,604	7,234,820	10,710,667	15,484	40,174	855	32,221	19,901
Antioch	43,559	49,101	12.7	18,081	399,936	655,907	13,358	36,276	*	*	*
Martinez	22,582	24,725	9.5	9,746	226,720	369,537	14,946	37,917	*	*	*
Pittsburg	33,034	37,472	13.4	13,616	239,330	393,109	10,491	28,871	*	*	*
Richmond	74,676	72,728	-2.6	28,507	642,670	994,196	13,670	34,876	*	*	*
San Ramon Walnut Creek	53,643	58,496	9.0	26,785	781,888	1,284,699	21,962	47,963	*	*	*
DEL NORTE	18,217	19,318	6.0	7,518	132,522	189,293	9,799	25,179	102	5,362	3,691
EL DORADO	85,812	99,971	16.5	39,637	746,958	1,060,251	10,606	26,749	483	3,243	
South Lake Tah.	20,681	23,221	12.3	11,524	219,504	269,260	11,596	23,365	*	*	*
FRESNO	515,013	551,723	7.1	200,227	4,432,759	5,340,763	9,680	26,674	6,936	718,248	235,912
Fresno	217,289	232,777	7.1	91,643	1,970,119	2,631,552	11,305	28,715	*	*	*
GLENN	21,350	22,641	6.0	8,584	166,412	231,719	10,234	26,994	1,113	73,308	
Orland	3,976	4,356	9.6	1,816	39,964	45,852	10,526	25,249	*	*	*
Willows	4,777	5,003	4.7	1,964	46,359	52,662	10,526	26,814	*	*	*
HUMBOLDT	108,024	112,846	4.5	45,246	788,543	1,185,917	10,509	26,210	769	3,413	27,575
Eureka	24,153	24,453	1.2	10,370	179,142	311,423	12,736	30,031	*	*	*
IMPERIAL	92,110	100,371	9.0	32,020	894,606	782,587	7,797	24,441	835	282,783	387,844
Brawley	14,946	15,654	4.7	4,768	137,547	129,212	8,254	27,100	*	*	*
El Centro	23,996	26,201	9.2	8,472	271,018	263,872	10,071	31,146	*	*	*
INYO	17,895	18,158	1.5	7,652	151,282	214,153	11,794	27,987	80	541	4,500
KERN	403,089	433,210	7.5	157,328	3,477,215	4,298,231	9,922	27,320	1,849	603,229	122,573
Bakersfield	105,735	113,636	7.5	43,200	992,033	1,441,843	12,688	33,376	*	*	*
Ridgecrest	15,929	17,120	7.5	6,746	157,942	184,469	10,775	27,345	*	*	*
Taft	5,316	5,735	7.9	2,420	52,311	59,872	10,440	24,740	*	*	*
KINGS	73,738	77,185	4.7	25,779	601,485	684,715	8,871	26,561	1,151	188,787	91,127
Hanford	20,958	23,370	11.5	8,526	200,540	267,717	11,456	31,400	*	*	*
LAKE	36,366	41,858	15.1	18,310	243,425	369,129	8,819	20,160	747	16,868	
LASSEN	21,661	23,762	9.7	8,477	161,299	229,409	9,654	27,063	340	3,459	9,004
LOS ANGELES	7,477,657	7,781,764	4.1	2,973,494	55,385,372	64,955,274	8,347	21,845	1,968	116,110	61,919
Arcadia	45,994	47,874	4.1	19,426	583,797	704,030	14,706	36,242	*	*	*
Bell	25,450	27,287	7.2	9,947	164,320	199,524	7,312	20,059	*	*	*
Burbank	84,625	84,605		37,193	844,961	1,003,265	11,858	26,975	*	*	*
Covina	33,751	35,645	5.6	13,349	304,165	373,138	10,468	27,953	*	*	*
Downey	82,602	82,006	-.7	33,513	858,459	1,017,623	12,409	30,365	*	*	*
Glendale	139,060	143,971	3.5	63,961	1,386,099	1,664,177	11,559	26,019	*	*	*
Hermosa Beach	18,070	18,647	3.2	9,961	207,716	281,734	15,109	28,284	*	*	*
Huntington Park	46,223	51,819	12.1	17,531	251,684	307,437	5,933	17,537	*	*	*
Lancaster	48,027	55,412	15.4	20,958	348,678	435,848	7,866	20,796	*	*	*
Long Beach	361,334	368,869	2.1	163,378	3,132,106	3,743,826	10,149	22,915	*	*	*
Los Angeles	2,966,763	3,080,158	3.8	1,237,410	25,235,917	30,606,352	9,937	24,734	*	*	*
Manhattan Beac	31,542	30,812	-2.3	13,414	371,037	436,775	14,175	32,561	*	*	*
Maywood	21,810	24,040	10.2	7,551	112,765	169,698	7,059	22,474	*	*	*
Palmdale	12,277	12,775	4.1	5,195	94,504	107,125	8,386	20,621	*	*	*
Pasadena	118,072	122,140	3.4	51,966	1,110,507	1,334,114	10,923	25,673	*	*	*
Pomona	92,742	96,456	4.0	33,509	638,543	768,669	7,969	22,939	*	*	*
Quartz Hill Redondo Beach	57,102	58,008	1.6	26,331	574,848	694,500	11,972	26,376	*	*	*
San Fernando	17,731	18,493	4.3	5,771	101,777	122,708	6,635	21,263	*	*	*
San Fernando Valley	1,281,595	1,326,728	3.5	481,897	10,740,600	12,596,442	9,494	26,139	*	*	*
San Gabriel Valley	263,315	277,412	5.4	91,581	2,087,623	2,125,357	7,661	23,207	*	*	*
San Pedro	62,108	70,161	13.0	25,785	255,068	497,320	7,088	19,287	*	*	*
Santa Monica	88,314	89,913	1.8	47,355	943,281	1,129,625	12,564	23,854	*	*	*
South Bay	567,177	582,178	2.6	229,822	5,418,874	6,566,303	11,279	28,571	*	*	*
South Gate	66,784	71,756	7.4	25,398	449,498	543,324	7,572	21,392	*	*	*
Torrance	131,497	132,712	.9	52,397	1,411,372	1,686,843	12,711	32,194	*	*	*
West Covina	80,094	86,140	7.5	29,438	779,521	961,892	11,167	32,675	*	*	*
Whittier	68,872	68,671	-.3	27,511	715,356	841,260	12,251	30,579	*	*	*

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MADERA	63,116	70,986	12.5	24,656	545,022	635,750	8,956	25,785	1,507	129,618	62,717
Madera	21,732	23,786	9.5	8,032	186,975	252,493	10,615	31,436	*	*	*
MARIN	222,952	225,718	1.2	94,184	2,878,074	4,163,741	18,447	44,209	237	1,142	27,027
San Rafael	44,700	46,165	3.3	19,913	577,904	921,529	19,962	46,278	*	*	*
MARIPOSA	11,108	12,416	11.8	4,895	78,129	107,523	8,660	21,966	214	300	4,233
MENDOCINO	66,738	72,232	8.2	28,356	475,468	711,867	9,855	25,105	900	20,249	7,905
Ukiah	12,035	12,698	5.5	4,645	83,201	151,696	11,946	32,658	*	*	*
MERCED	134,560	146,497	8.9	50,806	1,311,565	1,398,229	9,544	27,521	2,914	182,211	145,916
Merced	36,499	39,737	8.9	14,909	392,509	469,381	11,812	31,483	*	*	*
MODOC	8,610	9,864	14.6	3,832	68,102	95,298	9,661	24,869	502	17,473	15,417
MONO	8,577	9,117	6.3	3,848	75,302	108,349	11,884	28,157	49	1,302	3,379
MONTEREY	290,444	310,156	6.8	106,899	2,708,102	3,054,083	9,847	28,570	1,264	466,959	114,354
Monterey	27,558	28,359	2.9	12,034	307,968	375,336	13,235	31,190	*	*	*
Salinas	80,479	89,616	11.4	30,557	761,365	952,733	10,631	31,179	*	*	*
NAPA	99,179	105,026	5.9	40,611	1,393,259	1,493,325	14,219	36,771	937	32,355	
Napa	50,879	55,562	9.2	21,165	709,461	849,362	15,287	40,130	*	*	*
NEVADA	51,645	61,554	19.2	24,993	422,509	609,868	9,908	24,402	257	275	1,673
Grass Valley	6,697	7,326	9.4	3,141	61,606	68,451	9,344	21,793	*	*	*
Nevada City	2,431	2,491	2.5	999	21,716	24,680	9,908	24,705	*	*	*
ORANGE	1,931,570	2,076,378	7.5	771,494	23,068,738	32,027,891	15,425	41,514	587	101,705	6,448
Anaheim	219,494	234,107	6.7	88,755	2,478,142	3,596,513	15,363	40,522	*	*	*
Brea	27,913	30,767	10.2	12,286	393,726	582,020	18,917	47,373	*	*	*
Costa Mesa	82,291	84,003	2.1	34,396	938,507	1,335,771	15,901	38,835	*	*	*
Fullerton	102,034	105,662	3.6	40,704	1,318,157	1,879,508	17,788	46,175	*	*	*
Huntington Beac	170,505	186,736	9.5	69,396	2,168,689	3,176,847	17,013	45,779	*	*	*
La Habra	45,232	45,655	.9	17,267	534,772	759,641	16,639	43,994	*	*	*
Newport Beach	63,475	67,225	5.9	33,380	1,171,012	1,651,559	24,568	49,478	*	*	*
San Clemente	27,325	30,484	11.6	14,689	341,140	510,658	16,752	34,765	*	*	*
Santa Ana	204,023	216,800	6.3	71,026	1,697,679	2,442,203	11,265	34,385	*	*	*
PLACER	117,247	129,728	10.6	49,666	1,231,623	1,330,463	10,256	26,788	946	10,037	8,537
Auburn	7,540	7,761	2.9	2,996	76,636	98,264	12,661	32,798	*	*	*
Roseville	24,347	26,163	7.5	8,749	209,391	268,930	10,279	30,738	*	*	*
PLUMAS	17,340	18,201	5.0	7,273	149,930	200,917	11,039	27,625	91	432	3,990
RIVERSIDE	663,923	731,615	10.2	280,418	5,374,935	7,870,955	10,758	28,069	2,928	207,876	166,553
Banning	14,020	14,583	4.0	5,537	90,786	144,329	9,897	26,066	*	*	*
Beaumont	6,818	7,228	6.0	2,599	63,417	72,644	10,050	27,951	*	*	*
Corona	37,791	41,130	8.8	11,727	263,384	436,821	10,620	37,249	*	*	*
Hemet	23,211	26,985	16.3	12,748	163,342	273,139	10,122	21,426	*	*	*
Indio	21,611	23,814	10.2	7,565	151,403	251,755	10,572	33,279	*	*	*
Palm Springs	32,366	35,666	10.2	23,179	535,100	882,012	24,730	38,052	*	*	*
Palm Desert	11,801	13,004	10.2	9,611	134,566	156,818	12,059	16,317	*	*	*
Riverside	170,591	179,788	5.4	58,274	1,354,938	2,202,094	12,248	37,789	*	*	*
SACRAMENTO	783,381	846,304	8.0	339,025	9,404,502	9,776,176	11,552	28,836	1,483	82,410	47,560
Sacramento	275,741	285,081	3.4	123,806	3,090,469	3,680,256	12,910	29,726	*	*	*
SAN BENITO	25,005	25,061	.2	8,221	219,077	241,243	9,626	29,345	594	41,549	16,289
Hollister	11,488	11,752	2.3	3,899	98,325	112,596	9,581	28,878	*	*	*
SAN BERNARDIN	893,157	981,229	9.9	354,445	7,206,680	10,491,293	10,692	29,599	1,853	31,123	243,666
Barstow	17,690	17,934	1.4	5,943	145,424	233,667	13,029	39,318	*	*	*
Fontana	37,107	40,747	9.8	13,380	270,222	448,863	11,016	33,547	*	*	*
Ontario	88,820	97,535	9.8	30,037	595,904	972,139	9,967	32,365	*	*	*
Redlands	43,619	46,737	7.1	16,034	390,133	630,097	13,482	39,298	*	*	*
San Bernardino	118,794	125,102	5.3	42,788	820,963	1,295,405	10,355	30,275	*	*	*
Upland	47,647	53,761	12.8	18,313	455,242	752,275	13,993	41,079	*	*	*
Victorville	14,220	15,616	9.8	5,855	182,419	228,024	14,602	38,945	*	*	*
SAN DIEGO	1,861,846	1,993,060	7.0	751,361	16,169,251	21,254,368	10,664	28,288	5,097	183,253	39,613
El Cajon	73,892	79,678	7.8	31,661	663,537	930,458	11,678	29,388	*	*	*
Escondido	62,480	66,874	7.0	27,767	515,909	742,869	11,108	26,754	*	*	*
Oceanside	76,698	82,092	7.0	34,180	623,944	916,879	11,169	26,825	*	*	*
San Diego	875,504	915,756	4.6	348,894	7,509,564	10,475,064	11,439	30,024	*	*	*
Vista	35,834	38,881	8.5	15,838	309,002	433,720	11,155	27,385	*	*	*
SAN FRANCISCO	678,974	700,739	3.2	322,952	6,694,819	9,608,501	13,712	29,752	N.A.	N.A.	N.A.
San Francisco	678,974	700,739	3.2	322,953	6,694,494	9,608,501	13,712	29,752	*	*	*
SAN JOAQUIN	347,342	379,337	9.2	142,449	3,245,893	3,473,123	9,156	24,382	4,290	294,651	104,639
Lodi	35,221	38,726	10.0	15,616	370,006	423,377	10,933	27,112	*	*	*
Manteca	24,925	27,221	9.2	9,598	242,996	289,836	10,648	30,198	*	*	*
Stockton	149,779	163,576	9.2	64,214	1,397,242	1,608,434	9,833	25,048	*	*	*
SAN LUIS OBISPO	155,345	168,665	8.6	66,203	1,548,333	1,773,489	10,515	26,789	1,439	63,761	45,420
Paso Robles	9,163	9,609	4.9	3,820	88,090	101,037	10,515	26,449	*	*	*
San Luis Obispo	34,252	35,469	3.6	13,713	353,635	482,606	13,606	35,193	*	*	*
SAN MATEO	588,164	604,402	2.8	242,341	6,876,831	10,186,127	16,853	42,032	331	50,391	2,052
Redwood City	54,965	55,091	.2	23,870	595,261	929,601	16,874	38,944	*	*	*
San Mateo	77,640	77,696	.1	34,757	970,157	1,499,242	19,296	43,135	*	*	*
SANTA BARBARA	298,660	321,014	7.5	122,310	3,092,401	3,968,455	12,362	32,446	1,414	117,026	
Lompoc	26,267	27,445	4.5	10,233	246,064	353,088	12,865	34,505	*	*	*
Santa Barbara	74,542	78,480	5.3	35,490	794,983	1,131,373	14,416	31,879	*	*	*
Santa Maria	39,685	43,571	9.8	16,350	389,323	565,865	12,987	34,609	*	*	*
SANTA CLARA	1,295,071	1,367,846	5.6	506,894	15,021,674	20,607,802	15,066	40,655	1,442	86,076	18,170
Gilroy	21,641	22,857	5.6	7,747	190,651	277,071	12,122	35,765	*	*	*
Palo Alto	55,225	54,357	−1.6	23,750	821,324	905,842	16,665	38,141	*	*	*
San Jose	629,546	664,919	5.6	235,057	6,549,810	9,320,969	14,018	39,654	*	*	*
Saratoga	29,261	29,785	1.8	9,871	510,460	580,069	19,475	58,765	*	*	*
SANTA CRUZ	188,141	204,024	8.4	81,491	1,650,190	2,355,411	11,545	28,904	805	78,283	1,872
Santa Cruz	41,483	43,26[illegible]	4.3	17,321	324,708	537,524	12,425	31,033	*	*	*
Watsonville	23,663	26,021	10.0	8,966	180,889	307,187	11,805	34,261	*	*	*
SHASTA	115,715	123,069	6.4	47,813	922,668	1,288,286	10,468	26,944	809	8,021	12,281
Redding	41,995	44,664	6.4	18,071	338,357	559,742	12,532	30,975	*	*	*
SIERRA	3,073	3,322	8.1	1,490	24,780	36,717	11,053	24,642	35	130	
SISKIYOU	39,732	43,486	9.4	17,341	296,486	439,169	10,099	25,325	684	17,612	20,747
Yreka City	5,916	6,301	6.5	2,445	58,419	66,135	10,496	27,049	*	*	*
SOLANO	235,203	249,520	6.1	89,568	2,952,541	3,167,328	12,694	35,362	801	74,071	15,448
Fairfield	58,099	61,018	5.0	19,954	689,602	759,901	12,454	38,083	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Sui Sun	11,087	13,634	23.0	4,506	127,363	150,602	11,046	33,423	*	*	*
Vallejo	80,188	80,322	.2	30,406	1,071,099	1,197,418	14,908	39,381	*	*	*
SONOMA	299,827	319,976	6.7	127,890	2,926,981	3,641,784	11,381	28,476	2,585	49,619	56,822
Petaluma	33,834	35,483	4.9	12,688	324,406	459,676	12,955	36,229	*	*	*
Santa Rosa	83,205	88,796	6.7	36,203	890,180	1,281,242	14,429	35,390	*	*	*
STANISLAUS	265,902	287,383	8.1	106,997	2,268,764	3,075,790	10,703	28,747	4,269	180,224	171,398
Modesto	106,105	114,677	8.1	44,081	1,033,748	1,558,146	13,587	35,347	*	*	*
Turlock	26,291	30,344	15.4	12,244	237,780	365,313	12,039	29,836	*	*	*
SUTTER	52,246	56,548	8.2	21,351	437,397	635,651	11,241	29,771	1,279	138,664	9,078
Yuba City	18,736	20,671	10.3	9,019	168,395	286,255	13,848	31,739	*	*	*
TEHAMA	38,888	42,592	9.5	16,668	307,064	451,205	10,594	27,070	1,282	29,679	28,694
Corning	4,745	5,207	9.7	1,991	47,365	54,488	10,464	27,367	*	*	*
Red Bluff	9,490	10,214	7.6	3,948	78,630	140,064	13,713	35,477	*	*	*
TRINITY	11,858	13,433	13.3	5,355	92,400	126,053	9,384	23,539	104	22	879
TULARE	245,751	264,126	7.5	90,602	2,183,568	2,475,960	9,374	27,328	5,251	399,014	228,164
Porterville	19,707	22,106	12.2	7,652	170,693	228,307	10,328	29,836	*	*	*
Tulare	22,475	24,155	7.5	8,347	187,601	247,712	10,255	29,677	*	*	*
Visalia	49,729	53,448	7.5	19,893	557,766	701,249	13,120	35,251	*	*	*
TUOLUMNE	33,920	35,271	4.0	13,939	272,389	381,871	10,827	27,396	207	84	
Sonora	3,239	3,030	–6.5	953	28,685	32,428	10,702	34,027	*	*	*
VENTURA	529,899	554,115	4.6	189,275	5,637,907	7,206,750	13,006	38,076	1,795	279,190	18,156
Camarillo	37,732	42,195	11.8	15,686	440,901	551,126	13,061	35,135	*	*	*
Oxnard	108,195	115,285	6.6	36,902	939,722	1,262,462	10,951	34,211	*	*	*
Port Hueneme	17,803	18,058	1.4	6,797	161,690	214,503	11,879	31,558	*	*	*
San Buenaventura	74,474	79,252	6.4	31,666	934,183	1,067,145	13,465	33,700	*	*	*
Santa Paula	20,552	20,315	–1.2	6,967	167,513	215,974	10,631	31,000	*	*	*
Simi Valley	77,500	79,457	2.5	22,915	764,120	1,016,243	12,790	44,348	*	*	*
Thousand Oaks	77,797	81,353	4.6	28,864	1,090,004	1,485,679	18,262	51,472	*	*	*
Ventura	74,474	76,188	2.3	30,957	934,183	1,277,299	16,765	41,260	*	*	*
YOLO	113,374	121,408	7.1	46,273	1,177,864	1,249,073	10,288	26,994	924	168,609	14,343
Davis	36,640	41,549	13.4	16,351	437,520	506,234	12,184	30,960	*	*	*
Woodland	30,235	33,801	11.8	12,459	310,193	358,901	10,618	28,807	*	*	*
YUBA	49,733	51,539	3.6	19,040	338,885	472,796	9,174	24,832	530	44,816	10,684
Marysville	9,898	10,086	1.9	4,489	90,014	147,878	14,662	32,942	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of California 1981 Cash Receipts as follows: From Crops $9,682,353,000; from Livestock & Livestock Products $4,220,808,000; Total $13,903,161,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,888,834	3,093,338	7.1	1,187,224	24,036,216	31,539,518	10,196	26,566	29,687	574,778	1,971,748
STANDARD METROPOLITAN STATISTICAL AREAS											
Colorado Springs, Colo.	317,458	335,141	5.6	122,305	2,560,230	2,756,323	8,224	22,556	678	5,264	17,931
Denver-Boulder, Colo.	1,619,921	1,731,880	6.9	679,541	14,076,440	20,097,234	11,604	29,575	2,504	62,296	69,752
Fort Collins, Colo.	149,184	161,591	8.3	61,311	1,370,517	1,495,767	9,256	24,396	1,025	12,964	67,688
Greeley, Colo.	123,438	133,152	7.9	48,277	1,047,107	1,081,484	8,122	22,402	3,178	92,687	689,255
Pueblo, Colo.	125,972	130,687	3.7	48,963	781,651	1,035,768	7,926	21,154	608	7,979	
COUNTIES, Cities											
ADAMS	245,944	257,668	4.8	92,361	1,863,875	2,715,806	10,540	29,404	803	26,942	43,542
ALAMOSA	11,799	12,014	1.8	4,140	79,223	97,333	8,102	23,510	321	8,562	
Alamosa	6,830	6,809	–.3	2,305	47,404	53,895	7,915	23,382	*	*	*
ARAPAHOE	293,621	331,904	13.0	125,332	2,868,596	4,111,075	12,386	32,801	301	12,652	5,196
ARCHULETA	3,664	3,924	7.1	1,376	24,034	31,320	7,982	22,762	130	89	5,363
BACA	5,419	5,511	1.7	2,157	38,934	45,940	8,336	21,298	720	18,117	36,096
BENT	5,945	5,877	–1.2	2,042	33,881	37,652	6,407	18,439	336	4,948	18,691
BOULDER	189,625	203,379	7.3	77,409	1,558,739	2,242,446	11,026	28,969	674	6,301	21,014
Boulder	76,685	77,384	.9	29,554	608,316	939,916	12,149	31,803	*	*	*
Longmont	42,942	48,461	12.9	17,843	312,461	504,038	10,401	28,249	*	*	*
CHAFFEE	13,227	14,565	10.1	5,478	105,998	121,433	8,337	22,167	145	510	
Salida	4,870	5,135	5.4	1,950	36,626	41,442	8,070	21,252	*	*	*
CHEYENNE	2,153	2,195	1.9	818	17,286	16,593	7,566	20,285	336	10,368	9,997

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLEAR CREEK	7,308	7,532	3.1	3,026	75,146	83,744	11,118	27,675	N.A.	N.A.	N.A.
CONEJOS	7,794	8,171	4.8	2,585	32,634	40,219	4,922	15,559	458	5,571	12,579
COSTILLA	3,071	3,225	5.0	1,136	14,897	19,548	6,061	17,208	204	6,235	1,852
CROWLEY	2,988	3,108	4.0	1,233	18,388	20,669	6,650	16,763	249	2,506	
CUSTER	1,528	1,806	18.2	654	10,359	10,557	5,846	16,142	111	344	
DELTA	21,225	23,784	12.1	9,319	133,265	170,786	7,181	18,327	867	8,817	11,654
DENVER	491,396	504,412	2.6	226,693	4,146,748	5,731,891	11,364	25,285	43	3,977	
Denver	491,396	504,412	2.6	226,321	4,146,748	5,731,891	11,364	25,326	*	*	*
DOLORES	1,658	1,704	2.8	617	12,818	15,365	9,017	24,903	162	2,437	1,130
DOUGLAS	25,153	28,913	14.9	9,475	255,342	302,470	10,461	31,923	311	1,614	
EAGLE	13,171	15,846	20.3	6,453	138,853	170,746	10,775	26,460	122	206	4,471
ELBERT	6,850	7,461	8.9	2,585	44,375	52,370	7,019	20,259	520	2,691	
EL PASO	309,424	325,618	5.2	118,714	2,502,404	2,693,429	8,272	22,688	623	5,231	16,810
Colorado Spring	214,821	226,064	5.2	89,141	1,824,258	2,101,616	9,297	23,576	*	*	*
FREMONT	28,676	31,132	8.6	11,459	181,568	215,417	6,919	18,799	336	1,354	
Canon City	13,037	14,435	10.7	5,238	82,629	94,489	6,546	18,039	*	*	*
GARFIELD	22,514	25,980	15.4	9,863	206,773	249,909	9,619	25,338	408	1,459	10,296
Glenwood Sprin.	4,637	4,945	6.6	2,112	42,403	48,276	9,763	22,858	*	*	*
GILPIN	2,441	2,828	15.9	1,115	15,770	23,216	8,209	20,822	N.A.	N.A.	N.A.
GRAND	7,475	8,592	14.9	3,413	75,515	87,725	10,210	25,703	135	902	4,567
GUNNISON	10,689	11,585	8.4	4,280	83,448	100,218	8,651	23,415	163	853	
Gunnison	5,785	6,087	5.2	1,469	43,296	48,907	8,035	33,293	*	*	*
HINSDALE	408	401	−1.7	206	7,002	8,188	20,419	39,748	14		604
HUERFANO	6,440	6,616	2.7	2,569	37,780	43,176	6,526	16,807	242	323	6,209
JACKSON	1,863	2,039	9.4	732	23,347	23,249	11,402	31,761	103	1,235	
JEFFERSON	371,741	402,776	8.3	147,156	3,367,370	4,970,330	12,340	33,776	372	10,810	
KIOWA	1,936	1,899	−1.9	717	13,626	15,024	7,912	20,954	366	8,608	9,457
KIT CARSON	7,599	7,753	2.0	2,993	60,881	71,391	9,208	23,853	801	27,665	81,489
LAKE	8,830	9,728	10.2	3,464	74,012	89,254	9,175	25,766	12	13	
Leadville	3,879	4,014	3.5	1,398	32,639	36,530	9,101	26,130	*	*	*
LA PLATA	27,424	30,044	9.6	11,199	199,968	253,758	8,446	22,659	569	1,745	10,759
Durango	11,649	11,958	2.7	3,741	77,607	112,870	9,439	30,171	*	*	*
LARIMER	149,184	161,591	8.3	61,311	1,370,517	1,495,767	9,256	24,396	1,025	12,964	67,688
Fort Collins	64,632	68,456	5.9	24,228	543,987	650,135	9,497	26,834	*	*	*
Loveland	30,244	32,759	8.3	12,021	251,570	308,948	9,431	25,701	*	*	*
LAS ANIMAS	14,897	15,648	5.0	5,899	88,373	100,069	6,395	16,964	472	703	15,748
Trinidad	9,663	10,250	6.1	3,571	58,323	64,808	6,323	18,148	*	*	*
LINCOLN	4,663	4,812	3.2	1,952	34,222	41,645	8,654	21,335	475	6,757	40,005
LOGAN	19,800	20,236	2.2	7,676	152,514	180,535	8,921	23,519	1,014	23,541	114,073
Sterling	11,385	11,723	3.0	4,613	92,301	118,034	10,069	25,587	*	*	*
MESA	81,530	92,657	13.6	35,305	640,210	808,483	8,726	22,900	1,257	9,779	28,356
Grand Junction	27,956	31,197	11.6	13,541	236,849	348,574	11,173	25,742	*	*	*
MINERAL	804	919	14.3	419	6,984	10,604	11,539	25,308	12	8	401
MOFFAT	13,133	15,280	16.3	5,555	108,879	126,135	8,255	22,707	263	2,240	12,480
Craig	8,133	9,397	15.5	3,442	67,439	78,021	8,303	22,667	*	*	*
MONTEZUMA	16,510	18,193	10.2	6,538	113,237	137,778	7,573	21,073	585	3,677	5,117
Cortez	7,095	7,648	7.8	2,816	52,708	59,518	7,782	21,136	*	*	*
MONTROSE	24,352	26,891	10.4	9,691	171,960	215,442	8,012	22,231	787	8,815	19,943
Montrose	8,722	9,667	10.8	3,656	67,670	77,999	8,069	21,335	*	*	*
MORGAN	22,513	23,786	5.7	8,828	157,996	189,870	7,982	21,508	940	29,492	
Fort Morgan	8,768	9,353	6.7	3,548	66,401	75,406	8,062	21,253	*	*	*
OTERO	22,567	22,713	.6	8,411	137,686	161,676	7,118	19,222	576	11,429	59,296
La Junta	8,338	8,655	3.8	3,208	55,899	62,875	7,265	19,599	*	*	*
Rocky Ford	4,804	4,878	1.5	1,817	29,957	33,461	6,860	18,416	*	*	*
OURAY	1,925	2,090	8.6	857	14,641	16,674	7,978	19,456	78	581	3,365
PARK	5,333	6,386	19.7	2,370	42,848	50,095	7,845	21,137	87	123	
PHILLIPS	4,542	4,511	−.7	1,850	34,217	39,844	8,833	21,537	446	26,821	23,236
PITKIN	10,338	11,184	8.2	5,143	146,593	182,178	16,289	35,423	64	131	
PROWERS	13,070	13,332	2.0	4,932	86,792	97,546	7,317	19,778	578	17,219	58,032
Lamar	7,713	7,887	2.3	2,916	51,492	57,314	7,267	19,655	*	*	*
PUEBLO	125,972	130,687	3.7	48,963	781,651	1,035,768	7,926	21,154	608	7,979	
Pueblo	101,686	104,716	3.0	39,623	641,047	877,809	8,383	22,154	*	*	*
RIO BLANCO	6,255	7,157	14.4	2,482	51,008	58,457	8,168	23,552	181	1,039	9,876
RIO GRANDE	10,511	10,877	3.5	3,820	70,347	87,931	8,084	23,019	356	24,908	4,972
ROUTT	13,404	14,292	6.6	5,520	108,724	128,571	8,996	23,292	325	2,058	12,126
SAGUACHE	3,935	4,278	8.7	1,566	20,967	25,935	6,062	16,561	266	10,781	10,439
SAN JUAN	833	1,037	24.5	425	7,255	11,250	10,849	26,471	N.A.	N.A.	N.A.
SAN MIGUEL	3,192	3,251	1.8	1,397	24,908	28,135	8,654	20,140	69	268	2,786
SEDGWICK	3,266	3,192	−2.3	1,329	26,407	33,156	10,387	24,948	316	13,547	16,117
SUMMIT	8,848	10,540	19.1	4,389	100,368	125,158	11,875	28,516	24	32	883
TELLER	8,034	9,523	18.5	3,591	57,826	62,894	6,604	17,514	55	33	1,121
WASHINGTON	5,304	5,411	2.0	2,157	38,872	47,012	8,688	21,795	893	21,970	28,189
WELD	123,438	133,152	7.9	48,277	1,047,107	1,081,484	8,122	22,402	3,178	92,687	689,255
Greeley	53,006	56,974	7.5	21,461	484,839	566,048	9,935	26,376	*	*	*
YUMA	9,682	9,724	.4	3,802	70,232	77,179	7,937	20,300	1,060	59,693	89,824

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1981 Cash Receipts as follows: From Crops $1,072,942,000; from Livestock & Livestock Products $2,012,335,000; Total $3,085,277,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CONNECTICUT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	3,107,576	3,170,387	2.0	1,166,867	29,794,202	36,280,137	11,443	31,092	4,602	84,567	78,867
STANDARD METROPOLITAN STATISTICAL AREAS											
Bridgeport, Conn...	395,455	402,192	1.7	145,792	3,978,261	4,718,642	11,732	32,366	N.A.	N.A.	N.A.
Bristol, Conn.........	73,762	75,923	2.9	27,627	690,785	806,505	10,623	29,193	N.A.	N.A.	N.A.
Danbury, Conn......	146,405	154,193	5.3	53,789	1,546,903	1,854,689	12,028	34,481	N.A.	N.A.	N.A.
Hartford, Conn......	726,114	739,966	1.9	221,367	6,895,773	7,723,740	10,438	34,891	N.A.	N.A.	N.A.
Meriden, Conn.......	57,118	58,083	1.7	22,341	434,525	658,956	11,345	29,495	N.A.	N.A.	N.A.
New Britain, Conn	142,241	142,368	.1	54,209	1,396,162	1,552,787	10,907	28,644	N.A.	N.A.	N.A.
New Haven-West Haven, Conn......	417,592	424,818	1.7	159,140	3,211,230	4,519,644	10,639	28,400	N.A.	N.A.	N.A.
New London-Norwich, Conn-R.I.	248,554	251,691	1.3	90,597	2,205,592	2,795,821	11,108	30,860	N.A.	N.A.	N.A.
Norwalk, Conn.	126,692	129,132	1.9	47,101	1,472,483	1,648,887	12,769	35,007	N.A.	N.A.	N.A.
Springfield-Chicopee-Holyoke, Mass-Conn.	530,668	539,155	1.6	199,551	3,895,519	4,825,485	8,950	24,182	N.A.	N.A.	N.A.
Stamford, Conn.	198,854	201,670	1.4	76,161	2,741,400	2,762,835	13,700	36,276	N.A.	N.A.	N.A.
Waterbury, Conn. .	228,178	231,726	1.6	85,092	1,774,660	2,557,732	11,038	30,058	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD...............	807,143	824,639	2.2	299,783	9,851,220	10,403,961	12,616	34,705	283	4,077	2,142
Bridgeport..........	142,546	139,694	−2.0	53,963	1,277,745	1,346,553	9,639	24,953	*	*	*
Danbury	60,470	65,000	7.5	24,173	633,272	701,111	10,786	29,004	*	*	*
Greenwich..........	59,578	60,345	1.3	22,497	913,170	980,607	16,250	43,588	*	*	*
Norwalk	77,767	78,352	.8	29,547	908,537	975,555	12,451	33,017	*	*	*
Stamford	102,453	101,614	−.8	39,569	1,348,615	1,436,733	14,139	36,310	*	*	*
Trumbull	32,989	34,057	3.2	10,469	389,816	422,863	12,416	40,392	*	*	*
HARTFORD.............	807,766	819,628	1.5	307,480	7,759,054	9,015,435	10,999	29,320	714	42,399	7,806
Bristol	57,370	59,009	2.9	21,817	514,429	620,698	10,519	28,450	*	*	*
Enfield	42,695	42,150	−1.3	13,445	334,903	395,609	9,386	29,424	*	*	*
Hartford	136,392	131,470	−3.6	53,784	1,010,848	1,159,474	8,819	21,558	*	*	*
Manchester	49,761	51,234	3.0	19,551	488,011	586,052	11,439	29,976	*	*	*
New Britain.......	73,840	71,789	−2.8	29,220	652,809	762,745	10,625	26,104	*	*	*
LITCHFIELD	156,769	162,046	3.4	60,240	1,343,480	1,789,380	11,042	29,704	577	3,379	17,136
Torrington	30,987	30,734	−.8	11,971	239,193	355,162	11,556	29,669	*	*	*
Winsted..............	8,847	8,835	−.1	3,460	83,897	94,174	10,659	27,218	*	*	*
MIDDLESEX	129,017	134,634	4.4	50,169	1,200,716	1,548,213	11,499	30,860	239	7,034	2,475
Middletown.......	39,040	39,941	2.3	14,182	332,177	485,374	12,152	34,225	*	*	*
NEW HAVEN	761,337	775,098	1.8	289,067	6,043,575	8,643,748	11,152	29,902	423	12,502	6,238
Ansonia..............	19,039	18,492	−2.9	6,986	133,439	197,352	10,672	28,250	*	*	*
Meriden..............	57,118	58,083	1.7	22,341	433,741	658,956	11,345	29,495	*	*	*
Milford	50,898	51,382	1.0	17,485	405,366	606,644	11,807	34,695	*	*	*
Naugatuck	26,456	27,994	5.8	10,188	202,303	311,841	11,140	30,609	*	*	*
New Haven.......	126,109	123,250	−2.3	48,978	849,390	1,235,145	10,021	25,218	*	*	*
Wallingford.......	37,274	38,207	2.5	13,407	285,921	436,540	11,426	32,561	*	*	*
Waterbury	103,266	102,492	−.8	40,132	751,692	1,122,402	10,951	27,968	*	*	*
NEW LONDON	238,409	241,128	1.1	86,318	2,040,324	2,726,893	11,309	31,591	530	8,301	12,959
New London	28,842	26,966	−6.5	10,137	232,971	345,772	12,823	34,110	*	*	*
Norwich.............	38,074	35,601	−6.5	13,546	308,280	465,718	13,082	34,380	*	*	*
TOLLAND	114,823	117,013	1.9	38,567	967,779	1,275,184	10,898	33,064	285	2,820	12,287
Vernon	27,974	27,754	−.8	10,463	254,218	380,376	13,705	36,354	*	*	*
WINDHAM..............	92,312	96,201	4.2	35,243	588,054	877,323	9,120	24,894	484	2,265	16,944
Willimantic.........	14,652	14,894	1.7	5,714	96,371	96,428	6,474	16,876	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1981 Cash Receipts as follows: From Crops $142,071,000; from Livestock & Livestock Products $186,037,000; Total $328,108,000.*—Included in county totals.

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DELAWARE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	595,225	605,505	1.7	220,715	4,795,857	5,972,122	9,863	27,058	3,615	102,539	28,245
STANDARD METROPOLITAN STATISTICAL AREAS											
Wilmington, Del.-N.J.-Md.	524,108	533,091	2.1	193,188	4,353,387	5,507,051	10,292	28,506	1,515	52,637	27,201

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
KENT	98,219	99,298	1.1	34,582	569,325	747,177	7,525	21,606	994	36,833	9,313
Dover	23,507	23,766	1.1	7,974	159,909	249,433	10,495	31,281	*	*	*
NEW CASTLE	399,002	405,606	1.7	148,150	3,646,553	4,476,812	11,037	30,218	440	18,198	4,824
Newark	25,247	26,890	6.5	7,918	199,418	289,015	10,748	36,501	*	*	*
Wilmington	70,195	67,057	-4.5	28,661	529,456	743,730	11,091	25,949	*	*	*
SUSSEX	98,004	100,601	2.6	37,983	579,979	748,133	7,437	19,697	1,942	47,031	12,582
Milford	5,366	5,180	-3.5	1,493	26,809	39,495	7,625	26,453	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1981 Cash Receipts as follows: From Crops $120,967,000; from Livestock & Livestock Products $271,539,000; Total $392,506,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DIST. OF COLUMBIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	637,651	626,041	-1.8	259,453	6,296,384	7,863,296	12,560	[illegible]	N.A.	N.A.	N.A.
STANDARD METROPOLITAN STATISTICAL AREAS											
Washington, D.C.-Md.-Va.	3,060,240	3,158,886	3.2	1,198,534	39,846,649	48,001,462	15,196	40,050	3,494	43,902	23,475
COUNTIES, Cities											
DISTRICT OF COLUMBIA	637,651	626,041	-1.8	259,453	6,296,384	7,863,296	12,560	30,307	N.A.	N.A.	N.A.
Washington	638,432	651,358	2.0	251,460	6,296,384	7,863,296	12,072	31,271	*	*	*

FLORIDA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,739,992	10,917,693	12.1	4,381,949	73,892,567	99,318,421	9,097	22,665	44,165	2,187,336	666,984
STANDARD METROPOLITAN STATISTICAL AREAS											
Bradenton, Fla.	148,442	170,300	14.7	74,413	1,182,797	1,428,951	8,391	19,203	675	55,039	15,883
Daytona Beach, Fl	258,762	292,724	13.1	125,149	1,815,522	2,389,452	8,163	19,093	1,044	37,251	4,288
Fort Lauderdale-Hollywood, Fla.	1,014,043	1,140,967	12.5	489,427	9,660,658	12,903,768	11,310	26,365	470	25,741	
Fort Myers-Cape Coral, Fla.	205,266	237,805	15.9	100,074	1,729,574	2,278,531	9,582	22,768	369	37,147	2,064
Fort Walton Beach, Fla.	109,920	119,031	8.3	42,382	634,774	993,256	8,345	23,436	387	4,275	1,932
Gainesville, Fla.	151,348	169,338	11.9	64,059	1,449,386	1,390,756	8,213	21,711	1,068	15,544	10,300
Jacksonville, Fla.	737,519	790,931	7.2	284,374	4,424,637	6,366,336	8,049	22,387	1,261	26,657	56,900
Lakeland-Winter Haven, Fla.	321,652	360,458	12.1	134,282	2,118,964	2,766,755	7,676	20,604	2,382	223,382	35,697
Melbourne-Titusville-Cocoa, Fla.	272,959	301,763	10.6	117,686	1,382,493	2,882,411	9,552	24,492	545	14,945	
Miami, Fla.	1,625,979	1,823,038	12.1	715,596	12,551,413	17,651,428	9,682	24,667	1,362	114,610	
Ocala, Fla.	122,488	143,070	16.8	55,551	794,589	985,523	6,888	17,741	1,315	20,792	37,827
Orlando, Fla.	700,699	788,775	12.6	297,886	5,397,546	7,102,404	9,004	23,843	2,303	211,321	22,650
Panama City, Fla.	97,740	107,156	9.6	39,835	546,166	827,419	7,722	20,771	93	825	
Pensacola, Fla.	289,782	311,998	7.7	112,273	1,862,036	2,334,943	7,484	20,797	1,016	18,681	3,244
Sarasota, Fla.	202,251	232,434	14.9	106,731	1,807,201	2,414,222	10,387	22,620	255	4,675	
Tallahassee, Fla.	159,542	176,528	10.6	67,063	1,876,530	1,644,992	9,319	24,529	378	2,476	3,134
Tampa-St. Petersburg, Fla.	1,569,492	1,756,617	11.9	748,965	11,617,462	15,353,689	8,740	20,500	3,915	126,087	81,342
West Palm Beach-Boca Raton, Fla.	573,125	664,260	15.9	282,527	5,010,223	7,667,471	11,543	27,139	725	468,373	
COUNTIES, Cities											
ALACHUA	151,348	169,338	11.9	64,059	1,449,386	1,390,756	8,213	21,711	1,068	15,544	10,300
Gainesville	81,371	87,971	8.1	31,230	755,083	807,900	9,184	25,869	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (thousands)	FARM PRODUCTS (1978) Value of livestock (thousands)
BAKER	15,289	16,411	7.3	4,791	72,637	105,127	6,406	21,943	220	4,140	2,864
BAY	97,740	107,156	9.6	39,835	546,166	827,419	7,722	20,771	93	825	
Panama City	33,346	34,134	2.4	12,252	171,182	296,048	8,673	24,163	*	*	*
BRADFORD	20,023	22,260	11.2	7,354	93,107	139,170	6,252	18,924	348	1,367	2,622
BREVARD	272,959	301,763	10.6	117,686	1,382,493	2,882,411	9,552	24,492	545	14,945	
Cocoa	10,926	10,008	-8.4	5,359	50,080	128,472	12,837	23,973	*	*	*
BROWARD	1,014,043	1,140,967	12.5	489,427	9,660,658	12,903,768	11,310	26,365	470	25,741	
Fort Lauderdale	153,256	155,545	1.5	72,920	1,615,231	2,228,349	14,326	30,559	*	*	*
Hollywood	117,188	118,888	1.5	49,881	1,059,767	1,463,904	12,313	29,348	*	*	*
Pompano Beach	52,618	56,686	7.7	31,900	667,721	960,215	16,939	30,101	*	*	*
CALHOUN	9,294	10,199	9.7	3,734	38,102	55,773	5,468	14,937	211	6,087	
CHARLOTTE	59,115	68,953	16.6	31,937	496,637	602,175	8,733	18,855	184	9,452	
Punta Gorda	6,797	7,671	12.9	3,758	59,928	69,537	9,065	18,504	*	*	*
CITRUS	54,703	65,573	19.9	28,824	354,390	449,061	6,848	15,579	260	2,309	1,475
CLAY	67,052	77,144	15.1	26,028	388,326	579,646	7,514	22,270	224	473	17,422
Orange Park	8,766	8,850	1.0	2,938	59,552	68,259	7,713	23,233	*	*	*
COLLIER	85,791	99,527	16.0	[illegible]	887,099	1,120,494	11,258	27,219	221	40,470	
Naples	17,581	18,865	7.3	9,188	302,254	449,267	23,815	48,897	*	*	*
COLUMBIA	35,399	37,849	6.9	13,605	271,766	280,046	7,399	20,584	589	5,816	5,531
Lake City	9,257	8,510	-8.1	3,244	76,570	88,869	10,443	27,395	*	*	*
DADE	1,625,979	1,823,038	12.1	715,596	12,551,413	17,651,428	9,682	24,667	1,362	114,610	
Florida City	6,174	6,792	10.0	2,316	57,803	65,763	9,682	28,395	*	*	*
Homestead	20,668	24,101	16.6	9,895	123,343	199,239	8,267	20,135	*	*	*
Miami	346,931	363,681	4.8	147,168	[illegible]	3,214,521	8,839	21,843	*	*	*
DE SOTO	19,039	20,980	10.2	7,241	112,945	129,562	6,176	17,893	495	27,464	8,854
DIXIE	7,751	8,033	3.6	2,919	29,421	47,318	5,890	16,210	111	521	
DUVAL	570,981	603,735	5.7	219,048	3,488,943	4,995,563	8,274	22,806	368	2,530	[illegible]
Jacksonville	540,898	561,188	3.8	201,630	3,446,343	4,953,892	8,828	24,569	*	*	*
ESCAMBIA	233,794	250,492	7.1	90,934	1,525,906	1,902,005	7,593	20,916	525	7,242	3,244
Pensacola	57,619	58,328	1.2	22,617	399,669	577,074	9,894	25,515	*	*	*
FLAGLER	10,913	13,289	21.8	5,563	71,164	95,904	7,217	17,240	85	3,980	
FRANKLIN	7,661	8,056	5.2	3,031	29,308	39,964	4,961	13,185	N.A.	N.A.	N.A.
GADSDEN	41,565	43,518	4.7	13 237	226,173	225,161	5,174	17,010	452	11,965	
GILCHRIST	5,767	6,894	19.5	[illegible]	42.578	42,424	6,154	16,702	369	3,905	
GLADES	5,992	6,445	7.6	[illegible]	36,813	45,018	6,985	18,367	160	9,323	
GULF	10,658	11,297	6.0	[illegible]	53,633	[illegible]	6,730	18,686	42	1,757	
HAMILTON	8,761	9,344	6.7	3,263	[illegible]	52,144	5,580	15,980	355	7,924	3,125
HARDEE	19,379	21.271	9.8	7,197	101,350	122,583	5,763	17,033	993	49,924	
HENDRY	18,599	21,548	15.9	7,253	125,756	151,805	7,045	20,930	290	62,744	
HERNANDO	[illegible]	[illegible]	[illegible]	22,551	284,534	359,393	6,648	15,937	387	5,770	10,671
Brooksville	[illegible]	6,073	8.8	2,161	34,893	39,865	6,564	18,447	*	*	*
HIGHLANDS	[illegible]	53,200	11.9	22,206	304,602	369,982	6,955	16,661	590	54,005	
HILLSBOROUGH	646,960	716,249	10.7	275,636	4,698,751	6,133,423	8,563	22,252	2,635	78,657	63,210
Tampa	271,523	273,235	.6	108,792	[illegible]	2,656,765	9,723	24,421	*	*	*
HOLMES	14,723	16,025	8.8	5,905	82,151	82,799	5,167	14,022	646	5,459	5,285
INDIAN RIVER	59,896	69,285	15.7	28,276	445,966	613,882	8,860	21,710	453	37,753	
Vero Beach	16,176	17,887	10.6	8,272	160,955	255,982	14,311	30,946	*	*	*
JACKSON	39,154	41,287	5.4	14,740	234,398	236,573	5,730	16,050	1,133	29,930	
Marianna	7,074	7,261	2.6	2,710	40,576	45,063	6,206	16,628	*	*	*
JEFFERSON	10,703	10,941	2.2	3,739	59,865	59,638	5,451	15,950	309	7,130	
LAFAYETTE	4,035	4,432	9.8	1,622	26,131	25,530	5,760	15,740	353	4,583	9,717
LAKE	104,870	115,680	10.3	48,059	726,765	872,547	7,543	18,156	1,681	183,883	7,001
Leesburg	13,191	13,394	1.5	5,307	95,701	137,737	10,283	25,954	*	*	*
LEE	205,266	237,805	15.9	100,074	1,729,574	2,278,531	9,582	22,768	369	37,147	2,064
Cape Coral	32,103	39,491	23.0	15,232	499,733	624,666	15,818	41,010	*	*	*
Fort Myers	36,638	39,297	7.3	13,610	48,862	380,581	9,685	27,963	*	*	*
LEON	148,655	164,528	10.7	62,747	1,788,300	1,571,970	9,554	25,053	282	2,045	2,346
Tallahassee	81,548	84,270	3.3	33,255	986,222	953,333	11,313	28,667	*	*	*
LEVY	19,870	22,802	14.8	8,669	85,426	129,048	[illegible]	14,886	485	5,592	
LIBERTY	4,260	4,698	10.3	1,713	17,957	26,948	5,736	15,731	86	385	
MADISON	14,894	15,996	7.4	5,571	89,847	90,114	5,634	16,176	[illegible]	10,411	6,655
MANATEE	148,442	170,300	14.7	74,413	1,182,797	1,428,951	8,391	19,203	[illegible]	55,039	15,883
Bradenton	30,170	34,116	13.1	13,284	191,132	282,608	8,284	21,274	[illegible]	*	*
MARION	122,488	143,070	16.8	55,551	794,589	985,523	6,888	17,741	[illegible]	20,792	37,827
Ocala	37,170	42,797	15.1	14,508	250,099	367,951	8,598	25,362	*	*	*
MARTIN	64,014	74,036	15.7	31,308	517,360	647,212	8,742	20,672	222	55,612	[illegible]
Stuart	9,467	10,706	13.1	4,789	145,885	182,356	17,033	38,078	*	*	*
MONROE	63,098	68,212	8.1	29,753	564,633	672,577	9,860	22,605	13	117	
Key West	24,292	23,021	-5.2	7,771	151,521	203,305	8,831	26,162	*	*	*
NASSAU	32,894	35,557	8.1	12,399	177,170	258,715	7,276	20,866	239	420	11,799
OKALOOSA	109,920	119,031	8.3	42,382	634,774	993,256	8,345	23,436	387	4,275	1,932
Fort Walton Beach	20,829	21,315	2.3	7,035	127,254	245,978	11,540	34,965	*	*	*
OKEECHOBEE	20,264	24,248	19.7	8,694	139,095	164,997	6,805	18,978	293	3,462	64,313
ORANGE	471,660	522,855	10.9	198,367	3,712,278	4,836,250	9,250	24,380	1,398	174,828	5,860
Orlando	128,394	140,337	9.3	54,625	924,194	1,404,841	10,010	25,718	*	*	*
OSCEOLA	49,287	59,263	20.2	23,426	295,425	395,494	6,674	16,883	415	18.560	14,716
PALM BEACH	573,125	664,260	15.9	282,527	5,010,223	7,667,471	11,543	27,139	725	468,373	
Boca Raton	49,505	57,377	15.9	24,668	592,655	1,026,409	17,889	41,609	*	*	*
Palm Beach	9,729	10,076	3.6	7,393	266,963	408,966	40,588	55,318	*	*	*
West Palm Beac	62,530	65,151	4.2	25,299	410,399	681,243	10,456	26,928	*	*	*
PASCO	194,123	225,647	16.2	99,279	1,137,324	1,529,269	6,778	15,405	1,044	39,990	18,132
PINELLAS	728,409	814,721	11.8	374,050	5,781,387	7,690,897	9,440	20,561	236	7,440	
Clearwater	85,450	95,575	11.8	43,719	728,301	1,085,839	11,361	24,837	*	*	*
St. Petersburg	236,893	247,380	4.4	109,850	1,675,482	2,374,015	9,597	21,611	*	*	*
POLK	321,652	360,458	12.1	134,282	2.118,964	2,766,755	7,676	20,604	2,382	223,382	35,697
Lake Wales	8,466	8,637	2.0	3,392	58,961	65,506	7,584	19,312	*	*	*
Lakeland	47,406	50,099	5.7	20,520	368,460	560,328	11,184	27,306	*	*	*
Winter Haven	21,119	23.218	9.9	10,021	174,560	272,102	11,719	27,153	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1988 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PUTNAM	50,549	56,900	12.6	21,684	252,716	388,848	6,834	17,932	534	12,157	3,988
Palatka	10,175	10,644	4.6	3,339	40,636	74,237	6,975	22,233	*	*	*
ST. JOHNS	51,303	58,084	13.2	22,108	297,561	427,285	7,356	19,327	210	19,094	2,314
St. Augustine	11,985	11,660	-2.7	4,202	65,512	110,028	9,436	26,185	*	*	*
ST. LUCIE	87,182	101,247	16.1	39,542	593,993	775,409	7,659	19,610	442	71,605	
Fort Pierce	33,802	35,480	5.0	13,196	196,675	295,671	8,333	22,406	*	*	*
Port St Lucie	14,690	17,060	16.1	6,170	128,382	154,389	9,050	25,023	*	*	*
SANTA ROSA	55,988	61,506	9.9	21,339	336,130	432,938	7,039	20,289	491	11,439	
SARASOTA	202,251	232,434	14.9	106,731	1,807,201	2,414,222	10,387	22,620	255	4,675	
Sarasota	48,868	51,990	6.4	22,058	404,348	641,780	12,344	29,095	*	*	*
SEMINOLE	179,752	206,657	15.0	76,093	1,389,843	1,870,660	9,052	24,584	490	17,933	2,074
Sanford	23,176	24,274	4.7	9,183	135,437	210,952	8,690	22,972	*	*	*
SUMTER	24,272	27,796	14.5	10,231	135,340	160,182	5,763	15,657	645	9,322	8,953
SUWANNEE	22,287	25,023	12.3	9,130	152,222	155,417	6,211	17,023	1,140	14,781	8,331
TAYLOR	16,532	17,856	8.0	6,598	77,576	122,577	6,865	18,578	205	662	886
UNION	10,166	11,053	8.7	2,458	53,650	56,799	5,139	23,108	252	3,055	2,094
VOLUSIA	258,762	292,724	13.1	125,149	1,815,522	2,389,452	8,163	19,093	1,044	37,251	4,288
Daytona Beach	54,176	57,590	6.3	24,525	355,265	527,816	9,165	21,522	*	*	*
De Land	15,354	16,774	9.2	5,500	94,296	140,178	8,357	21,566	*	*	*
WAKULLA	10,887	12,000	10.2	4,316	68,230	73,022	6,085	16,919	96	431	788
WALTON	21,300	23,998	12.7	9,495	102,564	158,872	6,620	16,732	498	6,128	5,441
WASHINGTON	14,509	16,689	15.0	6,348	60,668	92,134	5,521	14,514	438	2,956	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1981 Cash Receipts as follows: From Crops $3,009,125,000; from Livestock & Livestock Products $1,029,384,000; Total $4,038,509,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1988 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,464,265	5,758,061	5.4	2,062,115	36,450,863	47,621,742	8,270	23,094	58,682	925,269	616,907
STANDARD METROPOLITAN STATISTICAL AREAS											
Albany, Ga.	112,662	116,754	3.6	39,890	774,077	878,454	7,524	22,022	383	28,248	4,784
Athens, Ga.	130,015	133,941	3.0	48,979	900,580	1,175,701	8,778	24,004	1,621	6,068	12,123
Atlanta, Ga.	2,029,618	2,153,791	6.1	797,635	15,199,106	21,613,502	10,035	27,097	4,149	13,451	24,297
Augusta, Ga.-S.C.	327,372	348,743	6.5	121,143	2,375,089	2,773,469	7,953	22,894	1,093	10,269	4,387
Chattanooga, Tenn.-Ga.	426,540	435,366	2.1	160,852	2,589,847	3,723,326	8,552	23,148	2,000	6,009	14,613
Columbus, Ga.-Ala	239,196	244,487	2.2	83,753	1,640,698	1,848,270	7,560	22,068	351	5,015	120
Macon, Ga.	254,623	264,212	3.8	93,670	1,973,589	1,867,501	7,068	19,937	771	13,310	6,671
Savannah, Ga.	230,728	238,056	3.2	86,688	1,352,995	1,634,326	6,865	18,853	504	7,521	
COUNTIES, Cities											
APPLING	15,565	15,638	.5	5,343	77,144	94,590	6,049	17,704	739	9,281	10,559
ATKINSON	6,141	6,501	5.9	2,187	27,301	32,773	5,041	14,985	334	5,470	3,248
BACON	9,379	9,423	.5	3,288	46,765	57,232	6,074	17,406	505	7,756	2,711
BAKER	3,808	3,586	-5.8	1,225	14,830	16,525	4,608	13,490	229	13,685	3,731
BALDWIN	34,686	36,629	5.6	11,306	230,002	308,887	8,433	27,321	188	447	1,817
Milledgeville	12,176	12,858	5.6	4,081	77,262	115,711	8,999	28,354	*	*	*
BANKS	8,702	9,151	5.2	3,373	39,431	59,457	6,497	17,627	370	657	2,044
BARROW	21,293	22,741	6.8	8,159	125,548	174,074	7,655	21,335	377	385	2,793
BARTOW	40,760	43,476	6.7	15,386	241,757	335,666	7,721	21,816	422	3,495	5,580
Cartersville	9,247	8,942	-3.3	3,505	65,466	103,775	11,605	29,608	*	*	*
BEN HILL	16,000	16,469	2.9	6,148	94,807	109,728	6,663	17,848	263	7,264	1,520
BERRIEN	13,525	13,747	1.6	4,974	70,743	86,734	6,309	17,437	653	14,790	5,473
BIBB	151,085	154,775	2.4	56,591	1,151,396	1,079,233	6,973	19,071	166	815	1,664
Macon	116,860	115,401	-1.3	43,736	885,218	670,575	7,544	19,905	*	*	*
BLECKLEY	10,767	10,826	.5	3,699	73,049	81,806	7,556	22,116	289	4,345	
BRANTLEY	8,701	9,151	5.2	3,057	46,225	63,734	6,965	20,849	369	2,244	1,025
BROOKS	15,255	16,079	5.4	5,459	70,917	86,436	5,376	15,834	597	18,861	14,497
BRYAN	10,175	10,439	2.6	3,429	52,327	66,745	6,394	19,465	109	1,342	
BULLOCH	35,785	38,011	6.2	12,637	207,160	261,568	6,881	20,699	813	26,674	12,051
Statesboro	14,866	15,223	2.4	4,885	101,336	139,366	9,155	28,529	*	*	*
BURKE	19,349	20,338	5.1	6,776	104,098	113,993	5,605	16,823	402	18,931	5,549
BUTTS	13,665	14,807	8.4	4,489	70,791	98,970	6,684	22,047	169	513	
CALHOUN	5,717	5,661	-1.0	1,934	25,455	28,503	5,035	14,738	140	22,419	
CAMDEN	13,371	14,964	11.9	5,113	92,094	130,007	8,688	25,427	61	71	206
CANDLER	7,518	7,733	2.9	2,712	40,942	47,316	6,119	17,447	328	7,327	4,78[illegible]
CARROLL	56,346	60,089	6.6	21,240	320,380	466,673	7,766	21,971	817	470	5,452
Carrollton	14,078	14,201	.9	5,271	90,822	147,757	10,405	28,032	*	*	*
CATOOSA	36,991	40,097	8.4	14,344	219,725	309,145	7,710	21,552	291	471	3,132
CHARLTON	7,343	7,748	5.5	2,436	36,964	49,834	6,432	20,457	126	616	782
CHATHAM	202,226	208,199	3.0	76,800	1,190,458	1,430,008	6,868	18,620	87	2,148	
Savannah	141,634	145,817	3.0	53,875	762,569	988,870	6,782	18,355	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
CHATTAHOOCHEE	21,732	22,567	3.8	3,275	97,429	113,280	5,020	34,589	21	21	
CHATTAOGA	21,856	22,895	4.8	8,449	128,279	169,224	7,391	20,029	315	911	2,282
CHEROKEE	51,699	59,681	15.4	20,320	315,455	471,353	7,898	23,197	214	499	4,186
CLARKE	74,498	73,906	–.8	27,503	591,792	739,545	10,007	26,890	95	943	1,623
Athens	42,549	39,698	–6.7	14,532	308,516	418,810	10,550	28,820	*	*	*
CLAY	3,553	3,285	–7.6	1,122	15,045	16,576	5,046	14,774	98	6,533	
CLAYTON	150,357	158,069	5.1	55,419	1,036,149	1,534,210	9,706	27,684	79	166	
Jonesboro	4,132	3,851	–6.8	1,332	31,599	36,013	9,352	27,037	*	*	*
CLINCH	6,660	6,885	3.4	2,283	34,957	47,293	6,869	20,715	127	699	950
COBB	297,694	327,637	10.1	122,773	2,298,769	3,402,791	10,386	27,716	208	457	665
Marietta	30,805	31,395	1.9	13,826	251,467	440,621	14,035	31,869	*	*	*
COFFEE	26,894	28,603	6.4	9,950	152,010	187,431	6,553	18,837	1,023	18,576	13,601
COLQUITT	35,376	37,423	5.8	13,416	204,033	254,531	6,801	18,972	967	28,938	
Moultrie	15,708	16,595	5.6	6,151	100,514	137,829	8,305	22,408	*	*	*
COLUMBIA	40,118	45,138	12.5	15,060	272,172	292,120	6,472	19,397	202	635	
1COLUMBUS CONSOL. GOVT.											
1Columbus											
COOK	13,490	14,123	4.7	4,931	74,757	91,821	6,502	18,621	428	11,492	3,278
COWETA	39,268	42,232	7.5	14,997	253,670	344,953	8,168	23,001	320	2,094	
CRAWFORD	7,684	8,149	6.1	2,643	39,923	45,649	5,602	17,272	176	2,635	
CRISP	19,489	20,372	4.5	7,205	120,508	140,860	6,914	19,550	280	17,403	
Cordele	11,184	11,558	3.3	3,678	59,028	76,739	6,639	20,864	*	*	*
DADE	12,318	12,760	3.6	4,290	52,867	71,689	5,618	16,711	171	208	616
DAWSON	4,774	5,242	9.8	1,934	22,861	34,706	6,621	17,945	188	240	941
DECATUR	25,495	27,633	8.4	9,407	134,463	161,714	5,852	17,191	548	22,597	
DE KALB	483,024	496,847	2.9	185,954	3,981,473	5,666,127	11,404	30,471	84	242	
DODGE	16,955	17,732	4.6	6,372	106,720	119,828	6,758	18,805	557	6,952	5,955
DOOLY	10,826	11,129	2.8	3,837	51,752	61,852	5,558	16,120	376	28,272	
DOUGHERTY	100,978	103,952	2.9	35,695	701,268	790,047	7,600	22,133	194	11,674	4,784
Albany	74,550	74,348	–.3	26,056	491,081	586,807	7,893	22,521	*	*	*
DOUGLAS	54,573	58,137	6.5	18,807	355,462	506,014	8,704	26,906	124	352	379
EARLY	13,158	13,904	5.7	4,785	67,763	81,240	5,843	16,978	472	24,112	
ECHOLS	2,297	2,225	–3.1	726	10,659	14,436	6,488	19,884	100	987	
EFFINGHAM	18,327	19,418	6.0	6,459	110,210	137,573	7,085	21,299	308	4,031	
ELBERT	18,758	19,688	5.0	7,215	109,489	141,577	7,191	19,623	412	1,913	2,806
EMANUEL	20,795	22,082	6.2	7,791	109,721	136,745	6,193	17,552	634	9,567	5,633
EVANS	8,428	P.960	6.3	3,167	41,076	51,845	5,786	16,370	249	5,476	2,493
FANNIN	14,748	14,950	1.4	5,902	71,539	100,864	6,747	17,090	201	635	
FAYETTE	29,043	34,871	20.1	11,615	213,439	315,348	9,043	27,150	244	470	
FLOYD	79,800	83,381	4.5	31,139	522,642	699,327	8,387	22,458	478	2,145	3,156
Rome	29,654	29,710	.2	11,830	199,947	300,671	10,120	25,416	*	*	*
FORSYTH	27,958	31,075	11.1	10,943	170,360	246,175	7,922	22,496	549	430	2,494
FRANKLIN	15,185	16,096	6.0	5,923	76,953	109,783	6,821	18,535	638	692	2,815
FULTON	589,904	607,940	3.1	242,853	4,717,120	6,347,282	10,441	26,136	322	2,942	1,321
2Atlanta	425,022	415,653	–2.2	167,520	2,794,498	3,952,793	9,510	23,596	*	*	*
Roswell	23,337	23,876	2.3	8,664	216,370	257,782	10,797	29,753	*	*	*
GILMER	11,110	12,190	9.7	4,485	54,412	77,631	6,368	17,309	244	668	3,065
GLASCOCK	2,382	2,540	6.6	937	14,481	16,310	6,421	17,407	123	1,108	738
GLYNN	54,981	57,661	4.9	21,761	407,582	561,782	9,743	25,816	62	99	
Brunswick	17,605	17,214	–2.2	6,272	100,396	158,532	9,209	25,276	*	*	*
GORDON	30,070	31,677	5.3	11,281	183,981	244,220	7,710	21,649	564	3,040	5,563
GRADY	19,845	21,011	5.9	7,354	108,938	127,120	6,050	17,286	756	18,914	14,561
GREENE	11,391	12,219	7.3	4,210	56,482	74,818	6,123	17,771	209	214	5,429
GWINNETT	166,903	185,779	11.3	64,348	1,027,183	1,547,803	8,331	24,054	414	634	1,607
Lawrenceville	8,928	9,508	6.5	3,465	67,215	78,272	8,232	22,589	*	*	*
HABERSHAM	25,020	26,850	7.3	9,458	134,880	198,271	7,384	20,963	386	487	1,685
HALL	75,649	80,725	6.7	29,105	475,974	680,306	8,427	23,374	761	319	6,287
Gainesville	15,280	15,024	–1.7	5,748	126,870	204,685	13,624	35,610	*	*	*
HANCOCK	9,466	9,726	2.7	3,012	35,385	48,204	4,956	16,004	172	384	
HARALSON	18,422	19,927	8.2	7,409	105,012	154,931	7,775	20,911	268	354	1,816
HARRIS	15,464	16,397	6.0	5,814	92,247	122,928	7,497	21,143	252	701	1,696
HART	18,585	19,710	6.1	6,981	103,177	138,630	7,033	19,858	518	1,982	4,642
HEARD	6,520	7,055	8.2	2,446	28,901	44,709	6,337	18,278	194	138	1,470
HENRY	36,309	39,826	9.7	13,357	242,367	349,755	8,782	26,185	339	1,972	4,430
HOUSTON	77,605	82,085	5.8	28,224	631,630	608,440	7,412	21,558	294	10,453	
Warner Robins	39,893	41,767	4.7	15,062	358,799	377,748	9,044	25,080	*	*	*
IRWIN	8,988	9,544	6.2	3,367	46,866	55,233	5,787	16,404	489	21,929	
JACKSON	25,343	27,016	6.6	9,656	137,471	196,210	7,263	20,320	713	744	5,127
JASPER	7,553	10,155	34.4	3,616	47,591	63,099	6,214	17,450	223	423	3,338
JEFF DAVIS	11,473	11,958	4.2	4,086	58,367	72,420	6,056	17,724	438	8,051	2,993
JEFFERSON	18,403	18,659	1.4	6,307	106,334	117,524	6,299	18,634	401	8,316	
JENKINS	8,841	9,258	4.7	3,233	46,978	54,126	5,846	16,742	308	5,133	9,018
JOHNSON	8,660	8,721	.7	3,083	50,061	54,743	6,277	17,756	338	2,779	
JONES	16,579	17,499	5.5	5,804	139,580	130,088	7,434	22,414	162	141	5,007
LAMAR	12,215	12,837	5.1	4,422	70,761	96,546	7,521	21,833	243	457	2,450
LANIER	5,654	5,683	.5	1,976	29,203	34,936	6,147	17,680	201	5,114	1,205
LAURENS	36,990	39,348	6.4	13,796	253,806	289,767	7,364	21,004	982	11,241	9,841
Dublin	16,083	16,755	4.2	5,873	121,550	151,876	9,065	25,860	*	*	*
LEE	11,684	12,802	9.6	4,195	72,809	88,407	6,906	21,074	189	16,574	
LIBERTY	37,58[illegible]	43,491	15.7	11,505	178,828	252,547	5,807	21,951	62	129	
LINCOLN	6,949	7,087	2.0	2,422	38,415	47,644	6,723	19,671	190	132	1,084
LONG	4,524	4,882	7.9	1,704	20,313	30,013	6,148	17,613	123	808	
LOWNDES	67,972	69,883	2.8	24,365	425,071	521,386	7,461	21,399	582	11,091	
Valdosta	37,596	37,996	1.1	13,455	246,325	329,776	8,679	24,510	*	*	*
LUMPKIN	10,762	11,471	6.6	3,814	54,579	78,983	6,885	20,709	270	154	1,685
MCDUFFIE	18,546	18,835	1.6	6,610	114,991	147,750	7,844	22,352	185	1,317	

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GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (thousands)	Value of livestock (thousands)
MCINTOSH	8,046	9,881	22.8	3,412	39,601	64,643	6,542	18,946	34	32	
MACON	14,003	12,932	-7.7	4,181	69,881	73,949	5,718	17,687	319	14,392	5,421
MADISON	17,747	19,515	10.0	6,991	98,303	140,256	7,187	20,062	555	1,996	2,787
MARION	5,297	6,051	14.2	1,998	27,166	34,617	5,721	17,326	185	2,960	1,310
MERIWETHER	21,229	22,245	4.8	7,531	116,734	149,197	6,707	19,811	372	1,213	4,136
MILLER	7,038	7,232	2.8	2,610	37,040	44,030	6,088	16,870	385	18,990	
MITCHELL	21,114	22,448	6.3	7,251	105,704	127,685	5,688	17,609	601	33,114	
MONROE	14,610	15,925	9.0	5,262	96,025	125,032	7,851	23,761	172	170	6,470
MONTGOMERY	7,011	7,001	-.2	2,288	34,596	41,163	5,880	17,991	321	3,928	3,483
MORGAN	11,572	12,270	6.0	4,122	57,282	76,086	6,201	18,459	340	3,184	13,784
MURRAY	19,685	21,252	8.0	7,368	114,359	156,498	7,364	21,240	283	1,303	1,373
MUSCOGEE	170,108	174,258	2.4	63,331	1,221,137	1,366,511	7,842	21,577	35	34	120
Columbus	169,441	173,332	2.3	62,991	1,215,076	1,361,906	7,857	21,621	*	*	*
NEWTON	34,489	37,591	9.0	12,559	203,330	295,231	7,854	23,508	249	704	4,606
OCONEE	12,427	13,504	8.7	4,829	73,014	99,690	7,382	20,644	258	2,385	2,586
OGLETHORPE	8,929	8,922	-.1	3,083	44,319	57,955	6,496	18,798	347	2,256	2,082
PAULDING	26,042	28,741	10.4	10,036	149,224	223,449	7,775	22,265	267	135	1,056
PEACH	19,151	20,106	5.0	6,835	131,091	159,354	7,926	23,314	190	9,649	
PICKENS	11,652	12,373	6.2	4,651	67,201	95,461	7,715	20,525	214	101	480
PIERCE	11,897	12,959	8.9	4,500	68,550	95,504	7,370	21,223	559	12,353	6,127
PIKE	8,937	9,781	9.4	3,307	46,365	64,365	6,581	19,463	286	1,577	2,375
POLK	32,386	33,644	3.9	12,436	177,230	241,885	7,190	19,450	288	1,743	2,399
PULASKI	8,950	9,410	5.1	3,355	55,078	65,389	6,949	19,490	201	10,268	
PUTNAM	10,295	11,118	8.0	3,834	69,109	93,538	8,413	24,397	160	164	
QUITMAN	2,357	2,189	-7.1	714	8,174	9,218	4,211	12,910	35	1,446	
RABUN	10,466	11,488	9.8	4,496	51,043	80,308	6,991	17,862	163	691	686
RANDOLPH	9,599	10,480	9.2	3,581	41,419	49,591	4,732	13,848	207	13,937	
RICHMOND	181,629	193,881	6.7	66,390	1,342,622	1,384,265	7,140	20,851	146	1,296	
Augusta	47,532	44,805	-5.7	19,006	319,351	368,250	8,219	19,375	*	*	*
ROCKDALE	36,747	40,011	8.9	13,207	235,782	353,151	8,826	26,740	114	396	
Conyers	6,567	6,588	.3	2,461	51,684	59,648	9,054	24,237	*	*	*
SCHLEY	3,433	3,577	4.2	1,257	18,176	20,784	5,810	16,535	120	3,206	1,598
SCREVEN	14,043	14,859	5.8	5,252	83,286	90,793	6,110	17,287	487	16,111	
SEMINOLE	9,057	9,337	3.1	3,329	56,047	64,650	6,924	19,420	279	14,454	
SPALDING	47,899	51,561	7.6	18,185	325,320	429,735	8,334	23,631	226	927	
Griffin	20,728	20,217	-2.5	7,691	149,986	219,422	10,853	28,530	*	*	*
STEPHENS	21,763	22,067	1.4	8,263	123,293	173,123	7,845	20,952	200	112	2,651
STEWART	5,896	6,244	5.9	2,065	27,334	30,853	4,941	14,941	133	5,610	1,820
SUMTER	29,360	31,189	6.2	10,587	183,164	218,508	7,006	20,639	345	19,830	
Americus	16,120	16,614	3.1	5,631	102,393	132,599	7,981	23,548	*	*	*
TALBOT	6,536	6,733	3.0	2,266	33,790	43,408	6,447	19,156	171	730	
TALIAFERRO	2,032	1,872	-7.9	707	9,558	10,242	5,471	14,487	89	28	2,110
TATTNALL	18,134	18,204	.4	5,909	91,074	108,627	5,967	18,383	716	12,513	9,127
TAYLOR	7,902	8,271	4.7	2,895	44,723	50,428	6,097	17,419	264	5,201	1,701
TELFAIR	11,445	11,545	.9	4,116	68,387	75,823	6,568	18,422	495	4,923	3,686
TERRELL	12,017	12,601	4.9	4,271	59,664	71,535	5,677	16,749	236	17,888	4,858
THOMAS	38,098	39,266	3.1	13,765	212,150	264,692	6,741	19,229	616	17,510	
Thomasville	18,463	18,511	.3	6,699	109,346	148,846	8,041	22,219	*	*	*
TIFT	32,862	34,269	4.3	11,745	211,987	252,180	7,359	21,471	468	29,505	
Tifton	13,749	14,059	2.3	4,901	109,047	141,355	10,054	28,842	*	*	*
TOOMBS	22,592	23,514	4.1	8,384	126,539	154,767	6,582	18,460	456	7,452	5,967
TOWNS	5,638	6,136	8.8	2,345	28,544	40,021	6,522	17,067	148	144	781
TREUTLEN	6,087	6,435	5.7	2,303	37,278	41,069	6,382	17,833	231	1,902	1,816
TROUP	50,003	52,349	4.7	19,113	310,590	409,811	7,828	21,441	250	217	3,798
La Grange	24,204	24,676	2.0	9,147	155,569	226,449	9,177	24,757	*	*	*
West Point	4,294	4,340	1.1	1,697	32,031	35,820	8,253	21,108	*	*	*
TURNER	9,510	9,877	3.9	3,340	51,767	59,035	5,977	17,675	350	14,868	
TWIGGS	9,354	9,853	5.3	3,051	50,983	49,743	5,048	16,303	149	1,901	
UNION	9,390	10,067	7.2	3,830	40,612	58,506	5,812	15,276	292	610	1,420
UPSON	25,998	26,493	1.9	9,743	166,942	221,551	8,363	22,740	231	611	2,062
WALKER	56,470	57,163	1.2	20,817	318,583	432,964	7,574	20,799	504	1,376	3,887
WALTON	31,211	32,779	5.0	10,955	182,202	255,843	7,805	23,354	473	3,539	3,553
WARE	37,180	38,364	3.2	13,769	225,266	306,398	7,987	22,253	428	5,441	1,597
Waycross	19,371	19,413	.2	7,431	123,737	182,816	9,417	24,602	*	*	*
WARREN	6,583	6,716	2.0	2,261	32,417	41,601	6,194	18,399	185	634	
WASHINGTON	18,842	19,771	4.9	6,686	106,293	117,788	5,958	17,617	445	5,837	
WAYNE	20,750	21,932	5.7	7,600	124,250	169,838	7,744	22,347	470	5,823	
WEBSTER	2,341	2,300	-1.8	820	12,026	13,776	5,990	16,800	124	6,738	
WHEELER	5,155	5,213	1.1	1,850	30,666	31,455	6,034	17,003	294	3,182	3,875
WHITE	10,120	11,121	9.9	3,979	52,372	78,397	7,049	19,703	269	204	1,733
WHITFIELD	65,780	68,753	4.5	24,577	441,166	588,952	8,566	23,964	340	1,096	1,232
Dalton	20,743	21,128	1.9	8,172	159,724	243,504	11,525	29,797	*	*	*
WILCOX	7,682	8,073	5.1	2,828	39,489	47,383	5,869	16,755	313	11,062	
WILKES	10,951	11,749	7.3	4,294	61,801	83,481	7,105	19,441	360	554	6,757
WILKINSON	10,368	11,182	7.9	3,786	62,417	70,949	6,345	18,740	172	594	804
WORTH	18,064	19,646	8.8	6,606	91,578	112,289	5,716	16,998	603	28,916	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin Indicates State of Georgia 1981 Cash Receipts as follows: From Crops $1,537,682,000; from Livestock & Livestock Products $1,739,818,000; Total $3,277,500,000. *—Included in county totals. County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

HAWAII POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	964,856	1,010,764	4.8	322,461	7,583,637	9,962,302	9,856	30,895	4,312	331,450	70,979
STANDARD METROPOLITAN STATISTICAL AREAS											
Honolulu, Hawaii	762,874	792,163	3.8	250,258	6,396,092	8,285,609	10,459	33,108	1,057	65,748	38,389
COUNTIES, Cities											
HAWAII	92,053	100,701	9.4	33,440	549,827	782,377	7,769	23,396	2,261	126,657	20,392
Hilo	35,269	37,839	7.3	11,148	217,170	352,463	9,315	31,617	*	*	*
North Kona	13,748	16,749	21.8	7,483	110,369	130,128	7,769	17,390	*	*	*
South Kona	5,914	6,497	9.9	2,026	44,020	50,477	7,769	24,915	*	*	*
HONOLULU	762,874	792,163	3.8	250,258	6,396,092	8,285,609	10,459	33,108	1,057	65,748	38,389
Honolulu	365,048	373,589	1.5	138,467	3,608,131	4,926,209	13,293	35,577	*	*	*
KAUAI	39,082	41,558	6.3	13,353	218,858	302,615	7,282	22,663	369	44,356	
Lihue	4,000	4,227	5.7	1,430	29,056	32,959	7,797	23,048	*	*	*
MAUI	70,847	76,342	7.8	25,410	418,860	591,701	7,751	23,286	625	94,690	
Wailuku	10,674	10,743	.6	2,694	73,944	84,598	7,875	31,402	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1981 Cash Receipts as follows: From Crops $383,386,000; from Livestock & Livestock Products $88,171,000; Total $471,557,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IDAHO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	943,935	985,865	4.4	354,740	6,673,753	8,440,151	8,561	23,792	26,506	799,625	832,440
STANDARD METROPOLITAN STATISTICAL AREAS											
Boise City, Ida.	173,036	184,376	6.6	70,356	1,492,931	1,861,701	10,097	26,461	1,245	12,551	
COUNTIES, Cities											
ADA	173,036	184,376	6.6	70,356	1,492,931	1,861,701	10,097	26,461	1,245	12,551	
Boise City	102,160	105,767	3.5	43,811	949,124	1,285,191	12,151	29,335	*	*	*
ADAMS	3,347	3,308	−1.2	1,233	23,176	27,961	8,453	22,677	197	344	6,829
BANNOCK	65,421	67,063	2.5	24,128	452,215	590,366	8,803	24,468	540	9,781	
Pocatello	46,340	46,409	.1	17,584	332,008	459,384	9,899	26,125	*	*	*
BEAR LAKE	6,931	7,456	7.6	2,442	41,176	50,341	6,752	20,615	453	2,157	9,914
BENEWAH	8,292	8,750	5.5	3,271	58,761	74,017	8,459	22,628	199	8,274	1,388
BINGHAM	36,489	36,589	.3	11,303	218,580	284,277	7,769	25,151	1,430	71,883	60,837
Blackfoot	10,065	9,861	−2.0	3,391	69,501	105,417	10,690	31,087	*	*	*
BLAINE	9,841	10,897	10.7	4,555	90,972	114,998	10,553	25,247	222	5,336	10,045
BOISE	2,999	3,007	.3	1,130	21,017	23,589	7,845	20,875	62	104	853
BONNER	24,163	26,192	8.4	9,948	151,365	200,871	7,669	20,192	485	736	4,364
Sandpoint	4,460	4,381	−1.8	1,416	27,744	31,317	7,148	22,117	*	*	*
BONNEVILLE	65,980	67,234	1.9	22,698	503,689	646,304	9,613	28,474	996	38,926	18,843
Idaho Falls	39,590	38,825	−1.9	14,051	326,679	450,970	11,615	32,095	*	*	*
BOUNDARY	7,289	7,429	1.9	2,644	44,757	56,908	7,660	21,523	276	4,818	2,837
BUTTE	3,342	3,493	4.5	1,159	22,123	27,040	7,741	23,330	245	7,887	5,529
CAMAS	818	802	−2.0	308	7,691	9,178	11,444	29,799	112	4,061	3,394
CANYON	83,756	84,863	1.3	30,167	542,835	675,505	7,960	22,392	2,043	73,766	
Caldwell	17,699	17,496	−1.2	6,581	119,907	165,105	9,437	25,088	*	*	*
Nampa	25,112	24,619	−2.0	9,344	163,284	224,170	9,106	23,991	*	*	*
CARIBOU	8,695	9,151	5.2	2,951	57,594	75,397	8,239	25,550	461	15,664	10,445
CASSIA	19,427	19,877	2.3	6,549	121,734	149,323	7,512	22,801	957	62,042	41,911
Burley	8,761	8,740	−.2	3,040	56,688	77,542	8,872	25,507	*	*	*
CLARK	798	802	.5	308	5,815	7,150	8,915	23,214	79	5,248	4,803
CLEARWATER	10,390	10,510	1.2	3,899	82,917	108,097	10,285	27,724	199	2,443	
CUSTER	3,385	4,063	20.0	1,602	22,594	32,121	7,906	20,051	241	1,836	
ELMORE	21,565	21,652	.4	7,193	129,519	161,759	7,471	22,488	305	26,693	56,229
FRANKLIN	8,895	9,136	2.7	2,914	41,996	53,122	5,815	18,230	667	6,445	
FREMONT	10,813	10,826	.1	3,494	67,072	85,299	7,879	24,413	532	27,596	14,913
GEM	11,972	12,244	2.3	4,564	74,525	92,426	7,549	20,251	520	6,435	10,372
GOODING	11,874	12,788	7.7	4,690	81,418	100,823	7,884	21,497	761	19,274	43,912
IDAHO	14,769	15,050	1.9	5,488	99,749	129,116	8,579	23,527	706	12,464	
JEFFERSON	15,304	16,196	5.8	4,970	82,625	104,938	6,479	21,114	848	27,144	28,568
JEROME	14,840	15,481	4.3	5,570	86,780	107,617	6,952	19,321	872	32,297	37,725
KOOTENAI	59,770	64,242	7.5	24,083	430,067	541,344	8,427	22,478	508	12,490	
Coeur d'Alene	20,054	20,023	−.2	7,259	133,098	195,120	9,745	26,880	*	*	*
LATAH	28,749	30,474	6.0	11,398	211,617	265,628	8,717	23,305	653	23,668	3,121
Moscow	16,513	17,563	6.4	6,190	122,111	165,419	9,419	26,724	*	*	*
LEMHI	7,460	7,733	3.7	2,920	48,459	61,621	7,969	21,103	326	539	10,225
LEWIS	4,118	4,004	−2.8	1,539	33,830	42,329	10,572	27,504	230	12,461	1,495

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	3,436	3,577	4.1	1,257	20,780	25,341	7,084	20,160	341	9,339	
MADISON	19,480	20,406	4.8	5,466	107,289	136,419	6,685	24,958	571	28,715	
MINIDOKA	19,718	20,392	3.4	6,690	116,802	150,230	7,367	22,456	1,003	43,644	44,731
NEZ PERCE	33,220	34,140	2.8	13,436	261,437	319,619	9,362	23,788	442	23,152	5,062
Lewiston	27,986	28,590	2.2	11,351	216,797	275,241	9,627	24,248	*	*	*
ONEIDA	3,258	3,493	7.2	1,264	18,259	23,822	6,820	18,847	380	7,093	5,566
OWYHEE	8,272	8,965	8.4	2,992	40,030	49,489	5,520	16,540	591	20,395	
PAYETTE	15,722	17,357	10.4	6,431	97,595	124,489	7,172	19,358	646	14,612	
POWER	6,844	6,817	–.4	2,261	42,925	56,357	8,267	24,926	340	37,926	
SHOSHONE	19,226	19,865	3.3	7,405	142,439	179,721	9,047	24,270	33	17	96
Kellogg	3,417	3,416		1,339	27,282	30,571	8,949	22,831	*	*	*
Wallace	1,736	1,661	–4.3	708	12,861	15,027	9,047	21,225	*	*	*
TETON	2,897	2,907	.3	925	14,809	18,833	6,479	20,360	301	9,608	6,166
TWIN FALLS	52,927	56,680	7.1	21,177	370,400	472,405	8,335	22,307	1,630	56,499	59,172
Twin Falls	26,209	27,615	5.4	10,738	197,548	277,530	10,050	25,846	*	*	*
VALLEY	5,604	6,542	16.7	2,528	41,447	58,957	9,012	23,322	117	359	5,410
WASHINGTON	8,803	9,036	2.6	3,434	49,942	63,303	7,006	18,434	496	9,250	21,866

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1981 Cash Receipts as follows: From Crops $1,322,020,000; from Livestock & Livestock Products $956,202,000; Total $2,278,222,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ILLINOIS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,418,461	11,574,410	1.4	4,286,496	101,136,361	122,991,490	10,626	28,693	109,770	3,915,290	1,951,822
STANDARD METROPOLITAN STATISTICAL AREAS											
Bloomington-Normal, Ill.	119,149	119,883	.6	43,949	1,141,354	1,387,495	11,574	31,571	2,217	145,197	25,751
Champaign-Urbana-Rantoul, Ill.	168,392	169,239	.5	61,329	1,614,932	1,809,867	10,694	29,511	1,999	128,427	8,656
Chicago, Ill.	7,102,328	7,201,528	1.4	2,636,701	63,330,419	77,164,887	10,715	29,266	4,842	205,953	92,130
Davenport-Rock Island-Moline, Iowa-Ill.	383,958	388,226	1.1	146,393	3,573,285	4,790,984	12,341	32,727	3,939	103,580	155,129
Decatur, Ill.	131,375	133,008	1.2	51,130	1,157,108	1,492,539	11,221	29,191	1,013	68,310	
Kankakee, Ill.	102,926	103,635	.7	36,723	758,630	912,111	8,801	24,838	1,252	76,802	9,629
Peoria, Ill.	365,864	368,007	.6	137,423	3,834,643	4,378,039	11,897	31,858	3,616	145,662	35,184
Rockford, Ill.	279,514	284,001	1.6	105,270	2,315,469	3,163,249	11,138	30,049	1,392	47,330	42,365
St. Louis, Mo.-Ill.	2,355,276	2,370,652	.7	881,068	19,765,372	26,985,178	11,383	30,628	9,162	174,288	120,687
Springfield, Ill.	187,789	190,190	1.3	76,532	1,634,412	2,113,945	11,115	27,422	1,977	113,788	32,027
COUNTIES, Cities											
ADAMS	71,622	72,245	.9	27,914	707,187	703,444	9,737	25,200	1,831	35,624	
Quincy	42,352	41,483	–2.1	17,014	427,772	459,374	11,074	27,000	*	*	*
ALEXANDER	12,264	12,616	2.9	5,173	71,328	89,449	7,090	17,292	260	10,637	
Cairo	5,931	5,924	–.1	2,503	38,755	42,426	7,162	16,930	*	*	*
BOND	16,224	16,239	.1	6,165	134,007	157,107	9,675	25,484	817	18,549	
BOONE	28,630	29,529	3.1	10,438	230,669	312,597	10,586	29,948	640	23,879	15,397
Belvidere	15,176	15,431	1.7	5,825	127,165	188,309	12,203	32,328	*	*	*
BROWN	5,411	5,614	3.8	2,261	43,476	43,453	7,740	19,218	531	10,648	
BUREAU	39,114	39,137	.1	14,916	303,366	437,199	11,171	29,311	1,781	89,785	43,244
Spring Valley	5,822	5,872	.9	2,247	56,153	63,595	10,830	28,302	*	*	*
CALHOUN	5,867	5,813	–.9	2,157	44,701	43,819	7,882	21,242	591	6,610	10,543
CARROLL	18,779	19,052	1.5	7,401	166,825	164,593	8,639	22,239	902	20,598	63,393
CASS	15,084	15,642	3.7	6,143	118,062	135,717	8,676	22,093	567	27,437	18,449
Beardstown	6,338	6,476	2.2	2,530	49,905	56,014	8,649	22,228	*	*	*
CHAMPAIGN	168,392	169,239	.5	61,329	1,614,932	1,809,867	10,694	29,511	1,999	128,427	8,656
Champaign	58,133	58,220	.1	21,999	579,028	697,126	11,974	31,689	*	*	*
Urbana	35,978	36,845	2.4	12,731	335,805	409,138	11,104	32,137	*	*	*
CHRISTIAN	36,446	36,926	1.3	14,542	292,288	330,448	8,949	22,724	1,283	73,046	8,965
Taylorville	11,386	11,645	2.5	4,789	104,728	134,442	11,565	28,073	*	*	*
CLARK	16,913	16,761	–.9	6,687	146,667	181,646	10,837	27,164	1,046	37,471	14,063
Casey	3,026	2,964	–2.1	1,272	27,641	31,293	10,558	24,601	*	*	*
CLAY	15,283	15,552	1.8	6,211	122,076	152,697	9,818	24,583	964	21,482	9,130
Flora	5,379	5,432	1.0	2,217	47,313	53,569	9,862	24,163	*	*	*
CLINTON	32,617	33,324	2.2	11,525	237,915	295,568	8,870	25,646	1,207	24,031	29,974
COLES	52,992	53,072	.2	19,755	481,701	501,987	9,459	25,411	937	46,004	8,961
Charleston	19,355	19,757	2.1	6,487	151,145	179,768	9,099	27,712	*	*	*
Mattoon	19,055	18,186	–4.6	8,117	190,609	223,978	12,316	27,594	*	*	*
COOK	5,253,190	5,291,399	.7	1,879,969	44,717,638	52,218,470	9,869	26,373	454	23,731	2,039
Arlington Heigh.	66,116	67,984	2.8	23,556	823,172	980,864	14,428	41,640	*	*	*
Bartlett	13,254	17,268	30.3	5,970	141,764	168,808	9,776	28,276	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
Buffalo Grove	22,230	26,694	20.1	9,325	252,440	294,685	11,039	31,602	*	*	*
Chicago	3,005,072	2,944,137	-2.0	1,136,326	24,349,835	28,377,628	9,639	24,973	*	*	*
Des Plaines	53,568	53,384	-.4	18,978	568,402	665,254	12,462	35,054	*	*	*
Elk Grove Villag	28,907	32,198	11.4	10,750	312,797	389,531	12,098	36,235	*	*	*
Hanover Park	28,850	35,944	24.6	11,505	193,005	241,256	6,712	20,970	*	*	*
Hoffman Estates	38,258	45,201	18.1	16,191	449,746	575,787	12,738	35,562	*	*	*
Mount Prospect	52,634	60,501	14.9	22,146	700,831	889,553	14,703	40,168	*	*	*
Palatine	32,166	35,243	9.6	12,000	375,916	461,920	13,107	38,493	*	*	*
Prospect Height	11,808	11,541	-2.3	4,974	110,787	126,649	10,974	25,462	*	*	*
Rolling Meadow	20,167	20,972	4.0	7,872	225,640	266,179	12,692	33,813	*	*	*
Schaumberg	52,319	66,286	26.7	25,351	81,268	1,387,312	20,929	54,724	*	*	*
Streamwood	23,456	25,973	10.7	7,285	187,001	220,820	8,502	30,312	*	*	*
Wheeling	23,266	27,020	16.1	11,027	277,881	355,230	13,147	32,215	*	*	*
CRAWFORD	20,818	21,607	3.8	8,735	200,835	251,838	11,655	28,831	773	26,453	
Robinson	7,285	7,466	2.5	3,256	79,680	90,430	12,112	27,773	*	*	*
CUMBERLAND	11,062	11,176	1.0	4,270	91,977	114,577	10,252	26,833	908	25,504	11,096
DE KALB	74,624	75,211	.8	25,666	724,933	718,725	9,556	28,003	1,215	68,524	59,800
De Kalb	33,099	32,932	-.5	9,902	296,581	333,932	10,140	33,724	*	*	*
DE WITT	18,108	18,801	3.8	7,397	172,350	194,193	10,329	26,253	696	43,590	4,401
Clinton	8,014	8,303	3.6	3,416	75,352	84,663	10,197	24,784	*	*	*
DOUGLAS	19,774	20,063	1.5	7,647	178,585	204,123	10,174	26,693	851	53,117	7,209
DU PAGE	658,177	688,540	4.6	242,770	7,522,189	10,251,971	14,889	42,229	734	18,248	1,178
Wheaton	43,043	45,388	5.4	15,873	505,724	779,732	17,179	49,123	*	*	*
EDGAR	21,725	21,638	-.4	8,729	180,122	201,732	9,323	23,111	1,[illegible]34	63,162	
Paris	9,885	9,792	-1.0	4,110	81,350	91,191	9,313	22,188	*	*	*
EDWARDS	7,961	8,019	.7	3,288	64,759	79,959	9,971	24,318	4[illegible]5	11,660	10,119
EFFINGHAM	30,944	31,190	.8	11,242	249,834	292,972	9,393	26,060	1,304	26,520	21,823
Effingham	11,270	11,185	-.8	4,427	106,012	141,528	12,653	31,969	*	*	*
FAYETTE	22,167	22,962	3.6	8,644	174,837	203,480	8,862	23,540	1,548	30,234	12,042
FORD	15,265	15,043	-1.5	5,923	136,259	155,207	10,318	26,204	897	55,835	8,573
Paxton	4,258	4,264	.1	1,675	39,392	44,192	10,364	26,383	*	*	*
FRANKLIN	43,201	45,023	4.2	18,566	291,532	432,687	9,610	23,305	733	12,208	
Benton	7,778	8,129	4.5	3,424	70,551	80,060	9,849	23,382	*	*	*
West Frankfort	9,437	9,659	2.4	4,072	82,200	92,752	9,603	22,778	*	*	*
FULTON	43,687	43,102	-1.3	16,750	318,689	451,639	10,478	26,964	1,502	37,868	25,918
Canton	14,626	14,361	-1.8	5,809	115,056	185,620	12,925	31,954	*	*	*
GALLATIN	7,590	8,122	7.0	3,122	54,719	69,058	8,503	22,120	372	18,269	
GREENE	16,661	16,499	-1.0	6,458	134,071	136,451	8,270	21,129	998	31,597	33,169
GRUNDY	30,582	31,319	2.4	11,533	284,760	342,572	10,938	29,704	675	38,204	
Morris	8,833	8,849	.2	3,639	84,794	95,543	10,797	26,255	*	*	*
HAMILTON	9,172	9,425	2.8	3,948	62,170	81,400	8,637	20,618	763	15,551	
HANCOCK	23,877	24,461	2.4	9,493	170,342	242,900	9,930	25,587	1,647	44,085	40,717
HARDIN	5,383	5,733	6.5	2,309	33,061	43,013	7,503	18,628	218	913	
HENDERSON	9,114	9,122	.1	3,494	67,245	92,879	10,182	26,582	594	24,043	21,026
HENRY	57,968	58,354	.7	21,622	526,334	690,522	11,833	31,936	1,910	54,767	86,776
Kewanee	14,508	13,736	-5.3	5,606	125,914	186,373	13,568	33,245	*	*	*
IROQUOIS	32,976	33,287	.9	12,745	282,779	321,967	9,672	25,262	2,065	121,244	25,336
Watseka	5,543	5,722	3.2	2,249	49,353	55,495	9,699	24,675	*	*	*
JACKSON	61,522	63,153	2.7	24,357	482,881	609,419	9,650	25,020	846	18,938	6,842
Carbondale	26,414	27,409	3.8	9,888	204,090	282,220	10,297	28,542	*	*	*
Murphysboro	9,866	9,687	-1.8	3,911	73,318	99,538	10,275	25,451	*	*	*
JASPER	11,318	11,664	3.1	4,263	101,176	119,546	10,249	28,043	1,067	31,605	14,816
JEFFERSON	36,354	36,903	1.5	14,740	269,105	397,906	10,782	26,995	1,225	18,812	9,012
Mount Vernon	16,995	16,700	-1.7	7,147	145,638	235,141	14,080	32,901	*	*	*
JERSEY	20,538	20,980	2.2	7,273	180,942	178,276	8,497	24,512	761	18,629	
JO DAVIESS	23,520	23,772	1.1	8,776	198,414	194,138	8,167	22,121	1,167	10,787	48,397
East Dubuque	2,194	2,086	-4.9	689	15,398	17,036	8,167	24,726	*	*	*
JOHNSON	9,624	9,623		3,391	62,437	75,202	7,815	22,177	543	3,654	
KANE	278,405	288,528	3.6	101,763	2,527,923	3,351,602	11,616	32,935	995	47,120	38,786
Aurora	81,293	83,912	3.2	30,234	700,481	982,140	11,704	32,485	*	*	*
Elgin	63,981	66,305	3.6	25,693	603,412	864,921	13,045	33,664	*	*	*
KANKAKEE	102,926	103,635	.7	36,723	758,630	912,111	8,801	24,838	1,252	76,802	9,629
Kankakee	30,141	29,448	-2.3	11,163	231,886	316,197	10,737	28,325	*	*	*
KENDALL	37,202	38,490	3.5	13,010	350,280	435,663	11,319	33,487	658	29,002	14,979
KNOX	61,607	61,964	.6	23,986	522,914	742,864	11,989	30,971	1,346	48,155	41,710
Galesburg	35,305	34,992	-.9	13,926	305,025	476,857	13,628	34,242	*	*	*
LAKE	440,372	452,210	2.7	150,075	4,396,946	5,811,540	12,851	38,724	505	20,821	
North Chicago	38,774	35,340	-8.9	6,571	209,973	279,907	7,920	42,597	*	*	*
Waukegan	67,653	66,995	-1.0	24,564	598,184	887,478	13,247	36,129	*	*	*
LA SALLE	109,139	112,844	3.4	43,223	921,251	1,127,441	9,991	26,084	2,303	112,785	30,941
La Salle	10,347	10,673	3.2	4,358	85,632	110,542	10,357	25,365	*	*	*
Oglesby	3,979	4,071	2.3	1,526	35,085	39,136	9,613	25,646	*	*	*
Ottawa	18,166	18,712	3.0	7,287	167,575	221,152	11,819	30,349	*	*	*
Peru	10,886	11,018	1.2	4,166	95,216	126,073	11,442	30,262	*	*	*
Streator	14,795	15,112	2.1	5,896	121,051	157,632	10,431	26,735	*	*	*
LAWRENCE	17,807	17,746	-.4	6,989	140,496	173,647	9,785	24,846	583	21,306	
Lawrenceville	5,652	5,520	-2.3	2,352	48,299	54,360	9,848	23,112	*	*	*
LEE	36,328	36,756	1.2	13,449	339,846	334,734	9,107	24,889	1,330	64,786	32,439
Dixon	15,659	15,222	-2.8	5,729	153,361	165,603	10,879	28,906	*	*	*
LIVINGSTON	41,381	42,089	1.7	14,967	368,782	420,649	9,994	28,105	1,980	116,353	21,146
Pontiac	11,227	11,589	3.2	3,889	93,315	122,737	10,591	31,560	*	*	*
LOGAN	31,802	31,885	.3	11,885	282,018	319,208	10,011	26,858	1,118	69,990	12,879
Lincoln	16,327	16,237	-.6	6,301	145,783	181,173	11,155	28,745	*	*	*
McDONOUGH	37,236	38,549	3.5	13,448	277,199	395,168	10,251	29,385	1,238	44,226	25,479
Macomb	19,632	20,211	2.9	6,227	147,536	227,868	11,274	36,594	*	*	*
McHENRY	147,724	149,979	1.5	52,106	1,335,648	1,784,840	11,901	34,254	1,271	37,681	36,755
Crystal Lake	18,590	18,700	.6	6,396	196,155	293,337	15,686	45,863	*	*	*
Woodstock	11,725	11,427	-2.6	4,355	105,100	161,615	14,143	37,110	*	*	*
McLEAN	119,149	119,883	.6	43,949	1,141,554	1,387,495	11,574	31,571	2,217	145,197	25,751
Bloomington	44,189	44,002	-.4	19,284	[illegible]	605,145	13,753	31,381	*	*	*
Normal	35,672	37,644	5.5	10,569	317,761	418,260	11,111	39,574	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MACON	131,375	133,008	1.2	51,130	1,157,108	1,492,539	11,221	29,191	1,013	68,310	
Decatur	94,081	94,922	.9	37,982	848,323	1,155,227	12,170	30,415	*	*	*
MACOUPIN	49,384	50,165	1.6	19,245	442,673	434,991	8,711	22,707	1,840	50,123	42,264
MADISON	247,671	247,992	.1	93,267	2,230,772	2,781,[illegible]	11,216	29,824	1,756	38,799	18,546
Alton	34,171	32,531	−4.8	13,128	294,375	395,[illegible]	12,155	30,119	*	*	*
East Alton	7,123	7,087	−.5	3,058	65,686	89,993	12,698	29,429	*	*	*
Edwardsville	12,460	13,039	4.6	5,198	127,075	178,933	13,723	34,423	*	*	*
Wood River	12,446	12,239	−1.7	4,945	116,574	159,526	13,034	32,260	*	*	*
MARION	43,523	45,546	4.6	17,941	367,561	458,890	10,075	25,573	1,268	23,324	
Central City	1,377	1,544	12.1	551	4,270	9,117	5,905	16,546	*	*	*
Centralia	15,126	15,201	.5	6,183	145,230	203,834	13,409	32,967	*	*	*
MARSHALL	14,479	14,567	.6	5,496	113,232	160,538	11,021	29,210	667	30,792	9,719
MASON	19,492	19,454	−.2	7,518	165,303	187,824	9,655	24,983	707	40,149	
MASSAC	14,990	15,693	4.7	6,268	110,779	135,900	8,660	21,682	552	6,983	7,705
MENARD	11,700	11,728	.2	4,391	80,191	106,096	9,046	24,162	527	28,947	12,376
MERCER	19,286	19,350	.3	7,165	132,854	197,522	10,208	27,568	1,124	36,219	34,260
MONROE	20,117	21,074	4.8	7,723	165,842	211,927	10,056	27,441	804	24,798	15,125
MONTGOMERY	31,686	31,698		12,584	260,823	276,963	8,738	22,009	1,502	47,083	21,563
Litchfield	7,204	7,095	−1.5	2,858	55,387	61,795	8,710	21,622	*	*	*
MORGAN	37,502	37,631	.3	14,336	379,820	380,468	10,110	26,539	1,129	45,308	23,526
Jacksonville	20,284	19,993	−1.4	7,581	205,464	224,906	11,249	29,667	*	*	*
MOULTRIE	14,546	14,535	−.1	5,343	120,724	134,612	9,261	25,194	642	36,372	7,683
OGLE	46,338	46,627	.6	17,203	443,220	433,290	9,293	25,187	1,536	56,810	62,330
PEORIA	200,466	200,338	−.1	76,590	2,098,484	2,391,159	11,936	31,220	1,191	39,216	
Peoria	124,160	121,862	−1.9	48,269	1,318,234	1,613,969	13,244	33,437	*	*	*
PERRY	21,714	21,872	.7	8,616	160,636	238,263	10,894	27,654	765	13,923	9,174
Du Quoin	6,594	6,394	−3.0	2,668	61,007	69,033	10,797	25,874	*	*	*
Pickneyville	3,319	3,216	−3.1	1,370	30,988	35,058	10,901	25,590	*	*	*
PIATT	16,581	16,640	.4	6,268	153,305	173,320	10,416	27,652	713	60,988	
PIKE	18,896	19,178	1.5	7,720	156,081	161,842	8,439	20,964	1,399	35,907	
POPE	4,404	4,342	−1.4	1,552	22,496	28,891	6,654	18,615	339	2,579	3,658
PULASKI	8,840	8,956	1.3	3,507	46,785	57,368	6,406	16,358	316	7,347	3,737
PUTNAM	6,085	6,654	9.4	2,451	48,840	70,207	10,551	28,644	282	11,786	5,709
RANDOLPH	35,566	36,217	1.8	12,617	316,800	362,983	10,022	28,769	1,204	21,404	17,272
RICHLAND	17,587	17,481	−.6	7,003	134,120	173,848	9,945	24,825	766	20,626	7,109
Olney	9,026	8,843	−2.0	3,771	75,171	106,388	12,031	28,212	*	*	*
ROCK ISLAND	165,968	167,809	1.1	64,674	1,694,258	2,283,459	13,607	35,307	858	18,268	19,674
East Moline	20,907	21,192	1.4	8,194	217,114	310,919	14,672	37,945	*	*	*
Moline	46,278	46,862	1.3	19,001	503,041	719,990	15,364	37,892	*	*	*
Rock Island	46,928	46,355	−1.2	18,266	478,611	675,006	14,562	36,954	*	*	*
ST. CLAIR	265,469	268,782	1.2	95,565	2,164,148	2,689,897	10,008	28,147	1,371	40,509	15,437
Belleville	42,150	43,850	4.0	17,433	416,250	580,540	13,239	33,301	*	*	*
SALINE	27,360	29,635	8.3	12,256	198,551	297,967	10,055	24,312	648	11,986	3,576
Eldorado	5,198	6,030	16.0	2,537	49,940	57,581	9,549	22,696	*	*	*
Harrisburg	9,322	9,789	5.0	3,998	71,014	114,403	11,687	28,615	*	*	*
SANGAMON	176,089	178,462	1.3	72,141	1,554,221	2,007,849	11,251	27,832	1,450	84,841	19,651
Springfield	100,054	101,365	1.3	43,565	912,987	1,286,157	12,688	29,523	*	*	*
SCHUYLER	8,365	8,011	−4.2	3,182	68,571	72,456	9,045	22,771	691	17,179	15,257
SCOTT	6,142	6,232	1.5	2,473	51,998	56,008	8,987	22,648	444	14,963	
SHELBY	23,923	24,173	1.0	9,189	185,408	203,183	8,405	22,112	1,641	59,917	14,483
Shelbyville	5,259	5,452	3.7	2,108	39,980	45,111	8,274	21,400	*	*	*
STARK	7,389	7,411	.3	2,772	53,960	78,546	10,599	28,335	489	30,328	8,301
STEPHENSON	49,536	49,835	.6	19,466	464,056	458,416	9,199	23,550	1,485	23,557	75,455
Freeport	26,266	25,760	−1.9	10,961	265,826	285,206	11,072	26,020	*	*	*
TAZEWELL	132,078	133,858	1.3	49,142	1,418,864	1,623,168	12,126	33,030	1,228	55,341	17,053
Pekin	33,967	34,105	.4	13,728	374,875	468,259	13,730	34,110	*	*	*
UNION	16,851	18,485	9.7	7,224	125,552	163,743	8,858	22,667	732	10,280	5,792
VERMILION	95,222	96,021	.8	37,298	887,271	993,029	10,342	26,624	1,523	91,449	12,474
Danville	38,985	38,294	−1.8	15,696	380,128	470,551	12,288	29,979	*	*	*
WABASH	13,713	14,239	3.8	5,630	123,615	148,071	10,399	26,300	363	15,108	
Mount Carmel	8,908	9,333	4.8	3,728	87,177	99,111	10,619	26,586	*	*	*
WARREN	21,943	22,239	1.3	8,355	161,200	224,507	10,095	26,871	1,050	43,322	
Monmouth	10,706	10,670	−.3	4,068	79,594	121,171	11,356	29,786	*	*	*
WASHINGTON	15,472	16,179	4.6	6,193	130,114	154,817	9,569	24,999	1,180	32,647	21,417
Wamac	1,665	1,793	7.7	733	15,056	17,157	9,569	23,407	*	*	*
WAYNE	18,059	18,167	.6	7,345	139,444	176,147	9,696	23,982	1,401	31,632	15,571
WHITE	17,864	18,515	3.6	7,675	148,885	192,551	10,400	25,088	740	26,014	
Carmi	6,264	6,505	3.8	2,778	59,934	68,367	10,510	24,610	*	*	*
WHITESIDE	65,970	66,805	1.3	24,687	613,628	602,951	9,026	24,424	1,500	49,110	59,747
Rock Falls	10,624	10,699	.7	3,941	95,151	104,680	9,784	26,562	*	*	*
Sterling	16,273	16,256	−.1	6,425	163,935	180,705	11,116	28,125	*	*	*
WILL	324,460	330,872	2.0	110,018	2,830,075	3,746,464	11,323	34,053	1,383	58,352	13,372
Joliet	77,956	72,702	−6.7	27,445	703,658	1,037,168	14,266	37,791	*	*	*
WILLIAMSON	56,538	58,141	2.8	23,444	428,516	625,517	10,759	26,681	699	4,541	3,48[illegible]
Herrin	10,708	10,886	1.7	4,241	104,300	119,203	10,950	28,107	*	*	*
Marion	14,031	14,589	4.0	6,149	114,637	197,473	13,536	32,115	*	*	*
WINNEBAGO	250,884	254,472	1.4	94,832	2,084,800	2,850,652	11,202	30,060	952	23,451	26,9[illegible]8
Rockford	139,712	137,983	−1.2	54,279	1,182,044	1,724,850	12,500	31,777	*	*	*
Rockton	2,313	2,410	4.2	947	23,778	26,997	11,202	28,508	*	*	*
South Beloit	4,088	4,225	3.4	1,727	38,817	43,974	10,408	25,463	*	*	*
WOODFORD	33,320	33,811	1.5	11,691	317,295	363,712	10,757	31,110	1,197	51,105	1[illegible],131

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1981 Cash Receipts as follows: From Crops $5,419,988,000; from Livestock & Livestock Products $2,224,893,000; Total $7,644,881,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,490,179	5,517,762	.5	2,025,538	41,075,415	49,485,858	8,968	24,431	88,458	1,937,957	1,208,865
STANDARD METROPOLITAN STATISTICAL AREAS											
Andersen, Ind.	139,336	137,966	−1.0	51,765	934,947	1,292,527	9,368	24,969	1,207	39,351	
Bloomington, Ind.	98,387	100,407	2.1	36,086	897,010	889,298	8,857	24,644	574	3,313	
Cincinnati, O.-Ky.-Ind.	1,401,403	1,409,530	.6	524,174	13,685,930	15,900,660	11,281	30,335	5,469	51,212	16,232
Elkhart, Ind.	137,330	138,007	.5	50,576	1,096,589	1,300,672	9,425	25,717	1,611	19,655	34,852
Evansville, Ind.-Ky	309,408	314,727	1.7	120,913	2,452,301	2,979,239	9,466	24,640	3,530	116,456	27,321
Fort Wayne, Ind.	382,961	385,092	.6	141,266	2,943,897	3,579,489	9,295	25,339	5,364	106,896	57,475
Gary-Hammond-East Chicago, In	642,781	641,268	−.2	223,701	4,678,903	5,523,596	8,614	24,692	1,403	48,838	14,043
Indianapolis, Ind.	1,166,929	1,175,417	.7	440,848	9,562,469	11,884,817	10,111	26,959	6,957	201,854	48,561
Kokomo, Ind.	103,715	102,475	−1.2	38,235	792,773	968,244	9,449	25,323	1,479	58,590	23,973
Lafayette-West Lafayette, Ind.	121,702	123,401	1.4	43,103	1,174,463	1,141,514	9,250	26,483	1,018	35,734	15,709
Louisville, Ky.-Ind.	906,240	907,829	.2	339,240	6,447,944	9,289,506	10,233	27,383	3,126	26,849	15,881
Muncie, Ind.	128,587	126,582	−1.6	45,953	877,222	1,089,100	8,604	23,700	992	28,768	12,745
South Bend-Mishawaka, Ind	280,772	281,747	.3	104,767	1,934,184	2.289,049	8,124	21,849	2,414	45,160	30,776
Terre Haute, Ind.	176,583	176,849	.2	67,502	1,430,905	1,582,040	8,946	23,437	2,660	78,761	11,045
COUNTIES, Cities											
ADAMS	29,619	29,886	.9	10,109	202,309	241,012	8,064	23,841	1,321	23,554	22,088
Decatur	8,649	8,512	−1.6	3,263	60,021	67,058	7,878	20,551	*	*	*
ALLEN	294,335	295,661	.5	109,707	2,335,109	2,837,040	9,596	25,860	1,860	36,493	22,180
Fort Wayne	172,028	167,623	−2.6	68,095	1,347,086	1,775,584	10,593	26,075	*	*	*
BARTHOLOMEW	65,088	65,002	−.1	23,805	498,602	616,582	9,486	25,901	851	22,410	10,731
Columbus	30,292	30,252	−.1	11,999	257,849	355,086	11,738	29,593	*	*	*
BENTON	10,218	10,058	−1.6	3,777	83,484	98,527	9,796	26,086	711	49,539	
BLACKFORD	15,570	15,505	−.4	5,845	107,810	124,077	8,002	21,228	486	9,525	6,496
Hartford City	7,622	7,439	−2.4	2,962	53,726	59,214	7,960	19,991	*	*	*
BOONE	36,446	38,422	5.4	13,938	272,046	344,623	8,969	24,725	998	37,189	13,665
Lebanon	11,456	12,057	5.2	4,908	86,790	127,310	10,559	25,939	*	*	*
BROWN	12,377	12,750	3.0	4,782	81,809	94,026	7,375	19,662	229	1,067	
CARROLL	19,722	19,743	.1	7,265	142,339	168,830	8,551	23,239	935	30,798	36,772
CASS	40,936	40,999	.2	15,414	314,763	361,820	8,825	23,473	1,005	29,772	18,257
Logansport	17,731	17,144	−3.3	7,102	133,523	170,088	9,921	23,949	*	*	*
CLARK	88,838	88,994	.2	32,633	474,598	837,569	9,412	25,666	886	9,488	5,663
Jeffersonville	21,220	20,589	−3.0	8,016	114,274	225,802	10,967	28,169	*	*	*
CLAY	24,862	25,175	1.3	9,807	192,542	214,826	8,533	21,905	771	20,423	7,042
Brazil	7,852	7,724	−1.6	3,156	57,570	64,296	8,324	20,373	*	*	*
CLINTON	31,545	31,293	−.8	11,720	227,188	262,612	8,392	22,407	902	38,435	24,281
Frankfort	15,168	14,941	−1.5	5,816	108,020	137,321	9,191	23,611	*	*	*
CRAWFORD	9,820	10,254	4.4	3,784	51,543	59,451	5,798	15,711	484	1,771	2,758
DAVIESS	27,836	27,887	.2	10,320	202,298	222,699	7,986	21,579	1,277	26,320	25,591
Washington	11,325	11,148	−1.6	4,701	93,131	113,384	10,171	24,119	*	*	*
DEARBORN	34,291	36,102	5.3	12,652	196,057	258,875	7,171	20,461	936	3,935	5,247
DECATUR	23,841	23,862	.1	8,463	173,837	191,648	8,032	22,645	923	24,696	26,353
Greensburg	9,254	9,333	.9	3,480	71,708	88,718	9,506	25,494	*	*	*
DE KALB	33,606	33,653	.1	12,016	223,770	271,376	8,064	22,585	1,076	17,042	
Auburn	8,122	8,172	.6	3,150	59,838	67,058	8,206	21,288	*	*	*
DELAWARE	128,587	126,582	−1.6	45,953	877,222	1,089,100	8,604	23,700	992	28,768	12,745
Muncie	77,216	76,012	−1.6	28,446	502,729	678,752	8,930	23,861	*	*	*
DUBOIS	34,238	34,498	.8	11,856	217,857	259,333	7,517	21,874	1,080	10,837	28,370
Jasper	9,097	9,009	−1.0	3,365	67,804	93,689	10,399	27,842	*	*	*
ELKHART	137,330	138,007	.5	50,576	1,096,589	1,300,672	9,425	25,717	1,611	19,655	34,852
Elkhart	41,305	39,661	−4.0	16,522	364,353	477,894	12,049	28,925	*	*	*
Goshen	19,665	19,798	.7	7,588	149,057	199,845	10,094	26,337	*	*	*
FAYETTE	28,272	28,115	−.6	10,330	183,685	234,732	8,349	22,723	505	9,770	11,251
Connersville	17,023	16,268	−4.4	6,310	108,408	151,275	9,299	23,974	*	*	*
FLOYD	61,169	62,638	2.4	22,962	329,873	574,024	9,164	24,999	474	2,959	1,583
New Albany	37,103	36,264	−2.3	14,348	199,296	374,213	10,319	26,081	*	*	*
FOUNTAIN	19,033	18,997	−.2	7,316	125,990	152,729	8,040	20,876	748	27,673	7,551
FRANKLIN	19,612	19,862	1.3	6,511	122,829	132,839	6,688	20,402	1,032	9,004	14,860
FULTON	19,335	20,206	4.5	7,886	149,193	167,279	8,279	21,212	939	18,398	15,924
Rochester	5,050	5,206	3.1	2,022	38,015	42,526	8,169	21,032	*	*	*
GIBSON	33,156	34,580	4.3	13,280	228,354	285,554	8,258	21,503	1,010	34,241	12,967
Princeton	8,976	9,664	7.7	4,085	72,444	82,628	8,550	20,227	*	*	*
GRANT	80,934	80,302	−.8	28,976	551,980	704,432	8,772	24,311	967	31,368	16,650
Marion	35,874	34,773	−3.1	13,397	248,915	351,691	10,114	26,251	*	*	*
GREENE	30,416	31,333	3.0	12,409	226,791	252,729	8,066	20,367	1,115	17,663	10,699
Bloomfield	2,705	2,723	.7	1,195	20,029	22,559	8,285	18,878	*	*	*
Linton	6,315	6,555	3.8	2,824	45,404	51,503	7,857	18,238	*	*	*
HAMILTON	82,381	82,414		28,607	672,021	833,530	10,114	29,137	941	29,711	11,056
Noblesville	12,056	12,204	1.2	4,554	80,194	123,834	10,147	27,192	*	*	*
HANCOCK	43,939	44,221	.6	15,248	328,428	409,595	9,262	26,862	839	26,821	
Greenfield	11,299	11,034	−2.4	4,056	83,560	122,401	11,093	30,178	*	*	*
HARRISON	27,276	29,084	6.6	10,185	163,322	200,059	6,879	19,643	1,500	9,209	11,828
HENDRICKS	69,804	72,762	4.2	24,758	530,964	695,334	9,556	28,085	1,063	26,156	
HENRY	53,336	52,076	−2.4	19,197	355,795	458,884	8,812	23,904	1,147	27,902	15,975
New Castle	20,056	19,074	−4.9	7,558	133,782	193,269	10,133	25,571	*	*	*
HOWARD	86,896	85,843	−1.2	32,073	648,838	814,019	9,483	25,380	815	27,793	13,930
Kokomo	47,808	47,860	.1	19,253	351,381	484,318	10,119	25,155	*	*	*
HUNTINGTON	35,596	35,136	−1.3	12,724	252,650	298,800	8,504	23,483	991	24,825	14,837
Huntington	16,202	15,887	−2.0	6,032	118,727	154,818	9,745	25,666	*	*	*
JACKSON	36,523	36,488	−.1	13,573	271,862	294,709	8,077	21,713	1,099	19,949	16,521
Seymour	15,050	15,155	.7	5,888	118,045	145,368	9,592	24,689	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JASPER	26,138	26,796	2.5	8,874	188,894	214,904	8,020	24,217	934	44,752	25,491
Rensselaer	4,944	4,774	−3.4	1,910	35,652	40,049	8,389	20,968	*	*	*
JAY	23,239	22,739	−1.9	8,607	148,008	176,361	7,739	20,490	1,160	18,562	10,566
Portland	7,074	6,962	−1.6	2,813	47,729	52,887	7,597	18,801	*	*	*
JEFFERSON	30,419	31,118	2.3	11,014	222,940	242,262	7,785	21,996	1,046	10.462	5,975
Madison	12,472	12,024	−3.6	4,659	105,635	126,904	10,554	27,238	*	*	*
JENNINGS	22,854	23,293	1.9	7,750	147,589	160,797	6,903	20,748	733	9,534	
JOHNSON	77,240	79,302	2.7	27,237	580,363	737,719	9,303	27,085	814	20,894	
Edinburg	4,856	4,605	−5.2	1,637	36,986	41,468	9,005	25,332	*	*	*
Franklin	11,563	11,040	−4.5	3,721	76,624	103,743	9,397	27,880	*	*	*
KNOX	41,838	41,901	.2	16,236	308,105	337,323	8,050	20,776	930	40,354	
Bicknell	4,713	5,072	7.6	2,192	34,842	39,806	7,848	18,160	*	*	*
Vincennes	20,857	21,167	1.5	8,126	153,424	185,896	8,782	22,877	*	*	*
KOSCIUSKO	59,555	60,389	1.4	22,116	486,729	552,542	9,150	24,984	1,527	26,186	28,876
Warsaw	10,647	11,184	5.0	3,310	97,567	112,064	10,020	33,856	*	*	*
LAGRANGE	25,550	26,178	2.5	8,314	153,168	184,886	7,063	22,238	1,379	15,989	31,219
LAKE	522,965	519,888	−.6	182,053	3,760,947	4,409,211	8,481	24,219	655	23,401	6,647
East Chicago	39,786	37,745	−5.1	13,947	251,533	300,860	7,971	21,572	*	*	*
Gary	151,953	145,273	−4.4	51,239	962,714	1,163,392	8,008	22,705	*	*	*
Hammond	93,714	89,706	−4.3	34,019	700,537	849,563	9,471	24,973	*	*	*
LA PORTE	108,632	108,487	−.1	39,027	803,803	969,109	8,933	24,832	1,064	37,837	15,470
La Porte	21,796	21,382	−1.9	8,553	166,399	222,184	10,391	25,977	*	*	*
Michigan City	36,850	35,489	−3.7	12,695	259,230	339,690	9,572	26,758	*	*	*
LAWRENCE	42,472	42,677	.5	16,315	277,770	325,946	7,638	19,978	930	5,471	8,934
Bedford	14,410*	14,409		6,158	109,988	147,581	10,242	23,966	*	*	*
MADISON	139,336	137,966	−1.0	51,765	934,947	1,292,527	9,368	24,969	1,207	39,351	
Anderson	64,695	61,764	−4.5	24,941	436,654	658,069	10,655	26,385	*	*	*
Elwood	10,867	10,602	−2.4	4,099	63,520	98,073	9,250	23,926	*	*	*
MARION	765,233	766,136	.1	298,573	6,527,524	8,057,577	10,517	26,987	431	11,305	3,878
Indianapolis	700,807	694,358	−.9	270,510	5,921,957	7,326,875	10,552	27,085	*	*	*
MARSHALL	39,155	39,725	1.5	14,470	248,291	293,404	7,386	20,277	1,320	19,984	19,840
Plymouth	7,693	7,518	−2.3	2,847	49,135	54,478	7,246	19,135	*	*	*
MARTIN	11,001	10,918	−.8	3,902	64,578	74,179	6,794	19,011	423	2,879	6,715
MIAMI	39,820	38,752	−2.7	13,960	264,688	304,663	7,862	21,824	989	24,928	24,237
Peru	13,764	13,183	−4.2	5,324	94,516	122,666	9,305	23,040	*	*	*
MONROE	98,387	100,407	2.1	36,086	897,019	889,298	8.857	24,644	574	3,313	
Bloomington	51,646	53,297	3.2	17,735	426,023	473,935	8,892	26,723	*	*	*
MONTGOMERY	35,501	36,016	1.5	13,754	268,714	325,077	9,026	23,635	1,112	39,275	
Crawfordsville	13,325	13,105	−1.7	5,323	105,182	142,383	10,865	26,749	*	*	*
MORGAN	51,999	52,556	1.1	18,165	365,133	461,765	8,786	25,421	824	15,669	7,921
Martinsville	11,311	11,394	.7	4,277	84,554	96,395	8,460	22,538	*	*	*
NEWTON	14,844	15,481	4.3	5,465	110,952	125,948	8,136	23,046	571	37,883	
NOBLE	35,443	35,886	1.2	12,817	237,854	285,303	7,950	22,260	1,189	15,363	19,224
Kendallville	7,299	7,255	−.6	2,504	51,283	57,575	7,936	22,993	*	*	*
OHIO	5,114	5,327	4.2	1,995	35,221	38,280	7,186	19,188	318	1,625	1,963
ORANGE	18,677	18,745	.4	7,090	106,586	123,800	6,604	17,461	726	6,028	11,883
OWEN	15,840	16,268	2.7	6,045	108,409	124,325	7,642	20,567	786	7,070	5,370
Spencer	2,732	2,693	−1.4	1,000	18,196	20,581	7,642	20,581	*	*	*
PARKE	16,372	17,333	5.9	6,623	104,041	122,853	7,088	18,549	701	18,858	
PERRY	19,346	19,237	−.6	6,984	114,130	131,322	6,827	18,803	583	2,549	5,340
PIKE	13,465	14,206	5.5	5,553	95,880	106,477	7,495	19,175	500	10,071	4,886
PORTER	119,816	121,380	1.3	41,648	917,956	1,114,385	9,181	26,757	748	25,437	7,396
Chesterton	8,531	8,651	1.4	3,150	69,161	79,424	9,181	25,214	*	*	*
Valparaiso	22,247	21,211	−4.7	7,413	167,367	226,111	10,660	30,502	*	*	*
POSEY	26,414	26,894	1.8	9,639	180,684	220,535	8,200	22,879	705	30,130	
Mount Vernon	7,656	7,623	−.4	2,949	55,934	62,929	8,255	21,339	*	*	*
PULASKI	13,258	13,042	−1.6	4,833	103,382	116,642	8,944	24,134	847	32,309	14,340
PUTNAM	29,163	28,775	−1.3	9,695	219,125	244,388	8,493	25,208	1,082	19,315	17,976
Greencastle	8,403	7,901	−6.0	2,543	55,983	62,259	7,880	24,483	*	*	*
RANDOLPH	29,997	29,814	−.6	11,113	190,726	245,013	8,218	22,047	1,322	30,793	15,218
Union City	3,908	3,800	−2.8	1,520	27,824	30,973	8,151	20,377	*	*	*
Winchester	5,659	5,609	−.9	2,276	41,145	46,021	8,205	20,220	*	*	*
RIPLEY	24,398	24,674	1.1	8,672	159,148	176,325	7,146	20,333	1,267	13,675	9,813
RUSH	19,604	19,714	.6	6,976	145,446	160,103	8,121	22,951	949	29,657	27,397
Rushville	6,113	6,036	−1.3	2,286	43,087	48,025	7,956	21,008	*	*	*
ST. JOSEPH	241,617	242,022	.2	90,297	1,685,893	1,995,645	8,246	22,101	1,094	25,176	10,936
Mishawaka	40,224	42,150	4.8	17,973	281,896	370,962	8,801	20,640	*	*	*
South Bend	109,727	104,933	−4.4	42,476	789,344	985,193	9,389	23,194	*	*	*
SCOTT	20,422	20,214	−1.0	6,976	132,209	146,081	7,227	20,941	478	6,017	
SHELBY	39,887	39,604	−.7	14,322	285,990	344,674	8,703	24,066	1,047	34,109	12,041
Shelbyville	14,989	14,558	−2.9	5,610	105,918	144,434	9,921	25,746	*	*	*
SPENCER	19,361	19,496	.7	6,766	129,567	140,006	7,181	20,693	930	14,381	13,555
STARKE	21,997	22,150	.7	7,812	149,920	169,573	7,656	21,707	565	16,671	4,018
STEUBEN	24,694	24,760	.3	9,248	167,078	200,228	8,087	21,651	765	9,220	11,420
SULLIVAN	21,107	21,581	2.2	8,517	158,056	172,398	7,988	20,242	729	24,411	
Sullivan	4,774	4,813	.8	2,122	34,398	38,421	7,983	18,106	*	*	*
SWITZERLAND	7,153	7,217	.9	2,672	45,827	49,283	6,829	18,444	764	5,183	
TIPPECANOE	121,702	123,401	1.4	43,103	1,174,463	1,141,514	9,250	26,483	1,018	35,734	15,709
Lafayette	43,011	41,327	−3.9	17,468	458,247	473,131	11,448	27,086	*	*	*
West Lafayette	21,247	21,517	1.3	7,560	231,610	252,666	11,743	33,421	*	*	*
TIPTON	16,819	16,632	−1.1	6,162	143,935	154,225	9,273	25,028	664	30,797	10,043
Tipton	5,004	4,873	−2.6	1,944	39,476	44,152	9,061	22,712	*	*	*
UNION	6,860	7,202	5.0	2,600	47,439	59,992	8,330	23,074	360	8,953	10,409
VANDERBURGH	167,515	168,175	.4	67,293	1,425,755	1,720,783	10,232	25,572	434	13,776	3,147
Evansville	130,496	128,310	−1.7	53,048	1,076,266	1,356,060	10,569	25,563	*	*	*
VERMILLION	18,229	17,883	−1.9	7,106	130,778	150,545	8,418	21,186	408	14,830	4,003
Clinton	5,267	4,994	−5.2	2,163	37,364	41,490	8,308	19,182	*	*	*
VIGO	112,385	112,210	−.2	42,372	949,529	1,044,271	9,306	24,821	752	19,097	
Terre Haute	61,125	58,209	−4.8	22,965	496,637	593,035	10,188	25,823	*	*	*
WABASH	36,640	36,689	.1	13,153	280,554	333,004	9,076	25,318	1,068	22,865	36,009
Wabash	12,985	12,722	−2.0	4,874	101,811	137,453	10,804	28,201	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WARREN	8,976	9,190	2.4	3,313	57,839	69,538	7,567	20,989	565	31,878	
WARRICK	41,474	43,319	4.4	15,012	301,380	378,247	8,732	25,196	569	12,625	4,508
WASHINGTON	21,932	22,984	4.8	8,309	130,415	154,633	6,728	18,610	1,283	11,153	17,641
WAYNE	76,058	76,087		28,697	538,512	685,007	9,003	23,870	1,037	24,220	22,120
Richmond	41,349	41,012	−.8	16,408	290,178	403,945	9,849	24,619	*	*	*
WELLS	25,401	25,892	1.9	9,434	182,709	230,061	8,885	24,386	1,107	29,807	13,207
Bluffton	8,705	8,821	1.3	3,568	63,819	92,696	10,509	25,980	*	*	*
WHITE	23,867	24,088	.9	9,273	179,668	215,771	8,958	23,269	902	43,006	
Monticello	5,162	5,091	−1.4	1,740	40,863	45,945	9,025	26,405	*	*	*
WHITLEY	26,215	26,506	1.1	9,578	184,802	221,184	8,345	23,093	1,110	15,933	16,298
Columbia City	5,091	5,014	−1.5	1,982	36,293	40,501	8,078	20,434	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1981 Cash Receipts as follows: From Crops $2,615,650,000; from Livestock & Livestock Products $1,701,855,000; Total $4,317,505,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,913,387	2,920,587	.2	1,104,406	22,547,730	27,881,591	9,547	25,246	126,379	3,149,543	4,910,199
STANDARD METROPOLITAN STATISTICAL AREAS											
Cedar Rapids, Iow	169,775	170,846	.6	65,055	1,353,154	1,784,802	10,447	27,435	1,859	38,879	40,057
Davenport-Rock Island-Moline, Iowa-Ill.	383,958	388,226	1.1	146,393	3,573,285	4,790,984	12,341	32,727	3,939	103,580	155,129
Des Moines, Iowa	338,048	341,333	1.0	133,432	2,901,500	3,954,500	11,585	29,637	2,537	52,994	44,239
Dubuque, Iowa	93,745	92,974	−.8	31,151	763,350	818,770	8,806	26,284	1,700	9,551	95,725
Iowa City, Iowa	81,717	82,113	.5	31,797	673,851	834,903	10,168	26,257	1,554	27,936	50,724
Omaha, Neb.-Iow.	570,399	578,506	1.4	215,634	4,409,505	6,254,403	10,811	29,005	2,868	83,196	170,362
Sioux City, Iowa-Neb.	117,457	116,519	−.8	43,882	889,812	1,149,623	9,866	26,198	2,070	57,251	96,354
Waterloo-Cedar Falls, Iowa	137,961	137,401	−.4	50,144	1,217,347	1,448,935	10,545	28,895	1,377	43,373	38,598
COUNTIES, Cities											
ADAIR	9,509	9,523	.1	3,802	79,141	91,572	9,616	24,085	1,134	18,511	40,205
ADAMS	5,731	5,794	1.1	2,355	39,518	48,381	8,350	20,544	783	11,220	26,201
ALLAMAKEE	15,108	14,928	−1.2	5,443	84,580	105,719	7,082	19,423	1,185	9,001	53,066
APPANOOSE	15,511	15,334	−1.2	6,164	102,059	118,811	7,748	19,275	950	9,582	15,928
Centerville	6,558	6,414	−2.2	2,679	44,247	49,513	7,720	18,482	*	*	*
AUDUBON	8,559	8,677	1.4	3,374	59,733	64,645	7,450	19,160	1,000	20,823	55,104
BENTON	23,649	24,011	1.5	9,101	168,002	213,446	8,890	23,453	1,644	49,420	66,943
Vinton	5,040	5,130	1.8	2,164	39,157	44,290	8,634	20,467	*	*	*
BLACK HAWK	137,961	137,401	−.4	50,144	1,217,347	1,448,935	10,545	28,895	1,377	43,373	38,598
Cedar Falls	36,322	36,174	−.4	12,167	328,614	409,743	11,327	33,677	*	*	*
Evansdale	4,798	4,629	−3.5	1,614	43,785	49,268	10,643	30,525	*	*	*
Waterloo	75,985	74,814	−1.6	29,154	675,758	830,877	11,106	28,500	*	*	*
BOONE	26,184	26,362	.7	10,275	191,968	245,399	9,309	23,883	1,250	43,164	36,932
Boone	12,602	12,793	1.5	5,280	98,200	137,143	10,720	25,974	*	*	*
BREMER	24,820	25,075	1.0	8,981	182,299	226,986	9,052	25,274	1,385	28,687	34,723
BUCHANAN	22,900	22,969	.3	8,055	148,092	183,373	7,983	22,765	1,466	38,658	49,894
BUENA VISTA	20,774	20,985	1.0	8,131	181,170	194,956	9,290	23,977	1,276	50,209	54,789
BUTLER	17,668	17,439	−1.3	6,575	114,271	143,281	8,216	21,792	1,475	36,535	49,444
CALHOUN	13,542	13,360	−1.4	5,315	91,352	116,558	8,724	21,930	1,216	48,797	42,544
CARROLL	22,951	23,190	1.0	8,336	170,204	180,507	7,784	21,654	1,422	32,888	118,898
Carroll	9,705	10,162	4.7	3,654	78,252	90,935	8,949	24,886	*	*	*
CASS	16,932	16,824	−.6	6,775	139,253	142,035	8,442	20,965	1,157	24,851	50,210
Atlantic	7,789	7,739	−.7	3,234	59,675	66,884	8,642	20,682	*	*	*
CEDAR	18,635	18,487	−.8	7,004	148,872	180,400	9,758	25,757	1,402	42,672	69,357
CERRO GORDO	48,458	48,342	−.2	19,493	382,975	471,747	9,759	24,201	1,119	48,790	35,073
Mason City	30,144	30,071	−.3	11,751	228,936	304,907	10,140	25,947	*	*	*
CHEROKEE	16,238	16,169	−.4	6,241	136,358	143,527	8,877	22,997	1,249	34,315	
Cherokee	7,004	7,038	.5	2,785	56,344	63,417	9,011	22,771	*	*	*
CHICKASAW	15,437	15,437		5,549	98,242	116,139	7,523	20,930	1,206	28,071	41,212
CLARKE	8,612	9,026	4.8	3,680	64,097	76,048	8,425	20,665	787	9,348	17,937
CLAY	19,576	19,394	−.9	7,622	144,879	186,332	9,608	24,447	1,093	41,219	50,766
Spencer	11,726	11,906	1.5	4,665	88,615	123,005	10,331	26,368	*	*	*
CLAYTON	21,098	21,083	−.1	7,821	125,428	154,687	7,337	19,778	1,762	16,733	86,109
CLINTON	57,122	56,512	−1.1	21,057	448,806	554,498	9,812	26,333	1,656	39,851	88,186
Clinton	32,828	31,705	−3.4	12,424	275,692	364,154	11,486	29,311	*	*	*
CRAWFORD	18,935	18,926	−.1	6,980	135,138	145,325	7,679	20,820	1,591	30,499	74,805
DALLAS	29,513	29,896	1.3	11,362	213,808	283,373	9,479	24,940	1,268	36,000	27,617
Perry	7,053	6,901	−2.2	2,832	56,420	63,594	9,215	22,456	*	*	*
DAVIS	9,104	9,510	4.5	3,564	63,609	73,393	7,717	20,593	958	11,160	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DECATUR	9,794	10,075	2.9	3,718	55,348	62,892	6,242	16,916	791	11,694	22,225
DELAWARE	18,933	19,549	3.3	6,715	122,235	152,012	7,776	22,638	1,504	22,333	92,463
DES MOINES	46,203	46,259	.1	18,168	378,896	462,467	9,997	25,455	853	26,555	20.045
Burlington	29,529	28,721	−2.7	11,503	235,815	305,643	10,642	26,571	*	*	*
DICKINSON	15,629	15,638	.1	6,268	116,546	144,326	9,229	23,026	700	25,887	35,896
DUBUQUE	93,745	92,974	−.8	31,151	763,350	818,770	8,806	26,284	1,700	9,551	95,725
Dubuque	62,321	61,045	−2.1	21,671	544,540	617,635	10,118	28,501	*	*	*
EMMET	13,336	13,061	−2.1	5,008	88,602	113,935	8,723	22,751	757	33,592	29,648
Estherville	7,518	7,289	−3.1	2,896	57,537	64,271	8,818	22,193	*	*	*
FAYETTE	25,488	25,126	−1.4	9,403	161,389	203,643	8,105	21,657	1,742	40,830	75,900
Oelwein	7,564	7,542	−.3	3,002	55,385	62,411	8,275	20,790	*	*	*
FLOYD	19,597	19,190	−2.1	7,274	137,609	165,050	8,601	22,690	1,144	43,305	29,153
Charles City	8,778	8,470	−3.5	3,381	66,864	88,789	10,483	26,261	*	*	*
FRANKLIN	13,036	12,790	−1.9	5,121	86,980	110,417	8,633	21,562	1,263	47,304	54,382
FREMONT	9,401	9,312	−1.0	3,695	74,153	75,430	8,100	20,414	827	34,306	31,229
GREENE	12,119	11,973	−1.2	4,807	95,558	117,188	9,788	24,379	1,132	48,902	
GRUNDY	14,366	14,721	2.5	5,581	108,102	134,562	9,141	24,111	1,224	49,990	55,211
GUTHRIE	11,983	12,016	.3	4,824	82,649	100,258	8,344	20,783	1,154	25,008	33,563
HAMILTON	17,862	17,686	−1.0	6,863	130,818	162,168	9,169	23,629	1,283	48,880	44,058
Webster City	8,572	8,609	.4	3,346	69,485	78,062	9,067	23,330	*	*	*
HANCOCK	13,833	13,834		5,241	89,037	112,598	8,139	21,484	1,275	50,605	44,193
HARDIN	21,776	22,254	2.2	8,734	161,514	211,292	9,495	24,192	1,278	45,532	60,402
HARRISON	16,348	16,591	1.5	6,288	120,017	127,912	7,710	20,342	1,278	40,475	28,535
HENRY	18,890	18,946	.3	6,988	132,714	170,099	8,978	24,342	1,022	25,758	29,514
Mount Pleasant	7,322	7,347	.3	2,726	57,624	64,880	8,831	23,800	*	*	*
HOWARD	11,114	11,107	−.1	4,205	78,189	94,783	8,534	22,541	1,099	24,617	36,169
HUMBOLDT	12,246	12,210	−.3	4,822	90,788	112,554	9,218	23,342	895	40,055	34,974
IDA	8,908	9,014	1.2	3,593	87,131	89,657	9,946	24,953	918	24,715	57,816
IOWA	15,429	15,437	.1	5,857	104,988	125,709	8,143	21,463	1,213	21,136	56,560
JACKSON	22,503	22,513		7,969	151,365	184,445	8,193	23,145	1,412	10,515	61,690
JASPER	36,425	36,080	−1.0	14,075	282,770	358,674	9,941	25,483	1,675	36,044	65,201
Newton	15,292	14,870	−2.8	6,194	134,131	189,710	12,758	30,628	*	*	*
JEFFERSON	16,316	16,267	−.3	5,970	121,230	143,465	8,819	24,031	968	18,224	26,023
Fairfield	9,428	9,552	1.3	3,475	72,128	81,421	8,524	23,431	*	*	*
JOHNSON	81,717	82,113	.5	31,797	673,851	834,903	10,168	26,257	1,554	27,936	50,724
Iowa City	50,508	49,928	−1.2	19,043	400,787	537,147	10,758	28,207	*	*	*
JONES	20,401	20,247	−.8	7,192	135,549	166,901	8,243	23,206	1,372	24,007	69,783
KEOKUK	12,921	13,104	1.4	5,230	82,436	104,639	7,985	20,007	1,258	24,662	50,924
KOSSUTH	21,891	22,006	.5	8,203	149,619	186,691	8,484	22,759	2,034	86,567	74,540
LEE	43,106	42,670	−1.0	16,325	326,048	400,883	9,395	24,556	1,099	18,592	32,792
Fort Madison	13,520	13,189	−2.5	5,149	106,199	140,179	10,628	27,225	*	*	*
Keokuk	13,536	13,000	−4.0	5,390	105,638	138,167	10,628	25,634	*	*	*
LINN	169,775	170,846	.6	65,055	1,353,154	1,784,802	10,447	27,435	1,859	38,879	40,057
Cedar Rapids	110,243	109,202	−1.0	43,090	910,654	1,245,833	11,409	28,912	*	*	*
Marion	19,474	19,854	2.0	7,328	160,863	226,948	11,431	30,970	*	*	*
LOUISA	12,055	12,057		4,466	86,831	103,815	8,610	23,246	771	26,099	21,338
LUCAS	10,313	10,459	1.4	4,330	70,498	87,351	8,352	20,173	800	7,503	
LYON	12,896	12,790	−.8	4,609	91,972	97,036	7,587	21,054	1,421	30,585	82,880
MADISON	12,597	12,631	.3	4,765	88,249	106,967	8,469	22,448	1,205	16,173	28,326
MAHASKA	22,507	23,170	2.9	9,088	143,470	186,118	8,033	20,480	1,345	25,077	69,334
Oskaloosa	10,629	10,665	.3	4,380	75,508	102,687	9,628	23,445	*	*	*
MARION	29,669	29,957	1.0	10,930	220,855	264,527	8,830	24,202	1,300	17,025	42,101
MARSHALL	41,652	42,255	1.4	16,397	330,962	417,209	9,874	25,444	1,228	36,735	39,917
Marshalltown	26,938	27,465	2.0	10,862	222,677	299,380	10,900	27,562	*	*	*
MILLS	13,406	14,057	4.9	4,944	115,390	123,068	8,755	24,892	793	27,101	32,355
MITCHELL	12,329	12,158	−1.4	4,597	83,863	101,930	8,384	22,173	1,065	32,365	47,284
MONONA	11,692	11,587	−.9	4,608	88,063	94,427	8,149	20,492	1,058	40,096	40,715
MONROE	9,209	9,209		3,694	61,406	72,487	7,871	19,623	768	6,165	17,735
MONTGOMERY	13,413	13,433	.1	5,549	114,509	117,961	8,781	21,258	796	22,774	34,433
MUSCATINE	40,436	40,498	.2	14,900	322,991	396,752	9,797	26,628	1,054	26,390	
Muscatine	23,467	23,205	−1.1	8,663	186,136	248,554	10,711	28,691	*	*	*
O'BRIEN	16,972	16,900	−.4	6,561	125,938	134,207	7,941	20,455	1,368	47,406	99,901
OSCEOLA	8,371	8,188	−2.2	3,173	57,040	70,894	8,658	22,343	857	31,074	45,360
PAGE	19,063	18,837	−1.2	7,498	145,373	151,945	8,066	20,265	1,166	30,743	41,123
Shenandoah	6,274	6,244	−.5	2,651	46,082	51,293	8,215	19,349	*	*	*
PALO ALTO	12,721	12,810	.7	4,822	89,011	112,221	8,760	23,273	1,096	48,686	43,190
PLYMOUTH	24,743	24,945	.8	8,867	189,708	195,788	7,849	22,081	1,943	39,428	117,923
Le Mars	8,276	8,332	.7	3,093	56,324	63,362	7,605	20,486	*	*	*
POCAHONTAS	11,369	11,288	−.7	4,403	77,919	99,679	8,831	22,639	1,177	54,507	38,607
POLK	303,170	305,456	.8	121,068	2,641,934	3,601,345	11,790	29,746	1,131	33,973	15,859
Des Moines	191,003	184,694	−3.3	76,229	1,578,223	2,217,099	12,004	29,085	*	*	*
POTTAWATTAMIE	86,500	86,451	−.1	32,141	759,965	831,703	9,621	25,877	1,890	57,813	113,167
Council Bluffs	56,449	55,109	−2.4	21,291	501,552	586,320	10,639	27,538	*	*	*
POWESHIEK	19,306	19,143	−.9	7,089	143,752	175,838	9,185	24,804	1,221	29,276	43,713
RINGGOLD	6,112	6,096	−.3	2,561	43,849	51,768	8,492	20,214	824	12,424	26,080
SAC	14,118	14,159	.3	5,622	117,163	127,821	9,028	22,736	1,184	35,691	81,319
SCOTT	160,022	162,063	1.3	60,097	1,352,693	1,817,003	11,212	30,235	1,171	30,545	48,679
Bettendorf	27,381	27,731	1.3	9,743	271,010	381,477	13,756	39,154	*	*	*
Davenport	103,264	102,251	−1.0	39,703	855,573	1,183,168	11,571	29,800	*	*	*
SHELBY	15,043	15,378	2.2	5,564	113,218	123,911	8,058	22,270	1,368	31,182	64,215
SIOUX	30,813	30,571	−.8	10,343	202,285	221,972	7,261	21,461	2,184	38,853	240,931
STORY	72,326	72,947	.9	24,924	554,195	702,179	9,626	28,173	1,330	44,620	32,933
Ames	45,775	46,255	1.0	14,703	349,442	476,514	10,302	32,409	*	*	*
Nevada	5,912	6,028	2.0	2,407	56,575	64,495	10,699	26,795	*	*	*
TAMA	19,533	19,390	−.7	7,377	132,379	162,870	8,400	22,078	1,628	45,546	54,116
TAYLOR	8,353	8,394	.5	3,483	52,622	61,130	7,283	17,551	976	14,165	24,282
UNION	13,858	13,848	−.1	5,554	93,823	111,688	8,065	20,109	823	9,300	22,845
Creston	8,429	8,437	.1	3,524	60,835	78,817	9,342	22,366	*	*	*
VAN BUREN	8,626	8,621	−.1	3,288	51,982	58,391	6,773	17,759	968	12,529	

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IOWA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WAPELLO	40,241	40,117	-.3	16,101	305,193	366,053	9,125	22,735	971	15,476	
Ottumwa	27,381	26,951	-1.6	11,150	211,415	268,702	9,970	24,099	*	*	*
WARREN	34,878	35,877	2.9	12,364	259,566	353,155	9,843	28,563	1,406	19,021	28,380
WASHINGTON	20,141	20,363	1.1	7,647	152,886	188,269	9,246	24,620	1,310	30,772	65,972
Washington	6,584	6,617	.5	2,739	52,972	59,943	9,059	21,885	*	*	*
WAYNE	8,199	8,538	4.1	3,604	58,612	66,801	7,824	18,535	872	14,062	22,337
WEBSTER	45,953	45,824	-.3	17,641	343,367	441,618	9,637	25,034	1,417	66,682	27,850
Fort Dodge	29,423	29,246	-.6	11,497	230,727	314,742	10,762	27,376	*	*	*
WINNEBAGO	13,010	12,706	-2.3	4,923	94,293	115,294	9,074	23,419	929	34,870	[illegible]
WINNESHIEK	21,876	22,088	1.0	7,513	147,749	179,010	8,104	23,827	1,826	16,807	[illegible]
WOODBURY	100,884	99.879	-1.0	37,922	739,087	982,775	9,840	25,916	1,659	46,503	84,696
Sioux City	82,003	80,405	-2.0	30,818	612,725	841,796	10,469	27,315	*	*	*
WORTH	9,075	9,014	-.7	3,593	67,456	83,936	9,312	23,361	874	33,085	27,563
WRIGHT	16,319	16,172	-.9	6,447	142,677	179,481	11,098	27,839	1,090	58,707	31,917

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1981 Cash Receipts as follows: From Crops $4,989,996,000; from Livestock & Livestock Products $5,725,464,000; Total $10,715,460,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KANSAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,363,208	2,423,392	2.5	935,261	19,918,066	24,782,168	10,226	26,498	77,087	1,448,837	3,543,036
STANDARD METROPOLITAN STATISTICAL AREAS											
Kansas City, Mo.-Kans.	1,327,020	1,352,325	1.9	525,974	11,465,251	15,650,548	11,573	29,755	6,421	84,714	80,517
Lawrence, Kans.	67,640	69,268	2.4	25,470	647,515	633,226	9,142	24,862	854	9,518	16,027
Topeka, Kans.	185,442	189,545	2.2	74,605	1,505,742	2,068,847	10,915	27,731	2,817	32,369	36,151
Wichita, Kans.	411,313	426,293	3.6	166,834	3,183,452	4,882,870	11,454	29,268	2,950	34,901	33,680
COUNTIES, Cities											
ALLEN	15,654	16,327	4.3	6,549	83,472	128,625	7,878	19,640	782	8,338	12,827
Iola	6,938	7,296	5.2	2,848	50,972	57,651	7,902	20,243	*	*	*
ANDERSON	8,749	8,990	2.8	3,520	42,971	68,970	7,672	19,594	757	9,096	15,445
ATCHISON	18,397	18,056	-1.9	6,340	142,774	134,847	7,468	21,269	765	11,834	12,287
Atchison	11,407	10,964	-3.9	3,839	91,337	92,908	8,474	24,201	*	*	*
BARBER	6,548	6,723	2.7	2,880	67,169	75,935	11,295	26,366	524	10,756	34,609
BARTON	31,343	31,591	.8	12,478	314,559	334,397	10,585	26,799	1,030	21,945	65,093
Great Bend	16,608	16,790	1.1	6,689	182,441	213,582	12,721	31,930	*	*	*
BOURBON	15,969	16,410	2.8	6,853	90,107	137,600	8,385	20,079	910	6,494	18,495
Fort Scott	8,893	8,948	.6	3,805	66,006	74,392	8,314	19,551	*	*	*
BROWN	11,955	11,700	-2.1	4,716	95,786	88,749	7,585	18,819	833	20,529	25,527
Hiawatha	3,702	3,717	.4	1,534	25,201	28,105	7,561	18,321	*	*	*
BUTLER	44,782	47,057	5.1	17,695	278,481	443,200	9,418	25,047	1,335	9,433	
Augusta	6,968	7,324	5.1	2,819	60,651	69,359	9,470	24,604	*	*	*
El Dorado	10,510	9,912	-5.7	4,254	70,124	124,557	12,566	29,280	*	*	*
CHASE	3,309	3,192	-3.5	1,329	27,549	24,786	7,765	18,650	313	2,301	
CHAUTAUQUA	5,016	5,432	8.3	2,312	40,078	37,569	6,916	16,250	449	2,224	11,652
CHEROKEE	22,304	22,569	1.2	9,089	134,296	172,507	7,644	18,980	879	16,885	6,303
Columbus	3,426	3,447	.6	1,522	23,155	26,073	7,564	17,131	*	*	*
CHEYENNE	3,678	3,566	-3.1	1,523	32,280	33,305	9,340	21,868	543	16,013	10,256
CLARK	2,599	2,706	4.1	1,130	26,163	29,753	10,995	26,330	327	5,226	27,602
CLAY	9,802	9,708	-1.0	4,001	63,766	82,327	8,480	20,577	760	12,255	
Clay Center	4,948	4,913	-.7	2,144	37,479	41,972	8,543	19,576	*	*	*
CLOUD	12,494	12,377	-.9	4,911	82,828	104,174	8,417	21,212	794	15,182	12,851
Concordia	6,847	6,841	-.1	2,598	51,773	57,953	8,471	22,307	*	*	*
COFFEY	9,370	10,067	7.4	3,937	49,233	71,711	7,123	18,215	668	7,809	
Burlington	2,901	3,189	9.9	1,246	19,905	22,716	7,123	18,231	*	*	*
COMANCHE	2,554	2,600	1.8	1,128	25,121	28,649	11,019	25,398	288	5,332	14,688
COWLEY	36,824	38,487	4.5	15,199	341,329	321,944	8,365	21,182	1,111	12,554	48,013
Arkansas City	13,201	13,534	2.5	5,768	124,055	126,004	9,310	21,845	*	*	*
Winfield	10,736	10,770	.3	4,250	105,349	104,984	9,748	24,702	*	*	*
CRAWFORD	37,916	38,813	2.4	16,286	250,209	319,094	8,221	19,593	950	11,236	13,498
Pittsburg	18,770	18,693	-.4	8,004	132,515	186,308	9,967	23,277	*	*	*
DECATUR	4,509	4,597	2.0	1,947	40,843	41,125	8,946	21,122	545	10,245	39,587
DICKINSON	20,175	19,723	-2.3	7,902	131,216	165.906	8,412	20,995	1,158	16,553	31,923
Abilene	6,572	6,372	-3.1	2,664	50,568	56,103	8,805	21,060	*	*	*
DONIPHAN	9,268	9,709	4.8	3,732	75,269	75,108	7,736	20,125	649	17,779	16,395
DOUGLAS	67,640	69,268	2.4	25,470	647,515	633,226	9,142	24,862	854	9,518	16,027
Lawrence	52,738	53,805	2.0	20,089	512,526	526,014	9,776	26,184	*	*	*
EDWARDS	4,271	4,179	-2.2	1,734	44,577	42,742	10,228	24,649	411	16,015	32,706
ELK	3,918	3,909	-.2	1,747	35,859	31,301	8,007	17,917	463	1,872	12,803
ELLIS	26,098	26,593	1.9	9,847	232,605	254,420	9,567	25,837	760	8,632	47,913
Hays	16,301	16,622	2.0	6,588	159,277	185,887	11,183	28,216	*	*	*
ELLSWORTH	6,640	7,053	6.2	2,934	57,819	58,874	8,347	20,066	560	6,713	7,936

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FINNEY	23,825	25,361	6.4	9,020	238,384	254,976	10,054	28,268	572	46,885	
Garden City	18,256	19,347	6.0	6,733	182,352	203,413	10,514	30,211	*	*	*
FORD	24,315	25,705	5.7	9,725	227,293	269,420	10,481	27,704	827	21,664	159,780
Dodge City	18,001	19,871	10.4	7,506	172,582	216,180	10,879	28,801	*	*	*
FRANKLIN	21,813	22,584	3.5	8,721	124,870	194,627	8,618	22,317	1,007	10,411	16,409
Ottawa	11,016	11,054	.3	4,414	65,044	110,416	9,989	25,015	*	*	*
GEARY	29,852	29,956	.3	10,546	251,073	235,473	7,861	22,328	301	3,422	8,353
Junction City	19,305	19,061	−1.3	7,660	171,204	171,082	8,975	22,334	*	*	*
GOVE	3,726	3,586	−3.8	1,327	31,439	32,617	9,096	24,580	513	11,060	64,707
GRAHAM	3,995	3,965	−.8	1,524	38,437	39,600	9,987	25,984	498	9,230	8,720
GRANT	6,977	7,022	.6	2,504	63,780	76,450	10,887	30,531	288	20,707	158,767
GRAY	5,138	5,112	−.5	1,850	43,657	53,174	10,402	28,743	554	37,760	96,996
GREELEY	1,845	1,922	4.2	726	19,762	19,774	10,288	27,237	306	14,971	
GREENWOOD	8,764	8,802	.4	3,794	70,799	66,650	7,572	17,567	672	2,560	28,944
HAMILTON	2,514	2,493	−.8	1,022	22,903	26,179	10,501	25,615	293	11,883	
HARPER	7,778	8,271	6.3	3,619	59,518	77,502	9,370	21,415	729	20,126	21,741
HARVEY	30,531	32,076	5.1	12,081	228,915	309,080	9,636	25,584	917	13,384	21,414
Newton	16,332	16,822	3.0	6,724	131,247	193,772	11,519	28,818	*	*	*
HASKELL	3,814	3,944	3.4	1,347	33,868	39,251	9,952	29,140	343	36,903	189,734
HODGEMAN	2,269	2,400	5.8	923	23,891	25,228	10,512	27,333	484	8,589	56,514
JACKSON	11,644	12,058	3.6	4,504	103,662	95,525	7,922	21,209	1,148	7,757	16,163
JEFFERSON	15,207	16,096	5.8	5,923	93,732	133,614	8,301	22,559	1,038	10,665	12,954
JEWELL	5,241	5,161	−1.5	2,136	44,492	43,274	8,385	20,259	808	14,196	27,324
JOHNSON	270,269	281,482	4.1	105,581	3,296,430	4,196,103	14,907	39,743	709	9,807	8,589
Olathe	37,258	43,317	16.3	14,980	317,016	447,778	10,337	29,892	*	*	*
KEARNY	3,435	3,408	−.8	1,233	26,198	32,657	9,582	26,486	276	21,045	77,584
KINGMAN	8,960	9,022	.7	3,597	58,732	73,710	8,170	20,492	884	16,321	15,837
KIOWA	4,046	4,110	1.6	1,644	41,960	43,131	10,494	26,235	390	11,573	
LABETTE	25,682	26,449	3.0	10,412	138,013	216,156	8,173	20,760	1,081	10,161	39,039
Parsons	12,898	13,261	2.8	5,313	74,657	125,914	9,495	23,699	*	*	*
LANE	2,472	2,493	.8	1,022	25,808	27,042	10,847	26,460	333	11,952	54,410
LEAVENWORTH	54,809	55,148	.6	17,917	509,574	489,868	8,883	27,341	1,068	7,523	12,277
Leavenworth	33,656	36,268	7.8	11,876	290,942	306,080	8,439	25,773	*	*	*
LINCOLN	4,145	4,080	−1.6	1,734	32,950	33,471	8,204	19,303	632	10,225	12,677
LINN	8,234	8,523	3.5	3,432	44,483	67,610	7,933	19,700	784	6,645	12,936
LOGAN	3,478	3,489	.3	1,431	31,996	36,431	10,442	25,458	412	11,387	13,255
LYON	35,108	36,519	4.0	14,116	321,791	304,117	8,328	21,544	968	7,371	31,835
Emporia	25,287	26,225	3.7	10,241	232,627	231,762	8,837	22,631	*	*	*
MCPHERSON	26,855	27,180	1.2	10,422	198,317	259,812	9,559	24,929	1,506	21,590	29,482
McPherson	11,753	11,896	1.2	4,751	96,923	140,499	11,811	29,573	*	*	*
MARION	13,522	13,507	−.1	5,333	84,531	108,874	8,061	20,415	1,198	12,721	32,289
MARSHALL	12,720	12,929	1.6	5,342	96,466	101,693	7,865	19,037	1,214	18,105	26,710
MEADE	4,788	4,912	2.6	1,952	46,658	53,475	10,887	27,395	481	18,317	25,386
MIAMI	21,618	22,512	4.1	8,287	123,565	197,332	8,766	23,812	1,148	9,656	12,911
MITCHELL	8,117	8,371	3.1	3,412	73,812	76,171	9,099	22,324	678	17,802	30,523
Beloit	4,367	4,573	4.7	1,833	37,020	42,065	9,199	22,949	*	*	*
MONTGOMERY	42,281	43,751	3.5	17,689	281,520	361,865	8,271	20,457	1,031	6,826	15,282
Coffeyville	15,185	15,414	1.5	6,246	102,439	139,603	9,057	22,351	*	*	*
Independence	10,598	10,835	2.2	4,673	79,511	110,385	10,188	23,622	*	*	*
MORRIS	6,419	6,533	1.8	2,679	62,838	55,689	8,524	20,787	627	5,708	27,737
Council Grove	2,381	2,413	1.3	908	18,539	20,569	8,524	22,653	*	*	*
MORTON	3,454	3,609	4.5	1,336	35,782	41,014	11,364	30,699	246	10,765	4,679
NEMAHA	11,211	11,425	1.9	4,315	86,864	82,743	7,242	19,176	1,108	12,564	30,928
NEOSHO	18,967	19,198	1.2	7,625	126,059	165,652	8,629	21,725	848	8,383	14,318
Chanute	10,506	10,661	1.5	4,402	71,994	103,239	9,684	23,453	*	*	*
NESS	4,498	4,609	2.5	1,849	35,526	35,692	7,744	19,303	650	11,179	15,351
NORTON	6,689	7,046	5.3	2,389	54,582	57,190	8,117	19,796	546	8,330	14,794
Norton	3,400	3,610	6.2	1,501	26,487	29,330	8,125	19,540	*	*	*
OSAGE	15,319	16,130	5.3	6,214	93,756	125,182	7,761	20,145	924	9,660	14,741
OSBORNE	5,959	5,881	−1.3	2,452	53,391	52,489	8,925	21,407	698	12,074	17,971
OTTAWA	5,971	6,124	2.6	2,470	40,145	51,034	8,333	20,662	622	11,667	23,323
PAWNEE	8,065	8,476	5.1	3,413	78,823	86,049	10,152	25,212	581	19,909	28,838
Larned	4,811	5,230	8.7	2,233	47,428	53,764	10,280	24,077	*	*	*
PHILLIPS	7,406	7,625	3.0	3,086	56,620	57,864	7,589	18,750	714	9,008	16,031
POTTAWATOMIE	14,782	14,836	.4	5,652	122,845	118,525	7,989	20,970	890	7,615	
PRATT	10,275	10,476	2.0	4,337	102,978	110,449	10,543	25,467	570	19,501	63,275
Pratt	6,885	7,032	2.1	2,946	66,531	74,925	10,655	25,433	*	*	*
RAWLINS	4,105	4,208	2.5	1,643	33,923	34,414	8,178	20,946	602	13,351	11,814
RENO	64,983	66,813	2.8	26,333	481,104	634,211	9,492	24,084	1,652	28,747	40,258
Hutchinson	40,284	41,418	2.8	16,944	304,234	431,992	10,430	25,495	*	*	*
REPUBLIC	7,569	7,681	1.5	3,272	60,537	60,326	7,854	18,437	966	21,937	38,138
RICE	11,900	11,903		4,716	81,073	104,914	8,814	22,246	699	17,822	31,051
Lyons	4,134	4,106	−.7	1,727	33,496	37,331	9,092	21,616	*	*	*
RILEY	63,505	64,430	1.5	20,419	517,630	496,302	7,703	24,306	562	5,893	14,631
Manhattan	32,644	33,713	3.3	13,524	336,634	341,622	10,133	25,260	*	*	*
ROOKS	7,006	6,980	−.4	2,760	59,365	60,325	8,643	21,857	548	8,864	12,306
RUSH	4,516	4,592	1.7	1,944	41,376	41,508	9,039	21,352	601	10,828	
RUSSELL	8,868	9,008	1.6	3,796	92,629	91,869	10,199	24,202	624	9,841	9,628
Russell	5,427	5,640	3.9	2,288	52,376	58,872	10,438	25,731	*	*	*
SALINE	48,905	50,115	2.5	19,927	374,198	490,002	9,778	24,590	748	11,762	30,215
Salina	41,843	43,570	4.1	17,584	334,442	447,117	10,262	25,427	*	*	*
SCOTT	5,782	5,594	−3.3	2,150	54,187	62,774	11,222	29,197	411	17,441	140,427
SEDGEWICK	366,531	379,236	3.5	149,139	2,904,971	4,439,670	11,707	29,769	1,615	25,468	33,680
Derby	9,786	10,666	9.0	3,453	122,233	141,448	13,262	40,964	*	*	*
Haysville	8,006	8,733	9.1	2,708	90,806	105,099	12,035	38,811	*	*	*
Wichita	279,835	286,172	2.3	118,352	2,276,171	3,625,489	12,669	30,633	*	*	*
SEWARD	17,071	17,849	4.6	6,692	172,760	202,717	11,357	30,292	279	14,431	
Liberal	14,911	15,562	4.4	5,834	150,377	179,583	11,540	30,782	*	*	*

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KANSAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SHAWNEE	154,916	157,319	1.6	62,468	1,318,254	1,810,051	11,506	28,976	855	12,044	8,456
Topeka	115,266	113,529	−1.5	47,565	1,004,499	1,435,240	12,642	30,174	*	*	*
SHERIDAN	3,544	3,484	−1.7	1,327	26,001	26,309	7,551	19,826	559	18,754	42,278
SHERMAN	7,759	7,711	−.6	2,977	68,622	73,347	9,512	24,638	545	30,841	26,498
Goodland	5,708	5,751	.8	2,204	48,900	55,349	9,624	25,113	*	*	*
SMITH	5,947	5,861	−1.5	2,444	44,364	46,798	7,985	19,148	804	12,179	27,957
STAFFORD	5,539	5,590	.9	2,353	57,685	61,196	10,947	26,008	590	19,636	31,071
STANTON	2,339	2,423	3.6	828	21,088	21,629	8,927	26,122	246	21,646	
STEVENS	4,736	4,711	−.5	1,747	50,751	55,194	11,716	31,594	354	22,260	
SUMNER	24,928	26,238	5.3	10,321	172,482	223,493	8,518	21,654	1,410	34,569	
Wellington	8,212	8,529	3.9	3,549	64,982	73,180	8,580	20,620	*	*	*
THOMAS	8,451	8,532	1.0	3,228	80,137	80,127	9,391	24,822	623	28,576	24,259
Colby	5,544	5,693	2.7	2,100	48,871	55,395	9,730	26,379	*	*	*
TREGO	4,165	4,197	.8	1,639	35,981	36,441	8,683	22,234	529	8,144	9,900
WABAUNSEE	6,867	6,917	.7	2,569	56,385	51,155	7,396	19,912	685	5,606	20,090
WALLACE	2,045	2,115	3.4	826	16,478	21,241	10,043	25,715	311	15,675	9,056
WASHINGTON	8,543	8,358	−2.2	3,366	60,125	60,732	7,266	18,043	1,114	16,777	37,266
WICHITA	3,041	2,877	−5.4	1,017	25,357	28,833	10,022	28,351	348	21,492	166,558
WILSON	12,128	12,500	3.1	5,105	78,410	97,725	7,818	19,143	689	7,636	10,820
WOODSON	4,600	4,812	4.6	2,055	22,548	34,210	7,109	16,647	462	5,219	18,422
WYANDOTTE	172,335	173,569	.7	66,846	1,352,283	1,682,307	9,692	25,167	231	4,341	
Kansas City	161,148	162,302	.7	62,911	1,261,851	1,595,357	9,830	25,359	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1981 Cash Receipts as follows: From Crops $2,314,656,000; from Livestock & Livestock Products $3,177,414,000; Total $5,492,070,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,661,433	3,714,412	1.4	1,340,144	23,993,301	29,841,382	8,034	22,267	110,002	978,396	838,073
STANDARD METROPOLITAN STATISTICAL AREAS											
Cincinnati, O.-Ky.-Ind.	1,401,403	1,409,530	.6	524,174	13,685,930	15,900,660	11,281	30,335	5,469	51,212	16,232
Clarksville-Hopkinsville, Tenn-Ky.	150,220	151,640	.9	49,373	817,532	940,131	6,200	19,041	2,694	50,726	9,238
Evansville, Ind.-Ky	309,408	314,727	1.7	120,913	2,452,301	2,979,239	9,466	24,640	3,530	116,456	27,321
Huntington-Ashland, W.Va.-Ky.-O.	311,350	312,770	.5	116,528	2,252,621	2,873,132	9,186	24,656	2,069	5,865	5,079
Lexington-Fayette, Ky.	318,136	319,328	.4	119,682	2,118,239	2,682,481	8,400	22,413	5,651	82,133	106,365
Louisville, Ky.-Ind.	906,240	907,829	.2	339,240	6,447,944	9,289,506	10,233	27,383	3,126	26,849	15,881
Owensboro, Ky.	85,949	88,727	3.2	32,646	482,664	723,138	8,150	22,151	1,575	34,961	
COUNTIES, Cities											
ADAIR	15,233	15,667	2.8	5,840	82,086	100,213	6,396	17,160	1,664	7,200	13,303
ALLEN	14,128	14,349	1.6	5,490	77,164	91,045	6,345	16,584	1,306	7,487	
ANDERSON	12,567	13,061	3.9	4,811	101,454	107,837	8,256	22,415	777	3,949	4,902
BALLARD	8,798	8,384	−4.7	3,274	53,258	74,359	8,869	22,712	641	13,440	
BARREN	34,009	34,942	2.7	13,224	216,274	262,722	7,519	19,867	2,491	17,549	23,510
Glasgow	12,958	13,180	1.7	4,908	93,104	126,512	9,599	25,777	*	*	*
BATH	10,025	10,395	3.7	3,761	51,317	56,050	5,392	14,903	972	8,092	
BELL	34,330	34,598	.8	12,062	169,522	229,997	6,648	19,068	52	32	
Middlesborough	12,251	12,062	−1.6	4,628	79,596	117,892	9,774	25,474	*	*	*
BOONE	45,842	48,704	6.2	16,535	459,448	452,581	9,292	27,371	847	5,062	4,667
BOURBON	19,405	19,035	−1.9	6,983	124,274	155,861	8,188	22,320	1,045	17,151	31,181
BOYD	55,513	55,782	.5	20,991	439,826	589,725	10,572	28,094	196	492	
Ashland	27,064	25,862	−4.5	10,674	231,937	339,372	13,122	31,794	*	*	*
BOYLE	25,066	26,020	3.8	9,623	201,285	223,109	8,575	23,185	802	6,476	9,374
Danville	12,942	13,197	2.0	5,005	114,568	136,594	10,350	27,292	*	*	*
BRACKEN	7,738	7,719	−.3	2,877	44,966	47,634	6,171	16,557	803	8,095	4,156
BREATHITT	17,004	17,150	.9	5,546	63,836	86,675	5,054	15,628	331	1,199	
BRECKINRIDGE	16,861	16,941	.5	6,165	89,953	109,456	6,461	17,754	1,557	14,216	10,808
BULLITT	43,346	44,479	2.6	13,844	221,726	317,334	7,134	22,922	621	2,351	4,550
BUTLER	11,064	11,557	4.5	4,194	45,364	57,366	4,964	13,678	761	5,763	4,477
CALDWELL	13,473	13,533	.4	5,343	73,301	91,296	6,746	17,087	731	8,736	9,604
CALLOWAY	30,031	30,242	.7	11,301	182,195	254,312	8,409	22,503	1,129	18,036	
Murray	14,248	14,203	−.3	4,857	90,405	136,850	9,635	28,176	*	*	*
CAMPBELL	83,317	83,163	−.2	29,882	759,004	733,294	8,818	24,540	513	1,511	1,728
CARLISLE	5,487	5,403	−1.5	2,154	26,343	36,076	6,677	16,748	485	7,162	
CARROLL	9,270	9,302	.3	3,524	64,392	69,159	7,435	19,625	443	4,691	1,889
CARTER	25,060	25,591	2.1	8,814	155,870	176,458	6,895	20,020	995	3,687	1,718

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CASEY	14,818	15,481	4.5	5,675	80,865	97,784	6,316	17,231	1,678	8,527	9,155
CHRISTIAN	66,878	67,708	1.2	20,729	373,639	399,796	5,905	19,287	1,463	36,058	
Hopkinsville	27,318	27,657	1.2	10,297	187,943	223,538	8,083	21,709	*	*	*
CLARK	28,322	28,663	1.2	10,457	195,189	244,068	8,515	23,340	962	10,062	
Winchester	15,216	15,236	.1	5,980	108,826	149,048	9,783	24,924	*	*	*
CLAY	22,752	23,180	1.9	7,255	87,818	96,411	4,159	13,289	690	2,967	857
CLINTON	9,321	9,537	2.3	3,536	41,425	51,417	5,391	14,541	884	3,400	5,625
CRITTENDEN	9,207	9,222	.2	3,597	46,661	55,796	6,050	15,512	597	4,733	5,152
CUMBERLAND	7,289	7,855	7.8	3,033	40,071	46,469	5,916	15,321	760	3,656	3,118
DAVIESS	85,949	88,727	3.2	32,646	482,664	723,138	8,150	22,151	1,575	34,961	
Owensboro	54,450	56,223	3.3	21,818	328,175	525,220	9,342	24,073	*	*	*
EDMONSON	9,962	10,239	2.8	3,637	44,061	55,278	5,399	15,199	766	3,366	3,871
ELLIOTT	6,908	6,915	.1	2,293	35,129	39,289	5,682	17,134	558	1,900	561
ESTILL	14,495	14,535	.3	5,138	88,113	97,563	6,712	18,989	531	1,921	1,296
FAYETTE	204,165	205,126	.5	79,314	1,362,418	1,727,291	8,421	21,778	962	17,737	36,323
Lexington	204,165	205,126	.5	79,314	1,362,418	1,769,334	8,626	22,308	*	*	*
FLEMING	12,323	12,718	3.2	4,693	72,766	77,315	6,079	16,475	1,296	9,639	
FLOYD	48,764	50,005	2.5	17,087	259,443	349,699	6,993	20,466	114	248	
FRANKLIN	41,830	42,332	1.2	16,635	410,704	438,305	10,354	26,348	824	8,363	3,988
Frankfort	25,973	26,114	.5	10,927	274,555	313,534	12,006	28,694	*	*	*
FULTON	8,971	8,950	–.2	3,568	43,744	60,348	6,743	16,914	277	13,285	2,203
Fulton	3,137	3,230	3.0	1,415	19,613	22,088	6,838	15,610	*	*	*
GALLATIN	4,842	4,812	–.6	1,747	26,313	28,938	6,014	16,564	349	3,837	1,317
GARRARD	10,853	10,926	.7	4,110	76,581	77,921	7,132	18,959	999	8,648	10,564
GRANT	13,308	14,191	6.6	4,885	82,923	92,389	6,510	18,913	1,062	7,179	4,076
GRAVES	34,049	34,086	.1	13,375	198,541	271,266	7,958	20,282	1,770	25,032	10,657
Mayfield	10,705	10,351	–3.3	4,449	69,986	109,098	10,540	24,522	*	*	*
GRAYSON	20,854	22,240	6.6	8,059	98,996	125,739	5,654	15,602	1,659	8,038	10,786
GREEN	11,043	11,241	1.8	4,256	63,268	75,663	6,731	17,778	1,436	8,810	9,951
GREENUP	39,132	39,195	.2	13,564	255,422	343,003	8,751	25,288	765	2,952	1,472
HANCOCK	7,742	7,655	–1.1	2,684	45,183	56,610	7,395	21,092	563	5,230	
HARDIN	88,917	93,840	5.5	27,258	495,264	627,719	6,689	23,029	1,906	11,021	15,739
Elizabethtown	15,380	16,231	5.5	6,304	122,802	183,873	11,329	29,168	*	*	*
HARLAN	41,889	42,346	1.1	14,677	214,656	286,567	6,767	19,525	33	109	
Harlan	3,024	2,841	–6.1	1,196	19,150	21,181	7,455	17,710	*	*	*
HARRISON	15,166	15,451	1.9	5,798	87,503	107,872	6,982	18,605	1,270	12,259	9,040
HART	15,402	15,652	1.6	5,797	72,600	88,884	5,679	15,333	1,666	11,582	13,469
HENDERSON	40,849	41,759	2.2	15,689	316,128	374,120	8,959	23,846	812	25,684	6,699
Henderson	24,834	24,987	.6	9,991	206,631	262,092	10,489	26,233	*	*	*
HENRY	12,740	13,375	5.0	4,957	99,360	101,905	7,619	20,558	1,110	12,315	10,091
HICKMAN	6,065	5,991	–1.2	2,354	36,830	47,203	7,879	20,052	451	11,298	
HOPKINS	46,174	47,171	2.2	17,640	271,116	338,807	7,183	19,207	724	12,530	4,287
Madisonville	16,979	16,883	–.6	6,683	115,474	162,792	9,642	24,359	*	*	*
JACKSON	11,996	12,459	3.9	4,397	51,298	58,076	4,661	13,208	931	3,948	2,870
JEFFERSON	684,793	682,777	–.3	261,100	5,258,769	7,333,907	10,741	28,088	695	6,371	4,085
Louisville	298,840	278,326	–6.9	116,254	2,037,241	3,106,092	11,160	26,718	*	*	*
JESSAMINE	26,653	26,808	.6	9,056	167,896	211,190	7,878	23,320	874	8,754	9,182
JOHNSON	24,432	25,104	2.8	8,752	121,592	168,441	6,710	19,246	243	653	
KENTON	137,058	138,078	.7	50,683	1,318,982	1,258,318	9,113	24,827	573	1,911	
Covington	49,013	47,119	–3.9	19,056	386,005	413,060	8,766	21,676	*	*	*
KNOTT	17,940	17,943		5,754	72,373	96,329	5,369	16,741	27	14	
KNOX	30,239	31,563	4.4	10,820	136,877	186,823	5,919	17,266	447	1,172	792
LARUE	11,983	12,603	5.2	4,726	67,318	83,442	6,621	17,656	1,073	6,925	11,275
LAUREL	38,982	39,739	1.9	13,682	223,737	256,393	6,452	18,739	1,486	5,535	4,380
LAWRENCE	14,121	14,564	3.1	5,011	71,713	85,084	5,842	16,979	370	969	687
LEE	7,754	8,033	3.6	2,814	32,806	37,547	4,674	13,343	236	616	312
LESLIE	14,882	14,982	.7	4,839	57,272	77,664	5,184	16,050	60	133	
LETCHER	30,687	31,419	2.4	10,702	152,105	203,634	6,481	19,028	44	39	
LEWIS	14,545	15,481	6.4	5,184	90,344	100,355	6,482	19,359	983	6,010	4,516
LINCOLN	19,053	19,075	.1	6,865	109,876	127,352	6,676	18,551	1,611	9,156	
LIVINGSTON	9,219	9,300	.9	3,667	45,671	58,781	6,321	16,030	465	4,308	5,591
LOGAN	24,138	24,191	.2	8,923	149,075	180,107	7,445	20,185	1,640	28,941	14,318
LYON	6,490	6,730	3.7	2,404	36,637	44,439	6,603	18,485	325	2,367	
MCCRACKEN	61,310	61,173	–.2	24,547	447,816	608,179	9,942	24,776	618	7,433	
Paducah	29,315	27,905	–4.8	12,089	212,243	313,782	11,245	25,956	*	*	*
MCCREARY	15,634	16,068	2.8	5,212	56,711	78,766	4,902	15,112	122	113	
MCLEAN	10,090	10,339	2.5	3,949	67,095	84,054	8.130	21,285	692	17,939	
MADISON	53,352	53,744	.7	17,711	375,233	404,461	7,526	22,837	1,626	13,356	
Richmond	21,705	21,865	.7	6,831	153,843	191,312	8,750	28,006	*	*	*
MAGOFFIN	13,515	14,177	4.9	4,529	62,352	71,293	5,029	15,741	489	1,607	244
MARION	17,910	17,696	–1.2	5,772	100,135	108,208	6,115	18,747	1,118	7,910	14,444
MARSHALL	25,637	25,546	–.4	9,847	165,061	219,487	8,592	22,290	794	6,050	2,909
MARTIN	13,925	14,578	4.7	4,631	52,439	74,170	5,088	16,016	23	14	
MASON	17,760	18,163	2.3	6,827	129,614	137,890	7,592	20,198	938	11,977	9,657
Maysville	7,983	8,303	4.0	3,385	55,696	63,092	7,599	18,639	*	*	*
MEADE	22,854	22,708	–.6	7,411	129,591	158,425	6,977	21,377	827	5,091	6,706
MENIFEE	5,117	5,327	4.1	1,785	27,318	30,341	5,696	16,998	416	1,727	
MERCER	19,011	19,317	1.6	7,229	122,133	151,860	7,861	21,007	1,170	8,704	13,802
METCALFE	9,484	10,096	6.5	3,697	49,242	58,851	5,829	15,919	1,159	7,919	7,899
MONROE	12,353	12,277	–.6	4,539	61,731	71,536	5,827	15,760	1,240	5,447	
MONTGOMERY	20,046	20,693	3.2	7,419	140,430	144,717	6,994	19,506	883	7,328	7,574
MORGAN	12,103	12,559	3.8	4,291	58,774	65,507	5,216	15,266	929	4,254	
MUHLENBERG	32,238	32,708	1.5	11,798	179,478	216,150	6,608	18,321	769	7,901	
NELSON	27,584	28,097	1.9	9,220	178,465	188,999	6,727	20,499	1,416	8,262	
NICHOLAS	7,157	7,217	.8	2,774	46,872	50,297	6,969	18,132	721	6,619	
OHIO	21,765	21,861	.4	7,921	109,526	133,436	6,104	16,846	1,190	10,886	4,490
OLDHAM	28,094	28,941	3.0	8,701	162,978	226,672	7,832	26,051	450	5,680	
OWEN	8,924	9,136	2.4	3,434	57,512	58,990	6,457	17,178	1,067	10,274	5,846

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KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1988 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OWSLEY	5,709	5,714	.1	1,952	20,645	22,835	3,996	11,698	416	1,716	
PENDLETON	10,989	11,241	2.3	3,945	72,582	73,509	6,539	18,633	957	6,238	4,416
PERRY	33,763	34,641	2.6	11,308	165,370	221,280	6,388	19,568	35	87	46
PIKE	81,123	82,929	2.2	28,159	438,730	602,868	7,270	21,409	51	60	
POWELL	11,101	11,127	.2	3,699	66,164	76,352	6,862	20,641	344	1,135	639
PULASKI	45,803	45,911	.2	16,852	269,045	322,640	7,028	19,146	2,457	11,076	15,769
Somerset	10,649	9,895	−7.1	3,426	70,300	96,925	9,795	28,291	*	*	*
ROBERTSON	2,270	2,440	7.5	938	12,135	14,243	5,837	15,184	357	2,781	1,172
ROCKCASTLE	13,973	14,464	3.5	5,116	74,352	84,539	5,845	16,524	914	4,765	4,279
ROWAN	19,049	19,476	2.2	6,343	125,733	139,565	7,166	22,003	497	1,764	
RUSSELL	13,708	14,378	4.9	5,369	72,052	89,574	6,230	16,684	1,233	4,987	8,445
SCOTT	21,813	21,853	.2	7,604	139,814	179,302	8,205	23,580	1,108	14,783	12,722
SHELBY	23,328	24,001	2.9	8,444	180,316	194,913	8,121	23,083	1,588	17,979	23,063
SIMPSON	14,673	14,687	.1	5,503	95,392	115,091	7,836	20,914	781	17,463	7,951
SPENCER	5,929	5,826	−1.7	2,059	35,913	37,199	6,385	18,067	665	5,688	8,167
TAYLOR	21,178	22,325	5.4	8,331	122,106	153,457	6,874	18,420	1,180	7,781	13,684
TODD	11,874	11,540	−2.8	4,217	67,321	79,117	6,856	18,761	871	21,452	9,120
TRIGG	9,384	9,423	.4	3,494	56,206	69,224	7,346	19,812	612	10,436	7,007
TRIMBLE	6,253	6,315	1.0	2,261	40,941	43,086	6,823	19,056	573	5,152	2,103
UNION	17,821	19,106	7.2	6,107	123,139	159,821	8,365	26,170	508	17,526	
WARREN	71,828	75,626	5.3	27,422	513,265	640,060	8,463	23,341	2,116	16,083	18,158
Bowling Green	40,450	41,146	1.7	15,064	306,350	413,699	10,054	27,463	*	*	*
WASHINGTON	10,764	10,618	−1.4	3,594	60,266	64,438	6,069	17,929	1,224	8,839	13,277
WAYNE	17,022	17,269	1.5	6,180	68,815	81,487	4,719	13,186	1,113	5,450	7,778
WEBSTER	14,832	14,836		5,652	94,275	113,820	7,672	20,138	690	15,214	4,893
WHITLEY	33,396	33,696	.9	11,960	171,510	232,514	6,900	19,441	374	585	1,746
Corbin	8,075	7,637	−5.4	3,198	64,724	80,905	10,594	25,299	*	*	*
WOLFE	6,698	6,716	.3	2,363	25,457	28,376	4,225	12,008	507	2,108	446
WOODFORD	17,778	17,843	.4	6,268	128,648	164,769	9,234	26,287	700	13,646	16,957

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kentucky 1981 Cash Receipts as follows: From Crops $1,423,900,000; from Livestock & Livestock Products $1,358,683,000; Total $2,782,583,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1988 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,203,972	4,451,574	5.9	1,561,968	30,198,403	40,312,418	9,056	25,809	38,973	847,910	261,694
STANDARD METROPOLITAN STATISTICAL AREAS											
Alexandria, La.	151,985	158,310	4.2	55,042	1,099,583	1,094,906	6,916	19,892	1,268	25,513	7,349
Baton Rouge, La.	493,973	532,532	7.8	184,881	3,668,694	4,902,358	9,206	26,516	1,371	12,536	2,506
Lafayette, La.	150,017	164,757	9.8	57,879	1,417,648	1,880,758	11,415	32,495	813	13,294	5,289
Lake Charles, La.	167,048	179,420	7.4	63,493	1,279,037	1,782,304	9,934	28,071	692	25,317	3,896
Monroe, La.	139,241	148,131	6.4	52,594	847,293	1,169,621	7,896	22,239	460	10,431	3,480
New Orleans, La.	1,186,725	1,240,868	4.6	457,013	9,594,125	13,981,933	11,268	30,594	606	5,058	4,467
Shreveport, La.	376,646	394,386	4.7	145,784	2,626,112	3,867,371	9,806	26,528	1,517	15,280	5,638
COUNTIES, Cities											
ACADIA	56,427	58,913	4.4	19,748	313,685	420,159	7,132	21,276	1,026	48,964	2,470
Crowley	16,036	16,249	1.3	5,654	93,175	142,221	8,753	25,154	*	*	*
ALLEN	21,390	21,906	2.4	7,762	116,394	165,865	7,572	21,369	394	12,514	1,309
ASCENSION	50,068	52,799	5.5	17,091	301,346	398,687	7,551	23,327	255	5,075	
ASSUMPTION	22,084	23,385	5.9	7,150	128,000	162,097	6,932	22,671	145	12,009	
AVOYELLES	41,393	43,522	5.1	14,872	214,082	257,147	5,908	17,291	1,419	40,968	2,876
BEAUREGARD	29,692	32,340	8.9	10,836	211,427	177,107	5,476	16,344	798	9,115	
BIENVILLE	16,387	16,977	3.6	6,319	90,568	109,937	6,476	17,398	349	569	3,698
BOSSIER	80,721	85,622	6.1	29,644	532,014	814,391	9,511	27,472	419	4,279	5,638
CADDO	252,294	262,315	4.0	98,626	1,847,942	2,695,253	10,275	27,328	612	10,512	
Shreveport	205,815	213,990	4.0	80,869	1,573,157	2,365,045	11,052	29,245	*	*	*
CALCASIEU	167,048	179,420	7.4	63,493	1,279,037	1,782,304	9,934	28,071	692	25,317	3,896
Lake Charles	75,051	75,767	1.0	27,603	590,030	878,839	11,599	31,839	*	*	*
CALDWELL	10,761	11,256	4.6	4,196	64,391	76,912	6,833	18,330	284	6,814	
CAMERON	9,336	10,214	9.4	3,490	66,373	93,243	9,129	26,717	397	5,162	2,703
CATAHOULA	12,287	12,532	2.0	4,351	53,036	70,851	5,654	16,284	574	26,503	
CLAIBORNE	17,095	18,097	5.9	6,736	97,583	121,213	6,698	17,995	390	371	5,364
CONCORDIA	22,981	23,593	2.7	8,165	117,710	167,013	7,079	20,455	419	33,481	
DE SOTO	25,664	27,782	8.3	10,126	148,102	128,234	4,616	12,664	662	1,091	19,858
EAST BATON ROUGE	366,164	391,363	6.9	139,004	2,914,292	3,893,260	9,948	28,006	538	2,745	
Baton Rouge	219,486	234,591	6.9	87,473	1,775,853	2,585,476	11,021	29,557	*	*	*
EAST CARROLL	11,772	12,112	2.9	3,899	43,668	56,218	4,642	14,419	374	41,326	902
EAST FELICIANA	19,015	20,089	5.6	5,645	108,149	123,886	6,167	21,946	449	2,418	6,752

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	* 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
EVANGELINE	33,343	34,793	4.3	12,270	174,840	207,634	5,968	16,922	777	28,796	2,414
FRANKLIN	24,141	24,896	3.1	8,679	101,683	139,317	5,596	16,052	1,077	33,681	3,350
GRANT	16,703	17,957	7.5	6,490	97,614	101,645	5,660	15,662	282	2,339	1,777
IBERIA	63,752	67,980	6.6	22,178	452,306	556,329	8,184	25,085	401	19,562	3,035
New Iberia	32,766	34,690	5.9	11,692	247,943	335,286	9,665	28,677	*	*	*
IBERVILLE	32,159	33,708	4.8	10,615	201,370	246,310	7,307	23,204	234	10,931	
JACKSON	17,321	18,385	6.1	6,806	116,404	141,605	7,702	20,806	229	132	1,006
JEFFERSON	454,592	477,829	5.1	171,206	4,160,007	6,149,039	12,869	35,916	70	537	
JEFFERSON DAVIS	32,168	34,247	6.5	11,527	193,303	262,424	7,663	22,766	652	48,991	1,441
Jennings	12,401	13,059	5.3	4,465	80,605	122,723	9,398	27,486	*	*	*
LAFAYETTE	150,017	164,757	9.8	57,879	1,417,648	1,880,758	11,415	32,495	813	13,294	5,289
Lafayette	81,961	87,052	6.2	31,484	802,267	1,181,542	13,573	37,528	*	*	*
LAFOURCHE	82,483	89,713	8.8	28,917	633,335	809,152	9,019	27,982	399	15,304	
Thibodaux	15,810	16,496	4.3	5,484	123,059	184,636	11,193	33,668	*	*	*
LA SALLE	17,004	18,115	6.5	6,791	101,589	126,031	6,957	18,559	212	565	
LINCOLN	39,763	42,329	6.5	13,652	272,635	335,382	7,923	24,567	330	1,208	3,409
Ruston	20,585	21,964	6.7	7,208	157,256	211,167	9,614	29,296	*	*	*
LIVINGSTON	58,655	67,792	15.6	22,247	352,992	474,741	7,003	21,340	459	467	2,506
MADISON	14,733	16,779	13.9	5,733	58,206	86,336	5,145	15,059	409	38,420	
MOREHOUSE	34,803	36,568	5.1	12,738	168,771	230,626	6,307	18,105	450	43,395	
Bastrop	15,527	16,232	4.5	5,894	81,943	123,850	7,630	21,013	*	*	*
NATCHITOCHES	39,863	42,206	5.9	14,737	272,992	263,138	6,235	17,856	686	17,860	7,287
ORLEANS	557,482	570,214	2.3	220,819	4,096,699	5,802,107	10,175	26,275	N.A.	N.A.	N.A.
New Orleans	557,727	567,837	1.8	220,819	4,096,383	5,802,107	10,218	26,275	*	*	*
OUACHITA	139,241	148,131	6.4	52,594	847,293	1,169,621	7,896	22,239	460	10,431	3,480
Monroe	57,597	58,036	.8	20,477	337,386	506,968	8,735	24,758	*	*	*
West Monroe	14,993	15,035	.3	6,294	104,968	160,123	10,650	25,441	*	*	*
PLAQUEMINES	26,049	27,255	4.6	8,516	213,006	237,013	8,696	27,831	126	677	
POINTE COUPEE	24,045	25,690	6.8	8,603	131,881	160,634	6,253	18,672	566	19,009	
RAPIDES	135,282	140,353	3.7	48,552	1,001,969	993,261	7,077	20,458	986	23,174	5,572
Alexandria	51,565	53,498	3.7	19,742	391,540	439,872	8,222	22,281	*	*	*
Pineville	12,034	13,062	8.5	4,940	79,188	89,868	6,880	18,192	*	*	*
RED RIVER	10,433	11,333	8.6	4,013	67,197	63,332	5,588	15,782	294	5,211	
RICHLAND	22,187	23,143	4.3	7,874	98,765	131,880	5,698	16,749	734	27,336	4,071
SABINE	25,280	27,913	10.4	10,258	141,759	124,607	4,464	12,147	472	128	2,654
ST. BERNARD	64,097	67,693	5.6	22,813	517,596	779,401	11,514	34,165	29		
ST. CHARLES	37,259	39,324	5.5	12,663	318,957	356,592	9,068	28,160	55	232	
ST. HELENA	9,827	10,276	4.6	3,408	50,7[illegible]	57,782	5,623	16,955	413	608	11,405
ST. JAMES	21,495	22,445	4.4	6,589	140,[illegible]	177,301	7,899	26,909	116	9,488	149
ST. JOHN THE BAPTIST	31,924	35,471	11.1	10,790	230,897	290,443	8,188	26,918	42	3,418	111
ST. LANDRY	84,128	88,925	5.7	29,690	469,559	572,962	6,443	19,298	1,570	38,100	4,216
Opelousas	18,903	19,109	1.1	6,516	119,310	160,877	8,419	24,690	*	*	*
ST. MARTIN	40,214	44,192	9.9	13,996	224,885	280,665	6,351	20,053	434	10,395	1,102
ST. MARY	64,395	67,399	4.7	21,988	510,095	632,540	9,385	28,768	113	13,866	
Franklin	9,584	9,924	3.5	3,280	79,655	90,911	9,161	27,717	*	*	*
Morgan City	16,114	16,342	1.4	5,623	140,761	201,602	12,336	35,853	*	*	*
ST. TAMMANY	110,554	125,132	13.2	42,175	819,823	1,251,386	10,001	29,671	507	4,521	4,467
Slidell	26,718	29,973	12.2	8,905	206,877	391,001	13,045	43,908	*	*	*
TANGIPAHOA	80,698	85,407	5.8	28,761	486,528	551,373	6,456	19,171	1,155	3,562	36,840
Hammond	15,043	15,846	5.3	4,974	104,029	138,664	8,751	27,878	*	*	*
TENSAS	8,525	8,449	-.9	3,057	29,653	39,719	4,701	12,993	334	32,673	
TERREBONNE	94,393	103,165	9.3	33,541	760,957	964,507	9,349	28,756	131	6,136	
Houma	32,602	33,847	3.8	11,945	288,135	412,583	12,190	34,540	*	*	*
UNION	21,167	22,433	6.0	8,017	125,416	154,006	6,865	19,210	498	349	4,128
VERMILION	48,458	51,651	6.6	18,000	296,202	408,307	7,905	22,684	1,395	39,378	3,756
Abbeville	12,391	13,217	6.7	4,778	75,245	121,126	9,164	25,351	*	*	*
VERNON	53,475	56,747	6.1	17,079	318,328	284,454	5,013	16,655	535	643	3,394
WASHINGTON	44,207	45,622	3.2	16,629	309,643	341,761	7,491	20,552	917	2,599	24,464
Bogalusa	16,976	16,679	−1.8	6,456	127,488	155,587	9,328	24,100	*	*	*
WEBSTER	43,631	46,449	6.5	17,514	246,156	357,727	7,702	20,425	486	489	
Minden	15,074	15,966	5.9	5,751	82,236	139,053	8,709	24,179	*	*	*
WEST BATON ROUGE	19,086	20,578	7.8	6,539	100,064	135,670	6,593	20,748	119	4,249	
WEST CARROLL	12,922	13,266	2.7	4,842	57,527	81,571	6,149	16,847	831	15,578	
WEST FELICIANA	12,186	13,070	7.3	2,617	63,684	70,257	5,375	26,846	184	2,267	
WINN	17,253	17,557	1.8	6,413	98,665	117,295	6,681	18,290	211	433	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1981 Cash Receipts as follows: From Crops $1,261,207,000; from Livestock & Livestock Products $452,465,000; Total $1,713,672,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,124,660	1,156,666	2.8	424,975	7,574,635	9,635,774	8,331	22,674	8,177	110,331	86,881
STANDARD METROPOLITAN STATISTICAL AREAS											
Bangor, Me.	83,919	87,044	3.7	30,327	554,105	733,350	8,425	24,181	N.A.	N.A.	N.A.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MAINE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Lewiston-Auburn, Me.	72,378	70,936	–2.0	26,482	458,246	615,119	8,671	23,228	N.A.	N.A.	N.A.
Portland, Me.	183,625	192,558	4.9	74,416	1,435,081	1,885,367	9,791	25,336	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me.	163,880	172,737	5.4	63,496	1,289,049	1,634,266	9,461	25,738	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,657	100,586	.9	37,016	608,707	798,668	7,940	21,576	346	3,903	9,683
Auburn	23,128	22,266	–3.7	8,347	154,283	215,434	9,675	25,810	*	*	*
Lewiston	40,481	39,139	–3.3	14,683	244,143	340,359	8,696	23,180	*	*	*
AROOSTOOK	91,331	90,641	–.8	30,425	551,135	629,060	6,940	20,676	1,369	66,795	
CUMBERLAND	215,789	227,222	5.3	86,570	1,803,778	2,281,471	10,041	26,354	491	4,821	5,352
Brunswick	17,366	18,013	3.7	6,331	149,173	174,819	9,705	27,613	*	*	*
Portland	61,572	61,019	–.9	24,725	455,927	633,771	10,386	25,633	*	*	*
FRANKLIN	27,098	28,025	3.4	10,237	173,943	223,851	7,988	21,867	259	728	3,802
HANCOCK	41,781	42,546	1.8	16,471	264,596	352,697	8,290	21,413	254	2,087	182
KENNEBEC	109,889	114,891	4.6	42,233	745,367	975,179	8,488	23,090	607	3,411	14,466
Augusta	21,819	19,140	–12.3	6,989	146,734	209,925	10,968	30,036	*	*	*
Waterville	17,779	17,396	–2.2	5,764	109,260	160,832	9,245	27,903	*	*	*
KNOX	32,941	36,343	10.3	14,077	209,298	284,674	7,833	20,223	198	1,104	1,244
LINCOLN	25,691	25,115	–2.3	9,693	158,064	210,888	8,397	21,757	210	697	1,623
OXFORD	48,968	49,549	1.2	18,480	319,342	396,813	8,008	21,473	329	4,206	5,074
PENOBSCOT	137,015	143,418	4.7	50,331	941,246	1,164,430	8,119	23,135	633	4,775	11,379
Bangor	31,643	31,541	–.3	11,484	219,607	312,871	9,920	27,244	*	*	*
PISCATAQUIS	17,634	17,676	.2	6,626	107,583	132,788	7,512	20,040	144	675	
SAGADOHOC	28,795	29,084	1.0	10,625	183,929	230,773	7,935	21,720	109	653	1,452
Bath	10,246	9,882	–3.6	3,301	70,201	78,670	7,961	23,832	*	*	*
SOMERSET	45,028	43,664	–3.0	15,537	259,855	324,739	7,437	20,901	510	1,543	11,693
WALDO	28,414	29,328	3.2	10,648	170,002	227,292	7,750	21,346	470	1,257	6,961
WASHINGTON	34,963	35,652	2.0	13,090	180,404	236,073	6,622	18,035	350	5,493	772
YORK	139,666	142,926	2.3	52,916	897,386	1,166,378	8,161	22,042	506	4,990	5,509
Biddeford	19,638	18,555	–5.5	5,779	90,398	130,030	7,008	22,500	*	*	*
Saco	12,921	12,731	–1.5	3,940	70,425	105,950	8,322	26,891	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1981 Cash Receipts as follows: From Crops $184,775,000; from Livestock & Livestock Products $279,936,000; Total $464,711,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MARYLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,216,446	4,340,822	2.9	1,572,477	35,301,753	45,121,085	10,395	28,694	18,985	281,374	254,525
STANDARD METROPOLITAN STATISTICAL AREAS											
Baltimore, Md.	2,174,023	2,228,360	2.5	811,307	13,244,858	17,644,595	7,918	21,748	3,893	49,503	69,657
Cumberland, Md.-W.Va.	107,782	109,343	1.4	41,476	599,778	747,513	6,836	18,023	529	1,819	1,602
Hagerstown, Md.	113,086	117,190	3.6	43,352	613,211	827,884	7,064	19,097	878	9,821	30,271
Washington, D.C.-Md.-Va.	3,060,240	3,158,886	3.2	1,198,534	39,846,649	48,001,462	15,196	40,050	3,494	43,902	23,475
Wilmington, Del.-N.J.-Md.	524,108	535,091	2.1	193,188	4,353,387	5,507,053	10,292	28,506	1,515	52,637	27,201
COUNTIES, Cities											
ALLEGANY	80,548	81,647	1.4	31,425	402,623	539,289	6,605	17,161	247	1,385	1,602
Cumberland	25,933	25,381	–2.1	11,023	137,110	207,726	8,184	18,845	*	*	*
ANNE ARUNDEL	370,775	387,167	4.4	132,193	2,241,323	3,103,747	8,017	23,479	584	6,655	1,865
Annapolis	31,740	31,640	–.3	13,096	198,093	336,748	10,643	25,714	*	*	*
BALTIMORE	655,615	676,903	3.2	256,445	5,099,685	6,432,067	9,502	25,082	911	16,320	12,600
BALTIMORE CITY	786,775	787,262	.1	294,523	3,760,232	5,092,913	6,469	17,292	N.A.	N.A.	N.A.
Baltimore	786,775	787,262	.1	294,523	3,760,232	5,092,913	6,469	17,292	*	*	*
CALVERT	34,638	37,477	8.2	12,092	162,673	237,403	6,335	19,633	633	6,518	654
CAROLINE	23,143	24,230	4.7	8,946	110,329	133,933	5,528	14,971	734	20,489	4,936
CARROLL	96,356	101,790	5.6	33,902	492,334	689,206	6,771	20,329	1,234	10,871	27,607
Westminster	8,808	8,982	2.0	3,586	47,296	83,546	9,301	23,298	*	*	*
CECIL	60,430	63,124	4.5	21,115	266,417	408,774	6,476	19,359	458	9,107	11,994
CHARLES	72,751	79,636	9.5	24,523	465,967	586,332	7,363	23,909	744	9,780	1,705
DORCHESTER	30,623	31,348	2.4	12,128	155,396	189,862	6,057	15,655	444	19,441	3,680
Cambridge	11,703	11,845	1.2	4,440	52,634	73,189	6,179	16,484	*	*	*
FREDERICK	114,263	122,597	7.3	41,961	635,527	876,908	7,153	20,898	1,414	8,058	63,826
Frederick	27,557	28,406	3.1	11,186	179,622	287,138	10,108	25,669	*	*	*
GARRETT	26,498	27,423	3.5	9,510	98,818	136,726	4,986	14,377	636	1,556	10,406
HARFORD	145,930	149,476	2.4	49,897	798,097	1,107,749	7,411	22,201	747	7,842	18,273
HOWARD	118,572	125,762	6.1	44,347	853,187	1,218,913	9,692	27,486	417	7,815	9,312
KENT	16,695	16,550	–.9	6,375	89,228	109,641	6,625	17,199	368	19,787	8,559

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MARYLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONTGOMERY	579,053	606,183	4.7	226,943	9,641,402	11,881,469	19,600	52,354	667	10,359	11,769
Chevy Chase	5,021	5,555	10.6	1,813	102,479	119,289	21,474	65,796	*	*	*
PRINCE GEORGES	665,071	672,894	1.2	237,893	8,223,088	10,067,707	14,962	42,320	761	11,231	2,142
College Park	23,614	22,959	–2.8	5,106	217,636	299,479	13,044	58,652	*	*	*
QUEEN ANNES	25,508	27,280	6.9	9,889	136,207	152,494	5,590	15,421	497	22,384	7,488
ST. MARYS	59,895	61,549	2.8	20,198	276,710	396,250	6,438	19,618	870	11,511	5,404
SOMERSET	19,188	19,247	.3	7,090	73,589	88,488	4,597	12,481	421	11,127	2,086
TALBOT	25,604	25,877	1.1	10,527	159,820	191,365	7,395	18,178	358	16,474	4,187
Easton	7,536	7,678	1.9	3,094	46,474	64,226	8,365	20,758	*	*	*
WASHINGTON	113,086	117,190	3.6	43,352	613,211	827,884	7,064	19,097	878	9,821	30,271
Hagerstown	34,132	33,685	–1.3	14,490	186,254	288,558	8,566	19,914	*	*	*
WICOMICO	64,540	66,590	3.2	24,736	381,482	453,696	6,813	18,342	920	16,364	3,290
Salisbury	16,429	16,420	–.1	6,821	104,506	146,336	8,912	21,454	*	*	*
WORCESTER	30,889	31,620	2.4	12,467	164,408	198,269	6,270	15,904	708	13,821	4,836

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1981 Cash Receipts as follows: From Crops $364,151,000; from Livestock & Livestock Products $697,142,000; Total $1,061,293,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,737,037	5,820,179	1.4	2,156,694	47,512,172	56,203,866	9,657	26,060	5,905	101,461	95,799
STANDARD METROPOLITAN STATISTICAL AREAS											
Boston, Mass.	2,763,357	2,237,949	–19.0	844,755	24,568,893	27,017,748	12,073	31,983	N.A.	N.A.	N.A.
Brockton, Mass.	169,374	166,963	–1.4	55,358	1,331,292	1,629,263	9,758	29,431	N.A.	N.A.	N.A.
Fall River, Mass.-R	176,831	177,503	.4	66,227	1,110,501	1,495,160	8,423	22,576	N.A.	N.A.	N.A.
Fitchburg-Leominster, Mas	99,957	99,626	–.3	36,830	734,773	929,755	9,332	25,245	N.A.	N.A.	N.A.
Lawrence-Haverhill, Mass.-N.H.	281,981	239,661	–15.0	89,200	2,677,992	2,727,696	11,381	30,580	N.A.	N.A.	N.A.
Lowell, Mass.-N.H.	233,410	197,708	–15.3	67,796	2,178,369	2,205,978	11,158	32,538	N.A.	N.A.	N.A.
New Bedford, Mas	169,425	169,867	.3	64,412	1,046,079	1,417,207	8,343	22,002	N.A.	N.A.	N.A.
Pittsfield, Mass.	90,505	90,465	–.1	33,803	623,084	872,965	9,650	25,825	N.A.	N.A.	N.A.
Providence-Warwick-Pawtucket, R.I.-Mass.	919,216	936,129	1.8	349,142	7,111,213	9,269,030	9,901	26,548	N.A.	N.A.	N.A.
Springfield-Chicopee-Holyoke, Mass-Conn.	530,668	539,155	1.6	199,551	3,895,519	4,825,485	8,950	24,182	N.A.	N.A.	N.A.
Worcester, Mass.	372,940	372,017	–.3	136,166	2,785,512	3,376,450	9,076	24,797	N.A.	N.A.	N.A.
COUNTIES, Cities											
BARNSTABLE	147,925	153,628	3.9	63,559	1,288,223	1,642,700	10,693	25,845	118	1,977	58
Hyannis	10,662	11,116	4.3	3,611	99,307	114,901	10,337	31,820	*	*	*
BERKSHIRE	145,110	146,231	.8	55,240	996,021	1,372,069	9,383	24,838	323	1,852	10,620
North Adams	18,063	17,968	–.5	6,529	99,407	149,841	8,339	22,950	*	*	*
Pittsfield	51,974	51,114	–1.7	18,625	345,492	519,357	10,161	27,885	*	*	*
BRISTOL	474,641	480,694	1.3	176,787	3,040,413	4,133,728	8,599	23,383	555	8,422	9,717
Attleboro	34,196	34,291	.3	12,425	241,688	349,035	10,179	28,091	*	*	*
Fall River	92,574	90,005	–2.8	35,670	535,742	759,674	8,440	21,297	*	*	*
New Bedford	98,478	96,191	–2.3	38,258	562,619	800,014	8,317	20,911	*	*	*
North Attleboro.	21,095	21,760	3.2	7,768	150,464	218,525	10,043	28,131	*	*	*
Taunton	45,001	44,959	–.1	16,602	296,587	427,242	9,503	25,734	*	*	*
DUKES	8,942	9,781	9.4	4,420	80,122	101,536	10,381	22,972	55	257	124
ESSEX	633,632	642,384	1.4	242,268	5,527,148	6,170,499	9,606	25,470	348	6,690	3,845
Beverly	37,655	37,962	.8	13,911	326,889	375,791	9,899	27,014	*	*	*
Gloucester	27,768	28,121	1.3	11,937	239,504	278,194	9,893	23,305	*	*	*
Haverhill	46,865	47,853	2.1	18,521	359,672	414,827	8,669	22,398	*	*	*
Lawrence	63,175	62,781	–.6	25,289	475,246	541,113	8,619	21,397	*	*	*
Lynn	78,471	75,740	–3.5	30,823	606,822	684,314	9,035	22,201	*	*	*
Newburyport	15,900	16,175	1.7	6,456	125,921	144,232	8,917	22,341	*	*	*
Peabody	45,976	45,902	–.2	15,882	391,486	449,424	9,791	28,298	*	*	*
Salem	38,220	37,956	–.7	15,438	305,990	350,696	9,240	22,716	*	*	*
FRANKLIN	64,317	65,012	1.1	25,640	429,477	555,474	8,544	21,664	457	6,699	12,185
Greenfield	18,436	18,213	–1.2	7,023	111,677	167,048	9,172	23,786	*	*	*
HAMPDEN	443,018	446,322	.7	166,559	3,202,350	4,044,816	9,063	24,285	366	8,886	4,546
Holyoke	44,678	43,646	–2.3	17,425	290,620	368,099	8,434	21,125	*	*	*
Springfield	152,319	150,996	–.9	57,590	1,004,363	1,285,628	8,514	22,324	*	*	*
Westfield	36,465	39,054	7.1	13,787	266,625	353,106	9,041	25,612	*	*	*
HAMPSHIRE	138,813	146,472	5.5	48,859	969,272	1,274,418	8,701	26,084	493	9,851	9,105
Northampton	29,286	29,569	1.0	10,712	211,174	292,678	9,898	27,322	*	*	*
MIDDLESEX	1,367,034	1,359,897	–.5	495,692	12,652,949	14,176,038	10,424	28,598	577	20,559	17,626
Framingham	65,113	65,624	.8	25,115	685,172	796,308	12,134	31,706	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Hudson	16,408	16,558	.9	5,611	130,480	153,620	9,278	27,378	*	*	*
Lowell	92,418	91,905	–.6	35,125	670,479	767,556	8,352	21,852	*	*	*
Malden	53,386	52,498	–1.7	21,371	444,617	511,616	9,745	23,940	*	*	*
Marlborough	30,617	31,676	3.5	12,051	267,658	316,589	9,995	26,271	*	*	*
Medford	58,076	56,034	–3.5	20,171	482,960	549,020	9,798	27,218	*	*	*
Melrose	30,055	29,043	–3.4	10,736	293,482	332,460	11,447	30,967	*	*	*
Wakefield	24,895	24,751	–.6	8,875	233,050	269,943	10,906	30,416	*	*	*
Waltham	58,200	57,099	–1.9	21,084	508,368	581,693	10,187	27,589	*	*	*
Woburn	36,626	36,402	–.6	12,803	318,878	371,605	10,208	29,025	*	*	*
NANTUCKET	5,087	5,112	.5	2,261	41,732	52,391	10,249	23,172	N.A.	N.A.	N.A.
NORFOLK	606,587	657,045	8.3	235,794	6,221,428	7,246,910	11,030	30,734	207	4,303	1,235
Dedham	25,298	26,736	5.7	9,102	238,297	283,140	10,590	31,107	*	*	*
Quincy	84,743	90,397	6.7	37,532	826,815	988,437	10,934	26,336	*	*	*
PLYMOUTH	405,437	406,600	.3	138,765	3,217,459	4,012,170	9,868	28,913	590	19,331	5,435
Brockton	95,172	91,637	–3.7	30,473	672,181	898,899	9,809	29,498	*	*	*
SUFFOLK	650,142	652,160	.3	264,286	5,092,642	5,529,492	8,479	20,922	N.A.	N.A.	N.A.
Boston	562,994	563,178		229,985	4,374,861	4,739,772	8,416	20,609	*	*	*
Chelsea	25,431	24,962	–1.9	9,786	185,974	199,458	7,990	20,382	*	*	*
WORCESTER	646,352	648,841	.4	236,564	4,752,936	5,891,625	9,080	24,905	864	11,298	19,539
Athol	10,634	10,411	–2.1	4,112	74,894	99,316	9,540	24,153	*	*	*
Clinton	12,771	12,520	–2.0	4,767	94,026	123,457	9,861	25,898	*	*	*
Fitchburg	39,580	38,193	–3.5	14,567	269,399	351,707	9,209	24,144	*	*	*
Gardner	17,900	17,228	–3.8	7,080	139,103	181,830	10,554	25,682	*	*	*
Milford	23,390	24,840	6.2	8,920	151,377	206,247	8,303	23,122	*	*	*
Southbridge	16,665	16,479	–1.1	6,417	120,196	158,880	9,641	24,759	*	*	*
Worcester	161,799	156,320	–3.4	58,588	1,154,575	1,498,680	9,587	25,580	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1981 Cash Receipts as follows: From Crops $195,937,000; from Livestock & Livestock Products $136,853,000; Total $332,790,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MICHIGAN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,258,344	9,288,533	.3	3,351,280	75,718,602	94,423,108	10,166	28,175	68,158	1,014,130	853,142
STANDARD METROPOLITAN STATISTICAL AREAS											
Ann Arbor, Mich.	264,748	267,732	1.1	98,362	2,422,820	2,990,851	11,171	30,407	1,362	18,641	19,925
Battle Creek, Mich	187,338	186,299	–.6	69,097	1,537,625	1,926,343	10,340	27,879	2,340	25,867	35,020
Bay City, Mich.	119,881	118,241	–1.4	42,696	806,689	1,122,720	9,495	26,296	1,168	31,748	2,820
Benton Harbor, Mich.	171,276	169,592	–1.0	62,546	1,261,028	1,573,459	9,278	25,157	1,926	44,281	7,849
Detroit, Mich.	4,352,762	4,343,411	–.2	1,574,191	37,339,177	46,111,750	10,616	29,292	5,358	85,526	46,484
Flint, Mich.	521,589	521,295	–.1	186,205	3,838,973	5,227,044	10,027	28,071	2,374	27,954	29,407
Grand Rapids, Mic	601,680	619,098	2.9	221,751	6,111,416	7,082,048	11,439	31,937	3,051	70,113	56,190
Jackson, Mich.	151,495	150,666	–.6	52,997	1,041,167	1,291,675	8,573	24,373	1,190	13,532	21,560
Kalamazoo-Portage, Mich.	279,192	281,615	.9	103,970	2,289,039	2,685,775	9,537	25,832	2,591	60,760	28,302
Lansing-East Lansing, Mich.	468,482	474,033	1.2	167,319	3,503,193	4,580,851	9,664	27,378	5,215	72,458	83,520
Muskegon-Norton Shores-Muskegon Heights, Mich.	179,591	179,783	.1	64,894	1,163,063	1,412,312	7,856	21,763	1,265	30,292	5,407
Saginaw, Mich.	228,059	227,896	–.1	79,551	2,142,455	2,775,721	12,180	34,892	1,817	42,600	10,772
Toledo, O.-Mich.	791,599	793,942	.3	291,229	7,035,775	8,618,158	10,855	29,592	5,709	158,320	55,745
COUNTIES, Cities											
ALCONA	9,740	9,938	2.0	3,950	52,576	71,555	7,200	18,115	287	661	
ALGER	9,225	9,222		3,494	63,166	78,428	8,504	22,446	94	234	
ALLEGAN	81,555	83,446	2.3	29,144	517,690	670,745	8,038	23,015	1,923	28,255	40,885
ALPENA	32,315	32,593	.9	11,755	219,949	291,577	8,946	24,805	450	1,683	5,015
Alpena	12,214	11,546	–5.5	3,831	79,151	114,957	9,956	30,007	*	*	*
ANTRIM	16,194	16,459	1.6	6,116	101,583	134,401	8,166	21,975	269	6,762	3,573
ARENAC	14,706	15,166	3.1	5,530	95,097	127,631	8,416	23,080	430	7,033	5,295
BARAGA	8,484	8,347	–1.6	2,990	57,936	67,600	8,099	22,609	93	107	
BARRY	45,781	45,911	.3	16,133	337,100	419,318	9,133	25,991	1,032	8,348	15,448
BAY	119,881	118,241	–1.4	42,696	806,689	1,122,720	9,495	26,296	1,168	31,748	2,820
Bay City	41,593	38,123	–8.4	14,969	272,791	424,039	11,123	28,328	*	*	*
BENZIE	11,205	11,227	.2	4,213	84,068	93,555	8,333	22,206	176	5,093	1,082
BERRIEN	171,276	169,592	–1.0	62,546	1,261,028	1,573,459	9,278	25,157	1,926	44,281	7,849
Benton Harbor	14,707	13,741	–6.6	4,449	66,362	92,201	6,710	20,724	*	*	*
Niles	13,115	12,816	–2.3	4,959	102,094	150,684	11,757	30,386	*	*	*
St. Joseph	9,622	8,917	–7.3	3,895	87,628	126,601	14,198	32,503	*	*	*
BRANCH	40,188	41,157	2.4	14,964	265,407	362,143	8,799	24,201	1,196	18,359	
Coldwater	9,461	9,602	1.5	3,169	53,752	86,077	8,964	27,162	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CALHOUN	141,557	140,388	−.8	52,964	1,200,525	1,507,025	10,735	28,454	1,308	17,519	19,572
Albion	11,059	10,612	−4.1	3,583	75,557	105,777	9,968	29,522	*	*	*
Battle Creek	35,724	34,342	−3.9	14,308	276,323	393,733	11,465	27,518	*	*	*
Marshall	7,201	7,124	−1.1	2,798	69,767	78,194	10,976	27,946	*	*	*
CASS	49,499	49,835	.7	18,127	349,145	481,049	9,653	26,538	1,066	14,600	25,969
Dowagiac	6,307	5,969	−5.4	1,925	50,035	56,321	9,436	29,258	*	*	*
CHARLEVOIX	19,907	20,138	1.2	7,440	134,228	174,377	8,659	23,438	247	1,563	2,629
CHEBOYGAN	20,649	21,080	2.1	7,792	127,967	176,672	8,381	22,674	221	863	2,344
Cheboygan	5,106	4,706	−7.8	1,142	35,658	39,808	8,459	34,858	*	*	*
CHIPPEWA	29,029	28,980	−.2	10,413	190,774	229,228	7,910	22,014	369	1,275	
Sault Ste. Marie	14,448	14,734	2.0	3,746	71,017	94,150	6,390	25,133	*	*	*
CLARE	23,822	24,072	1.0	9,189	145,933	195,951	8,140	21,325	313	1,038	6,347
CLINTON	55,893	56,637	1.3	18,796	376,243	505,296	8,922	26,883	1,517	15,881	27,510
CRAWFORD	9,465	9,953	5.2	3,681	64,131	84,457	8,486	22,944	16	42	
DELTA	38,947	39,120	.4	14,196	292,944	349,223	8,927	24,600	332	1,753	4,515
Escanaba	14,355	13,653	−4.9	4,648	109,490	144,148	10,558	31,013	*	*	*
DICKINSON	25,341	26,086	2.9	10,301	200,722	233,243	8,941	22,643	116	1,310	1,722
Iron Mountain	8,341	8,262	−1.0	3,205	66,332	86,670	10,490	27,042	*	*	*
Kingsford	5,290	5,328	.7	1,877	42,801	48,092	9,026	25,622	*	*	*
EATON	88,337	90,471	2.4	32,321	683,549	917,946	10,146	28,401	1,398	18,141	11,925
EMMET	22,992	23,056	.3	8,529	163,389	214,460	9,302	25,145	230	1,160	2,304
Petoskey	6,097	5,597	−8.2	1,617	35,165	52,325	9,349	32,359	*	*	*
GENESEE	450,449	449,212	−.3	161,401	3,319,577	4,514,958	10,051	27,974	990	11,689	10,310
Flint	159,611	147,448	−7.6	56,063	1,061,423	1,567,215	10,629	27,955	*	*	*
GLADWIN	19,957	20,693	3.7	7,733	129,217	172,433	8,333	22,298	419	2,253	3,550
GOGEBIC	19,686	18,698	−5.0	7,545	126,932	143,863	7,694	19,067	72	59	
Ironwood	7,741	7,169	−7.4	2,544	49,570	54,408	7,589	21,387	*	*	*
GRAND TRAVERSE	54,899	55,463	1.0	20,225	482,683	550,076	9,918	27,198	487	17,957	
Traverse City	15,516	13,383	−13.8	4,414	129,198	167,089	12,485	37,854	*	*	*
GRATIOT	40,448	39,275	−2.9	13,522	277,151	350,870	8,934	25,948	1,334	28,589	19,450
Alma	9,652	9,216	−4.5	3,020	68,221	101,257	10,987	33,529	*	*	*
HILLSDALE	42,071	42,604	1.3	15,217	263,815	356,637	8,371	23,437	1,543	16,930	23,740
Hillsdale	7,432	7,108	−4.4	2,431	48,321	76,120	10,709	31,312	*	*	*
HOUGHTON	37,872	38,299	1.1	13,709	228,802	263,706	6,885	19,236	212	739	1,509
Houghton	7,512	7,897	5.1	1,579	44,255	50,128	6,348	31,747	*	*	*
HURON	36,459	36,788	.9	13,468	224,697	292,816	7,960	21,742	1,800	36,559	51,538
Bad Axe	3,184	3,205	.7	955	23,623	26,658	8,318	27,914	*	*	*
INGHAM	272,437	274,320	.7	98,993	2,086,732	2,697,175	9,832	27,246	1,068	20,530	20,642
East Lansing	48,309	48,174	−.3	12,928	311,200	422,553	8,771	32,685	*	*	*
Lansing	130,414	128,861	−1.2	50,725	994,946	1,387,428	10,767	27,352	*	*	*
IONIA	51,815	52,605	1.5	17,209	356,669	460,434	8,753	26,755	1,232	17,906	23,443
Ionia	5,920	5,609	−5.3	2,143	43,738	48,927	8,723	22,831	*	*	*
IOSCO	28,349	28,549	.7	10,727	172,106	226,847	7,946	21,147	237	1,098	3,561
IRON	13,635	13,620	−.1	5,646	97,680	110,506	8,114	19,572	92	560	
ISABELLA	54,110	54,707	1.1	16,981	338,867	436,283	7,975	25,692	999	8,892	
Mount Pleasant	23,746	23,677	−.3	5,926	133,463	190,658	8,052	32,173	*	*	*
JACKSON	151,495	150,666	−.6	52,997	1,041,167	1,291,675	8,573	24,373	1,190	13,532	21,560
Jackson	39,739	36,836	−7.3	14,160	249,464	351,139	9,532	24,798	*	*	*
KALAMAZOO	212,378	213,346	.5	79,210	1,780,999	2,094,819	9,819	26,446	976	20,266	17,109
Kalamazoo	79,722	76,528	−4.0	28,653	594,989	750,545	9,807	26,194	*	*	*
KALKASKA	10,952	11,457	4.6	4,194	59,319	80,334	7,012	19,155	92	748	891
KENT	444,506	457,824	3.0	167,734	4,638,968	5,368,755	11,727	32,008	1,462	32,953	24,597
Grand Rapids	181,843	176,466	−3.0	66,920	1,760,617	2,114,542	11,983	31,598	*	*	*
KEWEENAW	1,963	1,771	−9.8	807	11,035	12,024	6,789	14,900	N.A.	N.A.	N.A.
LAKE	7,711	7,933	2.9	3,336	39,711	54,813	6,909	16,431	126	204	
LAPEER	70,038	70,600	.8	22,372	412,732	570,349	8,079	25,494	1,323	19,856	21,338
LEELANAU	14,007	14,034	.2	5,241	111,926	128,383	9,148	24,496	421	18,780	
LENAWEE	89,948	89,820	−.2	31,382	624,602	854,725	9,516	27,236	1,840	45,381	27,155
Adrian	21,186	20,769	−2.0	6,975	140,143	220,818	10,632	31,658	*	*	*
LIVINGSTON	100,289	102,047	1.8	33,349	856,837	1,108,757	10,865	33,247	793	10,245	13,711
LUCE	6,659	6,600	−.9	2,255	52,613	61,233	9,278	27,154	30	345	
MACKINAC	10,178	10,427	2.4	3,943	71,616	86,336	8,280	21,896	87	162	1,875
MACOMB	694,600	699,870	.8	242,156	6,018,023	7,665,432	10,953	31,655	839	18,768	6,696
Mount Clemens	18,806	17,655	−6.1	7,037	152,414	199,044	11,274	28,285	*	*	*
MANISTEE	23,019	22,766	−1.1	8,817	174,006	196,975	8,652	22,340	341	8,673	795
Manistee	7,566	7,088	−6.3	2,205	55,435	61,639	8,696	27,954	*	*	*
MARQUETTE	74,101	73,111	−1.3	25,294	563,995	645,222	8,825	25,509	101	598	991
Marquette	23,288	22,400	−3.8	6,661	176,152	230,908	10,308	34,666	*	*	*
MASON	26,365	28,051	6.4	10,783	214,358	247,590	8,826	22,961	496	7,347	5,760
Ludington	8,937	8,994	.6	2,934	71,543	80,075	8,903	27,292	*	*	*
MECOSTA	36,961	37,090	.3	11,714	217,059	281,719	7,596	24,050	687	5,359	
Big Rapids	14,361	14,026	−2.3	2,449	58,148	82,806	5,904	33,812	*	*	*
MENOMINEE	26,201	23,792	−9.2	8,812	172,643	194,217	8,163	22,040	488	1,416	
Menominee	10,099	8,757	−13.3	3,085	66,955	82,276	9,395	26,670	*	*	*
MIDLAND	73,578	74,166	.8	25,864	669,482	888,609	11,981	34,357	524	9,508	4,566
Midland	37,250	36,512	−2.0	13,172	403,810	581,951	15,939	44,181	*	*	*
MISSAUKEE	10,009	10,239	2.3	3,637	50,873	69,153	6,754	19,014	361	1,254	
MONROE	134,659	135,457	.6	45,393	1,316,528	1,684,027	12,432	37,099	1,529	36,287	7,666
Monroe	23,531	22,522	−4.3	7,996	235,545	352,138	15,635	44,039	*	*	*
MONTCALM	47,555	48,146	1.2	17,553	309,685	404,903	8,410	23,067	1,213	20,858	
Greenville	8,019	7,833	−2.3	2,632	60,475	68,075	8,691	25,864	*	*	*
MONTMORENCY	7,492	7,697	2.7	2,985	39,272	50,524	6,564	16,926	110	442	1,587
MUSKEGON	157,589	157,457	−.1	57,020	1,033,343	1,249,581	7,936	21,915	493	10,232	
Muskegon	40,823	39,396	−3.5	15,481	255,355	336,099	8,531	21,710	*	*	*
Muskegon Heights	14,611	13,716	−6.1	4,981	73,582	95,321	6,950	19,137	*	*	*
NEWAYGO	34,917	36,058	3.3	13,156	215,524	294,388	8,164	22,377	807	11,949	11,392
OAKLAND	1,011,793	1,019,285	.7	374,050	10,578,690	13,108,923	12,861	35,046	622	12,886	4,074
Pontiac	76,715	71,423	−6.9	25,739	491,290	640,025	8,961	24,866	*	*	*
Royal Oak	70,893	64,009	−9.7	25,897	712,462	925,726	14,462	35,746	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION • 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OCEANA	22,002	22,326	1.5	7,874	129,720	162,731	7,289	20,667	772	20,060	5,407
OGEMAW	16,436	16,440		6,165	93,571	121,606	7,397	19,725	303	1,414	5,893
ONTONAGON	9,861	9,660	-2.0	3,573	73,695	81,867	8,475	22,913	149	307	
OSCEOLA	18,928	19,805	4.6	7,153	115,939	151,402	7,645	21,166	546	1,660	
OSCODA	6,858	7,347	7.1	2,864	40,828	56,755	7,725	19,817	80	163	
OTSEGO	14,993	15,530	3.6	5,342	107,683	142,462	9,173	26,668	152	708	1,137
OTTAWA	157,174	161,274	2.6	54,017	1,472,448	1,713,293	10,623	31,718	1,589	37,160	31,593
Grand Haven	11,763	11,261	-4.3	4,567	127,242	172,827	15,347	37,843	*	*	*
Holland	26,281	25,203	-4.1	9,061	256,114	342,661	13,596	37,817	*	*	*
PRESQUE ISLE	14,267	14,274		5,189	80,423	104,979	7,355	20,231	347	2,439	3,683
ROSCOMMON	16,374	17,729	8.3	7,377	113,992	153,483	8,657	20,806	31	111	
SAGINAW	228,059	227,896	-.1	79,551	2,142,455	2,775,721	12,180	34,892	1,817	42,600	10,772
Saginaw	77,508	71,669	-7.5	26,667	663,677	969,964	13,534	36,373	*	*	*
ST. CLAIR	138,802	139,900	.8	49,855	1,068,798	1,341,600	9,590	26,910	1,316	12,865	
Port Huron	33,981	31,984	-5.9	12,028	250,257	362,563	11,336	30,143	*	*	*
ST. JOSEPH	56,083	57,155	1.9	21,067	382,803	531,562	9,300	25,232	1,083	24,416	15,001
Sturgis	9,468	9,181	-3.0	3,511	70,242	114,709	12,494	32,671	*	*	*
Three Rivers	7,015	6,639	-5.4	2,497	53,956	60,047	9,045	24,048	*	*	*
SANILAC	40,789	40,711	-.2	14,570	258,429	335,829	8,249	23,049	1,969	26,803	45,486
SCHOOLCRAFT	8,575	8,545	-.4	3,194	57,019	69,097	8,086	21,633	54	114	
SHIAWASSEE	71,140	72,083	1.3	24,804	519,396	712,086	9,879	28,709	1,384	16,265	19,097
Owosso	16,455	15,740	-4.4	6,122	129,918	203,858	12,952	33,299	*	*	*
TUSCOLA	56,961	57,611	1.1	19,337	394,215	509,259	8,840	26,336	1,563	41,495	15,386
VAN BUREN	66,814	68,269	2.2	24,760	508,040	590,956	8,656	23,867	1,615	40,494	11,193
South Haven	5,943	5,554	-6.6	2,088	43,401	48,298	8,696	23,131	*	*	*
WASHTENAW	264,748	267,732	1.1	98,362	2,422,820	2,990,851	11,171	30,407	1,362	18,641	19,925
Ann Arbor	107,316	106,595	-.7	39,252	959,497	1,313,734	12,325	33,469	*	*	*
Ypsilanti	24,031	21,632	-10.0	8,124	186,259	244,160	11,287	30,054	*	*	*
WAYNE	2,337,240	2,311,709	-1.1	852,409	18,404,097	22,316,689	9,654	26,181	465	10,906	665
Detroit	1,203,339	1,145,591	-4.8	443,379	8,369,818	10,150,628	8,861	22,894	*	*	*
WEXFORD	25,102	26,879	7.1	10,107	160,458	208,751	7,766	20,654	227	808	
Cadillac	10,199	10,183	-.2	3,316	59,723	87,013	8,545	26,240	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1981 Cash Receipts as follows: From Crops $1,678,160,000; from Livestock & Livestock Products $1,111,057,000; Total $2,789,217,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,077,148	4,136,614	1.5	1,533,386	32,317,645	41,403,081	10,009	27,001	102,984	2,082,469	2,159,502
STANDARD METROPOLITAN STATISTICAL AREAS											
Duluth-Superior, Minn.-Wis.	266,650	266,700		102,637	1,877,036	2,228,517	8,356	21,713	1,378	3,896	8,879
Fargo-Moorhead, N.D.-Minn.	137,574	140,072	1.8	52,025	906,672	1,415,259	10,104	27,203	2,589	156,993	26,335
Grand Forks, Minn.-N.D.	100,944	101,330	.4	35,967	749,175	939,151	9,268	26,111	3,056	180,530	25,267
Minneapolis-St. Paul, Minn.-Wis.	2,114,256	2,150,776	1.7	811,042	18,934,941	26,085,999	12,129	32,164	10,590	126,868	210,774
Rochester, Minn.	91,971	95,566	3.9	35,546	845,056	955,524	9,999	26,881	1,556	22,572	42,266
⊙St. Cloud, Minn.	163,256	171,000	4.7	54,160	1,051,780	1,253,726	7,332	23,149	5,054	31,679	129,875
COUNTIES, Cities											
AITKIN	13,404	13,432	.2	5,215	64,251	85,006	6,329	16,300	735	4,214	6,447
ANOKA	195,998	197,764	.9	64,036	1,548,212	2,198,871	11,119	34,338	637	10,003	4,119
BECKER	29,336	29,486	.5	10,668	174,772	191,509	6,495	17,952	1,390	13,308	20,482
BELTRAMI	30,982	33,619	8.5	11,346	159,542	219,600	6,532	19,355	809	4,193	8,512
Bemidji	10,949	11,055	1.0	3,148	52,501	79,644	7,204	25,300	*	*	*
BENTON	25,187	26,765	6.3	9,216	172,717	207,424	7,750	22,507	1,054	4,257	21,378
BIG STONE	7,716	8,036	4.1	3,089	61,938	58,531	7,284	18,948	591	16,840	
BLUE EARTH	52,314	52,662	.7	18,919	353,105	459,169	8,719	24,270	1,589	60,391	35,454
Mankato	28,651	28,021	-2.2	10,079	197,276	278,326	9,933	27,614	*	*	*
BROWN	28,645	28,768	.4	10,480	175,620	221,723	7,707	21,157	1,465	37,885	35,303
New Ulm	13,755	14,116	2.6	5,253	91,142	125,762	8,909	23,941	*	*	*
CARLTON	29,936	30,073	.5	10,655	178,312	240,986	8,013	22,617	714	2,198	
CARVER	37,046	37,949	2.4	12,897	252,845	343,971	9,064	26,671	1,166	7,917	34,120
CASS	21,050	21,272	1.1	7,863	103,174	132,389	6,224	16,837	702	2,046	
CHIPPEWA	14,941	14,703	-1.6	5,742	119,258	109,075	7,419	18,996	1,074	39,956	15,182
CHISAGO	25,717	26,604	3.4	9,091	140,245	195,421	7,346	21,496	1,082	6,043	13,907
CLAY	49,327	49,509	.4	16,952	379,746	397,466	8,028	23,447	1,156	57,670	10,701
Moorhead	29,998	29,612	-1.3	9,899	239,851	267,752	9,042	27,048	*	*	*
CLEARWATER	8,761	8,821	.7	3,185	38,969	52,453	5,946	16,469	741	4,793	
COOK	4,092	4,110	.4	1,644	27,450	36,165	8,799	21,998	N.A.	N.A.	N.A.
COTTONWOOD	14,854	14,610	-1.7	5,642	119,656	121,104	8,289	21,465	1,198	45,262	43,716

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CROW WING	41,722	42,465	1.8	16,154	236,091	318,282	7,495	19,703	622	1,665	5,745
Brainerd	11,489	10,945	–4.7	2,900	47,055	74,235	6,783	25,598	*	*	*
DAKOTA	194,111	200,573	3.3	69,302	1,795,587	2,525,675	12,592	36,444	1,074	31,294	25,373
DODGE	14,773	15,050	1.9	5,281	92,826	105,117	6,985	19,905	983	28,088	28,559
DOUGLAS	27,839	28,298	1.6	10,557	190,438	198,029	6,998	18,740	1,369	7,962	24,964
FARIBAULT	19,714	19,789	.4	7,736	163,592	161,985	8,186	20,805	1,419	67,106	38,275
FILLMORE	21,930	21,519	–1.9	8,003	114,937	147,937	6,875	18,485	1,913	24,326	68,301
FREEBORN	36,329	36,215	–.3	13,702	236,444	299,097	8,259	21,765	1,635	60,031	44,323
Albert Lea	19,190	19,374	1.0	7,754	136,845	188,545	9,732	24,316	*	*	*
GOODHUE	38,749	41,102	6.1	15,130	271,935	322,698	7,851	21,328	1,952	26,494	55,322
Red Wing	13,736	15,297	11.4	5,977	108,467	148,295	9,694	24,811	*	*	*
GRANT	7,171	7,198	.4	2,767	51,599	48,199	6,696	17,419	684	23,890	
HENNEPIN	941,411	951,825	1.1	386,280	9,267,772	12,665,300	13,306	32,788	932	14,008	13,678
Minneapolis	370,951	355,195	–4.3	163,804	3,133,884	4,261,682	11,998	26,017	*	*	*
HOUSTON	19,617	18,659	–4.9	6,721	112,172	155,786	8,349	23,179	1,177	6,652	43,110
HUBBARD	14,098	14,993	6.3	5,618	67,861	92,858	6,193	16,529	520	4,325	3,743
ISANTI	23,600	23,657	.2	7,912	167,922	185,260	7,831	23,415	925	6,431	
ITASCA	43,006	43,977	2.3	15,972	242,215	316,462	7,196	19,814	572	1,369	3,533
JACKSON	13,690	13,353	–2.5	5,108	104,538	105,140	7,874	20,583	1,330	52,050	48,677
KANABEC	12,161	12,874	5.9	4,751	84,264	94,455	7,337	19,881	808	2,379	13,965
KANDIYOHI	36,763	38,179	3.9	14,022	304,487	299,074	7,833	21,329	1,533	33,442	34,339
Willmar	15,895	16,624	4.6	5,613	132,041	147,275	8,859	26,238	*	*	*
KITTSON	6,672	6,826	2.3	2,675	47,623	53,534	7,843	20,013	680	34,720	3,809
KOOCHICHING	17,571	17,444	–.7	6,372	107,185	139,451	7,994	21,885	317	775	
International Fal	5,611	5,237	–6.7	1,987	39,377	43,398	8,287	21,841	*	*	*
LAC QUI PARLE	10,592	10,362	–2.2	3,983	75,954	68,721	6,632	17,254	1,152	31,886	19,371
LAKE	13,043	12,890	–1.2	4,712	86,845	109,950	8,530	23,334	53	82	230
LAKE OF THE WOODS	3,764	3,579	–4.9	1,427	18,070	24,321	6,795	17,043	260	2,941	2,023
LE SUEUR	23,434	23,887	1.9	8,612	148,346	187,734	7,859	21,799	1,156	25,799	27,289
LINCOLN	8,207	8,472	3.2	3,205	50,474	50,300	5,937	15,694	917	12,502	26,967
LYON	25,207	25,261	.2	9,043	193,802	195,053	7,722	21,570	1,191	32,853	46,018
Marshall	11,161	11,507	3.1	4,023	78,409	88,780	7,715	22,068	*	*	*
MCLEOD	29,657	30,700	3.5	11,254	213,289	242,764	7,908	21,571	1,564	24,267	33,602
MAHNOMAN	5,535	5,506	–.5	1,847	30,204	32,857	5,967	17,789	454	7,475	6,064
MARSHALL	13,027	12,374	–5.0	4,399	82,147	85,440	6,905	19,423	1,585	61,386	7,655
MARTIN	24,687	24,681		9,771	220,489	216,774	8,783	22,185	1,476	62,746	45,428
Fairmont	11,506	11,715	1.8	4,844	112,492	122,099	10,422	25,206	*	*	*
MEEKER	20,594	21,080	2.4	7,688	124,292	142,349	6,753	18,516	1,396	24,071	31,437
MILLE LACS	18,430	18,445	.1	6,679	113,394	124,293	6,739	18,610	1,016	2,816	17,540
MORRISON	29,311	29,586	.9	10,006	169,035	185,325	6,264	18,521	2,070	6,189	40,361
Little Falls	7,250	7,021	–3.2	2,362	38,862	43,359	6,176	18,357	*	*	*
MOWER	40,390	40,285	–.3	15,639	291,380	375,528	9,322	24,012	1,599	44,966	41,346
Austin	23,020	22,924	–.4	9,419	184,394	257,163	11,218	27,303	*	*	*
MURRAY	11,507	11,368	–1.2	4,191	87,958	87,990	7,740	20,995	1,224	30,094	45,311
NICOLLET	26,929	27,180	.9	9,081	172,833	222,812	8,198	24,536	1,013	31,645	29,402
North Mankato	9,145	9,586	4.8	3,559	72,416	82,865	8,644	23,283	*	*	*
NOBLES	21,840	21,418	–1.9	7,965	175,641	173,532	8,102	21,787	1,479	41,200	52,745
Worthington	10,243	10,369	1.2	4,090	97,411	105,277	10,153	25,740	*	*	*
NORMAN	9,379	8,946	–4.6	3,464	61,675	63,661	7,116	18,378	909	45,466	9,394
OLMSTED	91,971	95,566	3.9	35,546	845,056	955,524	9,999	26,881	1,556	22,572	42,266
Rochester	57,855	59,791	3.3	23,787	571,296	688,706	11,519	28,953	*	*	*
OTTER TAIL	51,937	52,671	1.4	19,653	340,035	369,379	7,013	18,795	3,408	27,483	64,189
Fergus Falls	12,519	12,211	–2.5	3,445	78,430	98,627	8,077	28,629	*	*	*
PENNINGTON	15,258	15,483	1.5	5,743	125,996	129,021	8,333	22,466	703	15,322	5,289
PINE	19,871	20,163	1.5	7,234	118,718	133,287	6,610	18,425	1,292	3,533	20,374
PIPESTONE	11,690	11,321	–3.2	4,378	80,395	81,189	7,172	18,545	847	13,577	30,166
POLK	34,844	35,070	.6	12,774	249,944	288,441	8,225	22,580	1,970	108,191	18,962
Crookston	8,628	8,758	1.5	2,976	65,176	73,617	8,406	24,737	*	*	*
E. Grand Forks	8,537	8,898	4.2	3,113	67,342	76,609	8,610	24,609	*	*	*
POPE	11,657	11,728	.6	4,419	107,392	101,485	8,653	22,966	1,069	17,695	24,390
RAMSEY	459,784	467,437	1.7	181,508	4,118,871	5,645,873	12,078	31,105	108	3,937	
St. Paul	270,230	264,045	–2.3	109,681	2,278,527	3,123,098	11,828	28,474	*	*	*
RED LAKE	5,471	5,513	.8	1,952	35,246	38,862	7,049	19,909	501	11,861	
REDWOOD	19,341	18,858	–2.5	6,955	151,338	137,761	7,305	19,807	1,674	60,055	44,813
RENVILLE	20,401	20,403		7,689	148,454	144,893	7,102	18,844	1,787	80,441	32,864
RICE	46,087	48,271	4.7	15,726	318,261	374,272	7,754	23,800	1,429	21,000	34,971
Faribault	16,241	16,279	.2	5,965	124,399	154,285	9,478	25,865	*	*	*
ROCK	10,703	10,570	–1.3	3,986	91,235	88,059	8,331	22,092	1,019	21,661	47,167
ROSEAU	12,574	12,500	–.6	4,443	90,015	96,971	7,758	21,826	1,337	27,040	9,941
ST. LOUIS	222,229	221,774	–.2	85,161	1,483,425	1,830,319	8,253	21,492	1,007	2,905	5,514
Duluth	92,811	89,593	–3.5	31,987	591,379	788,243	8,798	24,643	*	*	*
Hibbing	21,193	21,123	–.3	7,442	133,405	184,366	8,728	24,774	*	*	*
Virginia	11,056	10,530	–4.8	4,276	76,388	100,689	9,562	23,547	*	*	*
SCOTT	43,784	45,196	3.2	14,609	284,270	390,714	8,645	26,745	997	11,287	20,520
SHERBURNE	29,908	31,691	6.0	9,947	207,197	246,182	7,768	24,749	682	11,644	8,872
SIBLEY	15,448	15,411	–.2	5,539	90,105	112,682	7,312	20,343	1,483	34,255	39,526
STEARNS	108,161	112,544	4.1	34,997	671,866	800,120	7,109	22,863	3,318	15,778	99,625
1St. Cloud	42,566	43,489	2.2	13,843	296,649	393,876	9,057	28,453	*	*	*
STEELE	30,328	31,447	3.7	11,512	230,044	264,736	8,418	22,997	1,148	28,799	25,230
Owatonna	18,632	19,762	6.1	7,353	150,065	184,599	9,341	25,105	*	*	*
STEVENS	11,322	11,119	–1.8	4,005	86,497	84,079	7,562	20,994	738	23,426	30,728
SWIFT	12,920	13,030	.9	4,931	92,221	88,092	6,761	17,865	1,078	38,269	
TODD	24,991	25,061	.3	8,940	136,487	146,946	5,864	16,437	2,125	8,079	43,494
TRAVERSE	5,542	5,700	2.9	2,153	44,505	41,405	7,264	19,231	562	25,128	7,101
WABASHA	19,335	19,488	.8	7,076	124,384	145,301	7,456	20,534	1,105	12,488	39,633
WADENA	14,192	14,208	.1	5,098	87,735	94,709	6,666	18,578	759	2,587	10,978
WASECA	18,448	18,529	.4	6,851	122,875	156,277	8,434	22,811	950	34,738	21,229

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASHINGTON	113,571	116,669	2.7	37,678	907,308	1,279,886	10,970	33,969	777	16,200	9,595
Stillwater	12,290	12,198	–.8	4,191	93,021	159,075	13,041	37,956	*	*	*
WATONWAN	12,361	12,373	.1	4,807	102,103	95,715	7,736	19,912	922	36,426	24,281
WILKIN	8,382	8,466	1.0	3,063	62,353	64,393	7,606	21,023	656	40,119	5,884
Breckenridge	3,909	4,006	2.5	1,473	27,491	30,613	7,642	20,783	*	*	*
WINONA	46,256	45,482	–1.7	16,021	293,371	341,080	7,499	21,290	1,221	10,874	
Winona	25,075	23,807	–5.1	8,636	168,567	210,405	8,838	24,364	*	*	*
WRIGHT	58,962	60,991	3.4	20,002	323,175	443,690	7,275	22,182	2,081	14,665	38,061
YELLOW MEDICIN.	13,653	13,682	.2	5,221	101,640	97,132	7,099	18,604	1,312	41,691	26,592

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1981 Cash Receipts as follows: From Crops $3,521,641,000; from Livestock & Livestock Products $3,390,413,000; Total $6,912,054,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,520,638	2,574,127	2.1	883,860	14,211,316	18,038,126	7,007	20,408	54,306	962,139	358,355
STANDARD METROPOLITAN STATISTICAL AREAS											
Biloxi-Gulfport, Miss.	191,918	196,643	2.5	67,880	1,104,426	1,378,825	7,012	20,313	787	3,732	1,772
Jackson, Miss.	320,425	330,389	3.1	115,971	2,732,324	3,595,444	10,882	31,003	1,762	20,014	5,849
Memphis, Tenn.-Ark.-Miss.	912,887	938,406	2.8	335,422	6,749,686	8,955,619	9,543	26,700	2,564	135,484	3,525
Pascagoula-Moss Point, Miss.	118,015	118,716	.6	39,534	677,856	945,067	7,961	23,905	234	1,248	931
COUNTIES, Cities											
ADAMS	38,035	39,150	2.9	13,757	229,182	299,008	7,637	21,735	209	7,422	
Natchez	22,015	23,351	6.1	8,631	135,640	193,317	8,279	22,398	*	*	*
ALCORN	33,036	33,727	2.1	12,715	202,479	252,102	7,475	19,827	555	3,712	1,768
Corinth	13,839	14,061	1.6	5,828	99,177	138,149	9,825	23,704	*	*	*
AMITE	13,369	13,525	1.2	4,621	56,542	73,733	5,452	15,956	689	1,923	10,582
ATTALA	19,865	20,234	1.9	7,326	93,021	116,372	5,751	15,885	606	5,228	
BENTON	8,153	8,054	–1.2	2,683	30,862	41,729	5,181	15,553	345	5,268	1,400
BOLIVAR	45,965	46,014	.1	14,222	205,336	256,226	5,568	18,016	594	75,219	
Cleveland	14,524	15,344	5.6	4,867	93,719	130,758	8,522	26,866	*	*	*
CALHOUN	15,664	15,759	.6	5,696	72,020	92,291	5,856	16,203	573	11,556	2,370
CARROLL	9,776	10,244	4.8	3,535	39,134	54,090	5,280	15,301	539	7,978	4,105
CHICKASAW	17,853	17,968	.6	6,209	87,944	111,749	6,219	17,998	607	9,271	5,619
CHOCTAW	8,996	9,022	.3	3,185	37,334	46,545	5,159	14,614	317	1,238	1,645
CLAIBORNE	12,279	12,760	3.9	3,872	66,074	65,382	5,124	16,886	286	5,071	
CLARKE	16,945	16,941		6,063	65,066	104,760	6,184	17,279	482	915	2,619
CLAY	21,082	21,581	2.4	7,271	112,513	137,192	6,357	18,868	459	6,796	4,089
West Point	8,811	8,703	–1.2	3,225	50,825	56,825	6,529	17,620	*	*	*
COAHOMA	36,918	36,772	–.4	12,156	167,931	204,934	5,573	16,859	327	51,239	310
Clarksdale	21,137	21,515	1.8	7,211	110,936	143,500	6,670	19,900	*	*	*
COPIAH	26,503	26,659	.6	8,902	121,664	154,062	5,779	17,306	691	4,066	5,820
COVINGTON	15,927	16,153	1.4	5,485	77,841	94,226	5,833	17,179	654	3,610	3,172
DE SOTO	53,930	54,031	.2	17,058	378,806	392,235	7,259	22,994	611	19,831	
FORREST	66,018	67,019	1.5	24,419	424,850	525,047	7,834	21,502	394	2,442	3,535
Hattiesburg	40,829	40,528	–.7	15,308	284,380	374,606	9,243	24,471	*	*	*
FRANKLIN	8,208	8,489	3.4	3,211	38,022	52,051	6,132	16,210	218	1,740	
GEORGE	15,297	15,982	4.5	5,251	86,945	106,390	6,657	20,261	419	3,115	2,765
GREENE	9,827	9,824		3,185	38,840	47,642	4,850	14,958	388	1,151	1,306
GRENADA	21,043	21,051		7,399	101,071	138,331	6,571	18,696	293	5,487	3,068
Grenada	12,641	13,328	5.4	4,767	77,483	88,772	6,661	18,622	*	*	*
HANCOCK	24,537	26,278	7.1	9,156	127,053	159,972	6,088	17,472	228	1,057	
HARRISON	157,665	160,017	1.5	55,436	931,090	1,162,235	7,263	20,965	280	1,404	
Biloxi	49,311	47,738	–3.2	16,393	286,802	385,354	8,072	23,507	*	*	*
Gulfport	39,676	37,780	–4.8	14,485	262,064	354,333	9,379	24,462	*	*	*
HINDS	250,998	255,020	1.6	91,218	2,204,457	2,876,656	11,280	31,536	1,015	13,818	
Jackson	202,895	206,146	1.6	75,343	1,816,415	2,493,762	12,097	33,099	*	*	*
HOLMES	22,970	23,156	.8	7,399	68,039	90,907	3,926	12,286	641	27,410	
HUMPHREYS	13,931	14,006	.5	4,512	53,182	62,901	4,491	13,941	332	33,003	
ISSAQUENA	2,513	2,616	4.1	825	12,013	14,216	5,434	17,232	144	19,407	
ITAWAMBA	20,518	22,120	7.8	7,984	112,607	143,047	6,467	17,917	666	3,372	2,527
JACKSON	118,015	118,716	.6	39,534	677,856	945,067	7,961	23,905	234	1,248	931
Moss Point	18,998	17,337	–8.8	5,230	93,956	145,235	8,377	27,770	*	*	*
Pascagoula	29,318	27,631	–5.8	9,886	197,680	307,934	11,145	31,148	*	*	*
JASPER	17,265	17,557	1.7	5,999	73,681	91,764	5,227	15,297	627	538	5,285
JEFFERSON	9,181	9,215	.4	2,978	27,647	35,027	3,801	11,762	272	5,623	
JEFFERSON DAVIS	13,846	13,834	–.1	4,521	58,993	76,492	5,529	16,919	565	1,491	2,850
JONES	61,912	64,631	4.4	23,548	374,643	463,450	7,171	19,681	1,044	1,767	8,684
Laurel	21,897	21,321	–2.6	8,286	146,179	201,429	9,447	24,310	*	*	*
KEMPER	10,148	10,459	3.1	3,505	34,408	43,911	4,198	12,528	604	1,924	3,167

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAFAYETTE	31,030	32,149	3.6	10,462	166,606	215,896	6,715	20,636	518	4,541	2,750
Oxford	9,882	8,337	−15.6	3,292	87,067	118,433	14,206	35,976	*	*	*
LAMAR	23,821	24,931	4.7	8,624	133,210	165,341	6,632	19,172	425	1,722	5,174
LAUDERDALE	77,285	79,851	3.3	29,128	477,343	590,277	7,392	20,265	534	1,059	
Meridian	46,577	46,409	−.4	17,931	306,871	414,611	8,934	23,123	*	*	*
LAWRENCE	12,518	12,960	3.5	4,498	63,176	79,242	6,114	17,617	424	2,028	2,703
LEAKE	18,790	19,605	4.3	7,013	81,359	103,224	5,265	14,719	891	3,124	5,322
LEE	57,061	58,957	3.3	21,607	379,872	481,318	8,164	22,276	738	7,643	6,510
Tupelo	23,905	24,281	1.6	9,381	193,341	270,951	11,159	28,883	*	*	*
LEFLORE	41,525	41,930	1.0	13,779	213,579	259,198	6,182	18,811	343	56,466	
Greenwood	20,115	19,595	−2.6	7,539	132,174	172,567	8,807	22,890	*	*	*
LINCOLN	30,174	31,132	3.2	10,950	150,631	201,835	6,483	18,432	614	1,673	
Brookhaven	10,800	10,656	−1.3	3,824	59,662	90,509	8,494	23,669	*	*	*
LOWNDES	57,304	58,943	2.9	20,106	340,928	427,061	7,245	21,240	497	10,384	3,233
Columbus	27,383	27,415	.1	9,726	167,344	233,682	8,524	24,027	*	*	*
MADISON	41,613	42,131	1.2	13,432	170,885	232,003	5,507	17,272	674	18,318	6,100
MARION	25,708	26,827	4.4	9,342	124,251	153,894	5,737	16,473	670	848	6,383
MARSHALL	29,296	30,016	2.5	9,148	102,718	144,992	4,830	15,850	755	9,438	6,475
MONROE	36,404	36,918	1.4	13,029	192,331	238,199	6,452	18,282	811	14,029	4,575
MONTGOMERY	13,366	13,433	.5	4,727	62,020	74,590	5,553	15,780	414	3,949	
NESHOBA	23,789	24,717	3.9	8,690	120,654	146,563	5,930	16,866	866	432	5,233
NEWTON	19,944	20,163	1.1	7,337	103,699	128,030	6,350	17,450	780	2,218	8,771
NOXUBEE	13,212	13,163	−.4	4,191	52,221	62,237	4,728	14,850	567	15,881	6,554
OKTIBBEHA	36,018	37,377	3.8	11,933	208,311	263,058	7,038	22,045	419	2,855	
Starkville	15,169	16,016	5.6	6,071	108,795	154,545	9,649	25,456	*	*	*
PANOLA	28,164	28,483	1.1	9,388	109,574	152,732	5,362	16,269	845	22,325	
PEARL RIVER	33,795	35,816	6.0	12,168	191,401	243,233	6,791	19,990	669	3,831	
Picayune	10,361	10,257	−1.0	3,439	60,908	89,443	8,720	26,008	*	*	*
PERRY	9,864	9,769	−1.0	3,303	43,650	53,763	5,503	16,277	304	1,701	1,350
PIKE	36,173	37,362	3.3	13,358	178,957	234,500	6,276	17,555	560	1,682	10,450
McComb	12,331	12,318	−.1	4,833	73,694	110,259	8,951	22,814	*	*	*
PONTOTOC	20,918	21,381	2.2	7,895	103,065	127,580	5,967	16,160	867	8,971	4,857
PRENTISS	24,025	24,488	1.5	8,817	126,374	158,085	6,456	17,930	580	5,952	
QUITMAN	12,636	12,298	−2.7	3,965	50,218	56,010	4,554	14,126	369	34,359	577
RANKIN	69,427	75,369	8.6	24,753	527,867	718,788	9,537	29,038	747	6,196	5,849
SCOTT	24,556	24,425	−.5	8,311	118,230	139,862	5,726	16,829	854	2,740	6,086
SHARKEY	7,964	8,447	6.1	2,474	30,756	39,033	4,621	15,777	178	39,467	
SIMPSON	23,441	24,316	3.7	8,378	116,979	146,865	6,040	17,530	765	2,121	4,614
SMITH	15,077	15,137	.4	5,241	78,753	92,762	6,128	17,699	888	1,556	5,449
STONE	9,716	10,348	6.5	3,288	46,283	56,618	5,471	17,220	279	1,271	1,772
SUNFLOWER	34,844	34,743	−.3	10,131	143,542	171,606	4,939	16,939	522	70,030	
TALLAHATCHIE	17,157	17,232	.4	5,513	62,493	76,689	4,450	13,911	534	46,791	
TATE	20,119	20,579	2.3	6,443	86,252	118,740	5,770	18,429	653	10,539	8,205
TIPPAH	18,739	19,390	3.5	6,905	91,155	113,952	5,877	16,503	740	5,036	3,378
TISHOMINGO	18,434	19,734	7.1	7,559	98,959	124,787	6,323	16,508	407	1,573	
TUNICA	9,652	9,282	−3.8	2,834	31,750	36,927	3,978	13,030	204	40,024	1,197
UNION	21,741	21,753	.1	8,118	125,072	151,414	6,961	18,652	762	6,283	3,435
WALTHALL	13,761	14,048	2.1	4,766	61,163	75,430	5,369	15,827	773	2,507	13,629
WARREN	51,627	52,346	1.4	18,373	323,691	420,724	8,037	22,899	268	8,885	1,418
Vicksburg	25,434	24,588	−3.3	9,122	154,941	222,120	9,034	24,350	*	*	*
WASHINGTON	72,344	72,561	.3	24,108	398,261	469,906	6,476	19,492	488	59,837	
Greenville	40,613	40,730	.3	13,731	232,942	296,874	7,289	21,621	*	*	*
WAYNE	19,135	19,361	1.2	6,512	87,764	109,016	5,631	16,741	502	467	2,355
WEBSTER	10,300	10,230	−.7	3,701	46,406	56,793	5,552	15,345	425	4,630	2,195
WILKINSON	10,021	10,192	1.7	3,380	37,348	49,876	4,894	14,756	291	2,879	
WINSTON	19,474	20,087	3.1	7,071	99,855	123,901	6,168	17,522	732	1,251	
YALOBUSHA	13,139	13,562	3.2	4,913	54,277	73,232	5,400	14,906	397	4,975	2,468
YAZOO	27,349	27,601	.9	9,362	108,281	146,602	5,311	15,659	694	47,677	5,479
Yazoo City	12,092	12,669	4.8	4,450	48,280	74,765	5,901	16,801	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1981 Cash Receipts as follows: From Crops $1,382,504,000; from Livestock & Livestock Products $863,677,000; Total $2,246,181,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,917,444	5,005,407	1.8	1,909,600	36,813,044	46,489,474	9,288	24,345	121,826	1,404,764	1,779,443
STANDARD METROPOLITAN STATISTICAL AREAS											
Columbia, Mo.	100,376	104,510	4.1	38,470	823,936	912,230	8,729	23,713	1,333	12,403	13,783
Joplin, Mo.	127,513	132,072	3.6	52,506	802,389	938,524	7,106	17,875	3,105	17,901	34,401
Kansas City, Mo.-Kans.	1,327,020	1,352,325	1.9	525,974	11,465,251	15,650,548	11,573	29,755	6,421	84,714	80,517
St. Joseph, Mo.	101,868	102,522	.6	39,906	577,059	787,602	7,682	19,736	1,948	30,252	26,799
St. Louis, Mo.-Ill.	2,355,276	2,370,652	.7	881,068	19,765,372	26,985,178	11,383	30,628	9,162	174,288	120,687

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Springfield, Mo.	207,704	214,219	3.1	83,245	1,507,574	1,705,364	7,961	20,486	3,447	6,207	53,358
COUNTIES, Cities											
ADAIR	24,870	25,022	.6	9,450	182,845	179,700	7,182	19,016	1,016	10,517	12,923
Kirksville	17,167	17,262	.6	6,453	130,027	136,915	7,932	21,217	*	*	*
ANDREW	13,980	14,679	5.0	5,472	72,619	97,622	6,650	17,840	1,033	14,924	17,127
ATCHISON	8,605	8,466	−1.6	3,369	70,468	62,054	7,330	18,419	737	28,347	17,705
AUDRAIN	26,458	27,338	3.3	10,587	213,598	211,375	7,732	19,966	1,342	32,738	34,904
Mexico	12,276	12,676	3.3	5,134	113,030	122,645	9,675	23,889	*	*	*
BARRY	24,408	25,748	5.5	10,241	132,327	154,992	6,020	15,134	1,802	3,593	26,567
Monett	6,148	6,117	−.5	2,257	34,721	38,829	6,348	17,204	*	*	*
BARTON	11,292	11,833	4.8	4,810	73,324	70,418	5,951	14,640	990	21,948	14,492
BATES	15,873	16,124	1.6	6,508	112,936	108,120	6,706	16,613	1,512	17,808	31,212
BENTON	12,183	12,444	2.1	5,186	70,390	63,378	5,093	12,221	1,004	5,791	12,066
BOLLINGER	10,301	10,755	4.4	4,095	49,310	56,304	5,235	13,749	981	5,414	
BOONE	100,376	104,510	4.1	38,470	823,936	912,230	8,729	23,713	1,333	12,403	13,783
Columbia	62,061	61,420	−1.0	22,139	528,088	627,114	10,210	28,326	*	*	*
BUCHANAN	87,888	87,843	−.1	34,434	504,440	689,980	7,855	20,038	915	15,328	9,672
St. Joseph	76,691	77,612	1.2	30,738	441,049	619,122	7,977	20,142	*	*	*
BUTLER	37,693	39,081	3.7	15,376	244,541	242,866	6,214	15,795	1,093	27,133	4,015
Poplar Bluff	17,139	17,240	.6	7,133	120,832	132,812	7,704	18,619	*	*	*
CALDWELL	8,660	8,721	.7	3,494	53,787	53,158	6,095	15,214	964	10,434	17,272
CALLAWAY	32,252	33,452	3.7	11,605	243,041	239,342	7,155	20,624	1,402	13,467	18,037
Fulton	11,046	10,274	−7.0	3,269	83,920	91,721	8,927	28,058	*	*	*
CAMDEN	19,963	21,338	6.9	8,919	128,846	124,066	5,814	13,910	548	865	7,833
CAPE GIRARDEAU	58,837	60,660	3.1	22,640	423,661	475,403	7,837	20,998	1,468	15,005	18,635
Cape Girardeau.	34,361	34,539	.5	13,034	266,577	323,565	9,368	24,825	*	*	*
CARROLL	12,131	12,336	1.7	5,038	90,944	81,418	6,600	16,161	1,159	32,346	22,231
Carrollton	4,700	4,792	2.0	2,000	29,182	32,070	6,692	16,035	*	*	*
CARTER	5,428	5,413	−.3	2,055	37,143	36,850	6,808	17,932	232	205	
CASS	51,029	52,413	2.7	18,742	320,172	458,552	8,749	24,467	1,718	16,379	20,218
CEDAR	11,894	12,573	5.7	5,282	74,635	68,951	5,484	13,054	952	2,748	10,865
CHARITON	10,489	10,375	−1.1	4,193	67,649	65,971	6,359	15,734	1,328	32,230	30,792
CHRISTIAN	22,402	23,099	3.1	8,553	144,197	154,803	6,702	18,099	1,398	2,208	20,282
CLARK	8,493	8,299	−2.3	3,178	51,296	51,930	6,257	16,340	792	19,319	9,999
CLAY	136,488	139,623	2.3	53,180	1,126,399	1,651,815	11,831	31,061	692	5,987	15,246
Excelsior Spring.	10,424	10,674	2.4	4,330	99,555	113,840	10,665	26,291	*	*	*
CLINTON	15,916	16,798	5.5	6,127	115,897	111,105	6,614	18,134	845	9,503	
COLE	56,663	58,986	4.1	21,587	479,322	537,928	9,120	24,919	1,032	2,824	10,399
Jefferson City	33,619	33,174	−1.3	13,141	329,012	393,740	11,869	29,963	*	*	*
COOPER	14,643	15,439	5.4	5,896	125,161	119,932	7,768	20,341	1,040	13,810	21,847
Boonville	6,959	7,137	2.6	2,787	50,322	55,463	7,771	19,901	*	*	*
CRAWFORD	18,300	18,685	2.1	7,051	108,561	98,589	5,276	13,982	720	1,203	7,003
DADE	7,383	7,620	3.2	3,125	42,568	40,618	5,330	12,998	991	7,178	
DALLAS	12,096	12,559	3.8	4,815	61,605	68,006	5,415	14,124	1,165	1,877	17,217
DAVIESS	8,905	9,124	2.5	3,637	55,000	53,626	5,877	14,745	1,057	17,236	15,890
DE KALB	8,222	8,434	2.6	3,333	53,784	57,456	6,812	17,239	915	10,122	19,963
DENT	14,517	15,751	8.5	6,095	105,731	94,081	5,973	15,436	769	857	7,795
DOUGLAS	11,594	11,843	2.1	4,461	55,353	60,666	5,123	13,599	1,273	1,647	17,770
DUNKLIN	36,324	36,602	.8	14,303	216,605	219,702	6,002	15,361	956	54,751	
Kennett	10,145	9,974	−1.7	3,972	70,815	83,758	8,398	21,087	*	*	*
FRANKLIN	71,233	74,380	4.4	26,255	455,802	641,305	8,622	24,426	1,732	7,312	22,436
GASCONADE	13,181	14,040	6.5	5,568	83,635	90,217	6,426	16,203	869	3,206	9,706
GENTRY	7,887	7,687	−2.5	3,172	49,623	48,391	6,295	15,256	838	12,454	16,960
GREENE	185,302	191,120	3.1	74,692	1,363,377	1,550,561	8,113	20,759	2,049	3,999	33,076
Springfield	133,116	133,573	.3	54,551	1,016,528	1,219,338	9,129	22,352	*	*	*
GRUNDY	11,959	12,029	.6	5,138	86,767	86,699	7,207	16,874	786	14,943	13,392
Trenton	6,811	7,084	4.0	3,174	44,329	50,108	7,073	15,787	*	*	*
HARRISON	9,890	9,784	−1.1	4,298	57,579	59,077	6,038	13,745	1,154	15,199	21,885
HENRY	19,672	19,781	.6	8,173	138,117	131,946	6,670	16,144	1,185	13,081	18,204
Clinton	8,366	8,546	2.2	3,467	52,177	58,219	6,812	16,792	*	*	*
HICKORY	6,367	6,630	4.1	2,823	36,040	31,934	4,817	11,312	587	1,452	8,129
HOLT	6,882	7,068	2.7	3,002	55,400	51,657	7,309	17,208	745	26,753	11,459
HOWARD	10,008	10,103	.9	3,897	65,725	65,666	6,500	16,850	760	11,466	14,471
HOWELL	28,807	29,300	1.7	11,496	175,098	187,706	6,406	16,328	1,725	2,043	24,500
West Plains	7,741	7,667	−1.0	3,312	43,665	49,496	6,456	14,944	*	*	*
IRON	11,084	11,341	2.3	4,048	69,887	65,632	5,787	16,213	306	403	2,402
JACKSON	629,180	636,514	1.2	256,176	4,874,805	6,946,203	10,913	27,115	947	13,131	10,839
Blue Springs	25,927	33,855	30.6	11,137	191,461	310,314	9,166	27,863	*	*	*
Independence	111,806	112,685	.8	43,258	882,575	1,258,385	11,167	29,090	*	*	*
1Kansas City	448,159	438,212	−2.2	181,404	3,488,582	4,740,333	10,817	26,131	*	*	*
JASPER	86,958	90,300	3.8	36,461	556,911	653,778	7,240	17,931	1,391	12,712	16,702
Carthage	11,104	11,216	1.0	4,628	70,002	88,027	7,848	19,021	*	*	*
2Joplin	39,023	39,238	.6	16,971	277,430	349,108	8,897	20,571	*	*	*
JEFFERSON	146,814	150,636	2.6	50,883	1,011,811	1,431,034	9,500	28,124	724	2,827	4,970
Crystal City	3,573	3,213	−10.1	1,277	26,565	30,023	9,344	23,511	*	*	*
Festus	7,574	7,046	−7.0	2,592	57,654	65,678	9,321	25,339	*	*	*
JOHNSON	39,059	39,736	1.7	13,369	268,195	261,549	6,582	19,564	1,832	13,477	26,995
Warrensburg	13,807	13,669	−1.0	4,237	104,048	115,436	8,445	27,245	*	*	*
KNOX	5,508	5,282	−4.1	2,043	34,146	32,739	6,198	16,025	711	16,090	11,913
LACLEDE	24,323	25,433	4.6	9,881	146,736	138,506	5,446	14,017	1,260	1,986	20,761
Lebanon	9,507	9,633	1.3	4,161	67,746	73,008	7,579	17,546	*	*	*
LAFAYETTE	29,925	30,617	2.3	11,640	247,910	232,463	7,593	19,971	1,636	26,228	37,704
Lexington	5,063	4,859	−4.0	1,957	32,415	35,778	7,363	18,282	*	*	*
LAWRENCE	28,973	29,715	2.6	11,540	166,405	190,465	6,410	16,505	1,845	7,021	29,669

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LEWIS	10,901	10,919	.2	4,108	70,082	75,555	6,920	18,392	830	14,489	15,583
LINCOLN	22,193	23,328	5.1	8,428	159,496	157,787	6,764	18,722	1,320	17,114	
LINN	15,495	15,723	1.5	6,715	111,128	107,641	6,846	16,030	1,042	16,681	
Brookfield	5,555	5,608	1.0	2,506	34,977	38,961	6,947	15,547	*	*	*
LIVINGSTON	15,739	15,738		6,268	117,382	117,868	7,489	18,805	922	18,868	
Chillicothe	9,089	8,859	−2.5	3,655	74,493	80,290	9,063	21,967	*	*	*
MCDONALD	14,917	14,936	.1	5,754	73,382	85,157	5,701	14,800	1,070	1,323	13,332
MACON	16,313	16,962	4.0	6,976	117,515	120,215	7,087	17,233	1,311	17,138	
Macon	5,680	5,929	4.4	2,467	37,968	42,933	7,241	17,403	*	*	*
MADISON	10,725	11,156	4.0	4,511	76,253	70,786	6,345	15,692	431	766	
MARIES	7,551	7,588	.5	2,904	41,920	38,158	5,029	13,140	866	1,755	10,879
MARION	28,638	28,989	1.2	11,350	211,544	210,810	7,272	18,574	821	14,055	13,240
3Hannibal	18,811	18,951	.7	7,538	133,597	143,525	7,573	19,040	*	*	*
MERCER	4,685	4,621	2.9	2,059	32,256	32,156	6,670	15,617	696	7,839	12,654
MILLER	18,532	18,975	2.4	7,385	112,577	102,824	5,419	13,923	1,099	2,101	13,270
MISSISSIPPI	15,726	15,798	.5	5,843	84,730	85,647	5,421	14,658	421	46,549	3,923
MONITEAU	12,068	12,837	6.4	4,843	69,431	78,515	6,116	16,212	1,010	5,803	17,026
MONROE	9,716	9,724	.1	3,802	61,717	60,605	6,233	15,940	1,050	17,774	18,593
MONTGOMERY	11,537	12,434	7.8	4,806	86,439	85,714	6,894	17,835	985	14,554	18,562
MORGAN	13,807	14,264	3.3	5,744	82,529	76,619	5,371	13,339	894	3,295	14,055
NEW MADRID	22,945	23,162	.9	8,429	129,819	129,172	5,577	15,3[illegible]5	713	58,643	
NEWTON	40,555	41,772	3.0	16,045	245,478	284,746	6,817	17,747	1,714	5,189	17,699
Neosho	9,493	9,778	3.0	4,061	59,508	83,426	8,532	20,543	*	*	*
NODAWAY	21,996	22,555	2.5	8,221	162,217	148,431	6,581	18,055	1,567	27,903	
Maryville	9,558	9,730	1.8	3,362	54,292	60,107	6,177	17,878	*	*	*
OREGON	10,238	10,439	2.0	4,156	56,478	49,816	4,772	11,987	992	834	
OSAGE	12,014	12,434	3.5	4,283	74,991	81,359	6,543	18,996	1,163	3,683	21,529
OZARK	7,961	8,234	3.4	3,230	40,537	42,866	5,206	13,271	860	738	13,252
PEMISCOT	24,987	26,375	5.6	9,841	143,598	143,337	5,435	14,565	622	49,753	
PERRY	16,784	17,035	1.5	6,169	93,482	100,198	5,882	16,242	1,056	8,861	18,421
PETTIS	36,378	36,487	.3	14,489	266,366	254,965	6,988	17,597	1,380	16,904	25,052
Sedalia	20,927	19,830	−5.3	8,500	158,622	164,759	8,309	19,383	*	*	*
PHELPS	33,633	34,112	1.4	12,208	228,801	209,847	6,152	17,189	737	1,424	7,694
Rolla	13,303	12,933	−2.8	4,392	100,277	102,001	7,887	23,224	*	*	*
PIKE	17,568	17,221	−2.0	6,466	125,368	124,442	7,226	19,246	1,180	18,718	30,771
PLATTE	46,341	46,627	.6	17,307	384,848	561,123	12,034	32,422	897	14,69[illegible]	8,942
POLK	18,822	19,705	4.7	7,469	111,850	123,610	6,273	16,550	1,645	3,493	29,335
PULASKI	42,011	43,896	4.5	11,633	210,342	199,048	4,535	17,111	540	688	
Saint Robert	1,735	2,166	24.8	1,071	8,745	9,822	4,535	9,171	*	*	*
Waynesville	2,879	3,091	7.4	1,281	16,502	17,588	5,690	13,730	*	*	*
PUTNAM	6,092	6,012	−1.3	2,465	33,326	33,284	5,536	13,503	744	6,534	
RALLS	8,911	8,922	.1	3,391	64,357	62,964	7,057	18,568	754	15,551	12,057
RANDOLPH	25,460	26,207	2.9	9,892	189,834	186,791	7,128	18,883	876	11,396	
Moberly	13,418	13,375	−.3	5,472	108,557	116,740	8,728	21,334	*	*	*
RAY	21,378	22,097	3.4	8,142	110,314	154,445	6,989	18,969	1,227	20,371	16,683
Richmond	5,499	5,531	.6	2,361	33,390	37,379	6,758	15,832	*	*	*
REYNOLDS	7,230	7,757	7.3	2,968	43,226	39,608	5,106	13,345	386	460	3,736
RIPLEY	12,458	12,745	2.3	4,873	63,320	58,969	4,627	12,101	611	2,904	
ST. CHARLES	143,455	149,176	4.0	50,277	1,090,012	1,579,143	10,586	31,409	1,071	21,139	11,907
ST. CLAIR	8,622	9,009	4.5	3,778	48,750	49,759	5,523	13,171	881	5,937	
ST. FRANCOIS	42,600	44,637	4.8	16,621	342,440	306,932	6,876	18,467	666	2,957	5,939
Flat River	4,443	4,394	−1.1	1,761	26,356	29,280	6,664	16,627	*	*	*
ST. LOUIS	974,815	979,705	.5	362,497	9,491,505	13,454,656	13,733	37,117	497	14,873	2,292
ST. LOUIS CITY	453,085	445,583	−1.7	183,076	2,917,565	3,900,084	8,753	21,303	N.A.	N.A.	N.A.
St. Louis	453,085	445,568	−1.7	183,076	2,917,565	3,900,084	8,753	21,303	*	*	*
STE. GENEVIEVE	15,180	16,096	6.0	5,500	92,720	102,219	6,351	18,585	688	3,682	13,454
SALINE	24,919	25,095	.7	9,879	189,008	183,695	7,320	18,594	1,300	33,842	27,986
Marshall	12,781	13,118	2.6	4,960	98,862	106,914	8,150	21,555	*	*	*
SCHUYLER	4,979	5,012	.7	2,055	28,640	27,534	5,494	13,399	567	5,818	
SCOTLAND	5,415	5,297	−2.2	2,151	31,677	31,327	5,914	14,564	690	13,894	12,483
SCOTT	39,647	41,414	4.5	15,237	303,044	307,704	7,430	20,195	733	27,746	6,595
4Sikeston	17,431	18,186	4.3	6,832	146,315	167,737	9,223	24,552	*	*	*
SHANNON	7,885	8,390	6.4	3,147	44,904	43,156	5,144	13,713	507	583	
SHELBY	7,825	7,919	1.2	3,288	54,012	54,459	6,877	16,563	806	17,108	18,982
STODDARD	29,009	29,930	3.2	11,479	181,240	179,141	5,985	15,606	1,441	51,720	7,831
Dexter	7,043	7,356	4.4	3,019	40,477	45,670	6,209	15,128	*	*	*
STONE	15,587	15,852	1.7	6,521	110,358	123,042	7,762	18,869	847	879	13,046
SULLIVAN	7,434	7,618	2.5	3,185	52,943	51,623	6,776	16,208	940	10,924	
TANEY	20,467	21,409	4.6	8,821	135,092	155,814	7,278	17,664	607	454	6,106
TEXAS	21,070	21,796	3.4	8,561	121,043	135,757	6,229	15,858	1,624	2,581	23,749
VERNON	19,806	19,848	.2	7,912	127,640	126,349	6,366	15,969	1,403	16,807	17,649
Nevada	9,044	8,697	−3.8	3,487	51,144	55,978	6,436	16,053	*	*	*
WARREN	14,900	16,010	7.4	5,755	107,157	119,842	7,485	20,824	679	7,152	9,877
WASHINGTON	17,983	19,117	6.3	6,674	90,806	82,808	4,332	12,408	483	610	3,847
WAYNE	11,277	12,392	9.9	4,952	66,383	65,476	5,284	13,222	475	1,571	4,707
WEBSTER	20,414	21,094	3.3	7,521	113,393	125,676	5,958	16,710	1,550	2,290	27,435
WORTH	3,008	2,871	−4.6	1,218	22,847	22,746	7,923	18,675	401	5,153	7,884
WRIGHT	16,188	16,669	3.0	6,460	86,872	94,919	5,694	14,693	1,452	2,623	25,608

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1981 Cash Receipts as follows: From Crops $1,910,100,000; from Livestock & Livestock Products $2,313,920,000; Total $4,224,020,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	786,415	807,782	2.7	304,881	5,537,607	7,256,288	8,983	23,800	24,501	490,335	689,198
STANDARD METROPOLITAN STATISTICAL AREAS											
Billings, Mont.	108,035	111,914	3.6	43,190	905,790	1,188,053	10,616	27,508	1,024	15,567	
Great Falls, Mont..	80,696	80,586	–.1	30,682	600,852	747,544	9,276	24,364	786	15,984	
COUNTIES, Cities											
BEAVERHEAD	8,186	8,220	.4	3,083	42,924	64,058	7,793	20,778	319	3,431	30,304
BIG HORN	11,096	11,532	3.9	3,557	112,584	74,801	6,486	21,029	496	10,532	23,175
BLAINE	6,999	7,017	.3	2,363	41,194	48,079	6,852	20,347	494	12,875	15,788
BROADWATER	3,267	3,153	–3.5	1,147	16,176	23,285	7,385	20,301	205	5,817	
CARBON	8,099	8,334	2.9	3,334	90,550	60,046	7,205	18,010	613	7,980	17,647
CARTER	1,799	1,915	6.4	723	17,168	19,011	9,927	26,295	345	2,521	14,951
CASCADE	80,696	80,586	–.1	30,682	600,852	747,544	9,276	24,364	786	15,984	
Great Falls	56,725	55,695	–1.8	22,539	456,334	593,998	10,665	26,354	*	*	*
CHOUTEAU	6,092	6,090		2,251	53,245	62,536	10,269	27,781	825	46,061	13,001
CUSTER	13,109	13,520	3.1	5,315	101,501	121,234	8,967	22,810	376	3,860	
Miles City	9,602	9,870	2.8	4,042	77,045	87,363	8,851	21,614	*	*	*
DANIELS	2,835	2,677	–5.6	1,017	21,482	24,145	9,019	23,741	409	14,914	4,561
DAWSON	11,805	12,266	3.9	4,572	102,385	121,274	9,887	26,525	546	12,780	8,697
DEER LODGE	12,518	12,208	–2.5	4,477	65,825	96,372	7,894	21,526	63	250	
Anaconda	12,518	12,208	–2.5	4,477	84,499	95,890	7,855	21,418	*	*	*
FALLON	3,763	3,790	.7	1,431	28,208	34,150	9,011	23,864	306	4,345	8,808
FERGUS	13,076	13,069	–.1	4,946	106,859	120,209	9,198	24,304	810	14,788	24,313
FLATHEAD	51,966	53,415	2.8	20,194	305,261	465,146	8,708	23,034	812	5,738	9,224
Kalispell	10,648	10,085	–5.3	3,952	61,470	109,831	10,891	27,791	*	*	*
GALLATIN	42.865	44,293	3.3	16,075	270,929	399,967	9,030	24,881	760	13,643	
Bozeman	21,645	21,564	–.4	7,173	126,220	205,269	9,519	28,617	*	*	*
GARFIELD	1,656	1,698	2.5	614	11,074	12,330	7,261	20,081	269	5,106	
GLACIER	10,628	10,500	–1.2	3,588	68,816	81,492	7,761	22,712	364	12,854	9,022
GOLDEN VALLEY	1,026	1,137	10.8	424	7,959	8,848	7,782	20,868	140	1,581	9,608
GRANITE	2,700	2,598	–3.8	1,024	13,496	20,525	7,900	20,044	141	333	
HILL	17,985	18,382	2.2	6,729	147,135	173,725	9,451	25,817	694	32,595	
Havre	10,891	11,123	2.1	4,144	92,903	118,066	10,615	28,491	*	*	*
JEFFERSON	7,029	7,662	9.0	2,690	35,934	57,462	7,500	21,361	188	1,562	6,284
JUDITH BASIN	2,646	2,707	2.3	1,028	19,498	21,615	7,985	21,026	345	6,824	
LAKE	19,056	19,576	2.7	7,175	93,391	141,400	7,223	19,707	986	6,482	
LEWIS AND CLAR..	43,039	44,178	2.6	17,281	308,736	463,273	10,487	26,808	356	2,825	11,405
Helena	23,938	23,078	–3.6	8,945	168,452	278,551	12,070	31,140	*	*	*
LIBERTY	2,329	2,406	3.3	925	20,976	26,483	11,007	28,630	280	16,326	
LINCOLN	17,752	17,823	.4	6,364	110,981	169,566	9,514	26,645	204	245	1,273
MCCONE	2,702	2,583	–4.4	917	21,319	26,907	10,417	29,342	453	13,418	7,618
MADISON	5,448	5,833	7.1	2,308	42,700	49,371	8,464	21,391	433	3,357	23,523
MEAGHER	2,154	2,099	–2.6	820	9,247	14,752	7,028	17,990	136	1,870	
MINERAL	3,675	3,674		1,360	21,570	31,872	8,675	23,435	57	162	
MISSOULA	76,016	79,406	4.5	30,668	501,484	760,496	9,577	24,798	385	1,032	4,974
Missoula	33,388	33,476	.3	14,059	223,943	376,468	11,246	26,778	*	*	*
MUSSELSHELL	4,428	4,765	7.6	1,911	30,573	32,162	6,750	16,830	228	2,944	8,063
PARK	12,660	13,456	6.3	5,475	76,300	109,118	8,109	19,930	377	2,390	13,730
Livingston	6,994	7,168	2.5	2,754	52,127	58,104	8,106	21,098	*	*	*
PETROLEUM	655	702	7.2	308	3,434	5,618	8,003	18,240	100	1,085	
PHILLIPS	5,367	5,530	3.0	2,062	40,897	45,952	8,310	22,285	512	9,513	16,763
PONDERA	6,731	6,851	1.8	2,479	51,218	57,416	8,381	23,161	511	21,914	
POWDER RIVER	2,520	2,483	–1.5	916	21,511	23,736	9,559	25,913	345	3,368	
POWELL	6,958	6,805	–2.2	2,360	38,727	57,369	8,430	24,309	194	1,029	
PRAIRIE	1,836	1,804	–1.8	719	12,617	15,954	8,844	22,189	199	3,084	9,026
RAVALLI	22,493	24,273	7.9	9,077	114,027	177,723	7,322	19,579	855	2,271	14,007
Hamilton	2,661	2,588	–2.8	1,234	16,722	18,949	7,322	15,356	*	*	*
RICHLAND	12,243	13,930	13.8	5,153	98,567	114,832	8,244	22,284	612	19,166	17,795
ROOSEVELT	10,467	10,660	1.8	3,608	71,041	81,780	7,672	22,666	703	19,743	7,642
ROSEBUD	9,899	11,411	15.3	3,862	58,343	70,097	6,143	18,150	350	6,470	22,520
SANDERS	8,675	8,806	1.5	3,360	47,812	69,180	7,854	20,589	312	1,368	4,176
SHERIDAN	5,414	5,633	4.0	2,165	48,372	57,059	10,129	26,355	642	20,736	5,326
SILVER BOW	38,092	38,187	.2	15,330	200,844	295,472	7,738	19,274	91	27	
Butte	37,205	37,298	.2	14,966	194,560	298,895	8,014	19,972	*	*	*
STILLWATER	5,598	6,019	7.5	2,340	73,648	45,460	7,553	19,427	435	5,457	
SWEET GRASS	3,216	3,476	8.1	1,363	23,274	25,910	7,454	19,010	284	1,074	9,251
TETON	6,491	6,516	.4	2,466	54,194	63,304	9,715	25,671	645	20,465	18,834
TOOLE	5,559	5,489	–1.3	2,148	44,108	51,465	9,376	23,959	351	19,508	
TREASURE	981	996	1.5	409	6,074	9,054	9,090	22,137	112	3,041	
VALLEY	10,250	10,040	–2.1	3,770	80,516	91,057	9,069	24,153	738	20,417	14,758
WHEATLAND	2,359	2,183	–7.5	814	13,763	14,830	6,793	18,219	159	2,229	
WIBAUX	1,476	1,504	1.9	514	10,498	11,713	7,788	22,788	200	3,572	5,298
YELLOWSTONE	108,035	111,914	3.6	43,190	905,790	1,188,053	10,616	27,508	1,024	15,567	
Billings	66,842	66,521	–.5	27,275	601,743	847,817	12,745	31,084	*	*	*
YELLOWSTONE NATIONAL PARK											

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1981 Cash Receipts as follows: From Crops $854,196,000; from Livestock & Livestock Products $629,058,000; Total $1,483,254,000.*—Included in county totals.
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NEBRASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,570,006	1,598,169	1.8	608,329	11,708,883	15,313,414	9,582	25,173	65,991	1,725,149	3,405,412
STANDARD METROPOLITAN STATISTICAL AREAS											
Lincoln, Neb.	192,884	197,450	2.4	76,885	1,377,269	1,888,271	9,563	24,560	1,510	28,840	18,353
Omaha, Neb.-Iowa	570,399	578,506	1.4	215,634	4,409,505	6,254,403	10,811	29,005	2,868	83,196	170,362
Sioux City, Iowa-Neb.	117,457	116,519	−.8	43,882	889,812	1,149,623	9,866	26,198	2,070	57,251	96,354
COUNTIES, Cities											
ADAMS	30,656	30,775	.4	12,331	297,764	295,138	9,525	23,772	797	35,722	77,065
Hastings	23,045	22,918	−.6	9,605	232,126	237,151	10,348	24,690	*	*	*
ANTELOPE	8,675	8,702	.3	3,384	54,153	69,103	7,941	20,421	1,123	30,751	59,029
ARTHUR	513	496	−3.3	203	3,608	3,802	7,665	18,729	78	937	
BANNER	918	1,002	9.2	308	6,860	8,932	8,914	29,000	213	6,696	
BLAINE	867	795	−8.3	306	7,078	7,632	9,600	24,941	121	897	
BOONE	7,391	7,267	−1.7	2,755	49,975	61,008	8,395	22,144	912	19,357	39,562
BOX BUTTE	13,696	14,378	5.0	5,474	93,169	123,596	8,596	22,579	564	22,323	21,158
Alliance	9,920	10,576	6.6	4,007	80,625	92,504	8,747	23,086	*	*	*
BOYD	3,331	3,279	−1.6	1,324	16,496	19,460	5,935	14,698	476	3,651	13,386
BROWN	4,377	4,335	−1.0	1,757	33,080	36,131	8,335	20,564	362	9,201	43,714
BUFFALO	34,797	35,529	2.1	13,074	252,423	313,076	8,812	23,946	1,208	36.652	64,992
Kearney	21,158	21,525	1.7	7,828	157,781	212,280	9,862	27,118	*	*	*
BURT	8,813	8,914	1.1	3,593	62,908	76,252	8,554	21,222	847	33,280	46,385
BUTLER	9,330	9,432	1.1	3,600	67,941	71,030	7,531	19,731	1,067	35,307	22,562
CASS	20,297	21,312	5.0	7,877	125,114	175,883	8,253	22,329	976	25,018	44,981
CEDAR	10,852	11,495	5.9	3,996	50,589	68,295	5,941	17,091	1,194	16,729	53,637
CHASE	4,758	4,644	−2.4	1,759	25,842	36,164	7,787	20,559	453	33,571	28,702
CHERRY	6,758	6,708	−.7	2,566	58,965	64,024	9,544	24,951	674	4,703	61,944
CHEYENNE	10,057	10,198	1.4	4,202	77,881	99,595	9,766	23,702	747	18,783	
CLAY	8,106	8,107		3,180	65,672	65,613	8,093	20,633	719	36,496	46,959
COLFAX	9,890	10,110	2.2	3,938	70,754	86,080	8,514	21,859	872	18,518	68,033
CUMING	11,664	11,708	.4	4,308	71,464	88,818	7,586	20,617	1,305	24,382	203,375
CUSTER	13,877	13,921	.3	5,544	100,145	124,025	8,909	22,371	1,462	26,733	73,008
DAKOTA	16,573	16,640	.4	5,960	150,725	166,848	10,027	27,995	411	10,748	11,658
DAWES	9,609	9,824	2.2	3,699	79,769	84,505	8,602	22,845	461	4,622	13,007
DAWSON	22,162	22,462	1.4	8,647	175,192	213,132	9,489	24,648	1,049	35,261	156,299
DEUEL	2,462	2,493	1.3	1,022	19,149	26,785	10,744	26,208	312	10,808	9,084
DIXON	7,137	7,209	1.0	2,669	42,973	54,222	7,521	20,315	804	11,804	
DODGE	35,847	36,102	.7	14,020	280,428	344,051	9,530	24,540	1,075	35,707	53,048
Fremont	23,979	24,268	1.2	9,438	191,141	250,909	10,339	26,585	*	*	*
DOUGLAS	397,884	401,121	.8	154,429	3,079,099	4,536,661	11,310	29,377	518	13,135	
Omaha	313,911	301,891	−3.8	117,730	2,283,480	3,528,533	11,688	29,971	*	*	*
DUNDY	2,861	2,799	−2.2	1,230	27,291	29,391	10,501	23,895	396	16,288	16,737
FILLMORE	7,920	8,237	4.0	3,295	71,446	73,989	8,983	22,455	843	38,411	33,492
FRANKLIN	4,377	4,398	.5	1,844	33,135	38,052	8,652	20,636	569	17,095	19,949
FRONTIER	3,647	3,585	−1.7	1,327	26,503	29,019	8,095	21,868	531	16,458	16,621
FURNAS	6,486	6,735	3.8	2,885	50,349	56,760	8,428	19,674	565	14,404	
GAGE	24,456	24,600	.6	9,739	163,626	217,861	8,856	22,370	1,411	26,571	43,261
Beatrice	12,891	13,364	3.7	5,668	96,326	136,796	10,236	24,135	*	*	*
GARDEN	2,802	3,024	7.9	1,240	20,474	24,171	7,993	19,493	343	7,022	29,926
GARFIELD	2,363	2,298	−2.8	922	17,643	19,601	8,530	21,259	263	2,331	11,105
GOSPER	2,140	2,099	−1.9	820	17,894	19,443	9,263	23,711	336	14,400	10,152
GRANT	877	789	−10.0	303	8,243	8,964	11,361	29,584	82	463	9,054
GREELEY	3,462	3,479	.5	1,325	20,240	26,946	7,745	20,337	458	8,468	17,927
HALL	47,690	49,105	3.0	18,759	399,238	497,410	10,130	26,516	859	36,638	69,809
Grand Island	33,180	33,635	1.4	13,522	283,766	374,090	11,122	27,665	*	*	*
HAMILTON	9,301	9,743	4.8	3,537	72,708	74,024	7,598	20,928	864	49,336	29,921
HARLAN	4,292	4,411	2.8	1,850	31,894	38,584	8,747	20,856	451	14,441	
HAYES	1,356	1,289	−5.0	508	9,472	10,207	7,919	20,093	337	8,911	9,440
HITCHCOCK	4,079	4,110	.8	1,644	30,277	32,897	8,004	20,010	462	11,562	19,717
HOLT	13,552	14,104	4.1	5,201	102,307	110,719	7,850	21,288	1,335.	39,562	61,149
HOOKER	990	1,002	1.2	411	9,938	10,893	10,871	26,504	60	131	4,159
HOWARD	6,773	6,934	2.4	2,575	41,573	53,248	7,679	20,679	721	14,143	
JEFFERSON	9,817	9,786	−.3	4,094	75,739	75,864	7,752	18,531	790	19,164	28,106
JOHNSON	5,285	5,174	−2.1	2,142	32,975	41,294	7,981	19,278	603	7,035	12,469
KEARNEY	7,053	7,117	.9	2,672	70,633	74,634	10,487	27,932	624	33,458	
KEITH	9,364	9,145	−2.3	3,606	69,899	99,183	10,846	27,505	410	15,680	28,596
KEYA PAHA	1,301	1,303	.2	514	8,728	9,481	7,276	18,446	279	2,469	11,581
KIMBALL	4,882	5,083	4.1	1,941	41,266	57,740	11,359	29,748	370	9,580	6,058
KNOX	11,457	11,637	1.6	4,422	63,968	80,059	6,880	18,105	1,328	11,022	64,712
LANCASTER	192,884	197,450	2.4	76,885	1,377,269	1,888,271	9,563	24,560	1,510	28,840	18,353
Lincoln	171,932	176,002	2.4	69,597	1,248,565	1,745,076	9,921	25,088	*	*	*
LINCOLN	36,455	37,280	2.3	14,212	279,291	350,121	9,392	24,636	1,071	26,392	50,065
North Platte	24,509	25,202	2.8	9,514	189,376	254,209	10,087	26,719	*	*	*
LOGAN	983	1,002	1.9	411	10,199	11,220	11,198	27,299	162	1,961	6,911
LOUP	859	902	5.0	308	7,326	7,959	8,824	25,841	156	1,962	11,164
MCPHERSON	593	601	1.3	206	3,633	3,880	6,456	18,835	131	355	8,717
MADISON	31,382	31,906	1.7	12,316	241,604	311,491	9,763	25,292	1,025	23,486	47,858
Norfolk	19,449	19,910	2.4	8,017	166,156	229,686	11,536	28,650	*	*	*
MERRICK	8,945	9,173	2.5	3,307	60,717	76,205	8,308	23,044	708	29,043	
MORRILL	6,085	6,283	3.3	2,389	36,678	45,857	7,299	19,195	562	15,689	20,320
NANCE	4,740	4,686	−1.1	1,738	29,445	36,151	7,715	20,800	519	13,138	18,772
NEMAHA	8,367	8,501	1.6	3,383	61,000	79,893	9,398	23,616	705	16,439	14,938
NUCKOLLS	6,726	7,034	4.6	2,781	52,539	57,001	8,104	20,497	668	15,129	29,771
OTOE	15,183	15,329	1.0	6,162	104,895	1[illegible],500	8,970	22,314	1,082	21,756	21,677
Nebraska City	7,127	7,153	.4	2,924	57,210	63,815	8,921	21,825	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PAWNEE	3,937	3,874	-1.6	1,629	21,183	27,689	7,147	16,998	585	7,310	12,064
PERKINS	3,637	3,609	-.8	1,439	29,524	39,043	10,818	27,132	566	27,653	8,120
PHELPS	9,769	9,975	2.1	3,925	93,504	104,892	10,515	26,724	623	41,901	
Holdrege	5,624	5,701	1.4	2,352	54,447	61,304	10,753	26,065	*	*	*
PIERCE	8,481	8,521	.5	3,185	50,789	62,831	7,374	19,727	932	17,401	35,195
PLATTE	28,852	29,967	3.9	10,971	227,648	287,131	9,582	26,172	1,326	33,562	54,484
Columbus	17,328	18,165	4.8	6,870	142,487	194,899	10,729	28,370	*	*	*
POLK	6,320	6,191	-2.1	2,354	53,054	51,431	8,307	21,848	797	30,780	82,969
REDWILLOW	12,615	12,631	.1	5,035	113,401	120,909	9,572	24,014	506	14,810	35,154
McCook	8,404	8,356	-.6	3,386	78,973	88,269	10,564	26,069	*	*	*
RICHARDSON	11,315	11,383	.6	4,708	70,745	91,557	8,043	19,447	876	19,581	20,493
Falls City	5,374	5,538	3.1	2,334	39,774	44,584	8,051	19,102	*	*	*
ROCK	2,383	2,406	1.0	925	15,773	17,200	7,149	18,595	326	9,428	25,788
SALINE	13,131	13,418	2.2	5,274	107,357	111,764	8,329	21,192	994	23,803	28,781
SARPY	86,015	90,934	5.7	29,064	570,441	886,039	9,744	30,486	460	12,248	57,195
SAUNDERS	18,716	18,745	.2	6,885	112,580	149,660	7,984	21,737	1,471	38,602	68,185
SCOTTS BLUFF	38,344	39,038	1.8	14,722	284,525	377,921	9,681	25,670	1,082	35,582	119,765
Scottsbluff	14,156	14,014	-1.0	5,534	112,679	167,075	11,922	30,191	*	*	*
SEWARD	15,789	16,412	3.9	5,747	130,999	132,526	8,075	23,060	1,038	31,631	50,625
SHERIDAN	7,544	7,787	3.2	3,006	67,760	71,647	9,201	23,835	723	10,580	31,093
SHERMAN	4,226	4,297	1.7	1,639	25,024	32,873	7,650	20,057	569	7,763	15,568
SIOUX	1,845	1,915	3.8	723	14,640	15,590	8,141	21,563	388	5,231	24,323
STANTON	6,549	6,516	-.5	2,261	37,225	47,778	7,332	21,131	749	14,297	63,[illegible]
THAYER	7,582	7,936	4.7	3,193	55,772	58,279	7,344	18,252	760	27,521	36,118
THOMAS	973	1,002	3.0	411	7,246	7,939	7,923	19,316	91	255	
THURSTON	7,186	7,620	6.0	2,604	37,177	47,488	6,232	18,237	584	14,123	27,788
VALLEY	5,633	5,814	3.2	2,363	36,315	45,853	7,887	19,405	562	9,353	28,230
WASHINGTON	15,508	15,699	1.2	5,538	106,700	133,889	8,529	24,176	851	18,926	36,360
WAYNE	9,858	10,131	2.8	3,599	62,748	75,405	7,443	20,952	852	14,117	45,220
WEBSTER	4,858	4,779	-1.6	1,939	34,904	37,445	7,835	19,312	519	10,043	15,985
WHEELER	1,060	1,103	4.1	411	7,023	7,688	6,970	18,706	182	5,239	10,912
YORK	14,798	15,375	3.9	5,950	133,555	137,103	8,917	23,043	978	45,633	38,647
York	7,723	8,165	5.7	3,255	64,078	72,489	8,878	22,270	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1981 Cash Receipts as follows: From Crops $2,855,229,000; from Livestock & Livestock Products $3,520,799,000; Total $6,376,028,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEVADA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	799,184	921,905	15.4	366,991	6,946,997	9,342,558	10,134	25,457	2,880	60,208	143,601
STANDARD METROPOLITAN STATISTICAL AREAS											
Las Vegas, Nev.	461,816	533,392	15.5	209,747	3,917,823	4,939,932	9,261	23,552	195	857	10,922
Reno, Nev.	193,623	222,511	14.9	92,868	1,961,556	2,365,157	10,629	25,468	218	1,936	4,976
COUNTIES, Cities											
CARSON CITY	32,022	37,233	16.3	14,756	281,443	536,506	14,409	36,358	26	51	
Carson City	32,022	37,233	16.3	14,756	281,443	536,506	14,409	36,358	*	*	*
CHURCHILL	13,917	14,793	6.3	5,620	89,029	160,591	10,856	28,575	464	3,837	19,882
CLARK	461,816	533,392	15.5	209,747	3,917,823	4,939,932	9,261	23,552	195	857	10,922
Las Vegas	164,674	179,554	9.0	69,489	1,365,881	1,945,473	10,835	27,997	*	*	*
North Las Vega.	42,739	45,260	5.9	14,197	235,687	330,497	7,302	23,279	*	*	*
DOUGLAS	19,421	23,099	18.9	9,202	172,426	315,630	13,664	34,300	131	968	8,272
ELKO	17,269	19,547	13.2	7,501	117,442	227,971	11,663	30,392	271	509	29,218
Elko	8,758	9,706	10.8	3,491	101,287	115,202	11,869	33,000	*	*	*
ESMERALDA	777	953	22.7	434	3,218	8,067	8,465	18,588	29	1,035	
EUREKA	1,198	1,371	14.4	541	7,295	13,814	10,076	25,534	84	2,746	
HUMBOLDT	9,434	11,460	21.5	4,172	62,054	117,751	10,275	28,224	174	25,454	11,431
LANDER	4,082	4,818	18.0	1,756	22,963	45,896	9,526	26,137	57	1,279	
LINCOLN	3,732	4,366	17.0	1,528	19,989	42,763	9,795	27,986	80	1,236	
LYON	13,594	16,431	20.9	6,316	92,913	182,931	11,133	28,963	288	6,002	
MINERAL	6,217	6,396	2.9	2,459	45,766	83,094	12,992	33,792	32	131	
NYE	9,048	11,713	29.5	4,669	71,644	141,004	12,038	30,200	118	1,800	4,482
PERSHING	3,408	3,762	10.4	1,393	20,711	40,999	10,898	29,432	107	10,206	
STOREY	1,459	1,718	17.8	771	10,005	20,848	12,135	27,040	N.A.	N.A.	N.A.
WASHOE	193,623	222,511	14.9	92,868	1,961,556	2,365,157	10,629	25,468	218	1,936	4,976
Reno	100,756	112,068	11.2	49,571	1,016,691	1,303,194	11,629	26,289	*	*	*
East Ely	1,777	1,777		694	18,837	21,217	11,940	30,572	*	*	*
Ely	4,882	5,363	9.9	2,055	55,213	63,458	11,833	30,880	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1981 Cash Receipts as follows: From Crops $80,625,000; from Livestock & Livestock Products $133,245,000; Total $21[illegible],000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	920,610	968,127	5.2	355,863	7,126,199	9,149,068	9,450	25,710	3,304	23,045	48,406
STANDARD METROPOLITAN STATISTICAL AREAS											
Lawrence-Haverhill, Mass.-N.H.	281,981	239,661	−15.0	89,200	2,677,992	2,727,696	11,381	30,580	N.A.	N.A.	N.A.
Lowell, Mass.-N.H.	233,410	197,708	−15.3	67,796	2,178,369	2,205,978	11,158	32,538	N.A.	N.A.	N.A.
Manchester, N.H.	160,767	167,092	3.9	62,192	1,157,906	1,724,344	10,320	27,726	N.A.	N.A.	N.A.
Nashua, N.H.	114,221	121,934	6.8	43,148	886,707	1,383,135	11,343	32,056	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me.	163,880	172,737	5.4	63,496	1,289,049	1,634,266	9,461	25,738	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP	42,884	46,226	7.8	17,610	328,089	397,141	8,591	22,552	134	485	
Laconia	15,575	15,633	.4	4,606	95,119	131,236	8,395	28,492	*	*	*
CARROLL	27,931	28,612	2.4	11,857	203,932	249,531	8,721	21,045	110	495	1,331
CHESHIRE	62,116	63,969	3.0	23,456	470,948	569,347	8,900	24,273	222	563	
Keene	21,449	21,223	−1.1	7,039	152,514	208,850	9,841	29,670	*	*	*
COOS	35,147	35,556	1.2	13,629	221,677	264,216	7,431	19,386	199	361	
GRAFTON	65,806	69,397	5.5	25,647	486,531	593,144	8,547	23,127	355	810	10,329
Hanover	9,119	9,286	1.8	1,817	62,511	70,059	7,545	38,558	*	*	*
Lebanon	11,134	11,579	4.0	3,718	94,128	106,053	9,159	28,524	*	*	*
HILLSBOROUGH	276,608	290,805	5.1	105,379	2,159,276	3,140,853	10,801	29,805	390	8,137	5,495
Manchester	90,936	90,398	−.6	35,410	667,169	1,028,650	11,379	29,050	*	*	*
Nashua	67,865	71,022	4.7	26,443	562,719	902,637	12,709	34,135	*	*	*
MERRIMACK	98,302	103,050	4.8	38,087	776,219	940,130	9,123	24,684	370	2,335	7,344
Concord	30,400	30,024	−1.2	10,975	242,100	334,340	11,136	30,464	*	*	*
ROCKINGHAM	190,345	201,073	5.6	72,896	1,567,459	1,901,487	9,457	26,085	365	4,076	3,851
Portsmouth	26,254	25,379	−3.3	8,647	174,691	244,630	9,639	28,291	*	*	*
STRAFFORD	85,408	91,191	6.8	32,507	651,830	784,537	8,603	24,134	192	4,371	2,451
Dover	22,377	22,989	2.7	8,443	176,552	234,924	10,219	27,825	*	*	*
SULLIVAN	36,063	38,248	6.1	14,795	260,238	308,682	8,071	20,864	179	663	4,630
Claremont	14,557	14,779	1.5	5,111	90,265	122,005	8,255	23,871	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1981 Cash Receipts as follows: From Crops $26,706,000; from Livestock & Livestock Products $70,510,000; Total $97,216,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	7,364,158	7,465,458	1.4	2,701,393	67,192,032	85,480,864	11,450	31,643	9,932	254,003	88,483
STANDARD METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem-Easton, Pa.-N.J.	636,714	649,583	2.0	246,312	5,177,616	6,742,621	10,380	27,374	1,992	37,521	35,087
Atlantic City, N.J.	194,119	196,505	1.2	76,134	1,731,078	2,088,040	10,626	27,426	407	26,235	438
Jersey City, N.J.	556,972	557,437	.1	217,533	4,407,700	7,199,040	12,915	33,094	N.A.	N.A.	N.A.
Long Branch-Asbury Park, N.J.	503,173	509,365	1.2	180,141	5,211,143	6,105,498	11,986	33,893	744	23,939	4,772
New Brunswick-Perth Amboy-Sayreville, N.J.	595,893	607,625	2.0	209,622	6,375,254	7,521,470	12,378	35,881	268	16,334	1,476
New York, N.Y.-N.	9,119,737	9,144,106	.3	3,665,209	83,912,231	106,683,453	11,667	29,107	451	13,974	2,448
Newark, N.J.	1,965,304	1,981,757	.8	714,188	17,792,595	22,099,875	11,152	30,944	822	18,565	2,668
Paterson-Clifton-Passaic, N.J.	447,585	450,883	.7	161,596	3,045,081	4,476,145	9,928	27,700	49	1,133	
Philadelphia, Pa.-N.J.	4,716,818	4,770,943	1.1	1,733,157	39,471,496	51,127,742	10,716	29,500	5,208	229,230	85,894
Trenton, N.J.	307,863	311,542	1.2	111,952	2,580,833	3,320,637	10,659	29,661	298	7,675	1,067
Vineland-Millville-Bridgeton, N.J.	132,866	136,445	2.7	47,562	738,319	1,060,758	7,774	22,303	611	35,551	2,669
Wilmington, Del.-N.J.-Md.	524,108	535,091	2.1	193,188	4,353,387	5,507,053	10,292	28,506	1,515	52,637	27,201
COUNTIES, Cities											
ATLANTIC	194,119	196,505	1.2	76,134	1,731,078	2,088,040	10,626	27,426	407	26,235	438
Atlantic City	40,199	36,791	−8.5	16,702	280,737	366,592	9,964	21,949	*	*	*
BERGEN	845,385	851,432	.7	316,592	9,770,794	11,339,125	13,318	35,816	152	6,630	147
Hackensack	36,039	37,072	2.9	17,165	407,949	508,803	13,725	29,642	*	*	*
BURLINGTON	362,542	372,617	2.8	123,401	3,314,767	4,248,037	11,401	34,425	719	27,090	9,909
Burlington	10,246	9,561	−6.7	3,787	83,964	125,834	13,161	33,228	*	*	*
Willingboro	39,912	38,201	−4.3	10,580	389,158	435,512	11,401	41,164	*	*	*
CAMDEN	471,650	482,394	2.3	173,842	4,486,048	5,530,048	11,464	31,811	162	7,739	
Camden	84,910	80,019	−5.8	30,055	565,387	768,691	9,606	25,576	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Cherry Hill	68,785	70,951	3.1	22,972	717,672	813,365	11,464	35,407	*	*	*
CAPE MAY	82,266	86,366	5.0	35,478	622,919	807,753	9,353	22,768	109	2,587	384
CUMBERLAND	132,866	136,445	2.7	47,562	738,319	1,060,758	7,774	22,303	611	35,551	2,669
Bridgeton	18,795	18,127	–3.6	6,748	99,036	146,442	8,079	21,702	*	*	*
Millville	24,815	25,961	4.6	9,663	148,271	228,386	8,797	23,635	*	*	*
Vineland	53,753	55,821	3.8	18,418	302,475	458,430	8,213	24,890	*	*	*
ESSEX	850,451	851,748	.2	314,307	6,869,804	8,413,146	9,878	26,767	39	1,225	
Newark	329,248	322,919	–1.9	117,704	1,830,477	2,301,361	7,127	19,552	*	*	*
GLOUCESTER	199,917	205,541	2.8	70,097	1,710,725	2,152,175	10,471	30,703	701	27,918	6,047
Woodbury	10,353	9,492	–8.3	3,778	97,854	141,677	14,926	37,501	*	*	*
HUDSON	556,972	557,437	.1	217,533	4,407,700	7,199,040	12,915	33,094	N.A.	N.A.	N.A.
Jersey City	223,532	218,537	–2.2	84,486	1,672,341	2,769,709	12,674	32,783	*	*	*
Union City	55,593	56,327	1.3	21,392	389,405	655,636	11,640	30,649	*	*	*
HUNTERDON	87,361	89,975	3.0	30,744	709,655	1,055,141	11,727	34,320	1,107	8,991	11,379
MERCER	307,863	311,542	1.2	111,952	2,580,833	3,320,637	10,659	29,661	298	7,675	1,067
Trenton	92,124	88,465	–4.0	34,138	599,812	879,664	9,944	25,768	*	*	*
MIDDLESEX	595,893	607,625	2.0	209,622	6,375,254	7,521,470	12,378	35,881	268	16,334	1,476
New Brunswick	41,442	41,723	.7	14,383	347,870	453,120	10,860	31,504	*	*	*
Perth Amboy	38,951	39,428	1.2	14,440	324,236	425,033	10,780	29,434	*	*	*
Woodbridge	90,074	87,984	–2.3	29,582	1,206,894	1,508,617	17,146	50,998	*	*	*
MONMOUTH	503,173	509,365	1.2	180,141	5,211,143	6,105,498	11,986	33,893	744	23,939	4,772
Asbury Park	17,015	16,881	–.8	7,774	126,763	173,186	10,259	22,278	*	*	*
Middletown	62,574	64,355	2.8	19,361	640,144	800,180	12,434	41,329	*	*	*
Red Bank	12,031	11,529	–4.2	4,804	113,606	151,037	13,101	31,440	*	*	*
Shrewsbury	2,962	2,792	–5.7	910	34,879	38,794	13,895	42,631	*	*	*
MORRIS	407,630	412,886	1.3	139,707	3,954,227	4,945,216	11,977	35,397	356	6,027	2,624
Dover	14,681	14,409	–1.9	5,013	108,608	160,092	11,111	31,935	*	*	*
Morristown	16,614	16,086	–3.2	6,570	154,931	230,325	14,318	35,057	*	*	*
Parsippany	49,868	47,622	–4.5	16,925	512,454	570,377	11,977	33,700	*	*	*
OCEAN	346,038	353,285	2.1	137,075	2,709,119	3,554,143	10,060	25,928	172	1,611	1,165
Brick Township	53,629	54,752	2.1	22,337	499,856	655,770	11,977	29,358	*	*	*
Point Pleasant	17,747	16,361	–7.8	5,181	112,716	164,834	10,075	31,615	*	*	*
Toms River	7,303	9,564	31.0	3,358	20,091	81,765	8,549	24,349	*	*	*
PASSAIC	447,585	450,883	.7	161,596	3,045,081	4,476,145	9,928	27,700	49	1,133	
Clifton	74,388	72,917	–2.0	29,042	607,551	943,301	12,937	32,481	*	*	*
Passaic	52,463	52,414	–.1	19,965	310,078	470,680	8,980	23,575	*	*	*
Paterson	137,970	137,891	–.1	48,440	720,093	1,097,404	7,958	22,655	*	*	*
SALEM	64,676	66,361	2.6	23,923	440,417	621,467	9,365	25,978	617	25,332	10,383
Salem	6,959	6,726	–3.4	2,641	54,634	59,789	8,889	22,639	*	*	*
SOMERSET	203,129	206,858	1.8	71,816	2,161,493	2,744,728	13,269	38,219	391	5,460	
Bridgewater	29,175	29,020	–.5	9,045	342,865	385,056	13,269	42,571	*	*	*
Somerville	11,973	11,512	–3.9	4,708	122,633	176,734	15,352	37,539	*	*	*
SUSSEX	116,119	119,175	2.6	39,960	878,004	1,322,387	11,096	33,093	539	2,861	13,457
Newton	7,748	7,224	–6.8	2,478	48,440	89,124	12,337	35,966	*	*	*
UNION	504,094	510,265	1.2	188,358	4,807,071	5,996,785	11,752	31,837	36	5,853	44
Elizabeth	106,201	108,087	1.8	42,067	820,027	1,098,769	10,166	26,119	*	*	*
WARREN	84,429	86,753	2.8	31,553	667,581	979,125	11,286	31,031	549	7,933	14,391
Phillipsburg	16,647	15,930	–4.3	6,152	124,021	209,669	13,162	34,081	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1981 Cash Receipts as follows: From Crops $353,081,000; from Livestock & Livestock Products $106,229,000; Total $459,310,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW MEXICO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,299,968	1,370,612	5.4	486,033	8,791,907	11,146,155	8,132	22,933	14,288	189,831	597,336
STANDARD METROPOLITAN STATISTICAL AREAS											
Albuquerque, N.M	454,499	478,588	5.3	177,930	3,149,127	3,999,605	8,357	22,479	692	4,494	5,172
Las Cruces, N.M.	96,340	104,697	8.7	34,524	544,497	800,442	7,645	23,185	848	51,883	
COUNTIES, Cities											
BERNALILLO	419,700	442,630	5.5	166,652	2,989,604	3,793,409	8,570	22,762	376	2,838	
Albuquerque	331,767	349,893	5.5	136,496	2,523,289	3,320,791	9,491	24,329	*	*	*
CATRON	2,720	2,909	6.9	1,065	22,683	24,232	8,330	22,753	217	23	
CHAVES	51,103	54,784	7.2	20,345	317,458	453,458	8,277	22,288	558	18,347	64,787
Roswell	39,676	42,424	6.9	15,870	257,517	383,206	9,033	24,147	*	*	*
COLFAX	13,706	14,575	6.3	5,471	87,931	108,615	7,452	19,853	299	826	
Raton	8,225	8,884	8.0	2,645	58,813	66,794	7,518	25,253	*	*	*
CURRY	42,019	42,747	1.7	15,331	296,829	360,013	8,422	23,483	722	25,635	62,845
Clovis	31,194	32,043	2.7	12,037	226,610	286,971	8,956	23,841	*	*	*
DE BACA	2,454	2,506	2.1	1,028	15,653	18,033	7,196	17,542	217	1,390	
DONA ANA	96,340	104,697	8.7	34,524	544,497	800,442	7,645	23,185	848	51,883	
Las Cruces	45,086	47,079	4.4	17,381	308,151	499,481	10,609	28,737	*	*	*
EDDY	47,855	50,165	4.8	18,298	285,197	412,801	8,229	22,560	463	13,350	
Artesia	10,385	10,365	–.2	3,870	62,044	93,548	9,025	24,173	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW MEXICO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Carlsbad	25,496	26,727	4.8	9,896	157,229	239,137	8,947	24,165	*	*	*
GRANT	26,204	28,153	7.4	9,655	155,727	224,289	7,967	23,230	251	319	
Silver City	9,887	10,831	9.5	3,753	72,401	83,199	7,682	22,169	*	*	*
GUADALUPE	4,496	4,366	−2.9	1,526	21,827	26,806	6,140	17,566	248	100	14,554
HARDING	1,090	983	−9.8	403	7,545	8,628	8,777	21,409	181	156	11,783
HIDALGO	6,049	6,015	−.6	1,952	27,848	40,412	6,719	20,703	159	5,492	7,397
LEA	55,634	59,692	7.3	21,169	361,535	527,203	8,832	24,904	510	6,750	
Hobbs	28,794	30,757	6.8	10,971	190,965	305,756	9,941	27,869	*	*	*
Lovington	9,727	10,343	6.3	3,423	80,721	91,350	8,832	26,687	*	*	*
LINCOLN	10,997	11,671	6.1	4,553	65,654	94,366	8,086	20,726	306	344	12,457
LOS ALAMOS	17,599	19,812	12.6	7,443	291,528	331,454	16,730	44,532	N.A.	N.A.	N.A.
Los Alamos	11,039	11,715	6.1	4,882	171,278	195,796	16,713	40,106	*	*	*
LUNA	15,585	15,764	1.1	5,914	83,236	118,835	7,538	20,094	212	14,758	
Deming	9,964	9,779	−1.9	3,600	64,068	73,194	7,485	20,332	*	*	*
MCKINLEY	54,950	57,237	4.2	16,039	314,761	364,633	6,371	22,734	195	53	9,927
Gallup	18,167	18,810	3.5	5,701	152,442	192,116	10,214	33,699	*	*	*
MORA	4,205	3,960	−5.8	1,421	15,020	15,856	4,004	11,158	309	203	8,599
OTERO	44,665	45,023	.8	15,349	272,402	396,234	8,801	25,815	348	2,060	6,512
Alamogordo	24,024	23,876	−.6	7,997	149,166	236,007	9,885	29,512	*	*	*
QUAY	10,577	11,044	4.4	4,322	71,463	88,243	7,990	20,417	622	4,588	21,597
RIO ARRIBA	29,282	30,445	4.0	9,845	161,177	179,831	5,907	18,266	636	946	10,761
ROOSEVELT	15,695	15,804	.7	5,947	102,160	122,129	7,728	20,536	868	18,416	
Portales	9,940	9,972	.3	3,734	59,431	75,680	7,589	20,268	*	*	*
SANDOVAL	34,799	35,958	3.3	11,278	159,523	206,196	5,734	18,283	316	1,656	5,172
SAN JUAN	80,833	89,546	10.8	28,800	621,071	703,476	7,856	24,426	512	3,795	5,253
Farmington	30,729	33,299	8.4	11,253	316,350	399,183	11,988	35,473	*	*	*
SAN MIGUEL	22,751	23,461	3.1	7,982	108,850	132,970	5,668	16,659	423	164	15,116
Las Vegas	14,322	16,506	15.2	5,071	82,511	95,834	5,806	18,898	*	*	*
SANTA FE	75,306	79,664	5.8	29,053	670,020	755,332	9,481	25,998	221	1,355	8,361
Santa Fe	48,899	49,496	1.2	18,718	451,616	543,289	10,976	29,025	*	*	*
SIERRA	8,454	9,211	9.0	4,244	44,178	60,723	6,592	14,308	178	2,617	
SOCORRO	12,969	12,631	−2.6	4,213	58,010	81,994	6,491	19,462	307	1,821	
TAOS	18,862	19,762	4.8	6,925	113,469	127,122	6,433	18,357	333	198	1,198
TORRANCE	7,491	8,163	9.0	3,004	41,123	50,578	6,196	16,837	420	3,551	10,161
UNION	4,725	4,912	4.0	1,850	29,155	35,323	7,191	19,094	441	2,636	81,098
VALENCIA	60,853	62,322	2.4	20,432	434,773	482,519	7,742	23,616	635	2,583	10,658
Grants	11,451	11,336	−1.0	3,516	81,047	92,902	8,195	26,423	*	*	*
Milan	3,747	3,943	5.2	1,201	26,771	30,528	7,742	25,419	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1981 Cash Receipts as follows: From Crops $300,579,000; from Livestock & Livestock Products $542,388,000; Total $842,967,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	17,557,288	17,677,842	.7	6,670,574	146,054,493	184,383,087	10,430	27,641	49,323	547,979	1,250,003
STANDARD METROPOLITAN STATISTICAL AREAS											
Albany-Schenectady-Troy, N.Y.	795,019	798,704	.5	301,802	5,662,503	7,138,527	8,938	23,653	2,479	20,821	39,833
Binghamton, N.Y.-Pa.	301,336	305,549	1.4	112,657	1,891,779	2,493,047	8,159	22,130	2,333	7,336	69,375
Buffalo, N.Y.	1,242,573	1,243,519	.1	466,242	8,443,483	10,690,064	8,597	22,928	2,530	44,898	44,763
Elmira, N.Y.	97,656	98,988	1.4	36,564	495,139	694,401	7,015	18,991	368	2,814	6,830
Glens Falls, N.Y.	109,649	109,923	.2	39,140	567,116	729,059	6,632	18,627	998	4,397	481
Nassau-Suffolk, N.Y.	2,605,813	2,633,803	1.1	855,263	28,363,294	34,334,173	13,036	40,145	877	66,447	1,300
New York, N.Y.-N.	9,119,737	9,144,106	.3	3,665,209	83,912,231	106,683,453	11,667	29,107	451	13,974	2,448
Newburgh-Middletown, N.	259,603	264,098	1.7	89,588	1,457,372	1,830,215	6,930	20,429	844	27,828	25,580
Poughkeepsie, N.	245,055	254,513	3.9	87,696	1,643,355	2,173,663	8,540	24,786	593	7,317	20,060
Rochester, N.Y.	971,879	987,510	1.6	363,926	7,732,161	9,510,739	9,631	26,134	4,490	122,773	83,306
Syracuse, N.Y.	642,375	649,396	1.1	236,273	4,575,237	5,682,619	8,751	24,051	2,625	24,620	37,668
Utica-Rome, N.Y.	320,180	321,605	.4	117,308	1,857,333	2,438,953	7,584	20,791	2,258	10,980	44,343
COUNTIES, Cities											
ALBANY	285,909	287,350	.5	111,959	2,219,666	2,775,907	9,660	24,794	509	8,237	
Albany	101,727	97,315	−4.3	42,715	766,179	1,050,980	10,800	24,604	*	*	*
ALLEGANY	51,742	52,040	.6	17,301	260,354	321,638	6,181	18,591	961	2,280	20,335
Wellsville	5,769	5,573	−3.4	1,898	32,883	36,187	6,493	19,066	*	*	*
BRONX	1,169,115	1,178,917	.8	452,909	8,326,439	10,561,597	8,959	23,319	N.A.	N.A.	N.A.
BROOME	213,648	215,470	.9	80,876	1,393,646	1,808,720	8,394	22,364	667	2,311	19,190
Binghamton	55,860	54,259	−2.9	23,106	367,199	529,002	9,750	22,895	*	*	*
CATTARAUGUS	85,697	87,646	2.3	31,330	453,164	550,720	6,283	17,578	1,265	4,532	35,660
Olean	18,207	17,943	−1.5	6,522	93,493	132,402	7,379	20,301	*	*	*
Salamanca	6,890	6,595	−4.3	2,332	38,026	40,868	6,197	17,525	*	*	*
CAYUGA	79,894	80,739	1.1	28,380	423,808	542,462	6,719	19,114	1,174	18,537	34,445
Auburn	32,548	31,771	−2.4	10,869	157,633	225,671	7,103	20,763	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
CHAUTAUQUA	146,925	148,596	1.1	55,848	836,533	1,017,126	6,845	18,212	2,221	23,617	40,633
Dunkirk	15,310	14,946	−2.4	5,312	74,776	99,873	6,682	18,801	*	*	*
Fredonia	11,126	11,551	3.8	3,258	58,761	80,361	6,957	24,666	*	*	*
Jamestown	35,775	34,796	−2.7	13,661	197,459	266,045	7,646	19,475	*	*	*
CHEMUNG	97,656	98,988	1.4	36,564	495,139	694,401	7,015	18,991	368	2,814	6,830
Elmira	35,327	34,690	−1.8	13,239	156,570	242,164	6,981	18,292	*	*	*
CHENANGO	49,344	50,493	2.3	18,086	267,279	326,678	6,470	18,062	1,054	2,212	37,897
Norwich	8,082	7,824	−3.2	3,062	51,867	73,981	9,456	24,161	*	*	*
CLINTON	80,750	82,400	2.0	26,564	418,282	487,857	5,921	18,365	681	7,321	
Plattsburgh	21,057	21,596	2.6	6,819	107,034	146,080	6,764	21,422	*	*	*
COLUMBIA	59,487	61,363	3.2	23,055	314,967	416,097	6,781	18,048	643	10,485	28,480
Hudson	7,986	7,524	−5.8	2,819	36,503	56,501	7,509	20,043	*	*	*
CORTLAND	48,820	49,133	.6	17,200	262,223	335,876	6,836	19,528	619	1,519	
Cortland	20,138	20,013	−.6	6,922	104,272	147,585	7,374	21,321	*	*	*
DELAWARE	46,931	47,058	.3	17,353	244,382	299,868	6,372	17,280	1,146	2,185	46,027
DUTCHESS	245,055	254,513	3.9	87,696	1,643,355	2,173,663	8,540	24,786	593	7,317	20,060
Beacon	12,937	12,865	−.6	4,493	73,528	115,192	8,954	25,638	*	*	*
Poughkeepsie	29,757	29,063	−2.3	12,533	195,556	302,403	10,405	24,129	*	*	*
ERIE	1,015,472	1,016,326	.1	382,381	6,965,601	8,791,462	8,650	22,991	1,400	22,943	31,028
Buffalo	357,870	336,662	−5.9	145,302	2,202,821	3,054,270	9,072	21,020	*	*	*
Tonawanda	18,693	18,164	−2.8	6,613	119,693	167,590	9,226	25,343	*	*	*
ESSEX	36,176	36,102	−.2	13,401	191,015	224,933	6,230	16,785	253	2,362	4,932
Lake Placid	2,490	2,364	−5.1	1,017	13,568	14,730	6,231	14,484	*	*	*
FRANKLIN	44,929	46,352	3.2	16,356	217,327	257,237	5,550	15,727	607	2,633	25,514
Malone	7,668	7,699	.4	2,361	32,052	43,603	5,663	18,468	*	*	*
Saranac Lake	5,578	5,523	−1.0	2,093	27,963	30,372	5,499	14,511	*	*	*
Tupper Lake	4,478	4,444	−.8	1,363	22,637	24,616	5,539	18,060	*	*	*
FULTON	55,153	55,334	.3	21,271	283,710	372,496	6,732	17,512	260	665	
Gloversville	17,836	16,947	−5.0	6,136	79,990	114,139	6,735	18,602	*	*	*
Johnstown	9,360	8,982	−4.0	3,110	45,237	64,207	7,148	20,645	*	*	*
GENESEE	59,400	60,250	1.4	21,343	341,896	418,023	6,938	19,586	795	15,622	26,858
Batavia	16,703	16,634	−.4	6,302	99,837	140,355	8,438	22,272	*	*	*
GREENE	40,861	41,429	1.4	15,810	209,273	271,098	6,544	17,147	304	2,461	5,880
Catskill	4,718	4,275	−9.4	1,357	25,739	27,776	6,497	20,469	*	*	*
HAMILTON	5,034	5,012	−.4	2,055	22,221	29,956	5,977	14,577	N.A.	N.A.	N.A.
HERKIMER	66,714	67,314	.9	24,990	371,610	491,503	7,302	19,668	851	2,401	
Herkimer	8,383	8,270	−1.4	2,881	43,459	67,490	8,161	23,426	*	*	*
Ilion	9,190	9,070	−1.3	3,000	62,717	66,286	7,308	22,095	*	*	*
Little Falls	6,156	5,772	−6.2	2,210	41,181	42,145	7,302	19,070	*	*	*
JEFFERSON	88,151	88,172		32,250	471,388	543,758	6,167	16,861	1,320	3,715	55,899
Watertown	27,861	26,883	−3.5	8,358	125,883	161,994	6,026	19,382	*	*	*
KINGS	2,230,936	2,213,820	−.8	859,564	16,412,836	21,063,308	9,514	24,505	N.A.	N.A.	N.A.
LEWIS	25,035	25,107	.3	8,476	124,162	146,248	5,825	17,254	771	1,352	
LIVINGSTON	57,006	58,354	2.4	19,523	368,501	464,746	7,964	23,805	837	15,160	25,925
MADISON	65,150	66,690	2.4	22,270	413,881	515,439	7,729	23,145	921	5,518	
Oneida	10,810	10,622	−1.7	3,845	66,831	98,985	9,319	25,744	*	*	*
MONROE	702,238	713,799	1.6	268,197	6,021,359	7,350,928	10,298	27,409	784	21,123	10,501
Rochester	241,741	228,726	−5.4	97,385	1,733,637	2,397,945	10,484	24,623	*	*	*
MONTGOMERY	53,439	52,787	−1.2	20,559	291,463	373,422	7,074	18,163	668	2,922	28,728
Amsterdam	21,872	20,727	−5.2	8,928	124,030	175,966	8,490	19,709	*	*	*
NASSAU	1,321,582	1,330,503	.7	445,959	16,209,080	19,350,070	14,543	43,390	97	3,042	185
Bethpage	17,794	18,137	1.9	5,683	227,674	254,648	14,040	44,809	*	*	*
Garden City	22,927	22,876	−.2	7,389	382,108	434,214	18,981	58,765	*	*	*
Hempstead	40,404	42,212	4.5	15,855	415,331	577,540	13,682	36,426	*	*	*
Hicksville	46,102	46,991	1.9	14,723	591,686	660,242	14,050	44,844	*	*	*
NEW YORK	1,427,533	1,408,710	−1.3	726,299	15,140,453	19,547,864	13,876	26,914	N.A.	N.A.	N.A.
NIAGARA	227,101	227,193		83,861	1,477,882	1,898,602	8,357	22,640	1,130	21,955	13,735
Lockport	24,844	24,906	.2	9,985	171,611	240,108	9,641	24,047	*	*	*
Niagara Falls	71,384	67,656	−5.2	27,595	454,192	622,536	9,201	22,560	*	*	*
North Tonawan	35,760	36,051	.8	13,169	229,046	321,916	8,929	24,445	*	*	*
ONEIDA	253,466	254,291	.3	92,318	1,485,723	1,947,450	7,658	21,095	1,407	8,579	44,343
Rome	43,826	42,902	−2.1	14,888	250,051	359,844	8,388	24,170	*	*	*
Utica	75,632	72,629	−4.0	29,378	417,148	599,590	8,256	20,409	*	*	*
ONONDAGA	463,324	468,098	1.0	174,877	3,487,147	4,322,655	9,235	24,718	869	11,308	24,016
Syracuse	170,105	163,701	−3.8	69,077	1,196,381	1,651,757	10,090	23,912	*	*	*
ONTARIO	88,909	89,546	.7	31,938	544,922	685,891	7,660	21,476	968	18,341	22,316
Canandaigua	10,419	10,033	−3.7	3,661	63,234	92,294	9,199	25,210	*	*	*
Geneva	15,133	14,067	−7.1	4,716	83,142	117,762	8,372	24,971	*	*	*
ORANGE	259,603	264,098	1.7	89,588	1,457,372	1,830,215	6,930	20,429	844	27,828	25,580
Middletown	21,454	20,257	−5.6	7,424	120,882	175,738	8,675	23,672	*	*	*
Newburgh	23,438	21,664	−7.6	8,660	116,384	169,887	7,842	19,617	*	*	*
Port Jervis	8,699	8,320	−4.4	3,295	42,403	63,382	7,618	19,236	*	*	*
ORLEANS	38,496	39,502	2.6	13,877	246,369	309,993	7,848	22,339	709	27,878	11,462
Medina	6,392	6,474	1.3	2,334	44,356	49,530	7,651	21,221	*	*	*
OSWEGO	113,901	114,608	.6	39,126	674,209	844,525	7,369	21,585	835	7,794	13,652
Fulton	13,312	12,579	−5.5	4,637	79,016	113,311	9,008	24,436	*	*	*
Oswego	19,793	17,841	−9.9	6,285	124,875	174,722	9,793	27,800	*	*	*
OTSEGO	59,075	60,317	2.1	21,579	311,140	381,929	6,332	17,699	1,166	2,547	43,989
Oneonta	14,933	14,583	−2.4	3,994	75,355	102,484	7,028	25,659	*	*	*
PUTNAM	77,193	79,106	2.5	26,094	488,902	637,783	8,062	24,442	58	501	1,103
QUEENS	1,891,325	1,917,623	1.4	755,056	18,228,430	23,620,180	12,317	31,283	16		
RENSSELAER	151,966	153,809	1.2	55,848	999,962	1,253,480	8,150	22,444	559	3,615	
Troy	56,638	55,151	−2.6	21,191	344,110	479,394	8,692	22,623	*	*	*
RICHMOND	352,121	356,393	1.2	121,265	3,109,729	4,090,382	11,477	33,731	17		
ROCKLAND	259,530	262,493	1.1	82,498	2,500,695	3,194,227	12,169	38,719	38	964	
Nyack	6,428	6,153	−4.3	2,678	60,340	92,560	15,043	34,563	*	*	*
ST. LAWRENCE	114,254	115,557	1.1	37,871	587,658	688,796	5,961	18,188	1,834	3,382	56,651
Ogdensburg	12,375	11,710	−5.4	3,574	57,114	76,491	6,532	21,402	*	*	*
SARATOGA	153,759	155,463	1.1	54,908	1,012,894	1,331,184	8,563	24,244	542	4,597	11,105
Saratoga Spring	23,906	24,203	1.2	8,633	144,512	231,177	9,552	26,778	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
SCHENECTADY	149,946	149,295	–.4	58,528	1,138,518	1,404,534	9,408	23,998	201	1,450	
Schenectady	67,972	66,055	–2.8	29,092	488,942	668,766	10,124	22,988	*	*	*
SCHOHARIE	29,710	31,061	4.5	10,613	152,565	188,246	6,061	17,737	670	3,739	21,606
SCHUYLER	17,686	17,958	1.5	6,412	92,711	117,361	6,535	18,303	444	3,575	5,623
SENECA	33,733	34,045	.9	12,009	194,823	234,786	6,896	19,551	506	9,525	7,878
STEUBEN	99,135	99,976	.8	37,004	571,556	698,098	6,983	18,865	1,549	13,769	37,832
Corning	12,953	12,162	–6.1	4,842	83,890	114,973	9,453	23,745	*	*	*
Hornell	10,234	9,695	–5.3	3,600	52,669	72,545	7,483	20,151	*	*	*
SUFFOLK	1,284,231	1,303,300	1.5	409,304	12,154,214	14,984,103	11,497	36,609	780	63,405	1,115
SULLIVAN	65,155	66,218	1.6	24,524	350,890	454,774	6,868	18,544	476	1,349	9,980
TIOGA	49,812	51,657	3.7	17,929	290,617	403,617	7,813	22,512	639	2,260	19,693
Waverly	4,738	4,613	–2.6	1,814	30,224	33,556	7,274	18,498	*	*	*
TOMPKINS	87,085	89,889	3.2	31,931	578,907	704,740	7,840	22,071	601	4,310	20,947
Ithaca	28,732	29,365	2.2	9,709	158,720	222,383	7,573	22,905	*	*	*
ULSTER	158,158	161,592	2.2	59,677	911,915	1,164,403	7,206	19,512	563	23,905	7,530
Kingston	24,481	23,668	–3.3	8,639	126,247	189,858	8,022	21,977	*	*	*
WARREN	54,854	55,248	.7	20,492	303,303	389,125	7,043	18,989	66	231	481
Glens Falls	15,897	14,980	–5.8	4,613	69,318	101,013	6,743	21,897	*	*	*
WASHINGTON	54,795	54,675	–.2	18,648	263,813	339,934	6,217	18,229	932	4,166	
WAYNE	85,230	86,309	1.3	30,391	551,010	699,181	8,101	23,006	1,192	40,271	13,102
WESTCHESTER	866,599	875,612	1.0	324,932	9,933,953	12,628,987	14,423	38,867	170	5,879	1,198
Mamaroneck	17,616	17,537	–.5	6,560	202,113	273,061	15,571	41,625	*	*	*
Mount Kisco	8,025	8,144	1.5	3,288	87,643	121,357	14,901	36,909	*	*	*
Mount Vernon	66,713	66,032	–1.0	26,345	619,178	839,057	12,707	31,849	*	*	*
New Rochelle	70,794	70,680	–.2	26,611	790,365	1,055,718	14,937	39,672	*	*	*
North Tarrytown	7,994	8,043	.6	3,097	98,174	110,703	13,764	35,745	*	*	*
Ossining	20,196	20,112	–.4	7,515	192,110	264,394	13,146	35,182	*	*	*
Peekskill	18,236	18,253	.1	7,353	169,969	234,320	12,837	31,867	*	*	*
Port Chester	23,565	23,294	–1.2	9,272	212,129	290,329	12,464	31,312	*	*	*
Tarrytown	10,648	10,708	.6	4,105	128,153	173,286	16,183	42,213	*	*	*
White Plains	46,999	46,823	–.4	19,447	560,576	750,384	16,026	38,586	*	*	*
Yonkers	195,351	196,318	.5	77,533	2,029,176	2,770,929	14,114	35,739	*	*	*
WYOMING	39,895	40,161	.7	13,447	218,882	261,355	6,508	19,436	934	7,678	47,587
YATES	21,459	21,982	2.4	8,204	118,769	147,450	6,708	17,973	628	15,385	8,112
New York City	7,071,030	7,075,463	.1	2,915,093	61,217,887	78,883,331	11,149	27,060	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1981 Cash Receipts as follows: From Crops $844,702,000; from Livestock & Livestock Products $1,876,071,000; Total $2,720,773,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
STATE TOTALS	5,874,429	6,102,248	3.9	2,218,422	39,112,731	49,729,006	8,149	22,416	89,477	1,705,241	571,231
STANDARD METROPOLITAN STATISTICAL AREAS											
Asheville, N.C.	177,761	184,444	3.8	71,781	2,065,800	1,529,460	8,292	21,307	2,898	10,850	
Burlington, N.C.	99,136	101,796	2.7	38,612	595,366	983,324	9,660	25,467	1,014	9,488	11,060
Charlotte-Gastonia, N.C.	637,218	667,540	4.8	247,897	4,889,724	6,605,409	9,895	26,646	2,252	25,342	20,082
Fayetteville, N.C.	247,160	254,245	2.9	80,624	1,281,859	1,438,011	5,656	17,836	780	17,616	6,829
Greensboro-Winston-Salem-High Point, N.C.	827,385	856,360	3.5	323,242	5,676,284	8,141,188	9,507	25,186	8,391	88,702	42,000
Hickory, N.C.	130,207	135,027	3.7	49,690	840,899	1,234,738	9,144	24,849	1,272	6,357	8,885
Jacksonville, N.C.	112,784	113,504	.6	31,816	653,319	689,429	6,074	21,669	740	16,211	
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	806,691	835,842	3.6	287,515	5,674,328	6,824,021	8,164	23,734	1,074	44,291	22,357
Raleigh-Durham, N.C.	530,673	562,134	5.9	209,547	4,537,361	5,366,105	9,546	25,608	2,400	56,276	18,958
Salisbury-Concord, N.C.	185,081	194,326	5.0	73,121	1,162,500	1,712,980	8,815	23,427	1,437	6,950	16,437
Wilmington, N.C.	139,238	145,010	4.1	54,610	974,583	1,204,966	8,310	22,065	754	10,967	
COUNTIES, Cities											
ALAMANCE	99,136	101,796	2.7	38,612	595,366	983,324	9,660	25,467	1,014	9,488	11,060
Burlington	37,266	38,383	3.0	15,269	249,593	460,345	11,993	30,149	*	*	*
ALEXANDER	24,999	26,564	6.3	9,430	147,614	200,014	7,530	21,210	639	3,653	4,079
ALLEGHANY	9,587	9,623	.4	3,802	50,459	67,455	7,010	17,742	599	1,574	10,159
ANSON	25,562	25,877	1.2	8,876	106,617	153,973	5,950	17,347	437	9,120	2,483
ASHE	22,325	23,402	4.8	8,838	106,831	146,935	6,279	16,625	1,514	3,726	8,074
AVERY	14,409	14,650	1.7	5,075	70,781	95,445	6,515	18,807	314	2,956	
BEAUFORT	40,266	41,572	3.2	15,317	254,536	303,893	7,310	19,840	1,047	35,013	
Washington	8,418	8,167	–3.0	2,843	50,361	67,424	8,256	23,716	*	*	*
BERTIE	21,024	21,488	2.2	7,343	93,747	117,029	5,446	15,937	950	35,574	6,287
BLADEN	30,448	31,433	3.2	10,949	170,513	181,198	5,765	16,549	1,274	28,480	6,232

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NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BRUNSWICK	35,767	37,821	5.7	13,733	205,225	260,066	6,876	18,937	671	9,661	
BUNCOMBE	160,934	167,389	4.0	65,574	1,931,513	1,427,967	8,531	21,776	1,370	5,134	
Asheville	53,281	51,878	−2.6	21,504	657,259	554,727	10,693	25,796	*	*	*
BURKE	72,504	76,328	5.3	27,944	454,831	635,963	8,332	22,758	408	1,265	1,710
Morganton	13,763	13,687	−.6	5,013	101,248	164,426	12,013	32,800	*	*	*
CABARRUS	85,895	90,499	5.4	33,734	555,748	812,833	8,982	24,095	544	2,637	5,080
Concord	16,942	16,393	−3.3	6,541	117,975	187,068	11,411	28,599	*	*	*
Kannapolis	29,628	27,546	−7.0	10,664	185,029	289,265	10,501	27,125	*	*	*
CALDWELL	67,746	69,219	2.2	24,982	390,701	543,979	7,859	21,775	436	2,266	2,375
Lenoir	13,748	12,910	−6.1	4,957	89,051	144,003	11,154	29,050	*	*	*
CAMDEN	5,829	5,983	2.6	2,079	32,571	39,107	6,536	18,810	166	9,301	
CARTERET	41,092	42,704	3.9	16,441	305,997	337,232	7,897	20,512	183	5,142	358
CASWELL	20,705	21,375	3.2	6,991	104,554	135,665	6,347	19,406	980	17,528	
CATAWBA	105,208	108,463	3.1	40,260	693,285	1,034,724	9,540	25,701	633	2,704	4,806
Hickory	20,757	20,430	−1.6	8,152	162,241	275,736	13,497	33,824	*	*	*
Newton	7,624	7,395	−3.0	2,820	63,151	70,971	9,597	25,167	*	*	*
CHATHAM	33,415	34,951	4.6	13,239	185,872	273,337	7,821	20,646	1,092	4,863	10,010
CHEROKEE	18,933	20,094	6.1	7,605	96,485	134,644	6,701	17,705	291	605	1,440
CHOWAN	12,558	12,631	.6	4,624	71,093	90,075	7,131	19,480	312	10,914	3,401
CLAY	6,619	7,206	8.9	2,784	33,723	44,983	6,242	16,158	219	404	1,681
CLEVELAND	83,435	86,824	4.1	31,031	503,198	721,767	8,313	23,260	939	8,655	10,271
Shelby	15,310	14,833	−3.1	5,687	99,100	164,507	11,091	28,927	*	*	*
COLUMBUS	51,037	53,348	4.5	18,822	302,249	318,510	5,970	16,922	2,164	53,537	4,815
CRAVEN	71,043	72,891	2.6	25,183	485,584	514,728	7,062	20,440	701	24,125	5,373
New Bern	14,557	14,261	−2.0	6,027	106,723	131,904	9,249	21,886	*	*	*
CUMBERLAND	247,160	254,245	2.9	80,624	1,281,859	1,438,011	5,656	17,836	780	17,616	6,829
Fayetteville	59,507	60,309	1.3	22,531	371,184	483,822	8,022	21,474	*	*	*
CURRITUCK	11,089	11,553	4.2	4,199	82,889	77,860	6,739	18,543	147	8,122	
DARE	13,377	14,936	11.7	6,298	115,146	138,138	9,249	21,934	N.A.	N.A.	N.A.
DAVIDSON	113,162	117,555	3.9	43,451	753,274	1,065,940	9,068	24,532	1,267	8,576	8,328
Lexington	15,711	14,911	−5.1	5,817	113,028	180,223	12,087	30,982	*	*	*
Thomasville	14,144	13,505	−4.5	4,899	91,823	148,052	10,963	30,221	*	*	*
DAVIE	24,599	26,163	6.4	9,434	135,843	198,925	7,603	21,086	662	2,852	7,281
DUPLIN	40,952	41,959	2.5	14,960	234,230	252,382	6,015	16,870	2,244	46,249	31,448
DURHAM	152,785	158,327	3.6	60,236	1,288,800	1,483,044	9,367	24,621	350	7,030	
Durham	100,538	101,179	.6	39,942	827,826	1,025,738	10,138	25,681	*	*	*
EDGECOMBE	55,988	57,589	2.9	19,782	340,383	395,153	6,862	19,975	757	47,735	5,883
Tarboro	8,634	8,390	−2.8	3,150	51,668	57,569	6,862	18,276	*	*	*
FORSYTH	243,683	253,959	4.2	98,277	1,700,037	2,487,251	9,794	25,309	929	9,262	2,785
Winston-Salem	131,885	131,118	−.6	52,503	925,841	1,461,447	11,146	27,835	*	*	*
FRANKLIN	30,055	31,440	4.6	10,918	184,144	204,128	6,493	18,696	1,088	26,925	8,084
GASTON	162,568	168,820	3.8	61,171	1,167,563	1,580,240	9,361	25,833	415	1,094	4,204
Gastonia	47,333	47,670	.7	17,857	367,430	567,101	11,896	31,758	*	*	*
GATES	8,875	9,342	5.3	3,227	46,174	56,289	6,025	17,443	386	9,372	5,586
GRAHAM	7,217	7,217		2,569	35,851	47,227	6,544	18,383	202	623	338
GRANVILLE	33,995	35,460	4.3	11,424	162,462	218,345	6,158	19,113	1,192	25,230	4,808
GREENE	16,117	16,796	4.2	5,531	88,523	103,975	6,190	18,799	797	37,134	17,912
GUILFORD	317,154	324,844	2.4	122,221	2,297,434	3,280,999	10,100	26,845	1,446	20,506	7,467
Greensboro	155,642	158,506	1.8	60,402	1,205,796	1,825,100	11,514	30,216	*	*	*
High Point	63,808	63,444	−.6	24,267	433,877	643,001	10,135	26,497	*	*	*
HALIFAX	55,286	56,611	2.4	19,551	295,660	375,015	6,624	19,181	722	37,332	10,179
Roanoke Rapids	14,702	15,369	4.5	5,684	106,884	154,768	10,070	27,229	*	*	*
HARNETT	59,570	62,322	4.6	22,065	367,240	419,339	6,729	19,005	1,382	39,140	
Dunn	8,962	9,072	1.2	3,344	61,071	82,054	9,045	24,538	*	*	*
HAYWOOD	46,495	47,472	2.1	18,157	281,712	389,880	8,213	21,475	983	4,214	
HENDERSON	58,580	62,823	7.2	25,121	383,319	531,959	8,468	21,176	647	18,162	6,725
Hendersonville	6,862	6,837	−.4	2,861	43,060	72,379	10,586	25,298	*	*	*
HERTFORD	23,368	23,450	.4	7,910	123,835	151,169	6,446	19,111	437	19,959	1,119
HOKE	20,383	20,880	2.4	6,442	103,021	126,937	6,079	19,705	273	11,536	
HYDE	5,873	6,083	3.6	2,182	26,394	31,598	5,194	14,481	213	10,719	2,993
IREDELL	82,538	86,687	5.0	32,007	496,553	722,769	8,338	22,582	1,346	5,042	16,064
Statesville	18,622	18,192	−2.3	6,877	118,916	197,078	10,833	28,658	*	*	*
JACKSON	25,811	27,152	5.2	9,383	137,423	191,794	7,064	20,441	256	810	577
JOHNSTON	70,599	72,705	3.0	27,102	415,961	481,995	6,629	17,784	2,791	69,675	18,823
JONES	9,705	9,607	−1.0	3,283	52,119	53,381	5,556	16,260	419	16,691	1,899
LEE	36,718	37,863	3.1	13,876	267,527	300,224	7,929	21,636	503	8,865	1,084
Sanford	14,773	15,233	3.1	5,852	108,950	140,811	9,244	24,062	*	*	*
LENOIR	59,819	61,663	3.1	22,322	429,549	503,355	8,163	22,550	1,018	46,983	7,088
Kinston	25,234	26,379	4.5	9,736	178,186	235,481	8,927	24,187	*	*	*
LINCOLN	42,372	43,148	1.8	15,641	267,228	389,693	9,032	24,915	569	3,176	4,015
MCDOWELL	35,135	35,382	.7	12,924	189,662	255,348	7,217	19,758	208	789	1,157
MACON	20,178	21,538	6.7	8,598	104,716	144,778	6,722	16,839	378	693	2,210
MADISON	16,827	17,055	1.4	6,207	134,287	101,493	5,951	16,351	1,528	5,716	
MARTIN	25,948	26,393	1.7	9,122	131,455	159,572	6,046	17,493	872	36,263	4,575
MECKLENBURG	404,270	424,068	4.9	161,324	3,288,609	4,443,120	10,477	27,542	421	7,747	4,680
Charlotte	314,447	329,846	4.9	128,193	2,516,515	3,589,771	10,883	28,003	*	*	*
MITCHELL	14,428	14,840	2.9	5,627	75,185	99,728	6,720	17,723	419	1,497	
MONTGOMERY	22,469	23,199	3.2	8,344	105,946	158,123	6,816	18,951	321	2,790	2,572
MOORE	50,505	53,845	6.6	20,699	322,757	402,299	7,471	19,436	957	11,738	3,589
NASH	67,153	71,091	5.9	26,011	455,262	551,058	7,751	21,186	1,214	53,372	5,266
Rocky Mount	41,283	44,482	7.7	16,617	321,105	411,737	9,256	24,778	*	*	*
NEW HANOVER	103,471	107,189	3.6	40,877	769,358	944,900	8,815	23,116	83	1,306	
Wilmington	44,000	41,671	−5.3	16,620	286,480	392,553	9,420	23,619	*	*	*
NORTHAMPTON	22,584	23,037	2.0	7,598	101,837	125,486	5,447	16,516	666	28,436	5,385
ONSLOW	112,784	113,504	.6	31,816	653,319	689,429	6,074	21,669	740	16,211	
Jacksonville	18,237	18,591	1.9	6,057	134,044	167,265	8,997	27,615	*	*	*
ORANGE	77,055	81,154	5.3	29,840	675,759	804,482	9,913	26,960	565	6,368	9,034
Chapel Hill	32,421	33,691	3.9	10,735	309,347	413,489	12,273	38,518	*	*	*
PAMLICO	10,398	10,425	.3	3,802	61,657	63,842	6,124	16,792	174	9,606	
PASQUOTANK	28,462	29,328	3.0	10,507	187,660	227,598	7,760	21,662	290	14,664	
Elizabeth City	13,784	13,792	.1	5,159	91,801	122,319	8,869	23,710	*	*	*
PENDER	22,215	23,328	5.0	8,217	122,813	131,619	5,642	16,018	652	13,110	2,731

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NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PERQUIMANS	9,486	9,523	.4	3,494	46,099	55,868	5,867	15,990	397	12,899	5,910
PERSON	29,164	29,456	1.0	10,412	160,836	213,531	7,249	20,508	927	20,911	2,505
PITT	83,651	93,112	11.3	32,583	559,780	722,102	7,755	22,162	1,342	78,903	13,276
Greenville	35,740	40,786	14.1	12,554	258,644	347,947	8,531	27,716	*	*	*
POLK	12,984	13,462	3.7	5,436	76,910	106,154	7,885	19,528	194	613	1,032
Tryon	1,796	1,741	–3.1	796	12,235	13,729	7,886	17,247	*	*	*
RANDOLPH	91,861	95,789	4.3	35,916	586,501	838,818	8,757	23,355	1,563	10,270	15,367
Asheboro	15,252	16,599	8.8	6,943	117,810	204,687	12,331	29,481	*	*	*
RICHMOND	45,481	46,041	1.2	16,730	276,309	335,665	7,291	20,064	325	7,186	1,316
Rockingham	8,300	8,921	7.5	3,350	63,685	92,145	10,329	27,506	*	*	*
ROBESON	101,577	103,351	1.7	33,346	470,024	585,938	5,669	17,571	2,331	74,515	
Lumberton	18,340	18,067	–1.5	6,667	114,306	166,862	9,236	25,028	*	*	*
ROCKINGHAM	83,426	87,254	4.6	32,371	524,122	703,634	8,064	21,737	1,512	28,281	2,964
Eden	15,672	15,537	–.9	6,260	115,011	127,687	8,218	20,397	*	*	*
Reidsville	12,492	12,052	–3.5	4,620	79,707	124,478	10,328	26,943	*	*	*
ROWAN	99,186	103,827	4.7	39,387	606,752	900,147	8,670	22,854	893	4,313	11,357
East Spencer	2,150	2,151		739	16,712	18,649	8,670	25,235	*	*	*
Spencer	2,938	2,923	–.5	1,221	22,850	25,456	8,709	20,848	*	*	*
Salisbury	22,677	23,002	1.4	8,622	150,720	251,399	10,929	29,158	*	*	*
RUTHERFORD	53,787	54,790	1.9	20,517	310,441	441,008	8,049	21,495	615	1,801	2,868
Forest City	7,688	7,679	–.1	2,923	48,500	82,701	10,770	28,293	*	*	*
SAMPSON	49,687	50,894	2.4	17,876	276,247	308,252	6,057	17,244	2,311	59,229	26,108
Clinton	7,552	7,618	.9	2,893	56,213	72,910	9,571	25,202	*	*	*
SCOTLAND	32,273	33,023	2.3	11,111	183,512	226,918	6,872	20,423	174	9,294	
STANLY	48,517	49,907	2.9	18,755	286,895	414,626	8,308	22,107	716	7,961	6,877
STOKES	33,086	34,040	2.9	12,082	182,093	252,560	7,420	20,904	1,732	20,612	1,718
SURRY	59,449	61,907	4.1	23,181	349,804	456,200	7,369	19,680	1,839	28,547	6,734
Mount Airy	6,862	6,638	–3.3	2,784	52,909	78,530	11,830	28,208	*	*	*
SWAIN	10,283	10,519	2.3	3,806	47,196	65,265	6,204	17,148	80	197	270
TRANSYLVANIA	23,417	23,887	2.0	8,715	157,593	212,516	8,897	24,385	185	756	999
TYRRELL	3,975	3,908	–1.7	1,438	19,127	23,360	5,977	16,245	173	7,161	4,372
UNION	70,380	74,652	6.1	25,402	433,552	582,049	7,797	22,914	1,416	16,501	11,198
Monroe	12,639	12,871	1.8	4,731	84,068	136,595	10,613	28,872	*	*	*
VANCE	36,748	37,863	3.0	13,250	192,620	260,368	6,877	19,650	658	15,520	1,360
Henderson	13,522	13,244	–2.1	4,683	79,284	119,930	9,055	25,610	*	*	*
WAKE	300,833	322,653	7.3	119,471	2,572,802	3,078,579	9,541	25,768	1,485	42,878	9,924
Raleigh	149,771	157,840	5.4	59,714	1,380,282	1,817,253	11,513	30,433	*	*	*
WARREN	16,232	17,129	5.5	5,818	80,923	96,709	5,646	16,622	593	12,018	2,519
WASHINGTON	14,801	14,536	–1.8	4,830	89,639	106,055	7,296	21,958	387	14,077	9,817
WATAUGA	31,678	33,066	4.4	11,753	178,286	244,061	7,381	20,766	876	2,530	3,142
WAYNE	97,054	99,270	2.3	34,578	615,584	715,333	7,206	20,688	1,661	53,723	11,775
Goldsboro	31,871	32,599	2.3	11,341	195,473	258,042	7,916	22,753	*	*	*
WILKES	58,657	59,916	2.1	21,890	303,257	420,043	7,011	19,189	1,349	5,096	4,919
WILSON	63,132	64,971	2.9	23,243	410,324	484,507	7,457	20,845	1,118	52,957	5,471
Wilson	34,424	35,427	2.9	12,919	249,479	321,391	9,072	24,877	*	*	*
YADKIN	28,439	30,173	6.1	11,295	156,945	215,620	7,146	19,090	1,454	19,476	6,335
YANCEY	14,934	15,151	1.5	5,591	67,030	88,384	5,834	15,808	831	3,054	1,930

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1981 Cash Receipts as follows: From Crops $2,650,855,000; from Livestock & Livestock Products $1,585,435,000; Total $4,236,290,000.*—Included in county totals. County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	652,695	668,800	2.5	244,092	4,853,935	6,836,204	10,222	28,007	41,172	1,296,303	491,132
STANDARD METROPOLITAN STATISTICAL AREAS											
Bismarck, N.D.	79,988	83,846	4.8	30,613	701,069	1,001,719	11,947	32,722	1,860	24,041	39,610
Fargo-Moorhead, N.D.-Minn.	137,574	140,072	1.8	52,025	906,672	1,415,259	10,104	27,203	2,589	156,993	26,335
Grand Forks, Minn.-N.D.	100,944	101,330	.4	35,967	749,175	939,151	9,268	26,111	3,056	180,530	25,267
COUNTIES, Cities											
ADAMS	3,584	3,485	–2.8	1,327	37,126	39,647	11,376	29,877	420	8,690	7,455
BARNES	13,960	13,900	–.4	5,331	97,171	136,169	9,796	25,543	1,147	48,479	10,249
Valley City	7,774	7,857	1.1	2,959	67.690	76,446	9,730	25,835	*	*	*
BENSON	7,944	8,017	.9	2,671	39,740	58,544	7,302	21,918	865	26,603	6,226
BILLINGS	1,138	1,320	16.0	416	9,928	9,131	6,917	21,950	295	2,649	5,195
BOTTINEAU	9,338	9,523	2.0	3,494	64,528	91,146	9,571	26,086	1,077	35,886	
BOWMAN	4,229	4,210	–.5	1,541	40,062	43,383	10,305	28,152	414	7,163	7,835
BURKE	3,822	3,760	–1.6	1,521	24,077	39,001	10,373	25,642	650	14,439	3,130
BURLEIGH	54,811	57,296	4.5	21,224	484,774	738,223	12,884	34,782	828	12,882	14,459
Bismarck	44,485	45,905	3.2	17,517	414,709	654,956	14,268	37,390	*	*	*
CASS	88,247	90,563	2.6	35,073	526,926	1,017,793	11,239	29,019	1,433	99,323	15,634
Fargo	61,308	62,133	1.3	24,785	387,600	788,359	12,688	31,808	*	*	*

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NORTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CAVALIER	7,636	7,580	-.7	2,761	47,681	66,446	8,766	24,066	1,101	43,716	
DICKEY	7,207	7,369	2.2	2,587	55,724	57,564	7,812	22,251	706	21,728	15,190
DIVIDE	3,494	3,567	2.1	1,422	25,108	37,875	10,618	26,635	671	16,339	3,921
DUNN	4,627	5,029	8.7	1,753	39,069	47,882	9,521	27,314	748	9,545	18,351
EDDY	3,554	3,579	.7	1,427	22,113	32,009	8,944	22,431	368	10,568	
EMMONS	5,877	5,616	-4.5	1,919	44,605	64,549	11,494	33,637	925	14,141	15,979
FOSTER	4,611	4,598	-.3	1,742	35,977	51,483	11,197	29,554	371	17,317	9,518
GOLDEN VALLEY	2,391	2,606	9.0	925	24,513	28,565	10,961	30,881	332	6,534	8,316
GRAND FORKS	66,100	66,260	.2	23,193	499,231	650,710	9,821	28,056	1,086	72,339	6,305
Grand Forks	43,765	44,400	1.5	16,390	355,443	492,366	11,089	30,041	*	*	*
GRANT	4,274	4,387	2.6	1,635	34,678	42,224	9,625	25,825	744	9,530	14,855
GRIGGS	3,714	3,796	2.2	1,536	25,171	36,822	9,700	23,973	512	16,395	5,415
HETTINGER	4,275	4,264	-.3	1,525	37,346	42,717	10,018	28,011	548	17,131	7,442
KIDDER	3,833	3,891	1.5	1,432	27,965	37,904	9,741	26,469	593	9,112	14,637
LA MOURE	6,473	6,714	3.7	2,465	51,809	67,386	10,037	27,337	875	25,656	12,823
LOGAN	3,493	3,585	2.6	1,327	36,418	49,662	13,853	37,424	582	8,877	13,410
MCHENRY	7,858	7,786	-.9	2,967	45,629	64,750	8,316	21,823	1,045	19,172	15,096
MCINTOSH	4,800	4,771	-.6	1,936	48,993	67,408	14,129	34,818	654	10,097	11,731
MCKENZIE	7,132	8,109	13.7	2,771	68,737	79,864	9,849	28,821	804	14,262	
MCLEAN	12,288	13,087	6.5	4,716	87,416	125,023	9,553	26,510	1,270	29,268	10,286
MERCER	9,378	10,790	15.1	3,942	82,760	99,976	9,266	25,362	579	7,006	9,808
MORTON	25,177	26,550	5.5	9,389	216,295	263,496	9,925	28,064	1,032	11,159	25,151
MOUNTRAIL	7,679	7,676		2,759	48,855	71,129	9,266	25,781	935	20,730	7,405
NELSON	5,233	5,060	-3.3	2,034	31,200	43,854	8,667	21,560	716	22,348	4,499
OLIVER	2,495	2,657	6.5	838	22,444	23,239	8,746	27,732	386	4,549	8,023
PEMBINA	10,399	10,185	-2.1	3,890	72,917	96,309	9,456	24,758	946	61,880	3,803
PIERCE	6,166	6,315	2.4	2,261	39,420	54,271	8,594	24,003	613	12,828	
RAMSEY	13,048	12,915	-1.0	4,721	91,076	128,987	9,987	27,322	772	30,695	
Devils Lake	7,442	7,468	.3	2,748	49,782	80,425	10,769	29,267	*	*	*
RANSOM	6,698	6,691	-.1	2,559	57,439	58,481	8,740	22,853	596	19,913	
RENVILLE	3,608	3,718	3.0	1,442	25,989	38,118	10,252	26,434	541	17,526	2,582
RICHLAND	19,207	19,247	.2	6,679	151,963	159,106	8,267	23,822	1,368	70,137	13,043
Wahpeton	9,064	9,609	6.0	2,949	66,646	76,153	7,925	25,823	*	*	*
ROLETTE	12,177	12,230	.4	3,597	58,386	83,956	6,865	23,341	658	13,065	4,407
SARGENT	5,512	5,374	-2.5	2,040	43,122	46,171	8,592	22,633	628	19,827	11,349
SHERIDAN	2,819	2,670	-5.3	1,014	18,884	28,747	10,767	28,350	530	11,184	6,966
SIOUX	3,620	3,609	-.3	925	19,558	22,955	6,360	24,816	226	2,470	6,425
SLOPE	1,157	1,078	-6.8	402	11,920	13,571	12,589	33,759	333	6,351	6,410
STARK	23,697	26,217	10.6	9,065	209,270	255,439	9,743	28,179	826	13,793	16,901
Dickinson	15,924	17,916	12.5	6,403	150,960	196,052	10,943	30,619	*	*	*
STEELE	3,106	2,959	-4.7	1,112	24,788	33,496	11,320	30,122	513	29,630	
STUTSMAN	24,154	24,259	.4	9,145	174,525	248,141	10,229	27,134	1,219	45,162	
Jamestown	16,280	16,542	1.6	6,209	117,899	179,418	10,846	28,896	*	*	*
TOWNER	4,052	4,080	.7	1,632	30,162	43,847	10,747	26,867	628	25,782	
TRAILL	9,624	9,515	-1.1	3,491	63,738	82,661	8,687	23,678	787	52,537	3,326
WALSH	15,371	15,297	-.5	5,432	102,598	136,861	8,947	25,195	1,172	71,436	5,174
WARD	58,392	59,094	1.2	21,084	437,403	623,562	10,552	29,575	1,359	36,942	10,427
Minot	32,843	33,487	2.0	12,932	277,974	427,231	12,758	33,037	*	*	*
WELLS	6,979	6,968	-.2	2,653	49,310	68,018	9,761	25,638	800	29,399	10,901
WILLIAMS	22,237	24,978	12.3	9,349	187,398	287,933	11,527	30,798	1,133	25,557	9,612
Williston	13,336	15,098	13.2	5,428	113,549	186,923	12,381	34,437	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1981 Cash Receipts as follows: From Crops $2,208,798,000; from Livestock & Livestock Products $594,031,000; Total $2,802,829,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	10,797,419	10,824,592	.3	4,018,778	85,320,841	105,376,115	9,735	26,221	95,821	1,610,843	1,119,606
STANDARD METROPOLITAN STATISTICAL AREAS											
Akron, O.	660,328	660,065		244,566	4,709,973	6,227,640	9,435	25,464	1,202	11,938	11,203
Canton, O.	404,421	405,868	.4	149,641	2,849,402	3,694,755	9,103	24,691	2,068	17,800	26,259
Cincinnati, Ohio-Ky.-Ind.	1,401,403	1,409,530	.6	524,174	13,685,930	15,900,660	11,281	30,335	5,469	51,212	16,232
Cleveland, O.	1,898,720	1,884,186	-.8	720,053	15,649,033	19,442,449	10,319	27,001	2,207	42,214	24,005
Columbus, O.	1,093,293	1,103,057	.9	418,904	9,804,000	11,187,941	10,143	26,708	4,779	152,735	65,738
Dayton, O.	830,070	832,205	.3	314,564	5,877,860	8,098,716	9,732	25,746	4,830	101,882	61,195
Hamilton-Middletown, O.	258,787	263,296	1.7	93,732	1,856,396	2,466,118	9,366	26,310	1,118	14,613	13,437
Huntington-Ashland, W.Va.-Ky.-O.	311,350	312,770	.5	116,528	2,252,621	2,873,132	9,186	24,656	2,069	5,865	5,079
Lima, O.	218,244	217,939	-.1	78,068	1,475,806	1,817,925	8,341	23,286	5,205	130,123	60,455
Lorain-Elyria, O.	274,909	275,569	.2	95,154	1,845,769	2,436,687	8,842	25,608	1,087	28,534	10,150

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1988 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Mansfield, O.	131,205	130,297	–.7	48,253	823,576	1,125,464	8,638	23,324	1,190	14,179	14,650
Newark, O.	120,981	124,087	2.6	45,349	923,313	1,174,787	9,467	25,905	1,572	21,469	16,239
Parkersburg-Marietta, W.Va.-O.	162,836	164,840	1.2	61,156	1,139,024	1,468,431	8,908	24,011	1,638	4,041	12,516
Springfield, O.	183,885	185,144	.7	68,617	1,148,049	1,681,739	9,083	24,509	2,043	61,268	29,125
Steubenville-Weirton, O.-W.Va.	163,099	163,909	.5	60,456	1,559,643	1,684,391	10,276	27,861	641	1,869	4,344
Toledo, O.-Mich.	791,599	793,942	.3	291,229	7,035,775	8,618,158	10,855	29,592	5,709	158,320	55,745
Wheeling, W.Va.-	185,566	185,683	.1	70,609	1,462,962	1,711,332	9,216	24,2[illegible]7	1,350	3,217	2,148
Youngstown-Warren, O.	531,350	529,099	–.4	194,470	3,760,612	4,729,294	8,938	24,319	1,759	13,600	19,393
COUNTIES, Cities											
ADAMS	24,328	24,789	1.9	8,816	129,710	151,715	6,120	17,209	1,569	10,147	11,043
ALLEN	112,241	111,952	–.3	40,890	780,878	961,078	8,585	23,504	1,244	25,927	11,587
Delphos	7,314	7,144	–2.3	2,476	52,051	58,135	8,138	23,479	*	*	*
Lima	47,381	44,878	–5.3	17,710	308,422	422,060	9,405	23,832	*	*	*
ASHLAND	46,178	46,957	1.7	16,977	348,148	425,387	9,059	25,057	1,218	8,899	24,560
Ashland	20,326	20,366	.2	7,629	165,503	224,014	10,999	29,363	*	*	*
ASHTABULA	104,215	104,039	–.2	37,476	766,715	981,693	9,436	26,195	1,262	10,997	18,849
Ashtabula	23,449	22,603	–3.6	8,179	164,723	237,867	10,524	29,083	*	*	*
Conneaut	13,835	13,266	–4.1	4,952	94,569	137,077	10,333	27,681	*	*	*
ATHENS	56,399	56,537	.2	19,216	396,873	428,644	7,582	22,307	572	1,125	3,991
Athens	19,743	18,249	–7.6	5,101	143,175	172,024	9,426	33,724	*	*	*
AUGLAIZE	42,554	42,704	.4	15,208	311,051	389,132	9,112	25,587	1,292	23,961	26,050
St. Marys	8,414	8,419	.1	3,028	66,621	75,412	8,957	24,905	*	*	*
Wapakoneta	8,402	8,540	1.6	3,208	67,902	77,127	9,031	24,042	*	*	*
BELMONT	82,569	81,618	–1.2	31,208	714,308	778,974	9,544	24,961	758	1,381	
Bellaire	8,241	7,627	–7.5	3,180	62,827	69,496	9,112	21,854	*	*	*
Martins Ferry	9,331	8,683	–7.0	3,666	84,469	109,622	12,625	29,902	*	*	*
BROWN	31,920	32,560	2.0	11,440	208,300	243,218	7,470	21,260	1,845	21,535	8,429
BUTLER	258,787	263,296	1.7	93,732	1,856,396	2,466,118	9,366	26,310	1,118	14,613	13,437
Hamilton	63,189	59,735	–5.5	23,592	429,679	592,786	9,924	25,127	*	*	*
Middletown	43,719	40,779	–6.7	16,638	338,066	468,323	11,484	28,148	*	*	*
CARROLL	25,598	25,663	.3	8,978	156,859	206,794	8,058	23,033	765	3,054	8,781
CHAMPAIGN	33,649	34,915	3.8	12,767	220,392	327,837	9,390	25,678	1,111	30,462	
Urbana	10,762	10,615	–1.4	4,277	78,247	[illegible]058	12,346	30,643	*	*	*
CLARK	150,236	150,229		55,850	927,657	1,353,902	9,012	24,242	932	30,806	29,125
Springfield	72,563	70,464	–2.9	28,281	423,570	674,541	9,573	23,851	*	*	*
CLERMONT	128,483	132,250	2.9	45,017	1,154,071	1,449,242	10,958	32,193	1,162	10,570	4,590
CLINTON	34,603	34,970	1.1	12,885	266,493	295,628	8,454	22,944	1,043	27,808	
Wilmington	10,431	10,338	–.9	4,090	91,374	116,562	11,275	28,499	*	*	*
COLUMBIANA	113,572	114,332	.7	42,168	790,632	1,004,733	8,788	23,827	1,110	9,179	18,148
East Liverpool	16,687	15,444	–7.5	6,261	109,492	154,513	10,005	24,679	*	*	*
Lisbon	3,159	2,998	–5.1	1,185	23,040	25,553	8,523	21,564	*	*	*
Salem	12,869	12,261	–4.7	4,925	101,262	148,055	12,075	30,062	*	*	*
COSHOCTON	36,024	36,302	.8	13,814	256,441	316,904	8,730	22,941	974	6,760	14,833
Coshocton	13,405	13,039	–2.7	5,434	107,093	148,759	11,409	27,376	*	*	*
CRAWFORD	50,075	49,979	–.2	18,995	404,510	481,561	9,635	25,352	1,057	27,572	14,240
Bucyrus	13,433	13,557	.9	5,561	111,058	143,756	10,604	25,851	*	*	*
Galion	12,391	12,134	–2.1	5,048	108,607	141,393	11,653	28,010	*	*	*
CUYAHOGA	1,498,295	1,479,590	–1.3	581,683	12,511,915	15,443,305	10,438	26,549	215	15,560	
Cleveland	573,822	539,680	–6.0	223,009	3,708,527	4,477,965	8,297	20,080	*	*	*
DARKE	55,096	54,826	–.5	19,598	431,911	468,414	8,544	23,901	2,352	49,322	37,268
Greenville	12,999	12,650	–2.7	5,040	114,768	144,961	11,459	28,762	*	*	*
Union City	1,716	1,609	–6.2	650	13,774	15,341	9,534	23,602	*	*	*
DEFIANCE	39,987	40,113	.3	13,983	307,211	373,683	9,316	26,724	1,118	21,676	10,605
Defiance	16,810	16,582	–1.4	6,078	140,213	189,206	11,410	31,130	*	*	*
DELAWARE	53,840	54,575	1.4	18,716	425,444	491,532	9,007	26,263	1,010	26,146	10,176
Delaware	18,780	19,021	1.3	6,606	140,302	190,232	10,001	28,797	*	*	*
ERIE	79,655	79,467	–.2	28,976	670,727	792,639	9,974	27,355	551	16,102	5,868
Sandusky	31,360	30,271	–3.5	11,799	253,229	336,258	11,108	28,499	*	*	*
FAIRFIELD	93,678	96,076	2.6	34,112	739,132	863,986	8,993	25,328	1,289	21,653	16,679
Lancaster	34,953	33,870	–3.1	13,368	294,288	388,931	11,483	29,094	*	*	*
FAYETTE	27,467	27,781	1.1	10,215	200,778	213,546	7,687	20,905	743	35,422	14,223
Washington	12,682	12,560	–1.0	4,979	101,229	117,599	9,363	23,619	*	*	*
FRANKLIN	869,109	874,434	.6	339,676	8,076,345	9,181,778	10,500	27,031	739	26,250	4,954
Columbus	564,987	568,195	.6	231,653	4,917,628	5,773,156	10,161	24,922	*	*	*
FULTON	37,751	38,408	1.7	13,367	292,500	354,948	9,242	26,554	1,322	33,288	37,630
GALLIA	30,098	30,173	.2	10,790	201,872	217,813	7,219	20,187	875	2,658	
Gallipolis	5,576	4,737	–15.1	1,835	44,643	55,205	11,654	30,084	*	*	*
GEAUGA	74,474	75,111	.9	24,120	573,516	744,837	9,916	30,880	591	2,249	7,603
Chardon	4,434	4,386	–1.1	1,614	36,579	41,519	9,466	25,724	*	*	*
GREENE	129,769	130,974	.9	45,475	887,973	1,230,748	9,397	27,064	994	24,238	16,188
Beaver Creek	31,589	33,316	5.5	10,779	254,298	290,056	8,706	26,909	*	*	*
Fairborn	29,702	28,679	–3.5	11,281	215,504	333,237	11,620	29,540	*	*	*
Xenia	24,653	24,274	–1.5	9,044	150,461	233,026	9,600	25,766	*	*	*
GUERNSEY	42,024	42,961	2.2	16,100	278,197	346,702	8,070	21,534	879	1,109	
Cambridge	13,573	13,329	–1.8	5,588	95,509	135,260	10,148	24,205	*	*	*
HAMILTON	873,136	869,329	–.4	335,487	8,869,098	10,596,288	12,189	31,585	390	9,387	
Cincinnati	385,457	368,762	–4.3	162,944	3,619,100	4,692,785	12,726	28,800	*	*	*
HANCOCK	64,581	64,679	.2	24,166	563,135	676,168	10,454	27,980	1,364	43,594	10,803
Findlay	35,594	34,886	–2.0	13,723	332,010	432,505	12,398	31,517	*	*	*
HARDIN	32,719	32,994	.8	11,755	225,435	269,521	8,169	22,928	1,263	32,882	13,379
Kenton	8,605	8,598	–.1	3,429	63,508	71,514	8,318	20,856	*	*	*
HARRISON	18,152	18,146		6,511	115,051	139,187	7,670	21,377	503	817	
HENRY	28,383	28,513	.5	10,225	214,350	269,637	9,457	26,370	1,322	39,436	14,954
Napoleon	8,614	8,814	2.3	3,343	73,498	83,067	9,424	24,848	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HIGHLAND	33,477	34,654	3.5	12,956	225,936	262,616	7,578	20,270	1,561	22,362	15,148
Greenfield	5,150	5,213	1.2	1,811	34,050	38,402	7,367	21,205	*	*	*
Hillsboro	6,356	6,551	3.1	2,592	43,811	49,644	7,578	19,153	*	*	*
HOCKING	24,304	24,359	.2	9,043	182,915	195,759	8,036	21,648	414	1,239	1,531
Logan	6,557	6,291	−4.1	2,487	45,664	51,184	8,136	20,581	*	*	*
HOLMES	29,416	29,932	1.8	8,646	153,662	182,797	6,107	21,142	1,527	3,102	32,606
HURON	54,608	56,022	2.6	20,079	419,552	500,141	8,928	24,909	1,117	38,843	10,158
Bellevue	8,187	7,971	−2.6	2,965	64,174	71,382	8,955	24,075	*	*	*
Norwalk	14,358	14,600	1.7	5,492	112,815	155,938	10,681	28,394	*	*	*
JACKSON	30,592	31,533	3.1	11,574	202,096	214,740	6,810	18,554	522	5,178	4,337
JEFFERSON	91,564	90,587	−1.1	33,850	879,122	911,778	10,065	26,936	476	1,284	3,414
Steubenville	26,400	25,141	−4.8	10,201	265,704	314,515	12,510	30,832	*	*	*
KNOX	46,309	46,843	1.2	16,832	329,363	416,164	8,884	24,725	1,358	12,408	18,027
Mount Vernon	14,323	14,325		5,763	112,103	162,421	11,338	28,183	*	*	*
LAKE	212,801	213,317	.2	75,630	1,738,544	2,208,733	10,354	29,204	294	16,187	761
Mentor	42,065	42,812	1.8	14,451	353,749	492,067	11,494	34,051	*	*	*
Mentor-On-The-Lake	7,919	8,218	3.8	2,663	81,761	92,545	11,261	34,752	*	*	*
Painesville	16,391	15,897	−3.0	6,335	120,639	161,981	10,189	25,569	*	*	*
Willoughby	19,329	19,062	−1.4	7,670	198,113	272,021	14,270	35,466	*	*	*
LAWRENCE	63,849	64,203	.6	23,185	369,446	521,805	8,127	22,506	551	1,562	2,737
Ironton	14,290	13,548	−5.2	5,598	93,142	151,494	11,182	27,062	*	*	*
LICKING	120,981	124,087	2.6	45,349	923,313	1,174,787	9,467	25,905	1,572	21,469	16,239
Newark	41,200	40,366	−2.0	16,531	317,601	458,517	11,359	27,737	*	*	*
LOGAN	39,155	39,728	1.5	15,103	289,617	336,900	8,480	22,307	1,143	25,430	17,269
Bellefontaine	11,888	11,843	−.4	3,919	78,351	102,946	8,693	26,268	*	*	*
LORAIN	274,909	275,569	.2	95,154	1,845,769	2,436,687	8,842	25,608	1,087	28,534	10,150
Elyria	57,504	57,741	.4	21,884	413,541	592,541	10,262	27,076	*	*	*
Lorain	75,416	72,785	−3.5	26,383	483,358	671,521	9,226	25,453	*	*	*
LUCAS	471,741	472,350	.1	180,372	4,221,373	5,110,017	10,818	28,330	600	23,819	
Toledo	354,635	347,854	−1.9	137,133	3,046,457	3,777,613	10,860	27,547	*	*	*
MADISON	33,004	33,939	2.8	11,458	254,480	298,508	8,795	26,052	809	40,447	16,102
London	6,958	6,967	.1	2,759	53,057	60,162	8,635	21,806	*	*	*
MAHONING	289,487	286,291	−1.1	106,139	2,021,360	2,511,068	8,771	23,658	767	7,442	9,104
Youngstown	115,436	107,839	−6.6	41,714	712,565	962,581	8,926	23,076	*	*	*
MARION	67,974	67,939	−.1	24,866	531,103	611,469	9,000	24,591	873	29,387	11,025
Marion	37,040	35,785	−3.4	14,074	291,718	363,765	10,165	25,847	*	*	*
MEDINA	113,150	116,168	2.7	38,620	825,058	1,045,574	9,001	27,073	1,107	8,218	15,641
Medina	15,268	15,761	3.2	6,124	130,447	183,731	11,657	30,002	*	*	*
MEIGS	23,641	23,758	.5	8,885	147,282	153,432	6,458	17,269	587	2,105	4,672
Middleport	2,971	2,881	−3.0	1,200	16,475	18,377	6,379	15,314	*	*	*
Pomeroy	2,728	2,604	−4.6	1,061	15,150	16,817	6,458	15,850	*	*	*
MERCER	38,334	38,481	.4	12,735	282,254	333,290	8,661	26,171	1,634	29,420	38,860
Celina	9,137	9,323	2.0	3,317	74,122	102,314	10,974	30,845	*	*	*
MIAMI	90,381	91,694	1.5	33,917	560,162	773,788	8,439	22,814	1,293	30,293	15,958
Piqua	20,480	20,170	−1.5	7,787	118,794	180,915	8,970	23,233	*	*	*
Troy	19,086	19,592	2.7	7,631	120,783	190,945	9,746	25,022	*	*	*
MONROE	17,382	17,542	.9	6,340	123,179	129,665	7,392	20,452	798	582	5,281
MONTGOMERY	571,697	571,045	−.1	221,362	4,211,222	5,795,335	10,149	26,180	1,149	20,197	7,425
Dayton	193,444	181,246	−6.3	79,635	1,271,237	1,829,926	10,096	22,979	*	*	*
MORGAN	14,241	14,235	−.1	5,138	99,205	104,484	7,340	20,336	635	951	5,105
MORROW	26,480	27,142	2.5	9,380	179,988	223,680	8,241	23,846	1,065	15,874	11,092
MUSKINGUM	83,340	84,147	1.0	31,057	576,493	702,717	8,351	22,627	1,132	4,536	12,729
Zanesville	28,655	26,754	−6.6	11,032	189,813	258,329	9,656	23,416	*	*	*
NOBLE	11,310	11,542	2.1	4,255	77,888	82,074	7,111	19,289	609	378	3,782
OTTAWA	40,076	40,066		14,899	314,261	383,487	9,571	25,739	698	15,322	2,238
Oak Harbor	2,678	2,560	−4.4	679	22,515	25,093	9,802	36,956	*	*	*
Port Clinton	7,223	7,033	−2.6	1,783	60,116	67,316	9,571	37,754	*	*	*
PAULDING	21,302	21,351	.2	7,364	141,329	176,786	8,280	24,007	817	26,779	4,400
PERRY	31,032	31,505	1.5	11,179	178,170	219,108	6,955	19,600	714	3,632	4,910
PICKAWAY	43,662	44,033	.8	14,942	308,599	352,137	7,997	23,567	932	38,239	17,827
Circleville	11,700	11,454	−2.1	4,400	90,203	118,815	10,373	27,003	*	*	*
PIKE	22,802	23,285	2.1	8,199	151,964	163,927	7,040	19,994	567	4,655	3,524
PORTAGE	135,856	137,734	1.4	46,823	913,273	1,212,232	8,801	25,890	891	8,033	10,048
Kent	26,164	25,113	−4.0	8,590	171,260	255,937	10,191	29,795	*	*	*
Ravenna	11,987	11,900	−.7	4,625	82,284	125,977	10,586	27,238	*	*	*
PREBLE	38,223	38,492	.7	13,810	218,503	298,845	7,764	21,640	1,394	27,154	21,624
PUTNAM	32,991	32,659	−1.0	10,5[illegible]	186,935	231,068	7,075	21,990	1,630	41,490	15,681
RICHLAND	131,205	130,297	−.7	48,253	823,576	1,125,464	8,638	23,324	1,190	14,179	14,650
Mansfield	53,927	52,959	−1.6	21,827	354,124	537,342	10,146	24,618	*	*	*
Shelby	9,645	9,471	−1.8	3,674	73,206	81,692	8,625	22,235	*	*	*
ROSS	65,004	66,447	2.2	23,571	492,256	568,523	8,556	24,120	943	19,753	12,236
Chillicothe	23,420	22,912	−2.2	9,339	211,904	274,508	11,981	29,394	*	*	*
SANDUSKY	63,267	63,228	−.1	22,567	477,986	591,445	9,354	26,208	1,077	37,847	9,290
Fremont	17,834	17,351	−2.7	6,518	129,026	183,855	10,596	28,207	*	*	*
SCIOTO	84,545	86,423	2.2	31,573	609,260	648,425	7,503	20,537	715	4,975	4,138
Portsmouth	25,943	25,061	−3.4	10,668	217,842	261,288	10,426	24,493	*	*	*
SENECA	61,901	61,423	−.8	21,776	464,956	556,611	9,062	25,561	1,517	40,152	15,308
Fostoria	15,743	15,384	−2.3	6,015	128,921	167,949	10,917	27,922	*	*	*
Tiffin	19,549	18,551	−5.1	6,971	156,984	199,127	10,734	28,565	*	*	*
SHELBY	43,089	43,635	1.3	14,979	339,626	368,761	8,451	24,619	1,268	23,547	23,371
Sidney	17,657	17,560	−.6	6,478	146,289	178,743	10,179	27,592	*	*	*
STARK	378,823	380,205	.4	140,663	2,692,543	3,487,961	9,174	24,797	1,303	14,746	17,478
Alliance	24,315	23,411	−3.7	9,239	165,262	236,473	10,101	25,595	*	*	*
Canton	93,077	87,183	−6.3	36,137	629,917	839,400	10,202	24,612	*	*	*
Massillon	30,557	29,685	−2.9	11,730	202,798	290,992	9,803	24,808	*	*	*
SUMMIT	524,472	522,331	−.4	197,743	3,796,700	5,015,408	9,602	25,363	311	3,905	1,155
Akron	237,177	227,581	−4.1	92,203	1,605,000	2,212,537	9,722	23,996	*	*	*
TRUMBULL	241,863	242,808	.4	88,331	1,739,252	2,218,226	9,136	25,113	992	6,158	10,289
Niles	23,088	23,376	1.2	9,070	167,787	247,748	10,598	27,315	*	*	*
Warren	56,629	53,697	−5.2	21,194	407,835	376,028	10,727	27,179	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TUSCARAWAS	84,614	85,449	1.0	32,189	587,558	739,107	8,650	22,961	1,099	4,971	15,351
Dennison	3,398	3,284	–3.4	1,235	24,646	27,533	8,384	22,294	*	*	*
Dover	11,526	11,273	–2.2	4,400	91,233	129,011	11,444	29,321	*	*	*
New Philadelphi	16,883	17,130	1.5	7,082	130,218	188,866	11,025	26,668	*	*	*
Uhrichsville	6,130	6,140	.2	2,464	44,286	49,948	8,135	20,271	*	*	*
UNION	29,536	30,002	1.6	10,666	230,009	277,138	9,237	25,983	1,127	30,518	
Marysville	7,414	7,612	2.7	3,042	62,287	70,793	9,300	23,272	*	*	*
VAN WERT	30,458	30,624	.5	11,462	196,942	236,647	7,728	20,646	1,039	38,745	7,137
Van Wert	11,035	10,822	–1.9	4,433	78,727	106,406	9,832	24,003	*	*	*
VINTON	11,584	11,843	2.2	4,254	81,081	78,235	6,606	18,391	246	501	
WARREN	99,276	101,904	2.6	33,918	929,270	1,152,062	11,305	33,966	1,048	18,836	
WASHINGTON	64,266	64,886	1.0	23,629	423,844	580,033	8,939	24,548	998	2,967	8,671
Marietta	16,467	15,827	–3.9	6,274	120,811	188,459	11,907	30,038	*	*	*
WAYNE	97,408	98,494	1.1	34,139	755,749	900,140	9,139	26,367	1,874	15,470	59,547
Wooster	19,289	18,973	–1.6	7,411	178,013	248,438	13,094	33,523	*	*	*
WILLIAMS	36,369	36,488	.3	13,564	270,088	338,696	9,282	24,970	1,135	21,844	18,103
Bryan	7,879	8,012	1.7	3,264	66,169	74,966	9,357	22,968	*	*	*
WOOD	107,372	107,661	.3	37,198	891,113	1,085,679	10,084	29,186	1,560	49,604	8,211
Bowling Green	25,728	25,703	–.1	7,295	176,078	250,776	9,757	34,376	*	*	*
WYANDOT	22,651	22,970	1.4	8,262	161,592	194,664	8,475	23,561	866	30,143	8,732
Upper Sandusky	5,967	6,088	2.0	2,392	46,760	52,677	8,653	22,022	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1981 Cash Receipts as follows: From Crops $2,020,944,000; from Livestock & Livestock Products $1,428,635,000; Total $3,449,579,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	INCOME Income per capita	E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,025,266	3,222,376	6.5	1,246,261	23,350,615	30,847,727	9,573	24,752	79,530	624,910	1,651,526
STANDARD METROPOLITAN STATISTICAL AREAS											
Enid, Okla.	62,820	66,525	5.9	26,480	484,652	719,153	10,810	27,158	1,327	25,754	26,659
Fort Smith, Ark.-Okla.	203,269	207,215	1.9	78,101	1,225,217	1,642,513	7,927	21,031	3,911	11,620	30,981
Lawton, Okla.	112,456	115,753	2.9	37,756	927,663	734,064	6,342	19,442	1,044	5,458	18,784
Oklahoma City, Okla.	834,088	886,549	6.3	346,648	7,892,679	9,316,607	10,509	26,876	5,144	27,107	79,326
Tulsa, Okla.	689,628	740,999	7.4	289,920	4,991,318	8,254,039	11,139	28,470	6,305	28,244	39,091
COUNTIES, Cities											
ADAIR	18,575	18,645	.4	6,474	134,736	104,199	5,589	16,095	943	1,019	10,903
ALFALFA	7,077	7,335	3.6	3,090	49,946	77,097	10,511	24,950	888	19,287	
ATOKA	12,748	13,490	5.8	4,750	70,577	84,429	6,259	17,775	1,037	1,237	18,970
BEAVER	6,806	7,254	6.6	2,828	68,711	80,135	11,047	28,336	919	9,812	46,376
BECKHAM	19,243	22,407	16.4	9,123	130,549	173,029	7,722	1[illegible],966	898	12,239	11,446
Elk City	9,579	11,154	16.4	4,491	76,399	87,950	7,885	19,584	*	*	*
BLAINE	13,443	14,292	6.3	5,692	78,737	121,467	8,499	21,340	938	12,514	18,709
BRYAN	30,535	32,818	7.5	13,053	198,976	253,782	7,733	19,442	1,374	5,611	14,746
Durant	11,972	12,456	4.0	5,004	86,350	123,855	9,943	24,751	*	*	*
CADDO	30,905	32,607	5.5	12,221	177,787	232,880	7,142	19,056	1,812	39,094	30,745
Anadarko	6,378	6,456	1.2	2,425	40,520	45,579	7,060	18,795	*	*	*
CANADIAN	56,452	64,800	14.8	22,471	471,242	570,170	8,799	25,374	1,078	12,917	38,915
El Reno	15,486	15,671	1.2	5,834	118,313	151,681	9,679	25,999	*	*	*
CARTER	43,610	45,210	3.7	17,680	312,013	392,228	8,676	22,185	1,005	1,181	
Ardmore	23,689	24,330	2.7	9,847	185,025	253,429	10,416	25,737	*	*	*
CHEROKEE	30,684	33,137	8.0	11,963	295,057	226,262	6,828	18,913	1,032	17,999	10,426
Tahlequah	9,708	9,774	.7	3,485	58,925	67,272	6,883	19,303	*	*	*
CHOCTAW	17,203	18,422	7.1	7,068	99,293	121,371	6,588	17,172	889	1,075	
Hugo	7,172	7,569	5.5	3,004	45,352	51,299	6,778	17,077	*	*	*
CIMARRON	3,648	3,953	8.4	1,558	36,188	44,295	11,205	28,431	4[illegible]0	12,645	52,924
CLEVELAND	133,173	147,701	10.9	53,179	1,192,109	1,439,076	9,743	27,061	908	1,876	8,732
Norman	68,020	71,685	5.4	27,499	632,966	848,606	11,838	30,860	*	*	*
COAL	6,041	6,217	2.9	2,403	31,565	41,387	6,657	17,223	559	473	9,159
COMANCHE	112,456	115,753	2.9	37,756	927,663	734,064	6,342	19,442	1,044	5,458	18,784
Lawton	80,054	82,401	2.9	30,156	711,209	574,153	6,968	19,039	*	*	*
COTTON	7,338	7,755	5.7	3,138	54,741	68,555	8,840	21,847	627	9,331	15,358
CRAIG	15,014	15,557	3.6	5,902	78,808	132,347	8,507	22,424	1,117	4,084	29,247
Vinita	6,740	7,267	7.8	2,745	53,912	61,655	8,484	22,461	*	*	*
CREEK	59,210	63,224	6.8	23,412	318,871	526,144	8,322	22,473	1,058	765	
Sapulpa	15,853	15,831	–.1	6,155	91,344	174,859	11,045	28,409	*	*	*
CUSTER	25,995	28,738	10.6	11,020	222,314	270,233	9,403	24,522	980	17,820	27,610
Clinton	8,796	9,395	6.8	3,774	83,417	95,094	10,122	25,197	*	*	*
Weatherford	9,640	10,839	12.4	3,932	81,530	93,799	8,654	23,855	*	*	*
DELAWARE	23,946	25,462	6.3	9,761	226,913	170,068	6,679	17,423	1,170	1,562	14,189

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DEWEY	5,922	6,300	6.4	2,604	49,121	61,458	9,755	23,601	765	6,779	
ELLIS	5,596	6,051	8.1	2,523	47,139	57,141	9,443	22,648	684	3,697	16,502
GARFIELD	62,820	66,525	5.9	26,480	484,652	719,153	10,810	27,158	1,327	25,754	26,659
Enid	50,363	53,333	5.9	21,520	399,868	614,237	11,517	28,543	*	*	*
GARVIN	27,856	31,060	11.5	12,270	218,216	266,268	8,573	21,701	1,338	6,405	
Pauls Valley	5,664	6,032	6.5	2,687	45,536	51,576	8,550	19,195	*	*	*
GRADY	39,490	44,018	11.5	16,732	281,823	356,908	8,108	21,331	1,542	11,416	35,402
Chickasha	15,828	16,724	5.7	6,880	119,923	171,018	10,226	24,857	*	*	*
GRANT	6,518	6,982	7.1	3,008	40,704	63,420	9,083	21,084	1,004	27,366	18,606
GREER	6,877	7,191	4.6	3,072	43,671	55,266	7,685	17,990	583	10,203	
HARMON	4,519	4,709	4.2	1,849	29,923	36,849	7,825	19,929	423	9,779	
HARPER	4,715	4,798	1.8	2,049	41,641	52,970	11,040	25,852	530	5,365	47,918
HASKELL	11,010	11,241	2.1	4,464	54,473	73,621	6,549	16,492	815	1,251	
HUGHES	14,338	15,109	5.4	6,174	87,173	118,959	7,873	19,268	916	4,176	9,139
Holdenville	5,469	5,707	4.4	2,466	40,464	45,967	8,054	18,640	*	*	*
JACKSON	30,356	30,342	–.1	10,983	199,756	247,144	8,145	22,502	727	26,413	21,832
Altus	23,101	23,166	.3	8,164	155,924	201,266	8,688	24,653	*	*	*
JEFFERSON	8,183	8,434	3.1	3,437	49,254	61,556	7,299	17,910	581	4,279	20,475
JOHNSTON	10,356	11,070	6.9	4,348	54,652	68,503	6,188	15,755	607	1,987	10,373
KAY	49,852	51,733	3.8	21,130	387,204	607,578	11,744	28,754	1,086	21,344	17,046
Blackwell	8,400	8,556	1.9	3,643	83,293	94,917	11,094	26,055	*	*	*
Ponca City	26,238	27,128	3.4	11,296	225,918	385,679	14,217	34,143	*	*	*
KINGFISHER	14,187	15,629	10.2	5,902	115,462	168,846	10,803	28,608	1,060	16,232	49,500
KIOWA	12,711	13,234	4.1	5,489	77,243	98,498	7,443	17,945	859	19,533	15,078
Hobart	4,735	4,937	4.3	2,034	33,041	37,476	7,591	18,425	*	*	*
LATIMER	9.840	10,497	6.7	3,798	54,905	69,946	6,663	18,417	530	113	
LE FLORE	40,698	41,872	2.9	15,628	176,418	265,389	6,338	16,982	1,421	3,098	12,463
LINCOLN	26,601	29,242	9.9	11,106	183,249	227,404	7,777	20,476	1,591	1,872	16,133
LOGAN	26,881	29,971	11.5	11,034	184,460	227,475	7,590	20,616	949	7,129	15,101
Guthrie	10,312	10,717	3.9	4,135	70,943	80,852	7,544	19,553	*	*	*
LOVE	7,469	7,518	.7	2,980	44,201	56,242	7,481	18,873	603	2,752	11,951
MCCLAIN	20,291	22,798	12.4	8,261	132,203	160,868	7,056	19,473	888	4,465	21,060
MCCURTAIN	36,151	36,933	2.2	13,173	175,189	225,716	6,111	17,135	1,317	2,638	12,780
Idabell	7,622	7,787	2.2	3,029	43,534	49,494	6,356	16,340	*	*	*
MCINTOSH	15,495	15,852	2.3	6,314	76,425	104,935	6,620	16,619	872	1,844	6,895
MAJOR	8,772	9,251	5.5	3,583	56,148	86,768	9,379	24,217	896	9,227	18,930
MARSHALL	10,550	11,825	12.1	4,870	73,351	92,888	7,855	19,074	410	1,447	8,289
MAYES	32,261	36,377	12.8	13,767	222,993	281,928	7,750	20,479	1,258	1,821	16,848
Pryor	8,483	9,209	8.6	3,438	65,084	75,090	8,154	21,841	*	*	*
MURRAY	12,147	13,189	8.6	5,176	83,754	104,896	7,953	20,266	400	656	7,807
MUSKOGEE	66,939	71,140	6.3	27,466	431,140	568,994	7,998	20,716	1,319	7,306	13,833
Fort Gibson	2,483	2,940	18.4	1,011	20,626	23,515	7,998	23,259	*	*	*
Muskogee	40,011	41,847	4.6	17,131	290,533	408,877	9,771	23,868	*	*	*
NOBLE	11,573	12,605	8.9	4,978	74,456	114,627	9,094	23,027	775	10,756	13,427
Perry	5,796	6,184	6.7	2,604	49,926	57,068	9,228	21,916	*	*	*
NOWATA	11,486	12,287	7.0	4,869	55,587	101,351	8,249	20,816	711	1,462	12,529
Nowata	4,270	4,554	6.7	1,905	32,889	37,820	8,305	19,853	*	*	*
OKFUSKEE	11,125	11,430	2.7	4,458	55,549	77,608	6,790	17,409	764	1,118	
OKLAHOMA	568,933	590,450	3.8	239,567	5,718,953	6,686,392	11,324	27,910	1,002	4,754	
Edmond	34,637	35,935	3.7	12,612	319,316	387,821	10,792	30,750	*	*	*
Midwest City	49,559	50,566	2.0	18,980	500,818	586,606	11,601	30,907	*	*	*
Oklahoma City	403,136	420,164	4.2	176,213	4,025,397	4,757,200	11,322	26,997	*	*	*
OKMULGEE	39,169	41,233	5.3	15,733	218,685	292,457	7,093	18,589	981	1,668	
Henryetta	6,432	6,536	1.6	2,770	41,994	47,400	7,252	17,112	*	*	*
Okmulgee	16,263	16,936	4.1	6,659	97,951	146,680	8,661	22,027	*	*	*
OSAGE	39,327	41,973	6.7	16,042	234,496	398,546	9,495	24,844	1,012	2,921	
Pawhuska	4,771	4,864	1.9	2,134	39,015	44,984	9,248	21,080	*	*	*
OTTAWA	32,870	34,213	4.1	13,296	185,046	328,802	9,610	24,729	927	5,960	
Miami	14,237	14,452	1.5	5,548	89,787	178,746	12,368	32,218	*	*	*
PAWNEE	15,310	16,411	7.2	6,388	110,322	133,241	8,119	20,858	648	2,101	13,953
PAYNE	62,435	67,129	7.5	24,925	507,010	610,464	9,094	24,492	1,071	2,712	
Cushing	7,720	7,826	1.4	3,491	66,992	76,179	9,734	21,822	*	*	*
Stillwater	38,268	41,126	7.5	14,432	317,519	412,472	10,029	28,580	*	*	*
PITTSBURG	40,524	41,932	3.5	16,276	263,744	333,457	7,952	20,488	1,315	1,528	15,230
McAlester	17,255	16,814	–2.6	6,132	118,105	163,509	9,725	26,665	*	*	*
PONTOTOC	32,598	34,654	6.3	13,639	223,491	312,943	9,031	22,945	1,011	990	16,479
Ada	15,902	16,432	3.3	6,982	122,561	187,452	11,408	26,848	*	*	*
POTTAWATOMIE	55,239	60,800	10.1	23,170	378,172	460,101	7,567	19,858	1,268	3,095	10,619
Shawnee	26,506	27,499	3.7	11,341	204,163	272,608	9,913	24,037	*	*	*
PUSHMATAHA	11,773	12,825	8.9	4,917	58,241	72,532	5,656	14,751	781	174	10,551
ROGER MILLS	4,799	6,270	30.7	2,464	42,099	55,849	8,907	22,666	769	4,324	16,684
ROGERS	46,436	52,527	13.1	18,495	260,148	439,952	8,376	23,788	1,201	2,174	14,330
Claremore	12,085	13,043	7.9	5,104	93,698	107,748	8,261	21,111	*	*	*
SEMINOLE	27,473	29,267	6.5	11,329	161,010	222,075	7,588	19,602	941	1,358	
Seminole	8,590	9,139	6.4	3,862	63,013	71,898	7,867	18,617	*	*	*
Wewoka	5,480	5,731	4.6	2,319	37,250	42,364	7,392	18,268	*	*	*
SEQUOYAH	30,749	32,278	5.0	11,486	134,879	206,253	6,390	17,957	921	2,474	6,679
STEPHENS	43,419	46,662	7.5	18,601	349,201	447,707	9,595	24,069	1,146	4,166	17,868
Duncan	22,517	23,783	5.6	9,882	208,956	292,803	12,311	29,630	*	*	*
TEXAS	17,727	18,786	6.0	7,012	175,621	206,166	10,974	29,402	877	28,651	289,315
Guymon	8,492	9,070	6.8	3,379	92,714	106,247	11,714	31,443	*	*	*
TILLMAN	12,398	12,909	4.1	5,066	81,127	97,398	7,545	19 226	785	30,949	18,107
Frederick	6,153	6,506	5.7	2,571	44,401	50,310	7,733	12,568	*	*	*
TULSA	470,593	500,916	6.4	202,346	3,749,835	6,262,115	12,501	30,947	890	5,107	7,913
Broken Arrow	35,761	38,066	6.4	13,154	230,488	414,321	10,884	31,498	*	*	*
Tulsa	360,919	375,267	4.0	158,669	3,059,961	5,222,453	13,917	32,914	*	*	*
WAGONER	41,801	45,982	10.0	15,856	204,975	345,354	7,511	21,781	886	15,456	
WASHINGTON	48,113	50,967	5.9	20,751	376,555	701,573	13,765	33,809	628	2,088	7,153
Bartlesville	34,568	36,618	5.9	15,180	280,009	560,313	15,302	36,911	*	*	*
WASHITA	13,798	16,118	16.8	6,289	92,107	124,984	7,754	19,873	1,262	28,123	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WOODS	10,923	11,748	7.6	4,983	107,978	126,839	10,797	25,454	849	13,980	27,404
Alva	6,416	6,738	5.0	2,777	63,414	71,904	10,671	25,893	*	*	*
WOODWARD	21,172	24,336	14.9	9,111	197,989	238,136	9,785	26,137	772	5,521	20,036
Woodward	13,610	15,644	14.9	6,000	123,406	164,322	10,504	27,387	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1981 Cash Receipts as follows: From Crops $1,046,825,000; from Livestock & Livestock Products $1,831,799,000; Total $2,878,624,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,632,663	2,709,801	2.9	1,066,923	20,610,857	25,143,609	9,279	23,566	34,875	694,155	531,047
STANDARD METROPOLITAN STATISTICAL AREAS											
Eugene-Springfield, Ore.	275,226	276,083	.3	108,659	2,125,232	2,443,071	8,849	22,484	1,708	24,440	13,100
Medford, Ore.	132,456	137,763	4.0	53,429	891,660	1,150,464	8,351	21,533	1,228	16,663	
Portland, Ore.-Wash.	1,242,187	1,282,253	3.2	514,696	10,655,840	13,671,605	10,662	26,562	6,084	97,897	45,198
Salem, Ore.	249,895	262,106	4.9	99,563	1,757,064	2,097,393	8,002	21,066	3,573	111,640	30,491
COUNTIES, Cities											
BAKER	16,134	16,813	4.2	6,685	106,511	120,374	7,160	18,007	628	3,767	22,301
Baker	9,471	9,639	1.8	3,597	62,568	75,303	7,812	20,935	*	*	*
BENTON	68,211	71,373	4.6	26,280	585,178	668,566	9,367	25,440	589	14,677	
Corvallis	40,960	41,859	2.2	15,676	347,656	432,588	10,334	27,596	*	*	*
CLACKAMAS	241,919	248,502	2.7	91,091	2,003,231	2,599,493	10,461	28,537	2,659	34,645	13,517
Oregon City	14,673	15,382	4.8	5,766	106,518	165,518	10,760	28,706	*	*	*
CLATSOP	32,489	33,224	2.3	13,706	235,004	300,527	9,045	21,927	233	146	3,206
Astoria	9,998	9,686	–3.1	3,667	65,737	96,670	9,980	26,362	*	*	*
COLUMBIA	35,646	36,331	1.9	13,591	241,516	310,858	8,556	22,872	577	1,935	4,570
COOS	64,047	65,033	1.5	25,353	460,460	567,218	8,722	22,373	672	2,243	
Coos Bay	14,424	14,375	–.3	5,749	115,061	164,962	11,476	28,694	*	*	*
North Bend	9,779	9,957	1.8	3,752	76,944	87,010	8,739	23,190	*	*	*
CROOK	13,091	13,421	2.5	5,291	87,286	102,833	7,662	19,435	335	4,451	
CURRY	16,992	17,686	4.1	7,335	123,204	156,616	8,855	21,352	162	1,743	
DESCHUTES	62,142	66,976	7.8	25,947	462,625	557,470	8,323	21,485	617	2,564	7,563
Bend	17,263	16,820	–2.6	6,550	122,512	174,042	10,347	26,571	*	*	*
DOUGLAS	93,748	93,927	.2	34,938	623,841	778,375	8,287	22,279	1,434	3,262	15,509
Roseburg	16,644	16,078	–3.4	6,366	130,989	194,222	12,080	30,509	*	*	*
GILLIAM	2,057	1,983	–3.6	813	14,041	16,923	8,534	20,815	171	11,032	5,249
GRANT	8,210	8,220	.1	3,185	55,780	61,559	7,489	19,328	309	884	
HARNEY	8,314	8,330	.2	3,124	57,750	66,564	7,991	21,307	343	3,192	18,156
HOOD RIVER	15,835	15,505	–2.1	6,129	122,487	135,661	8,750	22,134	519	30,260	
JACKSON	132,456	137,763	4.0	53,429	891,660	1,150,464	8,351	21,533	1,228	16,663	
Ashland	14,943	14,949		6,228	101,936	146,968	9,831	23,598	*	*	*
Medford	39,603	41,120	3.8	16,904	287,804	427,331	10,392	25,280	*	*	*
JEFFERSON	11,599	12,273	5.8	4,334	81,363	93,443	7,614	21,560	364	24,873	9,217
JOSEPHINE	58,820	61,406	4.4	23,816	349,634	456,023	7,426	19,148	455	2,013	6,918
Grants Pass	14,997	14,512	–3.2	6,014	97,927	150,327	10,359	24,996	*	*	*
KLAMATH	59,117	59,799	1.2	22,909	421,825	482,793	8,074	21,074	904	20,738	
Klamath Falls	16,661	16,249	–2.5	6,416	115,226	152,365	9,377	23,748	*	*	*
LAKE	7,532	8,192	8.8	3,189	53,999	62,103	7,581	19,474	306	3,344	13,698
LANE	275,226	276,083	.3	108,659	2,125,232	2,443,071	8,849	22,484	1,708	24,440	13,100
Eugene	105,624	105,953	.3	43,931	879,065	1,113,647	10,511	25,350	*	*	*
LINCOLN	35,264	37,748	7.0	16,371	253,138	322,675	8,548	19,710	232	632	1,804
LINN	89,495	90,791	1.4	34,744	685,152	789,101	8,691	22,712	1,695	43,138	18,095
Albany	26,678	28,216	5.8	11,580	229,358	310,671	11,010	26,828	*	*	*
MALHEUR	26,896	28,254	5.0	10,216	165,710	194,687	6,891	19,057	1,276	51,855	87,166
Ontario	8,814	9,663	9.6	3,607	62,231	83,897	8,682	23,259	*	*	*
MARION	204,692	216,796	5.9	82,402	1,449,930	1,730,398	7,982	20,999	2,559	91,436	23,479
1Salem	89,233	93,663	5.0	38,081	695,407	933,013	9,961	24,501	*	*	*
MORROW	7,519	7,518		2,774	57,330	63,689	8,472	22,959	335	60,139	10,238
MULTNOMAH	562,640	565,901	.6	245,107	4,862,193	5,940,244	10,497	24,235	522	20,552	
Portland	366,383	361,296	–1.4	164,361	3,119,158	4,019,399	11,125	24,455	*	*	*
POLK	45,203	45,310	.2	17,161	307,134	366,995	8,100	21,385	1,014	20,204	7,012
SHERMAN	2,172	2,205	1.5	822	14,534	15,586	7,068	18,961	192	11,474	
TILLAMOOK	21,164	21,466	1.4	8,885	142,123	184,712	8,605	20,789	388	235	
UMATILLA	58,861	62,480	6.1	23,395	417,262	477,313	7,639	20,402	1,252	79,324	50,241
Pendleton	14,521	14,639	.8	5,740	115,831	152,940	10,447	26,645	*	*	*
UNION	23,921	24,817	3.7	9,422	159,576	188,503	7,596	20,007	655	13,930	13,571
La Grande	11,354	11,620	2.3	4,533	76,537	86,003	7,401	18,973	*	*	*
WALLOWA	7,273	7,857	8.0	3,179	53,883	60,298	7,674	18,968	442	5,962	12,920

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASCO	21,732	22,846	5.1	8,992	170,114	190,347	8,332	21,168	461	21,132	6,086
The Dalles	10,820	12,649	16.9	4,760	82,329	102,083	8,070	21,446	*	*	*
WASHINGTON	245,401	263,368	7.3	101,947	2,351,206	3,002,227	11,399	29,449	1,634	36,803	13,000
WHEELER	1,513	1,377	-9.0	504	7,943	8,489	6,165	16,843	115	660	4,055
YAMHILL	55,332	58,227	5.2	21,198	411,002	477,411	8,199	22,522	1,545	22,804	12,738

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1981 Cash Receipts as follows: From Crops $1,143,940,000; from Livestock & Livestock Products $570,718,000; Total $1,714,658,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,866,728	11,960,865	.8	4,449,005	92,603,780	116,112,840	9,708	26,099	59,973	648,474	1,208,707
STANDARD METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem-Easton, Pa.-N.J.	636,714	649,583	2.0	246,312	5,177,616	6,742,621	10,380	27,374	1,992	37,521	35,087
Altoona, Pa.	136,621	137,362	.5	51,672	912,173	1,119,511	8,150	21,666	533	4,891	17,649
Binghamton, N.Y.-Pa.	301,336	305,549	1.4	112,657	1,891,779	2,493,047	8,159	22,130	2,333	7,336	69,375
Erie, Pa.	279,780	282,414	.9	102,210	1,992,803	2,501,935	8,859	24,478	1,532	28,010	22,216
Harrisburg, Pa.	446,072	456,615	2.4	174,726	4,783,580	4,846,198	10,613	27,736	2,674	21,652	58,376
Johnstown, Pa.	264,506	264,084	-.2	95,964	1,654,821	1,976,126	7,483	20,592	1,731	10,151	33,735
Lancaster, Pa.	362,346	365,543	.9	130,753	2,843,350	3,481,020	9,523	26,623	4,915	50,054	224,901
Northeast Pennsylvania, P	640,396	641,013	.1	243,670	4,177,539	5,553,661	8,664	22,792	1,096	9,531	4,941
Philadelphia, Pa.-N.J.	4,716,818	4,770,943	1.1	1,733,157	39,471,496	51,127,742	10,716	29,500	5,208	229,230	85,894
Pittsburgh, Pa.	2,263,894	2,262,674	-.1	866,135	19,225,729	23,634,331	10,445	27,287	4,011	21,800	40,477
Reading, Pa.	312,509	319,644	2.3	122,515	2,413,107	3,289,172	10,290	26,847	1,944	44,720	56,248
Sharon, Pa.	128,299	129,620	1.0	47,176	937,074	1,213,533	9,362	25,724	1,459	7,566	17,318
State College, Pa.	112,760	114,148	1.2	38,211	891,919	961,761	8,426	25,170	824	5,806	19,957
Williamsport, Pa.	118,416	119,108	.6	44,311	773,558	994,151	8,347	22,436	939	8,452	13,811
York, Pa.	381,255	389,100	2.1	144,386	2,836,235	3,573,729	9,185	24,751	3,515	49,568	62,355
COUNTIES, Cities											
ADAMS	68,292	71,043	4.0	24,938	447,625	563,962	7,938	22,615	1,166	23,171	25,756
Gettysgurg	7,194	7,014	-2.5	2,513	46,820	68,909	9,824	27,421	*	*	*
ALLEGHENY	1,450,085	1,446,649	-.2	564,057	13,041,653	15,953,524	11,028	28,284	450	6,401	2,878
Brackenridge	4,297	4,261	-.8	1,798	39,606	44,359	10,410	24,671	*	*	*
Clairton	12,188	11,681	-4.2	4,842	92,719	122,299	10,470	25,258	*	*	*
Duquesne	10,094	9,966	-1.3	4,253	76,782	103,696	10,405	24,382	*	*	*
McKeesport	31,012	29,803	-3.9	12,627	221,671	291,684	9,787	23,100	*	*	*
Monroeville	30,977	32,729	5.7	11,951	336,776	469,312	14,339	39,270	*	*	*
Pittsburgh	423,959	407,195	-4.0	171,378	3,425,926	4,488,699	11,023	26,192	*	*	*
Tarentum	6,419	6,301	-1.8	2,725	57,803	64,539	10,243	23,684	*	*	*
ARMSTRONG	77,768	77,613	-.2	29,333	480,257	615,564	7,931	20,985	812	29,488	8,123
Kittanning	5,432	5,105	-6.0	2,171	36,501	53,977	10,573	24,863	*	*	*
BEAVER	204,441	203,695	-.4	74,762	1,579,632	1,952,121	9,584	26,111	589	2,731	5,112
Aliquippa	17,094	15,608	-8.7	6,082	121,988	169,286	10,846	27,834	*	*	*
Ambridge	9,575	9,023	-5.8	4,087	76,278	109,584	12,145	26,813	*	*	*
Beaver	5,441	5,223	-4.0	2,372	47,351	52,848	10,118	22,280	*	*	*
Rochester	4,759	4,738	-.5	2,037	38,477	43,359	9,151	21,286	*	*	*
BEDFORD	46,784	47,381	1.3	17,264	328,762	357,099	7,537	20,685	1,136	4,705	24,734
Bedford	3,326	3,263	-1.9	1,319	22,255	24,691	7,567	18,719	*	*	*
BERKS	312,509	319,644	2.3	122,515	2,413,107	3,289,172	10,290	26,847	1,944	44,720	56,248
Reading	78,686	75,844	-3.6	32,955	549,827	852,113	11,235	25,857	*	*	*
BLAIR	136,621	137,362	.5	51,672	912,173	1,119,511	8,150	21,666	533	4,891	17,649
Altoona	57,078	55,046	-3.6	21,456	366,846	502,914	9,136	23,439	*	*	*
Tyrone	6,346	6,104	-3.8	2,452	43,765	48,350	7,921	19,719	*	*	*
BRADFORD	62,919	64,771	2.9	23,139	425,292	516,520	7,975	22,322	1,610	5,209	51,853
Athens	3,622	3,439	-5.1	1,276	25,085	27,726	8,062	21,729	*	*	*
Sayre	6,951	6,761	-2.7	2,378	48,488	54,008	7,988	22,712	*	*	*
Towanda	3,526	3,304	-6.3	1,218	24,712	27,188	8,229	22,322	*	*	*
BUCKS	479,211	489,670	2.2	167,439	3,938,188	5,340,894	10,909	31,898	990	21,916	13,367
Bristol	10,867	10,170	-6.4	3,988	81,713	140,594	13,824	35,254	*	*	*
Doylestown	8,717	8,642	-.9	3,568	78,765	127,881	14,798	35,841	*	*	*
Langhorne	1,697	1,659	-2.2	541	16,017	18,097	10,908	33,451	*	*	*
Levittown	54,174	54,933	1.4	18,093	524,675	608,294	11,073	33,620	*	*	*
Quakertown	8,867	9,205	3.8	3,699	71,353	120,347	13,074	32,535	*	*	*
Warminster	35,463	34,698	-2.2	10,329	335,022	378,509	10,909	36,645	*	*	*
BUTLER	147,912	148,904	.7	51,909	1,019,229	1,316,207	8,839	25,356	1,271	21,432	11,301
Butler	17,026	15,762	-7.4	6,759	119,615	180,785	11,470	26,747	*	*	*
CAMBRIA	183,263	182,261	-.6	65,935	1,165,910	1,385,325	7,601	21,010	600	4,591	6,444
Johnstown	35,496	33,290	-6.2	14,083	218,504	298,974	8,981	21,229	*	*	*
CAMERON	6,674	6,691	.3	2,662	50,712	65,458	9,783	24,590	26	50	112
CARBON	53,285	53,644	.7	20,698	350,379	450,733	8,402	21,777	192	1,343	893
Jim Thorpe	5,263	5,127	-2.6	1,738	37,861	42,549	8,299	24,482	*	*	*
Lansford	4,466	4,185	-6.3	1,742	29,933	33,279	7,952	19,104	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Lehighton	5,826	5,657	–2.9	1,952	42,681	47,926	8,472	24,552	*	*	*
Mauch Chunk-East Mauch Chunk											
Palmerton	5,455	5,326	–2.4	1,918	39,797	44,751	8,402	23,332	*	*	*
CENTRE	112,760	114,148	1.2	38,211	891,919	961,761	8,426	25,170	824	5,806	19,957
Bellefonte	6,300	5,926	–5.9	2,305	51,358	57,110	9,637	24,777	*	*	*
State College	36,130	35,856	–.8	9,586	251,326	308,515	8,604	32,184	*	*	*
CHESTER	316,660	327,350	3.4	113,321	2,790,083	3,718,153	11,358	32,811	1,771	127,811	42,465
Coatesville	10,698	10,049	–6.1	3,912	76,341	119,666	11,908	30,589	*	*	*
Phoenixville	14,165	13,767	–2.8	5,534	110,922	179,980	13,073	32,523	*	*	*
West Chester	17,435	16,607	–4.8	5,758	125,624	194,568	11,716	33,791	*	*	*
CLARION	43,362	43,720	.8	14,939	314,292	351,493	8,040	23,529	602	2,600	
CLEARFIELD	83,578	83,803	.3	30,519	598,990	681,113	8,128	22,318	464	1,859	4,498
Clearfield	7,580	7,103	–6.3	2,850	66,086	86,445	12,170	30,332	*	*	*
Curwensville	3,116	2,976	–4.5	1,094	21,659	24,258	8,151	22,174	*	*	*
Du Bois	9,290	8,677	–6.6	3,305	74,595	97,110	11,192	29,383	*	*	*
CLINTON	38,971	40,255	3.3	14,619	228,855	309,916	7,699	21,200	288	2,455	6,606
Lock Haven	9,617	9,184	–4.5	2,899	51,023	75,634	8,235	26,090	*	*	*
Renovo	1,812	1,627	–10.2	645	11,142	11,811	7,259	18,312	*	*	*
COLUMBIA	61,967	63,223	2.0	23,124	373,899	494,930	7,828	21,403	906	11,327	7,932
Berwick	11,850	11,456	–3.3	4,649	73,012	110,935	9,684	23,862	*	*	*
Bloomsburg	11,717	11,500	–1.9	3,627	68,918	98,883	8,599	27,263	*	*	*
CRAWFORD	88,869	89,331	.5	32,617	600,042	772,237	8,645	23,676	1,540	6,656	26,652
Meadville	15,544	14,783	–4.9	5,081	100,112	144,220	9,756	28,384	*	*	*
Titusville	6,884	6,550	–4.9	2,107	37,521	55,823	8,523	26,494	*	*	*
CUMBERLAND	178,037	183,446	3.0	67,577	2,003,160	2,059,072	11,224	30,470	1,139	10,089	30,366
Carlisle	18,314	18,190	–.7	7,238	195,002	236,052	12,977	32,613	*	*	*
DAUPHIN	232,317	236,309	1.7	93,788	2,473,946	2,478,082	10,487	26,422	801	7,192	15,835
Harrisburg	53,264	48,837	–8.3	23,117	513,035	587,307	12,026	25,406	*	*	*
DELAWARE	555,007	556,953	.4	201,870	4,938,042	6,436,670	11,557	31,885	118	5,542	1,226
Chester	45,794	43,973	–4.0	17,100	292,392	438,273	9,967	25,630	*	*	*
ELK	38,338	38,713	1.0	13,606	228,986	300,478	7,762	22,084	160	307	
Ridgeway	5,604	5,473	–2.3	1,771	38,480	42,628	7,789	24,070	*	*	*
St. Marys	6,417	6,095	–5.0	1,873	43,423	47,539	7,800	25,381	*	*	*
ERIE	279,780	282,414	.9	102,210	1,992,803	2,501,935	8,859	24,478	1,532	28,010	22,216
Corry	7,149	6,955	–2.7	2,750	52,981	59,033	8,488	21,467	*	*	*
Erie	119,123	114,135	–4.2	43,928	816,572	1,140,307	9,991	25,959	*	*	*
FAYETTE	160,395	158,922	–.9	58,969	1,131,587	1,250,862	7,871	21,212	944	4,265	
Brownsville	4,043	3,701	–8.5	1,615	25,359	27,942	7,550	17,302	*	*	*
Connellsville	10,319	9,649	–6.5	3,680	70,783	90,428	9,372	24,573	*	*	*
South Connelsville	2,296	2,211	–3.7	792	15,536	17,403	7,871	21,973	*	*	*
Uniontown	14,510	13,594	–6.3	5,746	114,730	148,541	10,927	25,851	*	*	*
FOREST	5,072	5,011	–1.2	1,952	29,482	41,628	8,307	21,326	52	81	501
FRANKLIN	113,629	114,736	1.0	42,196	777,656	1,010,789	8,810	23,955	1,514	15,842	61,576
Chambersburg	16,174	15,277	–5.6	6,441	121,061	181,478	11,879	28,175	*	*	*
Waynesboro	9,726	9,319	–4.2	3,900	65,496	96,350	10,339	24,705	*	*	*
FULTON	12,842	13,046	1.6	4,768	84,734	93,691	7,182	19,650	520	1,797	8,378
GREENE	40,355	40,659	.8	14,863	279,816	312,566	7,687	21,030	821	1,193	5,359
Waynesburg	4,482	4,129	–7.9	1,668	27,113	29,859	7,232	17,901	*	*	*
HUNTINGDON	42,253	43,262	2.4	15,474	295,105	309,960	7,165	20,031	659	2,661	
Huntingdon	7,042	7,030	–.2	2,409	43,585	48,389	6,883	20,087	*	*	*
Mt. Union	3,101	2,909	–6.2	1,136	19,090	20,788	7,146	18,299	*	*	*
INDIANA	92,281	94,139	2.0	32,029	708,998	795,894	8,454	24,849	973	6,933	15,065
Indiana	16,051	15,548	–3.1	4,428	120,669	155,097	9,975	35,026	*	*	*
JEFFERSON	48,303	48,632	.7	18,232	367,614	407,315	8,375	22,341	544	2,285	7,031
Punxsutawney	7,479	7,160	–4.3	2,719	53,522	70,322	9,822	25,863	*	*	*
JUNIATA	19,188	19,247	.3	6,988	131,970	145,564	7,563	20,831	619	3,169	13,446
LACKAWANNA	227,908	226,638	–.6	85,366	1,485,212	1,962,626	8,660	22,991	359	2,628	
Carbondale	11,255	10,748	–4.5	4,120	68,703	97,949	9,113	23,774	*	*	*
Scranton	88,117	83,230	–5.6	32,778	579,298	824,154	9,902	25,144	*	*	*
LANCASTER	362,346	365,543	.9	130,753	2,843,350	3,481,020	9,523	26,623	4,915	50,054	224,901
Columbia	10,466	9,854	–5.9	3,866	78,955	111,612	11,327	28,870	*	*	*
Lancaster	54,725	51,865	–5.2	20,885	373,140	530,700	10,232	25,411	*	*	*
LAWRENCE	107,150	108,129	.9	39,586	737,367	935,015	8,647	23,620	776	4,199	10,844
Ellwood City	9,998	9,774	–2.3	3,959	69,799	100,725	10,305	25,442	*	*	*
New Castle	33,621	32,248	–4.1	12,696	217,978	306,454	9,503	24,138	*	*	*
LEBANON	109,829	109,294	–.5	39,954	821,458	1,050,920	9,616	26,303	929	8,340	36,017
Lebanon	25,711	23,780	–7.5	9,972	192,509	285,261	11,996	28,606	*	*	*
LEHIGH	273,582	278,546	1.8	108,334	2,352,960	2,994,569	10,751	27,642	615	15,822	5,416
Allentown	103,758	100,979	–2.7	42,863	862,159	1,228,189	12,163	28,654	*	*	*
LUZERNE	343,079	343,517	.1	131,428	2,196,847	2,909,413	8,469	22,137	550	5,721	4,941
Hazleton	27,318	26,222	–4.0	10,627	180,893	269,583	10,281	25,368	*	*	*
Pittston	9,930	9,516	–4.2	3,572	60,934	89,975	9,455	25,189	*	*	*
West Hazleton	4,871	4,504	–7.5	1,909	35,507	38,932	8,644	20,394	*	*	*
Wilkes-Barre	51,551	49,058	–4.8	19,651	327,647	485,676	9,900	24,715	*	*	*
LYCOMING	118,416	119,108	.6	44,311	773,558	994,151	8,347	22,436	939	8,452	13,811
Jersey Shore	4,631	4,353	–6.0	1,555	32,994	36,442	8,372	23,435	*	*	*
Williamsport	33,401	31,522	–5.6	11,977	204,628	297,543	9,439	24,843	*	*	*
MCKEAN	50,635	50,546	–.2	19,084	335,294	425,585	8,420	22,301	262	564	
Bradford	11,211	10,795	–3.7	4,161	71,981	103,807	9,616	24,948	*	*	*
Kane	4,916	4,916		1,838	36,467	40,845	8,309	22,223	*	*	*
MERCER	128,299	129,620	1.0	47,176	937,074	1,213,533	9,362	25,724	1,459	7,566	17,318
Farrell	8,645	7,971	–7.8	3,095	61,026	89,781	11,263	29,008	*	*	*
Greenville	7,730	7,429	–3.9	2,806	56,618	63,285	8,519	22,553	*	*	*
Sharon	19,057	17,979	–5.7	7,176	143,307	209,838	11,671	29,242	*	*	*
Sharpsville	5,375	5,144	–4.3	1,962	45,105	50,355	9,789	25,665	*	*	*
Wheatland	1,132	1,049	–7.3	416	8,887	9,821	9,362	23,608	*	*	*
MIFFLIN	46,908	47,756	1.8	17,905	366,744	392,168	8,212	21,903	641	2,159	18,761
Lewistown	9,830	9,447	–3.9	4,177	80,824	99,377	10,519	23,791	*	*	*

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PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONROE	69,409	70,858	2.1	26,876	495,480	681,622	9,620	25,362	187	1,182	
East Stroudsbor.	8,039	7,313	-9.0	1,654	56,216	63,137	8,634	38,172	*	*	*
Stroudsburg	5,148	4,555	-11.5	1,547	27,675	45,511	9,991	29,419	*	*	*
MONTGOMERY	643,621	659,436	2.5	239,382	6,540,178	8,543,448	12,956	35,690	747	11,214	12,880
Hatboro	7,579	7,250	-4.4	2,810	68,156	74,624	10,293	26,557	*	*	*
Jenkintown	4,942	4,674	-5.4	2,004	58,331	87,966	18,820	43,895	*	*	*
Lansdale	16,526	16,071	-2.8	6,333	141,673	154,870	9,637	24,454	*	*	*
Norristown	34,684	33,901	-2.3	13,005	250,893	392,060	11,565	30,147	*	*	*
Pottstown	22,729	22,110	-2.7	9,226	176,367	275,108	12,443	29,819	*	*	*
MONTOUR	16,675	17,009	2.0	5,881	101,524	137,060	8,058	23,306	332	2,861	4,785
Danville	5,239	5,004	-4.5	2,098	35,861	39,617	7,917	18,883	*	*	*
NORTHAMPTON	225,418	230,640	2.3	85,727	1,806,696	2,318,194	10,051	27,042	636	12,423	14,387
Bangor	5,006	4,878	-2.6	2,025	43,268	48,323	9,906	23,863	*	*	*
1Bethlehem	70,419	69,835	-.8	27,066	596,974	856,044	12,258	31,628	*	*	*
Easton	26,027	24,748	-4.9	9,551	175,711	240,628	9,723	25,194	*	*	*
Wilson	7,564	7,282	-3.7	2,973	64,537	71,838	9,865	24,163	*	*	*
NORTHUMBERLAN	100,381	101,904	1.5	40,215	572,627	764,020	7,497	18,998	793	9,758	12,477
Milton	6,730	6,463	-4.0	2,547	45,564	49,944	7,728	19,609	*	*	*
Mount Carmel	8,190	7,888	-3.7	3,630	51,703	56,739	7,193	15,631	*	*	*
Shamokin	10,357	9,995	-3.5	4,717	59,409	91,042	9,109	19,301	*	*	*
Sunbury	12,292	12,141	-1.2	5,201	70,661	109,743	9,039	21,100	*	*	*
PERRY	35,718	36,860	3.2	13,361	306,474	309,044	8,384	23,130	734	4,371	12,175
PHILADELPHIA	1,688,210	1,677,052	-.7	643,805	11,753,465	15,158,317	9,039	23,545	N.A.	N.A.	N.A.
Philadelphia	1,688,210	1,677,052	-.7	643,805	11,753,465	15,158,317	9,039	23,545	*	*	*
PIKE	18,271	19,418	6.3	7,941	130,403	177,918	9,163	22,405	34	305	176
POTTER	17,726	17,778	.3	6,420	107,328	127,345	7,163	19,836	349	2,055	
SCHUYLKILL	160,630	160,163	-.3	62,567	921,471	1,213,621	7,577	19,397	773	8,344	10,341
Ashland	4,235	4,046	-4.5	1,679	26,772	29,374	7,260	17,495	*	*	*
Mahanoy City	6,167	5,791	-6.1	2,749	39,406	42,924	7,412	15,614	*	*	*
Pottsville	18,195	17,580	-3.4	6,951	110,961	169,820	9,660	24,431	*	*	*
Shenandoah	7,589	7,312	-3.7	3,494	46,929	51,661	7,065	14,786	*	*	*
SNYDER	33,584	34,136	1.6	11,385	242,392	260,878	7,642	22,914	758	5,020	13,551
SOMERSET	81,243	81,823	.7	30,029	488,911	590,801	7,220	19,674	1,131	5,560	27,291
Somerset	6,474	6,442	-.5	2,668	49,961	71,579	11,111	26,829	*	*	*
SULLIVAN	6,349	6,836	7.7	2,406	36,563	48,557	7,103	20,182	196	664	3,827
SUSQUEHANNA	37,876	38,422	1.4	13,852	207,516	280,710	7,306	20,265	1,027	2,765	30,492
TIOGA	40,973	42,377	3.4	14,929	264,947	320,804	7,570	21,489	970	3,614	27,134
UNION	32,870	33,301	1.3	10,544	242,699	260,920	7,835	24,746	505	3,865	13,008
VENANGO	64,444	65,367	1.4	24,093	411,609	533,529	8,162	22,145	506	1,395	3,985
Franklin	8,146	7,989	-1.9	205	3,110	884	111	4,312	*	*	*
Oil City	13,881	13,505	-2.7	4,883	85,248	128,984	9,551	26,415	*	*	*
WARREN	47,449	48,285	1.8	17,802	334,979	444,835	9,213	24,988	477	1,178	
Warren	12,146	12,075	-.6	4,115	76,386	116,725	9,667	28,366	*	*	*
WASHINGTON	217,074	218,342	.6	80,964	1,540,842	1,924,351	8,813	23,768	1,577	5,368	17,188
Charleroi	5,717	5,364	-6.2	2,578	45,912	64,166	11,962	24,890	*	*	*
Donora	7,524	7,065	-6.1	2,909	54,016	59,478	8,419	20,446	*	*	*
Monongahela	5,950	5,551	-6.7	2,406	43,757	48,067	8,659	19,978	*	*	*
Washington	18,363	17,748	-3.4	7,311	123,191	179,629	10,121	24,570	*	*	*
WAYNE	35,237	36,359	3.2	13,363	237,165	282,086	7,758	21,109	804	1,970	20,359
WESTMORELAND	392,294	393,988	.4	146,352	3,063,602	3,804,335	9,656	25,994	1,395	7,300	15,299
Arnold	6,853	6,361	-7.2	2,892	52,213	57,982	9,115	20,049	*	*	*
Greensburg	17,558	17,974	2.4	7,534	152,893	225,080	12,523	29,875	*	*	*
Irwin	4,995	5,282	5.7	2,489	51,961	76,592	14,501	30,772	*	*	*
Latrobe	10,799	10,347	-4.2	4,226	89,922	128,739	12,442	30,464	*	*	*
Monessen	11,928	10,830	-9.2	4,522	92,148	129,191	11,929	28,569	*	*	*
New Kensington	17,660	16,595	-6.0	6,922	138,813	196,401	11,835	28,373	*	*	*
Vandergrift	6,823	6,405	-6.1	2,692	52,779	58,810	9,182	21,846	*	*	*
WYOMING	26,433	27,180	2.8	9,571	163,537	201,479	7,413	21,051	394	1,696	10,744
YORK	312,963	318,057	1.6	119,448	2,388,610	3,009,767	9,463	25,197	2,349	26,397	36,599
Hanover	14,890	14,169	-4.9	6,060	117,707	172,846	12,199	28,522	*	*	*
York	44,619	41,379	-7.3	17,959	300,480	438,470	10,596	24,415	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1981 Cash Receipts as follows: From Crops $758,011,000; from Livestock & Livestock Products $2,147,612,000; Total $2,905,623,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	947,154	962,430	1.6	359,696	7,347,451	9,378,460	9,745	26,073	865	15,678	7,493
STANDARD METROPOLITAN STATISTICAL AREAS											
Fall River, Mass.-R	176,831	177,503	.4	66,227	1,110,501	1,495,160	8,423	22,576	N.A.	N.A.	N.A.
New London-Norwich, Conn-R.I.	248,554	251,691	1.3	90,597	2,205,592	2,795,821	11,108	30,860	N.A.	N.A.	N.A.
Providence-Warwick-Pawtucket, R.I.-Mass.	919,216	936,129	1.8	349,142	7,111,213	9,269,030	9,901	26,548	N.A.	N.A.	N.A.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
BRISTOL	46,942	47,015	.2	16,133	371,701	502,401	10,686	31,141	37	676	582
KENT	154,163	158,227	2.6	58,160	1,273,540	1,707,010	10,788	29,350	55	316	
West Warwick	27,026	27,979	3.5	10,753	201,878	275,469	9,846	25,618	*	*	*
NEWPORT	81,383	81,293	–.1	29,351	732,720	679,816	8,363	23,162	142	5,341	2,264
Newport	29,259	28,467	–2.7	10,299	236,426	241,614	8,488	23,460	*	*	*
PROVIDENCE	571,349	578,960	1.3	222,305	4,287,044	5,576,255	9,632	25,084	267	2,251	2,003
Central Falls	16,995	16,701	–1.7	7,140	108,776	141,566	8,476	19,827	*	*	*
Pawtucket	71,204	70,430	–1.1	28,729	517,832	682,744	9,694	23,765	*	*	*
Providence	156,804	152,138	–3.0	63,936	1,139,873	1,464,388	9,625	22,904	*	*	*
Woonsocket	45,914	46,392	1.0	18,095	299,758	394,871	8,512	21,822	*	*	*
WASHINGTON	93,317	96,935	3.9	33,747	682,446	912,978	9,418	27,054	172	6,640	
Westerly	18,580	19,077	2.7	6,695	140,432	203,451	10,665	30,388	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1981 Cash Receipts as follows: From Crops $19,556,000; from Livestock & Livestock Products $14,154,000; Total $33,710,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,119,208	3,263,153	4.6	1,126,507	19,563,768	24,456,893	7,495	21,710	33,450	550,797	183,794
STANDARD METROPOLITAN STATISTICAL AREAS											
Anderson, S.C.	133,235	139,108	4.4	51,244	721,056	1,018,596	7,322	19,877	1,153	5,521	9,112
Augusta, Ga.-S.C.	327,372	348,742	6.5	121,143	2,375,089	2,773,469	7,953	22,894	1,093	10,269	4,387
Charleston-North Charleston, S.C.	430,301	450,664	4.7	150,807	3,107,419	3,843,197	8,528	25,484	1,296	25,096	896
Columbia, S.C.	408,176	430,429	5.5	146,145	3,014,731	3,538,018	8,220	24,209	1,293	11,585	4,245
Florence, S.C.	110,163	114,549	4.0	38,863	694,388	772,976	6,748	19,890	1,575	51,790	2,954
Greenville-Spartanburg, S...	568,758	601,372	5.7	218,352	3,945,078	5,122,965	8,519	23,462	2,281	17,249	15,029
Rock Hill, S.C.	106,720	113,833	6.7	38,968	608,390	856,179	7,521	21,971	620	3,884	4,779
COUNTIES, Cities											
ABBEVILLE	22,627	23,085	2.0	8,199	137,235	169,825	7,357	20,713	474	1,094	2,638
AIKEN	105,625	109,723	3.9	39,693	760,295	1,097,084	9,999	27,639	745	8,338	4,387
Aiken	14,978	15,362	2.6	6,084	130,415	211,127	13,743	34,702	*	*	*
ALLENDALE	10,700	11,231	5.0	3,768	47,642	56,514	5,032	14,998	207	10,081	
ANDERSON	133,235	139,108	4.4	51,244	721,056	1,018,596	7,322	19,877	1,153	5,521	9,112
Anderson	27,965	27,232	–2.6	10,115	156,847	257,759	9,465	25,483	*	*	*
BAMBERG	18,118	18,789	3.7	6,071	82,743	99,530	5,297	16,394	332	7,221	
BARNWELL	19,868	19,948	.4	6,782	105,945	126,440	6,338	18,643	342	9,016	2,704
BEAUFORT	65,364	70,070	7.2	22,667	445,211	456,175	6,510	20,125	162	9,413	
Beaufort	8,634	8,280	–4.1	2,622	56,135	61,473	7,424	23,445	*	*	*
BERKELEY	94,727	102,878	8.6	32,903	626,184	795,859	7,736	24,188	522	4,001	
CALHOUN	12,206	12,660	3.7	4,291	55,989	66,817	5,278	15,571	396	10,128	
CHARLESTON	277,308	283,902	2.4	97,005	2,154,861	2,628,978	9,260	27,101	256	15,922	896
Charleston	69,510	69,370	–.2	25,820	568,799	764,051	11,014	29,591	*	*	*
CHEROKEE	40,983	42,603	4.0	14,872	217,668	297,450	6,982	20,001	450	6,487	2,256
CHESTER	30,148	31,163	3.4	10,752	151,596	207,054	6,644	19,257	393	1,849	3,602
CHESTERFIELD	38,161	40,351	5.7	14,208	213,084	258,434	6,405	18,189	618	13,590	1,873
CLARENDON	27,464	27,781	1.2	8,873	102,435	125,819	4,529	14,180	648	25,819	3,898
COLLETON	31,676	32,736	3.3	11,151	177,885	182,216	5,566	16,341	675	7,172	3,578
DARLINGTON	62,717	63,571	1.4	21,233	341,053	412,909	6,495	19,447	688	28,674	4,258
DILLON	31,083	31,176	.3	9,762	143,186	155,642	4,992	15,944	563	29,786	
DORCHESTER	58,266	63,884	9.6	20,899	326,374	418,360	6,549	20,018	518	5,173	
EDGEFIELD	17,528	18,436	5.2	6,089	90,443	113,193	6,140	18,590	264	13,201	
FAIRFIELD	20,700	21,221	2.5	6,837	93,799	117,542	5,539	17,192	201	132	1,415
FLORENCE	110,163	114,549	4.0	38,863	694,388	772,976	6,748	19,890	1,575	51,790	2,954
Florence	29,176	29,511	1.1	10,601	212,655	273,254	9,259	25,776	*	*	*
GEORGETOWN	42,461	43,033	1.3	14,154	244,879	255,337	5,934	18,040	326	6,614	621
GREENVILLE	287,913	304,925	5.9	112,549	2,161,888	2,810,764	9,218	24,974	700	3,671	5,770
Greenville	58,242	56,973	–2.2	22,607	444,239	661,642	11,613	29,267	*	*	*
GREENWOOD	57,847	60,518	4.6	22,185	327,321	454,495	7,510	20,487	342	1,107	2,498
Greenwood	21,613	21,679	.3	8,111	118,967	186,364	8,597	22,977	*	*	*
HAMPTON	18,159	18,244	.5	6,268	81,812	99,256	5,440	15,835	388	11,053	
HORRY	101,419	107,016	5.5	38,433	616,037	715,555	6,686	18,618	1,878	61,028	7,248
Myrtle Beach	18,758	19,793	5.5	7,146	165,423	227,218	11,480	31,797	*	*	*
JASPER	14,504	15,566	7.3	5,106	72,095	72,486	4,657	14,196	206	1,858	
KERSHAW	39,015	41,001	5.1	14,501	248,899	302,610	7,381	20,868	342	2,179	1,312
Camden	7,462	7,167	–4.0	2,677	57,021	78,957	11,017	29,495	*	*	*
LANCASTER	53,361	55,892	4.7	19,554	301,921	430,648	7,705	22,024	432	1,843	1,561
LAURENS	52,214	54,396	4.2	18,518	270,170	372,532	6,849	20,117	648	2,039	6,114
LEE	18,929	19,160	1.2	5,892	78,248	90,446	4,721	15,351	363	22,862	1,965
LEXINGTON	140,353	148,904	6.1	52,820	1,030,135	1,223,148	8,214	23,157	937	7,563	2,591
MCCORMICK	7,797	7,928	1.7	2,572	33,387	41,951	5,291	16,311	99	118	
MARION	34,179	34,713	1.6	11,483	167,201	184,340	5,310	16,053	471	23,194	
MARLBORO	31,634	33,180	4.9	10,741	148,905	178,052	5,366	16,577	275	18,554	
NEWBERRY	31,111	31,920	2.6	11,634	193,594	238,458	7,470	20,497	628	2,513	10,604

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OCONEE	48,611	50,436	3.8	18,839	246,849	362,544	7,188	19,244	549	3,385	2,966
ORANGEBURG	82,276	86,581	5.2	28,250	404,516	498,503	5,758	17,646	1,493	25,777	23,405
Orangeburg	14,933	15,496	3.8	4,989	101,155	144,383	9,317	28,940	*	*	*
PICKENS	79,292	83,145	4.9	28,516	519,737	680,395	8,183	23,860	449	675	1,632
RICHLAND	267,823	281,525	5.1	93,325	1,984,596	2,314,870	8,223	24,804	356	4,022	1,654
Columbia	99,969	95,614	−4.4	29,987	659,441	860,086	8,995	28,682	*	*	*
SALUDA	16,150	16,998	5.3	5,773	87,594	106,735	6,279	18,489	649	5,943	7,079
SPARTANBURG	201,553	213,302	5.8	77,287	1,263,453	1,631,806	7,650	21,114	1,132	12,903	7,627
Spartanburg	43,826	43,827		16,630	308,410	461,601	10,532	27,757	*	*	*
SUMTER	88,243	91,207	3.4	29,459	460,453	554,757	6,082	18,831	683	22,251	7,190
Sumter	24,890	24,920	.1	8,899	152,925	209,284	8,398	23,518	*	*	*
UNION	30,751	31,499	2.4	11,317	159,281	224,200	7,118	19,811	299	368	
Union	10,523	10,486	−.4	3,956	59,668	94,686	9,030	23,935	*	*	*
WILLIAMSBURG	38,226	39,366	3.0	12,201	163,335	179,413	4,558	14,705	1,267	33,932	4,148
YORK	106,720	113,833	6.7	38,968	608,390	856,179	7,521	21,971	620	3,884	4,779
Rock Hill	35,344	35,607	.7	12,254	202,167	324,728	9,120	26,500	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1981 Cash Receipts as follows: From Crops $718,767,000; from Livestock & Livestock Products $398,576,000; Total $1,117,343,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	690,178	692,283	.3	254,135	4,538,611	5,996,313	8,662	23,595	39,667	568,071	1,315,918
STANDARD METROPOLITAN STATISTICAL AREAS											
Sioux Falls, S.D.	109,435	110,739	1.2	42,350	736,345	1,210,518	10,931	28,584	1,490	22,087	47,068
COUNTIES, Cities											
AURORA	3,628	3,574	−1.5	1,323	19,514	23,593	6,601	17,833	501	3,877	18,578
BEADLE	19,195	18,792	−2.1	7,542	148,876	191,884	10,211	25,442	933	10,857	36,101
Huron	13,000	12,680	−2.5	5,159	105,469	145,021	11,437	28,110	*	*	*
BENNETT	3,236	3,108	−4.0	1,028	16,608	23,915	7,695	23,264	298	4,418	10,408
BON HOMME	8,059	7,986	−.9	2,968	49,899	55,763	6,983	18,788	879	8,959	30,042
BROOKINGS	24,332	25,004	2.8	8,647	192,698	217,133	8,684	25,111	1,114	14,262	37,601
Brookings	14,951	15,335	2.6	4,910	121,247	144,564	9,427	29,443	*	*	*
BROWN	36,962	37,090	.3	13,975	267,989	344,224	9,281	24,631	1,235	27,894	52,327
Aberdeen	25,851	25,691	−.6	9,764	197,773	266,446	10,371	27,289	*	*	*
BRULE	5,245	5,053	−3.7	1,930	36,112	40,516	8,018	20,993	455	3,691	19,245
BUFFALO	1,795	1,694	−5.6	409	6,551	7,393	4,364	18,076	101	1,420	6,433
BUTTE	8,372	8,236	−1.6	3,089	47,095	72,387	8,789	23,434	487	4,139	22,911
Belle Fourche	4,692	4,664	−.6	1,779	36,833	41,648	8,930	23,411	*	*	*
CAMPBELL	2,243	2,285	1.9	815	18,329	22,656	9,915	27,799	381	5,362	8,745
CHARLES MIX	9,680	9,591	−.9	3,380	53,616	60,562	6,314	17,918	922	12,009	41,993
CLARK	4,894	4,993	2.0	1,945	29,974	36,918	7,394	18,981	714	13,154	
CLAY	13,135	13,708	4.4	4,650	91,513	106,129	7,742	22,823	609	17,781	21,502
CODINGTON	20,885	20,951	.3	8,015	175,374	195,614	9,337	24,406	699	9,642	18,192
Watertown	15,649	15,698	.3	6,277	135,093	160,440	10,220	25,560	*	*	*
CORSON	5,196	5,213	.3	1,541	20,396	30,137	5,781	19,557	489	5,904	16,140
CUSTER	6,000	6,445	7.4	2,344	41,739	57,162	8,869	24,387	272	521	
DAVISON	17,820	17,843	.1	6,988	135,087	151,619	8,497	21,697	508	4,689	18,824
Mitchell	13,916	13,965	.4	5,663	111,985	129,651	9,284	22,894	*	*	*
DAY	8,133	8,082	−.6	3,068	45,462	56,685	7,014	18,476	851	13,712	15,924
DEUEL	5,289	5,174	−2.2	1,938	44,551	51,616	9,976	26,634	747	9,681	19,708
DEWEY CO.	5,366	5,564	3.7	1,659	20,645	32,152	5,779	19,380	372	4,166	10,770
DOUGLAS	4,181	4,072	−2.6	1,425	21,549	24,210	5,945	16,989	529	4,689	19,582
EDMUNDS	5,159	4,974	−3.6	1,836	29,127	38,332	7,706	20,878	563	8,878	17,877
FALL RIVER	8,439	8,808	4.4	3,360	53,756	76,907	8,731	22,889	307	2,200	37,935
FAULK	3,327	3,390	1.9	1,227	24,808	28,433	8,387	23,173	399	7,356	15,000
GRANT	9,013	8,914	−1.1	3,285	61,885	70,076	7,861	21,332	735	10,545	22,880
GREGORY	6,015	5,971	−.7	2,346	33,814	37,211	6,232	15,861	689	5,829	25,708
HAAKON	2,794	2,807	.5	1,028	19,032	25,458	9,069	24,765	313	6,447	12,406
HAMLIN	5,261	5,189	−1.4	1,943	36,388	39,837	7,677	20,503	581	8,964	
HAND	4,948	4,972	.5	1,835	38,008	46,702	9,393	25,451	650	8,798	26,627
HANSON	3,415	3,384	−.9	1,224	18,076	20,370	6,020	16,642	462	4,845	15,683
HARDING	1,700	1,692	−.5	612	9,699	13,428	7,936	21,941	308	2,965	14,986
HUGHES	14,220	14,313	.7	5,450	125,098	162,819	11,376	29,875	244	5,400	5,269
Pierre	11,973	12,075	.9	4,618	121,443	139,050	11,516	30,110	*	*	*
HUTCHINSON	9,350	9,138	−2.3	3,462	59,651	63,735	6,975	18,410	1,120	13,046	40,043
HYDE	2,069	1,971	−4.7	707	10,350	12,879	6,534	18,216	246	2,373	9,653
JACKSON	3,437	3,332	−3.1	1,035	13,938	20,603	6,183	19,906	154	2,515	
JERAULD	2,929	2,771	−5.4	1,116	15,189	18,237	6,581	16,341	362	2,599	14,180
JONES	1,463	1,483	1.4	608	9,200	13,341	8,996	21,942	222	4,794	5,610
KINGSBURY	6,679	6,657	−.3	2,648	50,827	57,638	8,658	21,767	768	11,757	24,793
LAKE	10,724	10,793	.6	4,098	73,565	79,043	7,324	19,288	753	10,119	24,819
Madison	6,210	6,364	2.5	2,100	41,432	46,281	7,272	22,039	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAWRENCE	18,339	18,345		7,091	111,176	164,294	8,956	23,169	258	686	5,698
Deadwood	2,035	1,875	-7.9	780	15,201	16,793	8,956	21,529	*	*	*
Lead	4,330	3,915	-9.6	1,513	34,182	37,501	9,579	24,786	*	*	*
LINCOLN	13,942	14,074	.9	5,018	94,245	96,242	6,838	19,179	1,187	20,436	34,501
LYMAN	3,864	3,786	-2.0	1,328	24,073	35,375	9,344	26,638	437	8,878	12,137
MCCOOK	6,444	6,484	.6	2,352	37,150	41,505	6,401	17,647	793	8,190	22,259
MCPHERSON	4,027	3,839	-4.7	1,514	24,363	28,779	7,496	19,009	522	6,956	16,596
MARSHALL	5,404	5,261	-2.7	2,035	29,381	38,459	7,310	18,899	551	10,682	17,941
MEADE	20,717	20,750	.2	6,679	125,026	184,472	8,890	27,620	722	4,919	28,419
MELLETTE	2,249	2,193	-2.5	715	10,072	15,073	6,873	21,081	250	2,502	9,545
MINER	3,739	3,780	1.1	1,428	23,103	24,342	6,440	17,046	546	4,608	13,466
MINNEHAHA	109,435	110,739	1.2	42,350	736,345	1,210,518	10,931	28,584	1,490	22,087	47,068
Sioux Falls	81,343	81,688	.4	32,509	580,507	994,275	12,172	30,585	*	*	*
MOODY	6,692	6,662	-.5	2,446	44,394	45,511	6,831	18,606	782	16,889	24,434
PENNINGTON	70,133	70,321	.3	26,289	439,874	670,541	9,535	25,507	570	4,390	15,929
Rapid City	46,492	45,008	-3.2	16,834	293,752	479,285	10,649	28,471	*	*	*
PERKINS	4,700	4,812	2.4	1,850	29,296	43,473	9,034	23,499	645	6,815	19,397
POTTER	3,674	3,568	-2.9	1,321	24,402	30,938	8,671	23,420	365	7,434	17,659
ROBERTS	10,911	10,541	-3.4	3,772	64,592	70,210	6,661	18,613	1,112	20,284	20,614
SANBORN	3,213	3,064	-4.6	1,115	18,708	20,953	6,838	18,792	493	3,345	20,505
SHANNON	11,323	11,609	2.5	2,444	31,395	46,698	4,023	19,107	155	1,594	
SPINK	9,201	9,139	-.7	3,360	57,391	73,663	8,060	21,924	898	22,449	26,497
STANLEY	2,533	2,623	3.6	931	14,373	23,753	9,056	25,513	177	6,175	13,229
SULLY	1,990	2,099	5.5	820	12,702	18,059	8,604	22,023	314	11,790	7,126
TODD	7,328	7,789	6.3	2,101	28,632	43,603	5,598	20,753	250	1,864	11,392
TRIPP	7,268	6,930	-4.7	2,537	53,504	59,910	8,645	23,615	772	10,875	25,737
TURNER	9,255	9,520	2.9	3,698	56,314	64,108	6,734	17,336	1,155	17,559	43,532
UNION	10,938	11,357	3.8	4,300	82,998	88,122	7,759	20,493	784	19,681	24,925
WALWORTH	7,011	6,742	-3.8	2,541	46,787	58,831	8,726	23,153	416	7,453	9,449
1WASHABAUGH											
YANKTON	18,952	19,046	.5	6,988	143,125	158,535	8,324	22,687	788	11,338	24,952
Yankton	12,011	12,116	.9	4,620	95,342	113,708	9,385	24,612	*	*	*
ZIEBACH	2,308	2,193	-5.0	613	9,202	13,029	5,941	21,254	212	2,413	7,360

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1981 Cash Receipts as follows: From Crops $923,889,000; from Livestock & Livestock Products $1,865,430,000; Total $2,789,319,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TENNESSEE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,590,750	4,692,156	2.2	1,723,326	30,481,729	38,655,113	8,238	22,431	96,792	673,812	650,361
STANDARD METROPOLITAN STATISTICAL AREAS											
Chattanooga, Tenn.-Ga.	426,540	435,366	2.1	160,852	2,589,847	3,723,326	8,552	23,148	2,000	6,009	14,613
Clarksville-Hopkinsville, Tenn-Ky.	150,220	151,640	.9	49,373	817,532	940,131	6,200	19,041	2,694	50,726	9,238
Johnson City-Kingsport-Bristol, Tenn.-Va.	433,638	441,724	1.9	164,243	2,239,665	3,265,766	7,393	19,884	10,771	37,449	26,830
Knoxville, Tenn.	476,517	487,539	2.3	187,080	4,493,287	4,922,356	10,096	26,312	3,416	10,349	9,890
Memphis, Tenn.-Ark.-Miss.	912,887	938,406	2.8	335,422	6,749,686	8,955,619	9,543	26,700	2,564	135,484	3,525
Nashville-Davidson, Tenn.	850,505	868,894	2.2	315,446	6,879,611	8,080,067	9,299	25,615	11,014	69,670	81,111
COUNTIES, Cities											
ANDERSON	67,346	68,967	2.4	26,409	614,590	743,440	10,780	28,151	440	488	2,150
Oak Ridge	27,662	27,019	-2.3	11,223	356,660	470,547	17,415	41,927	*	*	*
BEDFORD	27,916	28,612	2.5	10,713	182,537	199,508	6,973	18,623	1,301	4,699	13,657
Shelbyville	13,530	13,814	2.1	5,338	89,395	109,919	7,957	20,592	*	*	*
BENTON	14,901	15,581	4.6	6,095	93,176	111,848	7,178	18,351	459	2,094	2,585
BLEDSOE	9,478	9,523	.5	3,083	41,944	47,869	5,027	15,527	467	2,791	5,703
BLOUNT	77,770	79,708	2.5	30,354	689,139	755,818	9,482	24,900	1,066	4,260	
Alcoa	6,870	6,314	-8.1	2,428	68,591	83,537	13,230	34,406	*	*	*
Maryville	17,480	17,908	2.4	7,043	168,164	217,719	12,158	30,913	*	*	*
BRADLEY	67,547	68,094	.8	24,230	383,084	518,258	7,611	21,389	672	958	7,895
Cleveland	26,415	26,344	-.3	10,297	169,152	259,962	9,868	25,246	*	*	*
CAMPBELL	34,841	35,415	1.6	12,825	129,060	171,652	4,847	13,384	464	1,005	
CANNON	10,234	11,101	8.5	4,148	52,776	65,064	5,861	15,686	747	2,692	5,965
CARROLL	28,285	29,013	2.6	11,023	182,135	213,613	7,363	19,379	1,234	8,885	8,229
CARTER	50,205	52,040	3.7	19,351	215,550	334,001	6,418	17,260	874	2,631	2,485
Elizabethton	12,431	12,313	-1.0	4,868	65,021	116,573	9,467	23,947	*	*	*
CHEATHAM	21,616	22,512	4.1	7,657	135,047	160,101	7,112	20,909	617	4,171	
CHESTER	12,727	12,945	1.7	4,458	67,184	79,623	6,151	17,861	528	3,729	2,111
CLAIBORNE	24,595	25,733	4.6	9,143	93,974	127,216	4,944	13,914	1,651	5,917	5,936
CLAY	7,676	7,601	-1.0	2,805	27,299	34,020	4,476	12,128	629	1,939	3,552

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COCKE	28,792	29,076	1.0	10,734	121,616	158,314	5,445	14,749	1,203	5,971	5,442
COFFEE	38,311	39,038	1.9	14,514	246,031	316,730	8,113	21,822	942	7,038	10,699
CROCKETT	14,941	14,858	-.6	5,557	77,863	90,361	6,082	16,261	644	24,716	2,685
CUMBERLAND	28,676	29,731	3.7	10,763	157,237	187,894	6,320	17,457	605	3,178	6,570
DAVIDSON	477,811	481,968	.9	180,626	4,333,304	5,051,640	10,481	27,967	668	2,553	
Nashville	455,651	451,947	-.8	169,873	4,306,206	5,025,679	11,120	29,585	*	*	*
DECATUR	10,857	11,141	2.6	4,361	68,201	78,885	7,081	18,089	523	1,431	4,995
DE KALB	13,589	14,063	3.5	5,328	72,904	86,408	6,144	16,218	962	5,523	4,228
DICKSON	30,037	30,503	1.6	11,079	180,904	213,875	7,012	19,305	1,087	3,700	6,117
DYER	34,663	34,784	.3	13,359	196,611	241,042	6,930	18,043	855	33,190	6,855
Dyersburg	15,856	15,689	-1.1	6,351	105,802	142,272	9,068	22,402	*	*	*
FAYETTE	25,305	25,579	1.1	7,908	92,892	115,629	4,520	14,622	835	22,674	9,151
FENTRESS	14,826	15,266	3.0	5,425	67,058	73,987	4,847	13,638	500	2,438	4,500
FRANKLIN	31,983	32,292	1.0	11,344	170,773	217,036	6,721	19,132	1,094	9,220	14,011
GIBSON	49,467	49,709	.5	19,187	287,370	351,852	7,078	18,338	1,518	27,728	13,783
Milan	8,083	8,314	2.9	3,245	53,940	61,008	7,338	18,801	*	*	*
GILES	24,625	25,519	3.6	9,522	132,585	150,156	5,884	15,769	1,560	3,729	
GRAINGER	16,751	17,055	1.8	6,000	70,143	90,688	5,317	15,115	1,302	4,074	
GREENE	54,406	56,036	3.0	20,641	270,658	358,277	6,394	17,358	3,505	13,487	20,119
Greeneville	14,097	14,007	-.6	5,453	86,190	130,948	9,349	24,014	*	*	*
GRUNDY	13,787	14,137	2.5	4,866	58,970	67,887	4,802	13,951	384	919	2,316
HAMBLEN	49,300	49,850	1.1	18,272	277,540	369,923	7,421	20,245	885	2,825	7,108
Morristown	19,683	18,199	-7.5	7,118	112,830	166,509	9,149	23,393	*	*	*
HAMILTON	287,740	291,621	1.3	109,565	1,859,273	2,710,588	9,295	24,740	540	2,143	3,511
Chattanooga	164,344	166,558	1.3	66,250	962,685	1,515,809	9,101	22,880	*	*	*
HANCOCK	6,887	6,814	-1.1	2,465	19,742	24,698	3,625	10,019	832	3,008	2,099
HARDEMAN	23,873	23,896	.1	7,958	109,690	134,462	5,627	16,896	673	10,298	4,799
HARDIN	22,280	22,509	1.0	8,390	121,886	139,460	6,196	16,622	701	4,749	5,107
HAWKINS	43,751	43,906	.4	16,030	178,570	278,181	6,336	17,354	2,051	6,493	
HAYWOOD	20,318	20,564	1.2	6,923	85,512	103,064	5,012	14,887	681	28,634	2,779
HENDERSON	21,390	22,526	5.3	8,435	118,344	140,847	6,253	16,698	1,035	6,248	9,056
HENRY	28,656	28,984	1.1	11,555	177,323	206,306	7,118	17,854	1,069	9,604	11,143
Paris	10,728	10,488	-2.2	3,884	67,739	76,303	7,275	19,645	*	*	*
HICKMAN	15,151	15,451	2.0	5,487	50,816	101,948	6,598	18,580	677	1,654	
HOUSTON	6,871	6,917	.7	2,569	22,912	51,038	7,379	19,867	248	652	1,797
HUMPHREYS	15,957	15,967	.1	5,942	70,206	141,121	8,838	23,750	592	1,857	4,284
JACKSON	9,398	9,464	.7	3,547	35,996	42,706	4,512	12,040	827	2,554	2,196
JEFFERSON	31,284	33,094	5.8	11,731	157,252	209,717	6,337	17,877	1,315	4,496	8,981
JOHNSON	13,745	13,733	-.1	5,035	55,083	72,199	5,257	14,339	947	3,242	
KNOX	319,694	326,491	2.1	125,983	3,134,047	3,360,374	10,292	26,673	1,252	3,623	5,851
Knoxville	175,045	170,275	-2.7	73,666	1,808,075	2,103,410	12,353	28,553	*	*	*
LAKE	7,455	7,480	.3	2,658	36,433	42,783	5,720	16,096	134	14,611	54
LAUDERDALE	24,555	25,304	3.1	8,959	103,179	125,127	4,945	13,967	726	23,914	
LAWRENCE	34,110	34,613	1.5	12,620	121,426	244,003	7,049	19,335	1,508	7,483	11,694
LEWIS	9,700	9,983	2.9	3,305	37,410	68,520	6,864	20,732	225	448	1,264
LINCOLN	26,483	27,527	3.9	10,346	155,871	177,689	6,455	17,175	1,727	8,239	17,764
LOUDON	28,553	29,529	3.4	11,169	152,202	207,550	7,029	18,583	704	10,329	6,740
MCMINN	41,878	43,075	2.9	15,830	217,845	289,455	6,720	18,285	1,028	2,333	15,617
Athens	12,080	11,860	-1.8	4,580	71,066	109,606	9,242	23,931	*	*	*
MCNAIRY	22,525	23,199	3.0	8,865	115,844	139,097	5,996	15,691	912	6,146	
MACON	15,700	16,383	4.4	6,192	72,156	90,837	5,545	14,670	1,302	5,911	4,962
MADISON	74,546	77,474	3.9	29,022	474,175	579,179	7,476	19,957	839	15,745	4,132
Jackson	49,131	51,061	3.9	19,509	326,563	426,717	8,357	21,873	*	*	*
MARION	24,416	25,104	2.8	8,856	104,578	148,287	5,907	16,744	327	1,129	2,109
MARSHALL	19,698	20,607	4.6	7,777	127,382	142,070	6,894	18,268	1,038	2,381	14,601
MAURY	51,095	51,654	1.1	19,199	329,506	375,805	7,275	19,574	1,704	7,283	16,190
Columbia	26,571	27,370	3.0	10,049	178,892	226,676	8,282	22,557	*	*	*
MEIGS	7,431	7,574	1.9	2,659	32,767	43,314	5,719	16,290	317	1,198	2,837
MONROE	28,700	29,843	4.0	10,477	130,758	172,445	5,778	16,459	946	3,057	9,888
MONTGOMERY	83,342	83,932	.7	28,644	443,893	540,335	6,438	18,864	1,231	14,668	9,238
Clarksville	54,777	55,165	.7	18,707	297,139	392,355	7,112	20,974	*	*	*
MOORE	4,510	4,511		1,644	25,506	27,800	6,163	16,910	424	650	7,499
MORGAN	16,604	14,155	-14.8	4,769	69,936	82,773	5,848	17,356	269	1,744	1,448
OBION	32,781	33,007	.7	12,662	189,062	228,941	6,936	18,081	966	25,366	11,932
South Fulton	2,735	2,536	-7.3	1,026	15,757	17,291	6,818	16,853	*	*	*
Union City	10,436	9,671	-7.3	3,823	70,444	95,685	9,894	25,029	*	*	*
OVERTON	17,575	18,502	5.3	6,744	69,017	87,102	4,708	12,915	912	2,266	
PERRY	6,111	6,329	3.6	2,407	21,493	41,899	6,620	17,407	288	1,118	1,872
PICKETT	4,358	4,748	8.9	1,799	17,922	23,606	4,972	13,122	408	1,165	2,458
POLK	13,602	13,755	1.1	4,909	66,020	85,478	6,214	17,413	220	543	3,060
PUTNAM	47,601	48,675	2.3	17,842	265,658	341,177	7,009	19,122	1,180	3,131	6,768
Cookeville	20,350	20,809	2.3	7,529	132,845	192,129	9,233	25,519	*	*	*
RHEA	24,235	24,473	1.0	8,775	107,839	146,803	5,999	16,730	325	2,882	
ROANE	48,425	49,162	1.5	18,109	271,031	361,786	7,359	19,978	498	747	
Harriman	8,303	7,704	-7.2	2,966	48,082	53,769	6,979	18,128	*	*	*
ROBERTSON	37,021	39,453	6.6	14,012	214,607	256,218	6,494	18,286	1,756	32,374	13,494
RUTHERFORD	84,058	88,171	4.9	30,722	553,341	661,973	7,508	21,547	1,599	3,970	18,248
Murfreesboro	32,845	33,336	1.5	12,114	242,564	328,513	9,855	27,118	*	*	*
SCOTT	19,259	19,834	3.0	6,671	87,561	102,387	5,162	15,348	219	207	1,227
SEQUATCHIE	8,605	8,621	.2	2,980	34,821	50,653	5,876	16,998	167	682	1,358
SEVIER	41,418	43,219	4.3	16,063	217,272	295,243	6,831	18,380	1,157	3,302	
SHELBY	777,113	801,863	3.2	290,615	5,962,653	8,035,534	10,021	27,650	762	22,573	
Memphis	646,174	658,034	1.8	244,999	4,981,601	6,904,760	10,493	28,183	*	*	*
SMITH	14,935	15,795	5.8	5,927	89,168	98,310	6,224	16,587	1,255	5,255	
STEWART	8,665	8,721	.6	3,288	29,172	56,989	6,535	17,332	457	3,360	1,925
SULLIVAN	143,968	144,780	.6	54,755	790,293	1,244,257	8,594	22,724	1,590	4,380	6,752

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Bristol, Tenn.-Bristol, Va.	43,028	43,597	1.3	17,546	256,506	368,253	8,447	20,988	*	*	*
Kingsport	32,027	30,899	-3.5	12,714	215,262	377,405	12,214	29,684	*	*	*
SUMNER	85,790	86,868	1.3	30,268	641,163	761,953	8,771	25,174	2,038	12,876	14,105
TIPTON	32,747	33,505	2.3	11,518	138,695	192,955	5,759	16,752	809	29,096	3,525
TROUSDALE	6,137	6,329	3.1	2,407	31,404	36,320	5,739	15,089	467	3,088	2,561
UNICOI	16,362	16,440	.5	6,268	72,019	110,498	6,721	17,629	365	1,117	
UNION	11,707	12,373	5.7	4,334	55,511	62,724	5,069	14,473	658	1,978	1,889
VAN BUREN	4,728	4,711	–.4	1,644	25,604	29,324	6,225	17,837	214	570	2,190
WARREN	32,653	33,431	2.4	12,719	182,452	228,101	6,823	17,934	1,293	23,238	13,707
WASHINGTON	88,755	90,786	2.3	33,402	448,658	697,952	7,688	20,896	2,006	7,953	14,699
Johnson City	39,753	40,421	1.7	14,822	215,373	370,813	9,174	25,018	*	*	*
WAYNE	13,946	14,364	3.0	5,221	46,690	95,526	6,650	18,296	671	1,395	4,136
WEAKLEY	32,896	33,410	1.6	12,313	197,013	228,292	6,833	18,541	1,293	15,005	17,097
WHITE	19,567	20,078	2.6	7,484	96,671	122,412	6,097	16,356	1,087	3,197	11,838
WILLIAMSON	58,108	61,034	5.0	20,539	425,830	504,449	8,265	24,561	1,462	6,199	16,947
WILSON	56,064	58,385	4.1	20,543	395,415	469,858	8,048	22,872	1,787	3,827	12,200
Lebanon	11,872	10,759	-9.4	4,094	80,495	111,631	10,376	27,267	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1981 Cash Receipts as follows: From Crops $996,903,000; from Livestock & Livestock Products $838,733,000; Total $1,835,636,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	14,228,383	15,533,345	9.2	5,629,040	115,794,914	155,357,568	10,002	27,599	194,461	2,711,318	5,213,805
STANDARD METROPOLITAN STATISTICAL AREAS											
Abilene, Tex.	139,192	148,540	6.7	54,836	1,320,597	1,571,699	10,581	28,662	2,634	22,639	12,294
Amarillo, Tex.	173,699	186,628	7.4	72,399	1,755,282	2,234,309	11,972	30,861	719	10,882	
Austin, Tex.	536,450	587,171	9.5	224,159	4,930,336	5,100,053	8,686	22,752	3,235	33,075	15,726
Beaumont-Port Arthur-Orange, Tex.	375,497	395,287	5.3	145,263	2,957,623	4,632,904	11,720	31,893	949	25,135	975
Brownsville-Harlingen-San Benito, Tex.	209,680	239,631	14.3	69,748	1,064,933	1,380,193	5,760	19,788	1,236	67,845	
Bryan-College Station, Tex.	93,588	108,114	15.5	39,330	971,264	901,518	8,339	22,922	802	5,855	9,991
Corpus Christi, Te..	326,228	346,960	6.4	116,223	2,078,946	2,994,823	8,632	25,768	1,358	78,894	
Dallas-Fort Worth, Tex.	2,974,878	3,246,303	9.1	1,228,533	25,703,328	38,113,678	11,741	31,024	12,359	77,631	53,242
El Paso, Tex.	479,899	516,079	7.5	158,425	2,252,303	2,789,073	5,404	17,605	380	18,313	33,353
Galveston-Texas City, Tex.	195,940	212,444	8.4	78,730	1,308,955	1,970,516	9,275	25,029	363	3,816	2,190
Houston, Tex.	2,905,350	3,270,198	12.6	1,208,923	31,685,155	43,457,679	13,289	35,947	5,925	138,841	47,237
Killeen-Temple, Te	214,656	220,806	2.9	71,798	1,287,399	1,311,723	5,941	18,270	2,547	14,806	22,364
Laredo, Tex.	99,258	109,911	10.7	30,029	487,912	606,105	5,515	20,184	442	4,106	22,341
Longview-Marshall, Tex.	151,752	165,208	8.9	61,445	1,030,205	1,491,587	9,029	24,275	1,258	1,204	3,147
Lubbock, Tex.	211,651	224,781	6.2	80,756	1,508,497	1,695,351	7,542	20,993	1,227	64,248	59,309
McAllen-Pharr-Edinburg, Tex.	283,229	323,645	14.3	90,760	1,200,972	1,654,874	5,113	18,234	2,814	197,565	10,915
Midland, Tex.	82,636	93,126	12.7	35,007	886,962	1,485,810	15,955	42,443	301	5,162	
Odessa, Tex.	115,374	129,913	12.6	47,646	1,087,746	1,752,837	13,492	36,789	169	93	
San Angelo, Tex.	84,784	92,640	9.3	34,775	745,408	839,622	9,063	24,144	783	12,119	
San Antonio, Tex..	1,071,954	1,150,627	7.3	392,399	7,582,073	8,995,442	7,818	22,924	3,861	22,579	15,278
Sherman-Denison, Tex.	89,796	95,602	6.5	37,901	747,976	954,089	9,980	25,173	1,512	9,296	22,043
Texarkana, Tex.-Ark.	127,019	130,160	2.5	49,061	619,676	1,133,367	8,707	23,101	2,000	14,083	25,540
Tyler, Tex.	128,366	140,856	9.7	52,831	1,111,470	1,421,752	10,094	26,911	1,504	6,948	12,047
Victoria, Tex.	68,807	74,929	8.9	26,246	544,987	689,489	9,202	26,270	965	10,789	
Waco, Tex.	170,755	181,860	6.5	68,656	1,108,455	1,490,189	8,194	21,705	1,788	11,681	24,010
Wichita Falls, Tex.	130,664	133,939	2.5	50,111	1,219,083	1,362,588	10,173	27,191	1,394	10,417	27,323
COUNTIES, Cities											
ANDERSON	38,381	42,145	9.8	14,222	250,876	307,186	7,289	21,599	1,198	1,916	
Palestine	15,948	16,403	2.9	6,278	128,867	175,712	10,712	27,989	*	*	*
ANDREWS	13,323	14,406	8.1	5,030	103,778	128,952	8,951	25,637	106	4,606	
ANGELINA	64,172	71,239	11.0	25,273	429,995	572,539	8,037	22,654	618	320	
Lufkin	28,562	31,283	9.5	11,086	204,645	308,691	9,868	27,845	*	*	*
ARANSAS	14,260	16,268	14.1	6,144	116,617	147,785	9,084	24,054	49	306	540
ARCHER	7,266	7,532	3.7	2,922	81,369	98,870	13,127	33,836	425	2,083	
ARMSTRONG	1,994	2,139	7.3	835	15,234	17,267	8,072	20,679	236	2,996	17,535
Poteet	3,086	3,123	1.2	903	18,202	20,538	6,576	22,744	*	*	*
ATASCOSA	25,055	27,524	9.9	9,261	149,828	190,779	6,931	20,600	1,212	12,716	23,013
AUSTIN	17,726	19,816	11.8	7,523	114,385	141,333	7,132	18,787	1,516	4,041	14,751
BAILEY	8,168	8,318	1.8	2,877	57,031	66,820	8,033	23,226	494	35,675	

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BANDERA	7,084	7,332	3.5	3,027	54,029	63,129	8,610	20,855	429	211	
BASTROP	24,726	28,134	13.8	10,448	199,503	218,132	7,753	20,878	1,298	1,743	
BAYLOR	4,919	5,330	8.4	2,268	38,737	47,375	8,888	20,888	346	5,903	
BEE	26,030	27,448	5.4	9,063	163,140	203,680	7,421	22,474	656	7,572	
BELL	157,889	163,009	3.2	56,882	1,016,210	1,026,737	6,299	18,050	1,570	12,124	11,590
Belton	10,660	10,902	2.3	3,785	62,163	69,767	6,399	18,432	*	*	*
Killeen	46,296	48,156	4.0	18,939	322,908	352,553	7,321	18,615	*	*	*
Temple	42,354	43,715	3.2	16,527	307,457	335,349	7,671	20,291	*	*	*
BEXAR	988,800	1,057,978	7.0	358,967	7,049,710	8,356,426	7,898	23,279	1,841	13,323	
San Antonio	786,023	841,014	7.0	288,601	5,287,010	6,570,357	7,812	22,766	*	*	*
BLANCO	4,681	4,926	5.2	1,999	36,429	38,929	7,903	19,474	440	1,913	5,548
BORDEN	859	795	–7.5	306	7,937	9,085	11,428	29,690	143	2,033	4,422
BOSQUE	13,401	15,015	12.0	6,520	95,511	122,039	8,128	18,718	974	1,696	13,013
BOWIE	75,301	78,522	4.3	29,974	325,191	768,213	9,783	25,629	1,041	3,257	15,350
1Texarkana	52,730	52,282	–.9	20,931	272,866	523,314	10,009	25,002	*	*	*
BRAZORIA	169,587	191,278	12.8	63,683	1,709,131	2,423,665	12,671	38,058	1,161	30,882	10,958
Alvin	16,515	18,581	12.5	6,541	176,457	293,551	15,798	44,879	*	*	*
Angleton	11,091	13,877	25.1	4,605	29,397	114,825	8,274	24,935	*	*	*
Clute	9,577	10,837	13.2	3,690	112,005	131,026	12,091	35,508	*	*	*
Freeport	13,444	13,893	3.3	4,807	122,848	201,805	14,526	41,981	*	*	*
Lake Jackson	19,102	21,106	10.5	7,208	248,713	416,139	19,717	57,733	*	*	*
BRAZOS	93,588	108,114	15.5	39,330	971,264	901,518	8,339	22,922	802	5,855	9,991
Bryan	44,337	48,852	10.2	18,219	456,327	429,812	8,798	23,591	*	*	*
College Station	37,272	43,057	15.5	14,263	395,665	388,170	9,015	27,215	*	*	*
BREWSTER	7,573	7,936	4.8	2,987	37,605	60,912	7,675	20,392	111	88	
BRISCOE	2,579	2,593	.5	1,022	19,721	21,838	8,422	21,368	287	11,539	
BROOKS	8,428	8,723	3.5	2,807	42,089	47,856	5,486	17,049	283	1,416	
BROWN	33,057	36,638	10.8	14,272	235,274	300,201	8,194	21,034	1,120	3,101	18,270
Brownwood	19,203	20,390	6.2	7,417	130,730	180,983	8,876	24,401	*	*	*
BURLESON	12,313	14,130	14.8	5,364	92,866	104,057	7,364	19,399	1,174	5,670	14,780
BURNET	17,803	19,777	11.1	8,022	133,554	165,210	8,354	20,595	740	1,109	9,011
CALDWELL	23,637	25,944	9.8	8,548	163,832	193,543	7,460	22,642	878	3,810	9,214
CALHOUN	19,574	21,245	8.5	7,365	159,095	203,352	9,572	27,611	258	1,821	3,208
Port Lavaca	10,911	11,619	6.5	3,221	76,284	107,407	9,244	33,346	*	*	*
CALLAHAN	10,992	12,209	11.1	4,855	80,161	99,001	8,109	20,392	776	1,846	
CAMERON	209,680	239,631	14.3	69,748	1,064,933	1,380,193	5,760	19,788	1,236	67,845	
Brownsville	84,997	97,138	14.3	25,814	387,645	540,079	5,560	20,922	*	*	*
Harlingen	43,543	48,105	10.5	14,836	258,163	359,145	7,466	24,208	*	*	*
CAMP	9,275	9,753	5.2	3,683	57,935	67,004	6,870	18,193	387	390	5,041
CARSON	6,672	7,119	6.7	2,711	52,527	66,496	9,341	24,528	359	12,200	
CASS	29,430	31,666	7.6	11,813	207,909	257,671	8,137	21,812	840	604	5,202
CASTRO	10,556	10,894	3.2	3,412	63,207	75,485	6,929	22,123	557	66,926	203,617
CHAMBERS	18,538	21,145	14.1	7,445	155,064	190,789	9,023	25,626	301	23,194	
CHEROKEE	38,127	41,111	7.8	15,392	259,078	311,438	7,576	20,234	1,308	7,642	15,030
Jacksonville	12,264	13,224	7.8	4,790	88,954	101,591	7,682	21,209	*	*	*
CHILDRESS	6,950	7,202	3.6	3,016	54,341	66,040	9,170	21,897	376	7,552	
CLAY	9,582	10,348	8.0	4,031	76,420	93,010	8,988	23,074	825	4,065	19,591
COCHRAN	4,825	4,781	–.9	1,531	27,338	30,037	6,283	19,619	311	22,745	
COKE	3,196	3,342	4.6	1,350	18,061	28,523	8,535	21,128	342	227	
COLEMAN	10,439	10,911	4.5	4,661	68,984	84,447	7,740	18,118	857	2,164	
COLLIN	144,490	164,713	14.0	55,333	1,137,231	1,747,547	10,610	31,582	1,408	16,378	
McKinney	16,249	15,794	–2.8	5,764	112,143	177,648	11,248	30,820	*	*	*
Plano	72,331	82,454	14.0	26,256	514,570	643,212	7,801	24,498	*	*	*
COLLINGSWORTH	4,648	4,812	3.5	1,952	31,473	34,539	7,178	17,694	456	9,087	11,585
COLORADO	18,823	20,340	8.1	7,858	139,565	167,916	8,255	21,369	1,289	24,374	14,235
COMAL	36,446	40,785	11.9	15,133	231,866	285,557	7,002	18,870	528	821	3,297
New Braunfels	22,402	23,957	6.9	7,862	121,937	166,967	6,969	21,237	*	*	*
COMANCHE	12,617	13,219	4.8	5,420	85,664	105,237	7,961	19,416	1,256	15,878	
CONCHO	2,915	2,907	–.3	1,130	22,343	23,125	7,955	20,465	396	2,823	12,103
COOKE	27,656	30,712	11.1	11,700	217,765	276,536	9,004	23,636	1,191	4,744	
Gainesville	14,081	14,902	5.8	5,869	113,669	158,499	10,636	27,006	*	*	*
CORYELL	56,767	57,797	1.8	14,916	271,189	284,986	4,931	19,106	977	2,682	10,774
COTTLE	2,947	3,006	2.0	1,233	21,738	24,811	8,254	20,122	244	10,081	3,819
CRANE	4,600	4,914	6.8	1,679	36,639	42,342	8,617	25,219	30		1,032
CROCKETT	4,608	5,082	10.3	1,808	29,174	45,020	8,859	24,900	160	114	13,922
CROSBY	8,859	9,031	1.9	3,086	55,662	67,217	7,443	21,781	465	40,070	
CULBERSON	3,315	3,192	–3.7	1,022	15,897	25,882	8,108	25,325	74	2,290	4,288
DALLAM	6,531	6,718	2.9	2,609	41,488	50,458	7,511	19,340	385	23,400	116,341
Dalhart	6,854	6,782	–1.1	2,613	46,723	52,365	7,721	20,040	*	*	*
DALLAS	1,556,549	1,672,117	7.4	649,499	15,655,072	22,927,356	13,712	35,300	982	8,991	11,221
Dallas	904,078	943,053	4.3	395,087	9,224,046	13,267,412	14,069	33,581	*	*	*
Garland	138,857	149,151	7.4	50,360	1,301,783	2,001,380	13,418	39,741	*	*	*
Grand Prairie	71,462	80,589	12.8	27,450	620,624	950,094	11,789	34,612	*	*	*
Irving	109,943	116,754	6.2	44,403	1,163,072	1,746,572	14,959	39,335	*	*	*
Mesquite	67,053	72,024	7.4	23,189	559,797	862,875	11,980	37,211	*	*	*
Richardson	72,496	77,870	7.4	26,458	882,487	1,354,920	17,400	51,210	*	*	*
DAWSON	16,184	16,459	1.7	5,864	113,288	137,427	8,350	23,436	687	28,867	3,490
DEAF SMITH	21,165	21,423	1.2	6,869	138,812	160,405	7,488	23,352	652	39,201	376,304
Hereford	15,853	16,342	3.1	5,254	103,007	124,463	7,616	23,689	*	*	*
DELTA	4,839	5,029	3.9	2,062	25,014	33,353	6,632	16,175	435	2,927	
DENTON	143,126	166,861	16.6	60,089	1,169,462	1,752,656	10,504	29,168	1,265	8,816	13,894
Denton	48,063	50,652	5.4	19,147	386,141	636,069	12,558	33,220	*	*	*
Lewisville	24,273	28,299	16.6	9,547	324,775	405,969	14,346	42,523	*	*	*
DE WITT	18,903	20,036	6.0	7,883	128,521	155,911	7,782	19,778	1,533	1,813	16,140
DICKENS	3,539	3,278	–7.4	1,324	23,394	26,626	8,123	20,110	378	6,500	12,066
DIMMIT	11,367	11,626	2.3	3,375	43,021	52,239	4,493	15,478	208	3,732	
DONLEY	4,075	4,430	8.7	1,795	29,278	36,377	8,212	20,266	380	6,803	20,744
DUVAL	12,517	13,253	5.9	4,180	60,125	73,168	5,521	17,504	977	5,434	

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
EASTLAND	19,480	21,194	8.8	8,816	128,820	159,528	7,527	18,095	1,074	8,807	
ECTOR	115,374	129,913	12.6	47,646	1,087,746	1,752,837	13,492	36,789	169	93	
Odessa	90,027	98,725	9.7	36,447	862,920	1,453,971	14,727	39,893	*	*	*
EDWARDS	2,033	1,999	–1.7	717	12,080	15,965	7,986	22,266	214	21	10,853
ELLIS	59,743	65,716	10.0	22,848	396,461	588,120	8,949	25,741	1,471	15,591	
Ennis	12,110	12,711	5.0	4,43[illegible]	78,489	130,638	10,278	29,443	*	*	*
Waxahachie	14,624	15,307	4.7	5,496	101,505	167,834	10,965	30,537	*	*	*
EL PASO	479,899	516,079	7.5	158.425	2,252,303	2,789,073	5,404	17,605	380	18,313	33,353
El Paso	425,259	455,894	7.2	143,506	2,054,834	2,589,419	5,680	18,044	*	*	*
ERATH	22,560	24,159	7.1	9,778	139,766	182,387	7,549	18,653	1,451	4,829	48,401
Stephenville	11,881	12,819	7.9	5,064	82,955	94,783	7,394	18,717	*	*	*
FALLS	17,946	18,632	3.8	7,474	83,969	120,111	6,446	16,071	1,110	9,927	23,501
Martin	7,099	7,560	6.5	3,064	44,797	50,914	6,735	16,617	*	*	*
FANNIN	24,285	25,453	4.8	10,123	130,991	185,232	7,277	18,298	1,513	11,129	17,811
Bonham	7,338	7,374	.5	2,911	49,924	55,687	7,552	19,130	*	*	*
FAYETTE	18,832	20,911	11.0	8,721	145,041	166,364	7,956	19,076	2,379	3,914	17,469
FISHER	5,891	5,889		2,354	38,345	46,365	7,873	19,696	714	10,458	
FLOYD	9,834	10,221	3.9	3,595	61,126	70,901	6,937	19,722	691	56,975	39,672
FOARD	2,158	2,205	2.2	925	13,324	16,318	7,400	17,641	288	5,458	
FORT BEND	130,846	159,257	21.7	50,823	1,028,449	1,475,691	9,266	29,036	1,126	36,521	7,322
Richmond Rosenberg	17,995	20,075	11.6	6,649	150,290	265,537	13,227	39,936	*	*	*
FRANKLIN	6,893	7,347	6.6	2,864	44,497	53,587	7,294	18,711	465	259	11,053
FREESTONE	14,830	16,640	12.2	6,585	127,020	142,957	8,591	21,709	980	638	
FRIO	13,785	14,048	1.9	4,248	74,583	91,328	6,501	21,499	517	21,514	
GAINES	13,150	13,974	6.3	4,634	89,230	110,303	7,893	23,803	707	55,261	12,102
GALVESTON	195,940	212,444	8.4	78,730	1,308,955	1,970,516	9,275	25,029	363	3,816	2,190
Galveston	61,902	63,950	3.3	25,154	371,312	580,510	9,078	23,078	*	*	*
League City	16,578	19,347	16.7	6,068	119,627	213,571	11,039	35,196	*	*	*
Texas City	41,403	43,715	5.6	13,868	244,159	390,741	8,938	28,176	*	*	*
GARZA	5,336	5,782	8.4	2,080	35,223	45,605	7,887	21,925	258	4,846	
GILLESPIE	13,532	14,732	8.9	5,891	107,827	123,343	8,372	20,938	1,180	1,870	
GLASSCOCK	1,304	1,437	10.2	421	7,561	11,365	7,909	26,995	198	7,545	
GOLIAD	5,193	5,616	8.1	1,989	33,807	39,137	6,969	19,677	596	1,601	14,526
GONZALES	16,883	18,199	7.8	6,670	103,290	126,300	6,940	18,936	1,559	2,150	22,639
Gonzales	7,152	8,136	13.8	2,649	50,497	57,892	7,116	21,854	*	*	*
GRAY	26,386	27,552	4.4	11,132	219,175	264,617	9,604	23,771	361	5,151	82,935
Pampa	21,396	22,374	4.6	8,949	176,900	222,397	9,940	24,852	*	*	*
GRAYSON	89,796	95,602	6.5	37,901	747,976	954,089	9,980	25,173	1,512	9,296	22,043
Denison	23,884	24,356	2.0	9,372	185,476	256,185	10,518	27,335	*	*	*
Sherman	30,413	32,031	5.3	12,226	280,086	384,687	12,010	31,465	*	*	*
GREGG	99,487	108,334	8.9	40,880	709,834	1,030,341	9,511	25,204	338	449	3,147
Kilgore	11,006	11,573	5.2	4,591	78,865	119,379	10,315	26,003	*	*	*
Longview	62,762	68,343	8.9	25,975	474,429	729,331	10,672	28,078	*	*	*
GRIMES	13,580	15,448	13.8	5,739	104,343	114,204	7,393	19,900	1,020	805	
GUADALUPE	46,708	51,864	11.0	18,299	300,497	353,459	6,815	19,315	1,492	8,435	11,981
Seguin	17,854	18,660	4.5	5,909	96,405	128,579	6,891	21,760	*	*	*
HALE	37,592	39,462	5.0	13,623	247,408	293,940	7,449	21,577	936	90,499	52,856
Plainview	22,187	23,683	6.7	7,964	148,507	190,171	8,030	23,879	*	*	*
HALL	5,594	5,474	–2.2	2,245	44,485	52,129	9,523	23,220	408	15,073	
HAMILTON	8,297	8,535	2.9	3,645	51,414	63,957	7,493	17,547	1,001	1,308	14,303
HANSFORD	6,209	6,416	3.3	2,466	51,156	63,065	9,829	25,574	355	21,851	207,533
HARDEMAN	6,368	6,635	4.2	2,679	47,154	59,173	8,918	22,088	403	8,698	
HARDIN	40,721	44,854	10.1	15,867	243,382	384,197	8,566	24,214	252	1,293	
HARRIS	2,409,544	2,694,545	11.8	1,017,869	27,373,076	37,336,118	13,856	36,681	1,632	26,862	12,377
Baytown	56,923	62,572	9.9	22,238	620,721	908,644	14,522	40,860	*	*	*
Houston	1,594,086	1,751,834	9.9	689,797	17,842,300	25,879,462	14,773	37,518	*	*	*
Pasadena	112,560	122,853	9.1	44,838	1,323,682	1,949,183	15,866	43,472	*	*	*
HARRISON	52,265	56,874	8.8	20,565	320,371	461,246	8,110	22,429	920	755	
Marshall	24,921	26,509	6.4	9,484	156,529	248,288	9,366	26,180	*	*	*
HARTLEY	3,987	4,224	5.9	1,479	34,361	38,980	9,228	26,356	202	13,024	
HASKELL	7,725	8,024	3.9	3,290	56,076	67,151	8,369	20,411	740	16,677	5,518
HAYS	40,594	45,615	12.4	14,823	329,480	345,698	7,579	23,322	530	1,927	6,586
San Marcos	23,420	25,212	7.7	6,960	159,703	185,777	7,369	26,692	*	*	*
HEMPHILL	5,304	6,627	24.9	2,450	34,864	41,805	6,308	17,063	214	1,372	
HENDERSON	42,606	47,000	10.3	18,581	313,051	390,162	8,301	20,998	1,362	2,673	15,801
Athens	10,197	10,075	–1.2	3,006	72,588	82,858	8,224	27,564	*	*	*
HIDALGO	283,229	323,645	14.3	90,760	1,200,972	1,654,874	5,113	18,234	2,814	197,565	10,915
Edinburg	24,075	26,855	11.5	7,247	108,331	161,442	6,012	22,277	*	*	*
McAllen	67,042	76,609	14.3	22,461	358,494	551,414	7,198	24,550	*	*	*
HILL	25,024	26,995	7.9	10,943	138,155	199,854	7,403	18,263	1,470	16,021	
Hillsboro	7,397	7,768	5.0	2,885	49,494	55,750	7,177	19,324	*	*	*
HOCKLEY	23,230	24,438	5.2	8,315	151,256	179,337	7,338	21,568	721	36,025	19,183
HOOD	17,714	20,750	17.1	8,241	103,364	164,343	7,920	19,942	528	3,648	9,570
HOPKINS	25,247	27,554	9.1	10,871	196,061	245,518	8,910	22,585	1,578	1,201	68,705
Sulphur Springs	12,804	13,919	8.7	5,405	103,819	144,444	10,377	26,724	*	*	*
HOUSTON	22,299	24,043	7.8	8,109	117,292	145,117	6,036	17,896	1,346	3,864	
HOWARD	33,142	34,656	4.6	13,143	265,170	315,283	9,098	23,989	434	10,906	
Big Spring	24,804	25,792	4.0	9,970	197,841	243,879	9,456	24,461	*	*	*
HUDSPETH	2,728	2,875	5.4	947	11,139	17,629	6,132	18,616	139	11,235	6,783
HUNT	55,248	60,451	9.4	23,303	357,845	534,392	8,840	22,932	1,645	6,810	11,490
Greenville	22,161	23,142	4.4	8,697	151,249	254,498	10,997	29,263	*	*	*
HUTCHINSON	26,304	28,448	8.2	11,119	220,405	258,920	9,102	23,286	167	6,480	
Borger	15,837	17,324	9.4	6,790	133,854	169,584	9,789	24,976	*	*	*
IRION	1,386	1,572	13.4	537	6,330	9,815	6,244	18,277	117	175	
JACK	7,408	7,889	6.5	3,256	49,240	62,078	7,869	19,066	608	507	9,735
JACKSON	13,352	13,970	4.6	5,085	97,655	119,161	8,530	23,434	751	30,285	7,381
JASPER	30,781	32,378	5.2	11,801	194,932	250,717	7,743	21,245	476	345	2,457

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JEFF DAVIS	1,647	1,855	12.6	634	6,863	11,565	6,235	18,241	68	179	
JEFFERSON	250,938	260,409	3.8	98,034	2,053,814	3,202,443	12,298	32,667	469	22,677	
Beaumont	118,102	122,278	3.5	47,072	992,770	1,558,564	12,746	33,110	*	*	*
Port Arthur	61,195	63,499	3.8	24,190	429,918	680,488	10,717	28,131	*	*	*
JIM HOGG	5,168	5,415	4.8	1,676	19,691	24,533	4,531	14,638	177	1,035	8,893
JIM WELLS	36,498	38,476	5.4	12,273	233,680	290,324	7,546	23,656	692	7,879	
Alice	20,961	21,651	3.3	6,680	132,425	180,531	8,338	27,026	*	*	*
JOHNSON	67,649	74,852	10.6	26,732	362,107	541,493	7,234	20,256	1,416	5,339	
Cleburne	19,218	20,152	4.9	7,953	106,272	182,968	9,079	23,006	*	*	*
JONES	17,268	18,016	4.3	6,991	147,026	170,620	9,470	24,406	953	16,608	12,294
KARNES	13,593	14,119	3.9	4,962	83,696	101,956	7,221	20,547	1,051	2,747	11,771
KAUFMAN	39,015	43,154	10.6	15,242	245,646	366,148	8,485	24,022	1,276	3,532	
Terrell	13,269	13,459	1.4	4,476	79,836	133,944	9,952	29,925	*	*	*
KENDALL	10,635	12,061	13.4	4,486	90,177	100,816	8,359	22,473	512	414	6,901
KENEDY	543	492	-9.4	202	3,660	4,051	8,234	20,054	24	33	3,708
KENT	1,145	1,203	5.1	514	8,356	9,326	7,752	18,144	164	2,117	
KERR	28,780	32,920	14.4	13,433	258,516	296,417	9,004	22,066	415	709	6,022
Kerrville	15,276	16,585	8.6	6,204	126,988	163,802	9,877	26,403	*	*	*
KIMBLE	4,063	4,379	7.8	1,774	21,085	34,324	7,838	19,348	382	252	
KING	425	396	-6.8	203	1,950	5,614	14,177	27,655	48	2,931	
KINNEY	2,279	2,474	8.6	845	6,723	12,231	4,944	14,475	108	2,294	9,335
KLEBERG	33,358	34,923	4.7	11,278	209,662	258,374	7,398	22,910	218	9,419	
KNOX	5,329	5,631	5.7	2,267	33,376	40,089	7,119	17,684	407	12,845	5,428
LAMAR	42,156	44,986	6.7	17,558	236,113	344,508	7,658	19,621	1,393	5,753	16,185
Paris	25,498	26,600	4.3	10,684	147,635	232,693	8,748	21,780	*	*	*
LAMB	18,669	19,485	4.4	6,970	117,546	137,699	7,067	19,756	918	69,985	86,734
LAMPASAS	12,005	12,261	2.1	4,647	75,811	92,453	7,540	19,895	569	542	8,633
LA SALLE	5,514	5,716	3.7	1,883	23,851	29,681	5,193	15,763	264	1,932	
LAVACA	19,004	20,289	6.8	7,943	130,808	148,971	7,342	18,755	2,166	4,884	12,928
LEE	10,952	13,181	20.4	4,903	82,312	93,596	7,101	19,090	1,289	2,985	10,011
LEON	9,594	10,598	10.5	4,430	79,833	84,249	7,950	19,018	1,088	1,172	11,764
LIBERTY	47,088	53,257	13.1	19,249	356,706	494,213	9,280	25,675	753	28,801	4,033
LIMESTONE	20,224	21,194	4.8	8,187	98,232	145,888	6,883	17,819	1,195	2,451	13,799
Mexia	7,094	7,588	7.0	2,968	45,022	51,213	6,749	17,255	*	*	*
LIPSCOMB	3,766	4,447	18.1	1,696	30,629	36,540	8,217	21,545	331	4,703	21,638
LIVE OAK	9,606	10,697	11.4	3,800	65,348	80,095	7,488	21,078	723	5,640	9,376
LLANO	10,144	10,769	6.2	4,883	80,825	92,426	8,583	18,928	469	468	
LOVING	91	97	6.6		6	8	82		13		
LUBBOCK	211,651	224,781	6.2	80,756	1,508,497	1,695,351	7,542	20,993	1,227	64,248	59,309
Lubbock	173,979	184,126	5.8	66,934	1,334,331	1,502,784	8,162	22,452	*	*	*
LYNN	8,605	8,474	-1.5	2,861	59,470	67,500	7,966	23,593	650	35,178	
MCCULLOCH	8,735	9,442	8.1	3,851	64,910	72,720	7,702	18,883	537	1,867	14,356
MCLENNAN	170,755	181,860	6.5	68,656	1,108,455	1,490,189	8,194	21,705	1,788	11,681	24,010
Mart	2,324	2,409	3.7	998	17,593	19,740	8,194	19,780	*	*	*
Waco	101,261	104,883	3.6	40,546	674,803	977,813	9,323	24,116	*	*	*
MCMULLEN	789	787	-.3	303	5,905	6,450	8,196	21,287	210	366	
MADISON	10,649	11,825	11.0	3,571	73,261	80,913	6,843	22,658	665	12,874	
MARION	10,360	11,218	8.3	4,366	63,655	76,701	6,837	17,568	197	154	2,227
MARTIN	4,684	4,929	5.2	1,753	29,718	37,782	7,665	21,553	412	14,848	
MASON	3,683	3,618	-1.8	1,545	23,701	26,228	7,249	16,976	569	4,371	21,381
MATAGORDA	37,828	41,329	9.3	15,054	289,049	361,259	8,741	23,998	704	44,244	7,916
Bay City	17,837	20,018	12.2	6,530	123,159	177,859	8,885	27,237	*	*	*
MAVERICK	31,398	37,264	18.7	9,438	122,038	161,354	4,330	17,096	190	2,386	
MEDINA	23,164	24,472	5.6	8,222	155,827	174,038	7,112	21,167	1,337	10,576	
MENARD	2,346	2,405	2.5	1,027	11,536	17,490	7,272	17,030	268	259	
MIDLAND	82,636	93,126	12.7	35,007	886,962	1,485,810	15,955	42,443	301	5,162	
Midland	70,525	78,048	10.7	29,562	775,171	1,328,751	17,025	44,948	*	*	*
MILAM	22,732	24,389	7.3	9,283	122,279	172,136	7,058	18,543	1,430	10,228	15,244
MILLS	4,477	4,679	4.5	1,981	27,941	34,239	7,318	17,284	689	2,917	24,279
MITCHELL	9,088	9,357	3.0	3,610	60,483	75,099	8,026	20,803	411	11,014	
MONTAGUE	17,410	19,091	9.7	7,828	124,284	159,616	8,361	20,390	1,018	2,377	16,476
MONTGOMERY	128,487	149,433	16.3	50,467	1,099,632	1,567,138	10,487	31,053	595	2,968	4,608
Conroe	18,034	19,194	6.4	7,213	169,289	296,242	15,434	41,071	*	*	*
MOORE	16,575	17,771	7.2	6,249	131,763	158,020	8,892	25,287	265	19,378	160,720
MORRIS	14,629	15,732	7.5	5,835	125,996	144,760	9,202	24,809	364	1,140	2,562
MOTLEY	1,950	1,883	-3.4	813	14,158	15,848	8,416	19,493	257	5,419	
NACOGDOCHES	46,786	50,780	8.5	18,743	351,282	439,471	8,654	23,447	1,177	915	13,315
Nacogdoches	27,149	28,932	6.6	10,094	213,423	289,903	10,020	28,720	*	*	*
NAVARRO	35,323	38,314	8.5	15,097	205,890	296,107	7,781	19,746	1,436	9,035	15,527
Corsicana	21,712	23,241	7.0	8,941	138,718	215,109	9,256	24,059	*	*	*
NEWTON	13,254	14,426	8.8	5,070	72,608	94,193	6,529	18,579	264	304	1,220
NOLAN	17,359	18,468	6.4	7,217	124,793	155,780	8,435	21,585	473	7,279	23,111
Sweetwater	12,242	12,793	4.5	4,954	87,588	116,331	9,093	23,482	*	*	*
NUECES	268,215	283,943	5.9	96,289	1,759,664	2,532,298	8,918	26,299	750	37,646	
Corpus Christi	231,999	243,604	5.9	83,219	1,564,944	2,290,482	9,326	27,524	*	*	*
OCHILTREE	9,588	10,662	11.2	4,060	91,980	109,410	10,262	26,948	403	15,424	
OLDHAM	2,283	2,423	6.1	724	16,334	17,889	7,383	24,709	148	2,957	
ORANGE	83,838	90,024	7.4	31,362	660,427	1,046,264	11,622	33,361	228	1,165	975
Orange	23,628	23,706	.3	8,808	190,714	336,555	14,197	38,210	*	*	*
PALO PINTO	24,062	25,629	6.5	10,057	204,419	260,904	10,180	25,943	623	914	7,339
Mineral Wells	14,468	15,115	4.5	5,020	106,016	144,625	9,568	28,810	*	*	*
PANOLA	20,724	22,859	10.3	8,600	140,770	171,250	7,492	19,913	879	614	7,710
PARKER	44,609	49,350	10.6	18,082	286,028	433,667	8,788	23,983	1,452	5,733	18,557
Weatherford	12,049	12,342	2.4	5,077	77,855	135,165	10,952	26,623	*	*	*
PARMER	11,038	11,698	6.0	3,858	73,710	89,529	7,653	23,206	753	76,426	
PECOS	14,618	15,962	9.2	5,244	79,381	133,401	8,357	25,439	239	4,133	28,173

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
POLK	24,407	26,177	7.3	10,010	141,258	174,604	6,670	17,443	456	526	2,603
POTTER	98,637	103,154	4.6	41,312	864,341	1,093,843	10,604	26,478	168	1,438	
Amarillo	149,230	186,628	25.1	72,399	1,467,228	2,234,309	11,972	30,861	*	*	*
PRESIDIO	5,188	4,888	–5.8	1,636	18,599	26,814	5,486	16,390	136	3,888	6,346
RAINS	4,839	5,026	3.9	2,103	29,559	36,339	7,230	17,280	460	538	7,673
RANDALL	75,062	83,474	11.2	31,087	890,941	1,140,466	13,663	36,686	551	9,444	
REAGAN	4,135	4,850	17.3	1,621	23,213	40,686	8,389	25,099	114	3,403	4,028
REAL	2,469	2,506	1.5	925	8,097	13,908	5,550	15,036	144	26	
RED RIVER	16,101	16,784	4.2	6,609	97,003	113,827	6,782	17,223	1,051	3,516	14,240
REEVES	15,801	16,290	3.1	5,154	76,587	123,444	7,578	23,951	153	6,175	
Pecos	12,855	13,479	4.9	4,109	63,108	105,930	7,859	25,780	*	*	*
REFUGIO	9,289	9,640	3.8	3,397	73,283	85,888	8,910	25,283	247	11,458	4,991
ROBERTS	1,187	1,203	1.3	411	6,640	7,227	6,007	17,584	96	1,400	
ROBERTSON	14,653	15,491	5.7	6,123	104,686	110,029	7,103	17,970	1,029	6,924	
ROCKWALL	14,528	17,328	19.3	6,071	114,886	173,468	10,011	28,573	169	1,265	
RUNNELS	11,872	12,129	2.2	4,830	80,295	98,907	8,155	20,478	941	10,370	
RUSK	41,382	42,790	3.4	16,292	286,535	348,806	8,152	21,410	1,285	1,534	10,326
Henderson	11,473	11,596	1.1	4,331	86,916	121,057	10,440	27,951	*	*	*
SABINE	8,702	8,936	2.7	3,539	46,478	59,308	6,637	16,758	239	49	1,142
SAN AUGUSTINE	8,785	9,036	2.9	3,434	42,824	57,711	6,387	16,806	343	248	2,223
SAN JACINTO	11,434	12,717	11.2	4,780	53,357	71,935	5,657	15,049	276	287	1,478
SAN PATRICIO	58,013	63,017	8.6	19,934	319,282	462,525	7,340	23,203	608	41,248	
SAN SABA	5,693	6,215	9.2	2,466	37,806	41,806	6,727	16,953	651	2,930	14,320
SCHLEICHER	2,820	3,127	10.9	1,175	15,424	27,090	8,663	23,055	257	513	
SCURRY	18,192	19,241	5.8	7,067	142,247	182,576	9,489	25,835	631	9,883	
Snyder	12,705	13,386	5.4	4,712	98,499	135,757	10,142	28,811	*	*	*
SHACKELFORD	3,915	4,364	11.5	1,704	33,363	39,397	9,028	23,120	256	664	
SHELBY	23,084	24,909	7.9	9,642	139,208	171,740	6,895	17,812	1,118	876	6,269
SHERMAN	3,174	3,295	3.8	1,228	25,351	30,584	9,282	24,906	283	24,515	150,214
SMITH	128,366	140,856	9.7	52,831	1,111,470	1,421,752	10,094	26,911	1,504	6,948	12,047
Tyler	70,508	75,696	7.4	28,710	680,655	944,036	12,471	32,882	*	*	*
SOMERVELL	4,154	5,152	24.0	1,981	31,153	37,712	7,320	19,037	217	462	1,336
STARR	27,266	30,374	11.4	8,028	93,192	119,518	3,935	14,888	735	9,049	20,359
STEPHENS	9,926	11,118	12.0	4,580	75,560	91,759	8,253	20,035	429	343	6,557
STERLING	1,206	1,203	–.3	4[illegible]	6,748	10,219	8,495	24,864	74	61	5,240
STONEWALL	2,406	2,640	9.7	1,041	21,322	27,607	10,457	26,520	339	3,961	
SUTTON	5,130	5,905	15.1	1,981	23,968	40,523	6,862	20,456	160		9,583
SWISHER	9,723	9,453	–2.8	3,366	66,423	75,690	8,007	22,487	628	35,546	129,540
TARRANT	860,880	942,095	9.4	355,499	6,077,675	9,181,246	9,746	25,826	1,027	5,518	
Arlington	160,123	175,216	9.4	69,029	1,271,403	2,094,423	11,953	30,341	*	*	*
Euless	24,002	26,517	10.5	10,382	238,544	274,084	10,336	26,400	*	*	*
Fort Worth	385,141	393,325	2.1	153,797	2,518,966	3,846,831	9,780	25,012	*	*	*
Haltom City	29,014	30,211	4.1	11,142	193,742	300,721	9,954	26,990	*	*	*
Hurst	31,420	33,968	8.1	12,825	262,241	427,883	12,597	33,363	*	*	*
TAYLOR	110,932	118,315	6.7	42,990	1,093,410	1,302,078	11,005	30,288	905	4,185	
Abilene	98,315	103,752	5.5	37,277	980,193	1,191,728	11.486	31,970	*	*	*
TERRELL	1,595	1,587	–.5	610	8,137	12,849	8,096	21,064	75		6,422
TERRY	14,581	14,955	2.6	5,179	105,155	124,395	8,318	24,019	599	35,232	
THROCKMORTON	2,053	2,205	7.4	925	15,377	20,290	9,202	21,935	316	1,707	
TITUS	21,442	23,310	8.7	8,786	156,952	192,915	8,276	21,957	726	481	8,377
Mount Pleasant	11,003	11,846	7.7	4,424	87,677	99,852	8,429	22,571	*	*	*
TOM GREEN	84,784	92,640	9.3	34,775	745,408	839,622	9,063	24,144	783	12,119	
San Angelo	73,240	79,041	7.9	29,601	636,962	740,450	9,368	25,014	*	*	*
TRAVIS	419,335	451,982	7.8	178,729	4,060,741	4,183,499	9,256	23,407	916	7,434	9,140
Austin	345,496	369,359	6.9	148,470	3,317,684	3,552,641	9,618	23,928	*	*	*
TRINITY	9,450	10,434	10.4	4,171	53,125	67,399	6,460	16,159	480	346	
TYLER	16,223	17,943	10.6	6,777	99,678	130,106	7,251	19,198	383	408	
UPSHUR	28,595	31,843	11.4	11,782	190,431	238,795	7,499	20,268	912	640	12,211
UPTON	4,619	5,063	9.6	1,765	24,335	43,889	8,669	24,866	82	3,448	3,816
UVALDE	22,441	23,314	3.9	7,547	95,200	158,548	6,801	21,008	511	11,926	
VAL VERDE	35,910	38,995	8.6	11,788	153,491	255,410	6,550	21,667	214	62	
Del Rio	30,034	32,614	8.6	9,333	115,106	201,271	6,171	21,566	*	*	*
VAN ZANDT	31,426	35,040	11.5	13,564	240,599	298,333	8,514	21,994	2,115	6,617	18,522
VICTORIA	68,807	74,929	8.9	26,246	544,987	689,489	9,202	26,270	965	10,789	
Victoria	50,695	54,560	7.6	19,187	417,259	554,764	10,168	28,914	*	*	*
WALKER	41,789	47,475	13.6	14,217	241,989	317,560	6,689	22,337	532	1,081	
Huntsville	23,936	26,533	10.8	6,967	137,257	195,296	7,360	28,032	*	*	*
WALLER	19,798	22,428	13.3	6,832	118,161	160,854	7,172	23,544	658	12,807	7,939
WARD	13,976	15,847	13.4	5,697	86,228	152,462	9,621	26,762	70	241	
WASHINGTON	21,998	23,890	8.6	8,905	184,921	204,369	8,555	22,950	1,685	2,488	15,969
Brenham	10,966	12,083	10.2	3,870	89,727	103,293	8,549	26,691	*	*	*
WEBB	99,258	109,911	10.7	30,029	487,912	606,105	5,515	20,184	442	4,106	22,341
Laredo	91,449	100,562	10.0	27,103	430,360	548,324	5,453	20,231	*	*	*
WHARTON	40,242	42,771	6.3	15,420	273,440	345,831	8,086	22,427	1,328	72,578	6,642
WHEELER	7,137	7,706	8.0	3,054	58,857	69,704	9,045	22,824	510	3,696	
WICHITA	121,082	123,591	2.1	46,080	1,142,663	1,269,578	10,272	27,552	569	6,352	7,732
Wichita Falls	94,201	95,225	1.1	35,821	908,521	1,050,919	11,036	29,338	*	*	*
WILBARGER	15,931	16,845	5.7	6,657	109,567	140,256	8,326	21,069	599	23,397	12,111
Vernon	12,695	13,703	7.9	5,453	87,052	115,118	8,401	21,111	*	*	*
WILLACY	17,495	18,454	5.5	5,255	74,212	78,044	4,229	14,851	340	37,703	843
WILLIAMSON	76,521	89,574	17.1	30,607	540,115	570,856	6,373	18,651	1,789	23,714	
Taylor	10,619	10,796	1.7	3,943	60,391	67,730	6,274	17,177	*	*	*
WILSON	16,756	18,897	12.8	6,349	106,418	133,003	7,038	20,949	1,457	10,707	17,624
WINKLER	9,944	11,031	10.9	3,979	76,361	98,263	8,908	24,695	31		
WISE	26,575	29,367	10.5	10,897	155,396	237,634	8,092	21,807	1,365	2,820	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WOOD	24,697	26,908	9.0	10,518	182,290	224,409	8,340	21,336	1,191	2,803	17,808
YOAKUM	8,299	8,725	5.1	2,946	63,624	76,248	8,739	25,882	331	17,697	
YOUNG	19,001	20,951	10.3	8,441	145,938	182,663	8,719	21,640	690	3,155	9,313
ZAPATA	6,628	7,696	16.1	2,520	27,601	34,910	4,536	13,853	318	2,485	
ZAVALA	11,666	12,483	7.0	3,433	44,654	55,838	4,473	16,265	257	20,084	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1981 Cash Receipts as follows: From Crops $4,631,083,000; from Livestock & Livestock Products $5,423,442,000; Total $10,054,525,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,461,037	1,609,854	10.2	516,843	9,285,348	12,204,182	7,581	23,613	13,843	104,529	313,236
STANDARD METROPOLITAN STATISTICAL AREAS											
Provo-Orem, Utah.	218,106	239.036	9.6	66,964	1,063,428	1,391,808	5,823	20,784	1,612	12,789	26,252
Salt Lake City-Ogden, Utah	936,255	1,028,675	9.9	341,408	6,203,884	8,340,295	8,108	24,429	2,270	21,011	10,699
COUNTIES, Cities											
BEAVER	4,378	4,865	11.1	1,698	32,421	36,858	7,576	21,707	189	2,781	8,759
BOX ELDER	33,222	36,496	9.9	11,266	244,077	297,577	8,154	26,414	1,108	19,892	32,431
CACHE	57,176	63,049	10.3	20,284	359,395	437,864	6,945	21,587	1,214	6,467	
Logan	26,844	28,670	6.8	10,336	184,152	251,000	8,755	24,284	*	*	*
CARBON	22,179	24,905	12.3	8,474	165,350	202,190	8,118	23,860	174	178	
DAGGETT	769	936	21.7	320	4,743	8,212	8,774	25,663	28	6	
DAVIS	146,540	164,255	12.1	46,834	902,368	1,254,435	7,637	26,785	565	8,103	10,699
DUCHESNE	12,565	14,349	14.2	4,171	79,320	97,734	6,811	23,432	590	1,469	12,565
EMERY	11,451	13,676	19.4	4,150	68,087	84,325	6,166	20,319	378	478	3,478
GARFIELD	3,673	4,263	16.1	1,492	24,618	32,644	7,658	21,879	216	341	
GRAND	8,241	8,650	5.0	3,061	71,741	89,158	10,307	29,127	59	293	
IRON	17,349	18,631	7.4	5,761	116,430	140,086	7,519	24,316	349	7,107	8,256
JUAB	5,530	6,019	8.8	1,915	36,287	41,713	6,930	21,782	225	1,192	4,471
KANE	4,024	4,440	10.3	1,517	29,992	37,807	8,515	24,922	128	213	
MILLARD	8,970	10,067	12.2	3,225	54,713	67,202	6,675	20,838	676	17,046	
MORGAN	4,917	5,417	10.2	1,602	35,118	43,299	7,993	27,028	198	301	6,065
PIUTE	1,329	1,437	8.1	526	7,396	10,519	7,320	19,998	115	284	
RICH	2,100	2,542	21.0	869	14,578	19,342	7,609	22,258	162	527	
SALT LAKE	619,066	681,657	10.1	232,340	4,147,721	5,511,518	8,085	23,722	663	7,074	
Salt Lake City	163,697	159,936	-2.3	70,829	1,202,886	1,793,405	11,213	25,320	*	*	*
SAN JUAN	12,253	12,974	5.9	3,378	60,702	73,817	5,690	21,852	213	2,733	
SANPETE	14,620	15,925	8.9	5,047	79,793	94,827	5,955	18,789	757	2,290	18,807
SEVIER	14,727	16,025	8.8	5,261	85,521	104,417	6,516	19,847	458	2,259	23,538
SUMMIT	10,198	11,897	16.7	4,102	69,402	88,334	7,425	21,534	352	477	
TOOELE	26,033	28,238	8.5	9,046	175,040	238,237	8,437	26,336	265	2,474	
UINTAH	20,506	23,343	13.8	7,025	142,766	175,140	7,503	24,931	526	1,139	
UTAH	218,106	239,036	9.6	66,964	1,063,428	1,391,808	5,823	20,784	1,612	12,789	26,252
Provo	73,907	78,675	6.5	22,190	344,208	492,337	6,258	22,187	*	*	*
WASATCH	8,523	9,786	14.8	3,162	54,152	69,044	7,055	21,836	261	310	6,239
WASHINGTON	26,065	30,244	16.0	9,411	170,918	205,874	6,807	21,876	340	1,757	
St. George	11,350	12,945	14.1	4,145	78,348	94,372	7,290	22,768	*	*	*
WAYNE	1,911	2,207	15.5	754	10,516	14,096	6,387	18,695	181	205	
WEBER	144,616	154,525	6.9	53,188	978,755	1,336,105	8,647	25,120	777	3,360	
Ogden	64,407	63,843	-.9	25,293	437,892	633,808	9,928	25,059	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1981 Cash Receipts as follows: From Crops $142,084,000; from Livestock & Livestock Products $412,821,000; Total $554,905,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VERMONT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	511,456	528,364	3.3	192,567	3,380,412	4,236,204	8,018	21,999	7,304	17,556	250,925
STANDARD METROPOLITAN STATISTICAL AREAS											
Burlington, Vt.	114,070	117,027	2.6	40,728	905,348	1,092,700	9,337	26,829	N.A.	N.A.	N.A.
COUNTIES, Cities											
ADDISON	29,406	31,190	6.1	10,375	198,619	240,037	7,696	23,136	701	3,868	
BENNINGTON	33,345	34,025	2.0	12,768	202,633	266,662	7,837	20,885	175	758	4,332
Bennington	15,815	18,180	15.0	5,497	73,185	111,777	6,148	20,334	*	*	*
CALEDONIA	25,808	26,722	3.5	9,932	143,951	181,642	6,797	18,289	454	936	
St. Johnsbury	7,938	7,706	−2.9	2,705	48,683	53,492	6,942	19,775	*	*	*
CHITTENDEN	115,534	118,572	2.6	41,313	934,662	1,123,028	9,471	27,183	447	1,394	20,057
Burlington	37,712	36,413	−3.5	12,949	281,858	362,756	9,962	28,014	*	*	*
ESSEX	6,313	6,530	3.4	2,301	32,907	41,691	6,385	18,119	92	221	
FRANKLIN	34,788	35,744	2.7	12,492	216,607	265,679	7,433	21,268	752	954	46,893
St. Albans	7,308	6,972	−4.6	2,469	44,811	62,961	9,031	25,501	*	*	*
GRAND ISLE	4,613	5,016	8.7	1,821	36,158	40,634	8,101	22,314	129	704	5,221
LAMOILLE	16,767	17,271	3.0	6,353	104,889	138,100	7,996	21,738	245	574	
ORANGE	22,739	23,185	2.0	8,303	127,196	161,603	6,970	19,463	535	1,023	17,749
ORLEANS	23,440	24,530	4.7	8,838	136,573	165,833	6,760	18,764	637	1,026	
Newport	4,756	4,767	.2	1,520	29,127	32,430	6,803	21,336	*	*	*
RUTLAND	58,347	60,939	4.4	22,535	343,623	448,618	7,362	19,908	525	1,313	18,858
Rutland	18,436	18,255	−1.0	6,070	97,714	144,940	7,940	23,878	*	*	*
WASHINGTON	52,393	54,031	3.1	20,132	327,983	422,248	7,815	20,974	374	751	9,591
Barre	9,824	9,661	−1.7	3,605	54,233	81,777	8,465	22,684	*	*	*
Montpelier	8,241	8,089	−1.9	2,978	57,907	64,473	7,970	21,650	*	*	*
WINDHAM	36,933	38,626	4.6	15,084	236,695	305,689	7,914	20,266	272	2,435	
Bellows Falls	3,456	3,474	.5	1,111	24,190	26,930	7,752	24,239	*	*	*
Brattleboro	11,886	11,881	−.1	3,563	58,445	84,535	7,115	23,726	*	*	*
WINDSOR	51,030	51,983	1.9	20,320	337,916	434,740	8,363	21,395	522	840	9,422
Hartford	7,963	8,259	3.7	2,963	61,596	69,990	8,474	23,621	*	*	*
Springfield	10,190	9,924	−2.6	3,255	55,700	86,671	8,733	26,627	*	*	*
White River Junction	2,582	2,576	−.2	924	14,630	16,255	6,310	17,592	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1981 Cash Receipts as follows: From Crops $30,284,000; from Livestock & Livestock Products $365,645,000; Total $395,929,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,346,279	5,573,619	4.3	2,029,255	41,880,278	53,557,217	9,609	26,393	56,685	528,877	556,698
STANDARD METROPOLITAN STATISTICAL AREAS											
Charlottesville, Va	113,568	118,848	4.6	44,042	728,618	1,120,157	9,425	25,434	1,257	3,724	3,592
Danville, Va.	111,789	113,535	1.6	42,156	562,979	794,979	7,002	18,858	2,127	36,907	7,049
Johnson City-Kingsport-Bristol, Tenn.-Va.	433,638	441,724	1.9	164,243	2,239,665	3,265,766	7,393	19,884	10,771	37,449	26,830
Lynchburg, Va.	153,260	157,276	2.6	55,873	1,036,895	1,433,867	9,117	25,663	1,653	7,769	9,351
Newport News-Hampton, Va.	364,449	375,282	3.0	133,818	2,326,191	3,170,361	8,448	23,692	298	5,772	476
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	806,691	835,842	3.6	287,515	5,674,328	6,824,021	8,164	23,734	1,074	44,291	22,357
Petersburg-Colonial Heights-Hopewell, Va.	129,296	133,457	3.2	45,551	694,532	986,555	7,392	21,658	771	14,995	4,871
Richmond, Va.	632,015	666,546	5.5	249,960	4,862,400	6,629,095	9,945	26,521	1,625	18,729	11,045
Roanoke, Va.	224,548	233,753	4.1	90,754	1,748,860	2,423,100	10,366	26,700	1,016	3,209	9,452
Washington, D.C.-Md.-Va.	3,060,240	3,158,886	3.2	1,198,534	39,846,649	48,001,462	15,196	40,050	3,494	43,902	23,475
COUNTIES, Cities											
ACCOMAC	31,268	32,235	3.1	12,509	204,185	209,889	6,511	16,779	450	25,586	1,145
ALBEMARLE	50,689	58,513	15.4	20,731	362,090	592,004	10,117	28,556	751	2,941	
ALLEGHANY	14,333	14,765	3.0	5,219	58,905	101,291	6,860	19,408	155	62	
AMELIA	8,405	8,420	.2	2,877	36,498	49,406	5,868	17,173	445	4,688	6,637
AMHERST	29,122	30,621	5.1	9,868	176,383	245,904	8,031	24,919	431	433	2,967
APPOMATTOX	11,971	12,029	.5	4,213	63,787	83,790	6,966	19,888	438	1,538	
ARLINGTON	152,599	154,831	1.5	76,039	2,452,180	2,731,649	17,643	35,924	N.A.	N.A.	N.A.
AUGUSTA	53,732	57,445	6.9	20,089	312,632	433,247	7,542	21,566	1,483	3,571	31,429
BATH	5,860	5,882	.4	2,079	20,901	32,514	5,528	15,639	145	128	
BEDFORD	34,927	36,488	4.5	13,134	181,416	253,261	6,941	19,283	1,246	1,875	
BLAND	6,349	6,821	7.4	2,331	26,032	38,654	5,667	16,583	363	256	3,973
BOTETOURT	23,270	24,216	4.1	8,694	133,170	184,201	7,607	21,187	547	1,695	5,944
BRUNSWICK	15,632	15,968	2.1	5,353	63,350	86,477	5,416	16,155	658	10,378	
BUCHANAN	37,989	38,951	2.5	12,686	224,928	279,080	7,164	21,997	92	194	123
BUCKINGHAM	11,751	12,385	5.4	4,302	47,857	66,569	5,375	15,474	421	811	2,825

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CAMPBELL	45,424	46,690	2.8	16,299	311,030	436,161	9,342	26,760	784	5,798	6,384
CAROLINE	17,904	19,233	7.4	6,394	95,648	125,905	6,546	19,691	272	4,754	
CARROLL	27,270	27,796	1.9	10,361	114,388	174,067	6,262	16,800	1,037	2,998	9,301
CHARLES CITY	6,692	7,153	6.9	2,200	27,766	37,522	5,246	17,055	70	2,963	
CHARLOTTE	12,266	12,213	−.4	4,207	46,642	68,570	5,615	16,299	739	7,565	5,328
CHESTERFIELD	141,372	157,210	11.2	53,358	1,105,915	1,567,591	9,971	29,379	201	2,662	430
CLARKE	9,965	11,053	10.9	4,062	65,742	89,976	8,140	22,151	256	9,387	
CRAIG	3,948	4,212	6.7	1,580	19,933	26,299	6,244	16,645	186	156	1,719
CULPEPER	22,620	23,299	3.0	8,135	116,131	174,677	7,497	21,472	501	3,530	
Culpeper	6,621	6,557	−1.0	2,574	44,191	49,906	7,611	19,389	*	*	*
CUMBERLAND	7,881	8,349	5.9	2,853	31,243	43,211	5,176	15,146	331	1,369	4,002
DICKENSON	19,806	20,493	3.5	6,898	102,110	121,750	5,941	17,650	115	148	
DINWIDDIE	22,602	23,706	4.9	7,002	108,004	151,436	6,388	21,628	568	10,408	3,567
ESSEX	8,864	9,352	5.5	3,371	52,286	66,120	7,070	19,614	200	7,038	1,728
FAIRFAX	596,901	647,541	8.5	232,823	8,808,058	10,269,931	15,860	44,110	189	2,782	1,371
FAUQUIER	35,889	38,350	6.9	12,963	202,387	318,110	8,295	24,540	836	3,972	23,427
FLOYD	11,563	12,273	6.1	4,652	48,441	80,625	6,569	17,331	840	1,095	7,786
FLUVANNA	10,244	10,869	6.1	3,820	49,445	69,065	6,354	18,080	284	420	1,572
FRANKLIN	35,740	37,290	4.3	12,917	171,742	246,524	6,611	19,085	1,138	6,981	16,454
FREDERICK	34,150	35,256	3.2	12,326	190,110	269,209	7,636	21,841	565	11,582	5,020
GILES	17,810	17,718	−.5	6,502	73,145	119,852	6,764	18,433	332	287	2,177
GLOUCESTER	20,107	22,462	11.7	8,363	114,889	158,857	7,072	18,995	157	2,971	476
GOOCHLAND	11,761	12,259	4.2	3,979	65,080	88,706	7,236	22,294	278	1,518	2,572
GRAYSON	16,579	16,263	−1.9	6,175	68,601	97,775	6,012	15,834	942	1,517	8,769
GREENE	7,625	8,478	11.2	2,933	36,510	53,914	6,359	18,382	222	363	2,020
GREENSVILLE	10,903	11,617	6.5	3,794	48,214	58,290	5,018	15,364	285	8,665	3,366
HALIFAX	30,418	31,698	4.2	11,072	127,506	180,122	5,682	16,268	1,748	27,202	
HANOVER	50,398	53,530	6.2	18,115	344,538	478,957	8,947	26,440	630	6,138	6,042
HENRICO	180,735	190,161	5.2	73,801	1,609,891	2,214,759	11,647	30,010	155	2,696	2,001
HENRY	57,654	59,344	2.9	21,041	319,782	458,415	7,725	21,787	369	2,390	
HIGHLAND	2,937	3,092	5.3	1,162	12,578	16,979	5,491	14,612	328	79	4,008
ISLE OF WIGHT	21,603	22,726	5.2	7,695	117,763	148,271	6,524	19,268	351	13,707	6,741
JAMES CITY	22,763	23,929	5.1	8,422	140,574	198,219	8,284	23,536	63	1,665	
KING AND QUEEN	5,968	6,015	.8	2,158	33,661	42,625	7,086	19,752	188	3,987	1,129
KING GEORGE	10,543	11,385	8.0	3,961	78,856	104,957	9,219	26,498	161	2,151	1,601
KING WILLIAM	9,327	8,884	−4.8	3,104	54,601	66,384	7,472	21,387	151	4,624	2,768
LANCASTER	10,129	10,339	2.1	4,156	58,527	78,709	7,613	18,939	133	2,552	
LEE	25,956	26,922	3.7	9,617	121,201	149,337	5,547	15,528	1,468	5,573	4,238
LOUDOUN	57,427	60,332	5.1	20,545	531,089	611,161	10,130	29,747	837	8,722	
LOUISA	17,825	18,917	6.1	6,676	81,153	110,267	5,829	16,517	454	1,020	3,751
LUNENBURG	12,124	12,432	2.5	4,559	51,410	69,718	5,608	15,292	604	8,706	1,658
MADISON	10,232	10,439	2.0	3,636	44,134	68,037	6,518	18,712	418	1,454	10,550
MATHEWS	7,995	8,625	7.9	3,473	55,860	72,740	8,434	20,944	102	1,506	122
MECKLENBURG	29,444	29,363	−.3	10,581	128,919	183,749	6,258	17,366	1,162	20,490	
MIDDLESEX	7,719	8,309	7.6	3,300	43,564	57,085	6,870	17,298	146	2,291	
MONTGOMERY	63,516	65,802	3.6	22,589	310,546	529,691	8,050	23,449	527	504	
Christiansburg	10,345	10,553	2.0	4,262	74,991	86,674	8,213	20,336	*	*	*
1HANSEMOND											
NELSON	12,204	12,549	2.8	4,565	51,486	72,118	5,747	15,798	396	1,635	
NEW KENT	8,781	9,466	7.8	3,306	47,990	69,089	7,299	20,898	93	2,161	
NORTHAMPTON	14,625	14,109	−3.5	5,436	89,851	81,889	5,804	15,064	237	24,516	
NORTHUMBERLAN	9,828	10,161	3.4	4,166	58,138	74,938	7,375	17,988	231	5,987	
NOTTOWAY	14,666	15,038	2.5	5,380	72,105	99,230	6,599	18,444	372	2,910	3,891
ORANGE	17,827	19,218	7.8	6,990	90,549	140,682	7,320	20,126	420	1,158	8,994
PAGE	19,401	20,746	6.9	7,724	94,723	131,823	6,354	17,067	447	569	4,250
PATRICK	17,585	18,287	4.0	6,703	81,368	114,783	6,277	17,124	790	5,387	
PITTSYLVANIA	66,147	66,905	1.1	23,447	291,768	418,257	6,252	17,838	2,127	36,907	7,049
POWHATAN	13,062	14,635	12.0	4,240	65,550	88,556	6,051	20,886	198	591	
PRINCE EDWARD	16,456	16,970	3.1	5,312	78,430	105,882	6,239	19,933	423	2,622	4,704
PRINCE GEORGE	25,733	26,847	4.3	7,188	124,068	177,649	6,617	24,715	203	4,587	1,304
PRINCE WILLIAM	144,703	154,073	6.5	48,791	1,309,534	1,588,054	10,307	32,548	296	1,028	6,488
Woodbridge	14,867	15,272	2.7	4,836	139,872	164,863	10,795	34,091	*	*	*
PULASKI	35,229	35,930	2.0	13,177	165,259	283,745	7,897	21,533	333	373	
Pulaski	10,106	9,663	−4.4	3,708	48,938	95,683	9,902	25,804	*	*	*
RAPPAHANNOCK	6,093	5,832	−4.3	2,165	29,468	39,782	6,821	18,375	266	1,941	2,119
RICHMOND	6,952	7,219	3.8	2,606	34,926	45,238	6,267	17,359	206	5,454	911
ROANOKE	72,945	77,200	5.8	27,949	647,763	915,956	11,865	32,772	283	1,358	1,789
ROCKBRIDGE	17,911	19,221	7.3	7,127	76,581	128,990	6,711	18,099	667	912	7,911
ROCKINGHAM	57,038	60,360	5.8	21,154	309,315	430,443	7,131	20,348	1,874	6,025	49,776
RUSSELL	31,761	32,951	3.7	11,503	130,255	194,274	5,896	16,889	1,177	4,015	7,555
SCOTT	25,068	25,749	2.7	9,419	132,670	149,909	5,822	15,916	1,752	5,843	2,894
Gate City	2,494	2,758	10.6	1,086	13,950	16,057	5,822	14,785	*	*	*
SHENANDOAH	27,559	29,385	6.6	11,137	145,064	196,083	6,673	17,606	820	3,219	11,473
Strasburg	2,431	2,875	18.3	936	7,313	11,287	3,926	12,059	*	*	*
SMYTH	33,366	34,426	3.2	12,388	156,792	244,102	7,091	19,705	886	3,241	9,014
SOUTHAMPTON	18,731	19,114	2.0	6,168	86,815	112,118	5,866	18,119	573	27,623	8,640
SPOTSYLVANIA	34,435	35,987	4.5	11,876	173,745	274,778	7,635	23,137	288	1,980	4,178
STAFFORD	40,470	42,102	4.0	13,303	213,756	341,095	8,102	25,640	182	767	1,156
SURRY	6,046	6,266	3.6	2,176	32,791	40,218	6,418	18,483	220	7,895	3,019
SUSSEX	10,874	11,006	1.2	3,795	58,610	73,054	6,638	19,250	292	11,786	
TAZEWELL	50,511	51,267	1.5	18,105	345,384	413,555	8,067	22,842	471	471	10,463
Bluefield	5,946	5,823	−2.1	2,211	45,196	51,228	8,798	23,170	*	*	*
WARREN	21,200	22,111	4.3	8,500	125,497	175,329	7,929	20,627	225	834	
WASHINGTON	46,487	48,547	4.4	17,323	277,640	308,972	6,364	17,836	2,133	9,032	

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VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WESTMORELAND	14,041	13,876	−1.2	5,191	75,464	90,933	6,553	17,517	215	8,828	
WISE	43,863	45,296	3.3	15,964	266,635	328,991	7,263	20,608	141	237	575
WYTHE	25,522	25,776	1.0	9,496	114,506	174,997	6,789	18,428	737	634	14,033
YORK	35,463	37,090	4.6	11,973	217,488	317,728	8,566	26,537	78	1,136	
INDEPENDENT CITIES											
ALEXANDRIA	103,217	103,903	.7	51,614	1,452,584	1,641,653	15,800	31,806	-	-	-
BEDFORD	5,991	6,249	4.3	2,480	42,104	57,407	9,187	23,148	-	-	-
BRISTOL	19,042	19,476	2.3	7,695	124,265	141,996	7,291	18,453	-	-	-
BUENA VISTA	6,717	6,885	2.5	2,387	29,326	47,782	6,940	20,018	-	-	-
CHARLOTTESVILLE	45,010	40,988	−8.9	16,558	280,573	405,174	9,885	24,470	-	-	-
CHESAPEAKE	114,226	121,223	6.1	40,294	756,773	936,913	7,729	23,252	288	11,712	3,286
CLIFTON FORGE	5,046	4,981	−1.3	1,940	23,455	36,979	7,424	19,061	-	-	-
COLONIAL HEIGH.	16,509	17,248	4.5	6,382	109,448	161,736	9,377	25,343	-	-	-
COVINGTON	9,063	9,061		3,675	41,523	71,056	7,842	19,335	-	-	-
DANVILLE	45,642	46,630	2.2	18,709	271,211	376,722	8,079	20,136	-	-	-
EMPORIA	4,840	4,898	1.2	1,844	31,074	37,337	7,623	20,248	-	-	-
FAIRFAX	19,390	19,876	2.5	7,372	288,058	315,203	15,858	42,757	-	-	-
FALLS CHURCH	9,515	10,037	5.5	4,733	159,694	184,192	18,351	38,917	-	-	-
FRANKLIN	7,308	7,738	5.9	2,818	43,983	63,228	8,171	22,437	-	-	-
FREDERICKSBURG	15,322	15,825	3.3	6,447	116,025	180,873	11,430	28,055	-	-	-
GALAX	6,524	6,784	4.0	2,802	39,042	56,665	8,353	20,223	-	-	-
HAMPTON	122,617	123,328	.6	43,358	784,170	1,052,698	8,536	24,002	-	-	-
HARRISONBURG	19,671	21,037	6.9	6,693	113,414	161,917	7,697	24,192	-	-	-
HOPEWELL	23,397	24,026	2.7	9,171	142,459	202,132	8,413	22,040	-	-	-
LEXINGTON	7,292	7,299	.1	2,255	35,410	56,629	7,758	25,113	-	-	-
LYNCHBURG	66,743	67,936	1.8	25,493	485,695	668,012	9,833	26,204	-	-	-
MANASSAS	15,438	17,156	11.1	5,862	158,723	193,844	11,299	33,068	-	-	-
MANASSAS PARK	6,524	6,383	−2.2	1,943	59,888	66,971	10,492	34,468	-	-	-
MARTINSVILLE	18,149	17,960	−1.1	6,852	115,991	161,588	8,997	23,583	-	-	-
NEWPORT NEWS	144,903	149,211	3.0	55,241	950,681	1,281,297	8,587	23,195	-	-	-
NORFOLK	266,979	267,503	.2	91,745	1,721,168	1,960,460	7,329	21,369	-	-	-
NORTON	4,757	4,812	1.2	1,747	34,020	42,574	8,847	24,370	-	-	-
PETERSBURG	41,055	41,630	1.4	15,808	210,553	293,602	7,053	18,573	-	-	-
POQUOSON	8,726	9,988	14.5	3,303	57,102	83,632	8,373	25,320	-	-	-
PORTSMOUTH	104,577	105,504	.9	38,749	695,726	820,934	7,781	21,186	-	-	-
RADFORD	13,225	13,857	4.8	4,314	66,188	107,666	7,770	24,957	-	-	-
RICHMOND	219,214	222,132	1.3	90,961	1,595,670	2,083,915	9,381	22,910	-	-	-
ROANOKE	100,427	103,021	2.6	43,012	752,246	1,025,545	9,955	23,843	-	-	-
SALEM	23,958	25,104	4.8	9,519	195,748	271,099	10,799	28,480	-	-	-
SOUTH BOSTON	7,093	7,269	2.5	2,794	41,907	57,993	7,978	20,756	-	-	-
STAUNTON	21,857	22,264	1.9	8,597	154,752	206,667	9,283	24,039	-	-	-
SUFFOLK	47,621	48,964	2.8	16,939	269,862	351,406	7,177	20,745	410	15,860	8,345
VIRGINIA BEACH	262,199	281,095	7.2	95,589	2,147,910	2,676,448	9,522	28,000	229	8,597	10,726
WAYNESBORO	15,329	15,720	2.6	6,364	112,837	165,589	10,534	26,020	-	-	-
WILLIAMSBURG	9,870	9,274	−6.0	2,658	61,287	77,930	8,403	29,319	-	-	-
WINCHESTER	20,217	20,679	2.3	8,521	131,822	186,272	9,008	21,860	-	-	-

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1981 Cash Receipts as follows: From Crops $732,582,000; from Livestock & Livestock Products $911,026,000; Total $1,643,608,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WASHINGTON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,130,163	4,378,255	6.0	1,707,551	36,452,027	46,003,430	10,507	26,941	37,778	1,303,577	719,540
STANDARD METROPOLITAN STATISTICAL AREAS											
Bellingham, Wash.	106,701	111,685	4.7	43,419	858,015	1,113,370	9,969	25,642	1,446	15,970	67,205
Bremerton, Wash.	146,609	160,876	9.7	60,418	2,151,449	1,616,698	10,049	26,759	260	800	737
Olympia, Wash.	124,264	140,928	13.4	55,093	1,322,612	1,579,135	11,205	28,663	619	5,936	17,680
Portland, Ore.-Wash.	1,242,187	1,282,253	3.2	514,696	10,655,840	13,671,605	10,662	26,562	6,084	97,897	45,198
Richland-Kennewick-Pasco, Wash.	144,469	156,994	8.7	58,004	1,467,360	1,794,959	11,433	30,945	1,833	179,813	39,539
Seattle-Everett, Wash.	1,606,765	1,704,091	6.1	685,239	14,279,090	20,075,147	11,781	29,297	2,433	29,578	69,290
Spokane, Wash.	341,835	353,371	3.4	138,819	3,003,394	3,432,959	9,715	24,730	1,859	39,693	11,702
Tacoma, Wash.	485,643	516,166	6.3	193,831	3,586,937	4,406,345	8,537	22,733	1,078	12,872	26,839
Yakima, Wash.	172,508	183,477	6.4	68,241	1,306,941	1,608,732	8,768	23,574	4,301	240,904	113,960
COUNTIES, Cities											
ADAMS	13,267	13,380	.9	4,780	121,371	119,003	8,894	24,896	696	82,229	
ASOTIN	16,823	17,055	1.4	6,827	157,541	146,270	8,576	21,425	157	5,183	
Clarkston	6,903	6,767	−2.0	2,889	51,095	56,841	8,400	19,675	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSE-HOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
BENTON	109,444	118,902	8.6	44,380	1,141,290	1,411,118	11,868	31,796	1,035	91,572	20,169
Kennewick	34,397	37,370	8.6	15,069	363,271	488,860	13,082	32,441	*	*	*
Richland	33,578	34,492	2.7	13,194	398,457	536,831	15,564	40,688	*	*	*
CHELAN	45,061	47,483	5.4	19,575	388,043	491,259	10,346	25,096	1,303	70,036	524
Wenatchee	17,257	17,779	3.0	6,631	132,466	188,363	10,595	28,406	*	*	*
CLALLAM	51,648	53,659	3.9	21,688	402,197	588,729	10,972	27,145	325	1,374	
Port Angeles	17,311	16,352	–5.5	6,575	135,176	230,466	14,094	35,052	*	*	*
CLARK	192,227	204,482	6.4	76,551	1,439,210	2,129,641	10,415	27,820	1,269	5,897	18,681
Vancouver	42,834	40,648	–5.1	18,792	363,112	616,564	15,168	32,810	*	*	*
COLUMBIA	4,057	4,208	3.7	1,746	38,227	38,889	9,242	22,273	230	21,500	1,945
COWLITZ	79,548	82,700	4.0	32,067	771,852	877,471	10,610	27,364	323	1,776	3,682
Kelso	11,129	11,311	1.6	4,740	96,678	120,138	10,621	25,346	*	*	*
Longview	31,052	31,691	2.1	13,026	325,253	408,649	12,895	31,372	*	*	*
DOUGLAS	22,144	22,798	3.0	8,659	223,528	220,273	9,662	25,439	892	58,085	8,434
FERRY	5,811	6,459	11.2	2,279	53,370	47,528	7,358	20,855	200	639	2,206
FRANKLIN	35,025	38,092	8.8	13,624	326,070	383,841	10,077	28,174	798	88,241	19,370
Pasco	18,425	19,909	8.1	7,611	162,007	216,481	10,874	28,443	*	*	*
GARFIELD	2,468	2,483	.6	1,018	20,354	20,924	8,427	20,554	212	14,924	2,017
GRANT	48,522	49,691	2.4	18,401	451,297	425,478	8,562	23,123	1,669	154,774	
Moses Lake	10,629	10,472	–1.5	3,687	105,510	115,061	10,987	31,207	*	*	*
GRAYS HARBOR	66,314	68,610	3.5	27,276	497,925	709,176	10,336	26,000	382	1,511	
Aberdeen	18,739	18,767	.1	7,463	131,023	208,448	11,107	27,931	*	*	*
ISLAND	44,048	45,396	3.1	17,112	363,203	463,654	10,214	27,095	245	897	4,027
JEFFERSON	15,965	16,683	4.5	6,924	123,216	178,021	10,671	25,711	130	159	1,521
KING	1,269,749	1,337,364	5.3	548,117	11,650,334	16,338,662	12,217	29,809	1,187	18,001	31,374
Auburn	26,417	28,661	8.5	12,241	224,875	351,223	12,254	28,692	*	*	*
Bellevue-Kirklan	92,682	100,628	8.6	40,581	949,421	1,331,487	13,232	32,811	*	*	*
Kent	23,152	26,206	13.2	12,392	236,941	385,769	14,721	31,130	*	*	*
Renton	30,612	32,691	6.8	9,271	175,548	268,099	8,201	28,918	*	*	*
Seattle	493,846	489,812	–.8	226,940	4,402,265	6,582,302	13,438	29,005	*	*	*
KITSAP	146,609	160,876	9.7	60,418	2,151,449	1,616,698	10,049	26,759	260	800	737
Bremerton	36,208	35,970	–.7	14,300	504,628	439,666	12,223	30,746	*	*	*
KITTITAS	24,877	25,295	1.7	10,083	228,437	263,154	10,403	26,099	624	8,746	
Ellensburg	11,752	11,329	–3.6	3,972	97,554	122,639	10,825	30,876	*	*	*
KLICKITAT	15,822	16,053	1.5	6,106	147,216	164,768	10,264	26,985	502	11,111	7,242
LEWIS	55,279	59,143	7.0	22,815	474,406	542,757	9,177	23,789	1,137	3,361	22,103
Centralia	10,809	11,129	3.0	4,502	88,190	116,642	10,481	25,909	*	*	*
Chehalis	6,100	6,261	2.6	2,394	52,193	67,905	10,846	28,365	*	*	*
LINCOLN	9,604	9,741	1.4	3,912	104,218	96,119	9,867	24,570	767	52,928	8,150
MASON	31,184	33,639	7.9	13,238	247,579	366,838	10,905	27,711	112	253	578
OKANOGAN	30,639	32,393	5.7	12,584	225,760	291,811	9,008	23,189	1,296	56,957	13,664
PACIFIC	17,237	18,067	4.8	7,638	129,302	185,697	10,278	24,312	278	2,448	
PEND OREILLE	8,580	9,051	5.5	3,268	55,221	67,806	7,492	20,748	245	504	2,153
PIERCE	485,643	516,166	6.3	193,831	3,586,937	4,406,345	8,537	22,733	1,078	12,872	26,839
Tacoma	158,501	160,760	1.4	67,029	1,124,710	1,569,105	9,761	23,409	*	*	*
SAN JUAN	7,838	8,464	8.0	3,749	68,733	90,972	10,748	24,266	121	129	1,344
SKAGIT	64,138	69,067	7.7	27,575	548,061	717,748	10,392	26,029	779	25,024	32,667
Mount Vernon	13,009	14,698	13.0	5,725	105,072	167,374	11,388	29,236	*	*	*
SKAMANIA	7,919	8,564	8.1	3,212	66,903	73,848	8,623	22,991	69	620	248
SNOHOMISH	337,016	366,727	8.8	137,122	2,628,756	3,736,485	10,189	27,249	1,246	11,577	37,916
Everett	54,413	55,128	1.3	23,309	421,713	672,774	12,204	28,863	*	*	*
SPOKANE	341,835	353,371	3.4	138,819	3,003,394	3,432,959	9,715	24,730	1,859	39,693	11,702
Spokane	171,300	167,406	–2.3	72,894	1,518,840	1,908,387	11,400	26,180	*	*	*
STEVENS	28,979	31,433	8.5	11,134	232,032	215,786	6,865	19,381	1,008	4,838	10,878
THURSTON	124,264	140,928	13.4	55,093	1,322,612	1,579,135	11,205	28,663	619	5,936	17,680
Olympia	27,447	28,848	5.1	12,683	319,538	449,893	15,595	35,472	*	*	*
WAHKIAKUM	3,832	3,701	–3.4	1,333	23,384	34,537	9,332	25,909	150	24	4,227
WALLA WALLA	47,435	49,927	5.3	18,706	493,170	454,994	9,113	24,323	753	71,604	67,924
Walla Walla	25,618	26,650	4.0	10,374	261,885	266,456	9,998	25,685	*	*	*
WHATCOM	106,701	111,685	4.7	43,419	858,015	1,113,370	9,969	25,642	1,446	15,970	67,205
Bellingham	45,794	46,422	1.4	17,479	337,234	495,084	10,665	28,325	*	*	*
WHITMAN	40,103	41,042	2.3	14,231	380,473	352,934	8,599	24,800	1,299	112,281	10,800
Pullman	23,579	24,131	2.3	7,050	199,946	203,668	8,440	28,889	*	*	*
YAKIMA	172,508	183,477	6.4	68,241	1,306,941	1,608,732	8,768	23,574	4,301	240,904	113,960
Yakima	49,826	51,599	3.6	21,267	408,565	573,976	11,124	26,989	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1981 Cash receipts as follows: From Crops $2,009,061,000; from Livestock & Livestock Products $896,004,000; Total $2,905,065,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	POPULATION % Pop. Change 84 vs 80	HOUSE-HOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
STATE TOTALS	1,949,644	1,983,575	1.7	730,305	13,063,151	15,878,289	8,005	21,742	20,619	46,994	118,459
STANDARD METROPOLITAN STATISTICAL AREAS											
Charleston, W.Va.	269,595	270,390	.3	104,279	2,360,192	2,716,205	10,046	26,047	697	1,237	1,448
Cumberland, Md.-W.Va.	107,782	109,343	1.4	41,476	599,778	747,513	6,836	18,023	529	1,819	1,602
Huntington-Ashland, W.Va.-Ky.-O.	311,350	312,770	.5	116,528	2,252,621	2,873,132	9,186	24,656	2,069	5,865	5,079

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Parkersburg-Marietta, W.Va.-O.	162,836	164,840	1.2	61,156	1,139,024	1,468,431	8,908	24,011	1,638	4,041	12,516
Steubenville-Weirton, O.-W.Va.	163,099	163,909	.5	60,456	1,559,643	1,684,391	10,276	27,861	641	1,869	4,344
Wheeling, W.Va.-	185,566	185,683	.1	70,609	1,462,962	1,711,332	9,216	24,237	1,350	3,217	2,148
COUNTIES, Cities											
BARBOUR	16,639	17,499	5.2	6,226	83,237	103,508	5,915	16,625	502	603	2,229
BERKELEY	46,775	47,987	2.6	17,680	281,708	409,737	8,539	23,175	460	10,406	5,586
Martinsburg	13,063	11,862	–9.2	4,915	80,924	136,867	11,538	27,847	*	*	*
BOONE	30,447	31,118	2.2	10,910	145,358	215,744	6,933	19,775	39	63	30
BRAXTON	13,894	14,490	4.3	5,335	76,679	81,117	5,598	15,205	345	179	1,215
BROOKE	31,117	31,766	2.1	11,304	274,554	310,440	9,773	27,463	83	125	742
CABELL	106,835	106,834		42,122	894,237	1,058,392	9,907	25,127	382	641	
1Huntington	63,684	59,961	–5.9	25,268	546,040	689,477	11,499	27,287	*	*	*
CALHOUN	8,250	8,650	4.8	3,167	44,549	49,745	5,751	15,707	176	78	420
CLAY	11,265	11,542	2.5	3,944	51,229	56,325	4,880	14,281	87	111	
DODDRIDGE	7,433	8,175	10.0	2,970	44,801	48,195	5,895	16,227	245	82	
FAYETTE	57,863	58,676	1.4	21,026	273,153	409,447	6,978	19,473	232	129	
GILMER	8,334	8,523	2.3	3,016	43,256	45,175	5,300	14,978	220	84	953
GRANT	10,210	10,225	.1	3,699	69,095	67,847	6,635	18,342	358	196	2,479
GREENBRIER	37,665	39,724	5.5	14,981	264,312	279,636	7,039	18,666	754	516	
Lewisburg	3,065	3,310	8.0	1,358	20,251	23,300	7,039	17,158	*	*	*
Ronceverte	2,312	2,434	5.3	905	14,972	17,134	7,039	18,933	*	*	*
White Sulphur Springs	3,371	3,734	10.8	1,476	22,904	26,285	7,039	17,808	*	*	*
HAMPSHIRE	14,867	15,581	4.8	5,674	99,691	106,320	6,824	18,738	511	6,399	2,944
HANCOCK	40,418	41,556	2.8	15,302	405,967	462,173	11,122	30,203	82	460	188
2Weirton	25,371	25,256	–.5	9,385	271,805	329,235	13,036	35,081	*	*	*
HARDY	10,030	10,024	–.1	3,699	59,007	63,977	6,382	17,296	463	650	5,242
HARRISON	77,710	79,392	2.2	30,415	507,357	639,250	8,052	21,018	561	223	2,827
Clarksburg	22,371	21,482	–4.0	9,553	166,095	235,314	10,954	24,632	*	*	*
JACKSON	25,794	28,458	10.3	10,045	156,800	223,516	7,854	22,251	642	486	
JEFFERSON	30,302	31,877	5.2	10,963	176,496	256,329	8,041	23,381	371	6,732	10,425
KANAWHA	231,414	231,024	–.2	90,306	2,097,566	2,419,753	10,474	26,795	195	362	469
Charleston	63,968	61,041	–4.6	26,707	683,056	867,314	14,209	32,475	*	*	*
LEWIS	18,813	19,060	1.3	7,029	117,555	128,062	6,719	18,219	379	195	2,551
LINCOLN	23,675	23,972	1.3	8,054	125,040	135,375	5,647	16,808	300	640	246
LOGAN	50,679	51,019	.7	17,329	252,952	375,168	7,353	21,650	27	20	147
Logan	3,029	2,859	–5.6	1,258	21,485	35,870	12,546	28,514	*	*	*
MCDOWELL	49,899	49,304	–1.2	16,607	218,459	317,905	6,448	19,143	N.A.	N.A.	N.A.
Welch	3,885	3,769	–3.0	1,586	23,682	26,266	6,969	16,561	*	*	*
MARION	65,789	65,960	.3	25,587	419,444	535,945	8,125	20,946	349	272	1,063
Fairmont	23,863	22,569	–5.4	9,705	174,495	248,378	11,005	25,593	*	*	*
MARSHALL	41,608	42,109	1.2	15,186	281,662	351,690	8,352	23,159	429	499	2,148
Moundsville	12,419	11,738	–5.5	4,380	103,231	128,352	10,935	29,304	*	*	*
MASON	27,045	27,925	3.3	10,134	189,722	196,956	7,053	19,435	685	1,869	6,209
Point Pleasant	5,682	5,497	–3.3	2,149	36,074	40,457	7,360	18,826	*	*	*
MERCER	73,942	75,583	2.2	28,249	425,772	627,525	8,302	22,214	325	185	
3Bluefield	16,060	15,619	–2.8	6,251	108,192	178,038	11,399	28,482	*	*	*
MINERAL	27,234	27,696	1.7	10,051	197,155	208,224	7,518	20,717	282	434	
Keyser	6,569	6,315	–3.9	2,459	40,873	46,219	7,319	18,796	*	*	*
MINGO	37,336	37,723	1.0	12,507	148,951	220,597	5,848	17,638	N.A.	N.A.	N.A.
Williamson	5,219	4,842	–7.2	1,990	26,263	29,207	6,032	14,677	*	*	*
MONONGALIA	75,024	76,582	2.1	28,928	494,131	639,795	8,354	22,117	362	480	1,453
Morgantown	27,605	26,035	–5.7	9,476	180,160	265,274	10,189	27,994	*	*	*
MONROE	12,873	13,361	3.8	4,810	77,056	80,587	6,032	16,754	680	545	8,957
MORGAN	10,711	10,886	1.6	4,106	54,003	79,495	7,302	19,361	150	2,574	508
NICHOLAS	28,126	28,639	1.8	10,102	178,832	192,665	6,727	19,072	300	194	1,405
OHIO	61,389	61,956	.9	24,215	466,992	580,668	9,372	23,980	163	1,337	
Wheeling	43,070	42,323	–1.7	17,789	332,194	435,562	10,291	24,485	*	*	*
PENDLETON	7,910	7,919	.1	2,980	48,031	50,169	6,335	16,835	645	319	5,650
PLEASANTS	8,236	8,608	4.5	2,941	90,610	53,566	6,223	18,214	76	176	
POCAHONTAS	9,919	10,139	2.2	3,845	49,330	63,253	6,239	16,451	436	189	2,985
PRESTON	30,460	30,789	1.1	10,830	149,426	191,009	6,204	17,637	721	872	
PUTNAM	38,181	39,366	3.1	13,973	262,626	296,452	7,531	21,216	502	875	979
RALEIGH	86,821	88,738	2.2	32,217	453,378	673,802	7,593	20,914	257	459	
Beckley	20,492	19,751	–3.6	8,297	139,748	239,823	12,142	28,905	*	*	*
RANDOLPH	28,734	29,185	1.6	10,252	174,956	185,229	6,347	18,068	379	308	
Elkins	8,536	8,316	–2.6	3,013	48,263	54,231	6,521	17,999	*	*	*
RITCHIE	11,442	11,428	–.1	4,316	68,889	70,975	6,211	16,445	314	109	1,208
ROANE	15,952	16,039	.5	5,857	94,367	102,260	6,376	17,459	454	152	1,694
SUMMERS	15,875	16,153	1.8	5,692	89,459	95,223	5,895	16,729	317	302	1,460
TAYLOR	16,584	17,285	4.2	6,395	89,494	113,830	6,585	17,800	232	1,717	
Grafton	6,845	6,878	.5	2,713	40,830	45,861	6,668	16,904	*	*	*
TUCKER	8,675	9,151	5.5	3,478	56,662	56,777	6,204	16,325	170	157	735
TYLER	11,320	11,757	3.9	4,297	109,360	68,377	5,816	15,913	268	160	1,172
UPSHUR	23,427	24,530	4.7	8,733	150,955	164,791	6,718	18,870	367	174	1,682
WAYNE	46,021	46,756	1.6	16,666	293,690	360,207	7,704	21,613	175	218	870
WEBSTER	12,245	12,230	–.1	4,419	62,223	66,238	5,416	14,989	99	63	166
WETZEL	21,874	22,168	1.3	8,057	236,688	141,833	6,398	17,604	242	104	538
WIRT	4,922	5,266	7.0	1,799	22,243	28,969	5,501	16,103	210	301	1,131
WOOD	93,648	94,688	1.1	35,728	692,937	859,429	9,076	24,055	430	773	2,714
Parkersburg	39,967	37,857	–5.3	15,895	311,303	414,091	10,938	26,052	*	*	*
WYOMING	35,993	36,484	1.4	12,152	171,049	258,617	7,089	21,282	40	18	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1981 Cash receipts as follows: From Crops $53,642,000; from Livestock & Livestock Products $163,449,000; Total $217,091,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	HOUSEHOLDS 1984 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1983 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1983 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
STATE TOTALS	4,705,335	4,814,459	2.3	1,768,091	36,131,638	44,621,618	9,268	25,237	90,006	677,450	2,678,174
STANDARD METROPOLITAN STATISTICAL AREAS											
Appleton-Oshkosh, Wis.	291,325	300,213	3.1	107,093	2,012,452	2,655,207	8,844	24,793	4,068	27,701	103,613
Duluth-Superior, Minn.-Wis.	266,650	266,700		102,637	1,877,036	2,228,517	8,356	21,713	1,378	3,896	8,879
Eau Claire, Wis.	130,507	136,559	4.6	48,588	723,288	1,062,209	7,778	21,862	2,953	12,944	89,757
Green Bay, Wis.	175,280	179,378	2.3	64,099	1,291,616	1,692,941	9,438	26,411	1,459	7,416	52,587
Janesville-Beloit, Wis.	139,420	141,242	1.3	51,879	822,489	1,196,263	8,470	23,059	1,691	32,891	53,837
Kenosha, Wis.	123,137	125,459	1.9	45,909	1,092,264	1,066,061	8,497	23,221	586	10,847	15,104
La Crosse, Wis.	91,056	94,759	4.1	34,893	759,140	897,488	9,471	25,721	899	4,372	29,530
Madison, Wis.	323,545	332,877	2.9	129,829	3,690,683	3,392,978	10,193	26,134	3,286	46,505	133,183
Milwaukee, Wis.	1,397,143	1,411,160	1.0	528,704	11,414,228	15,824,299	11,214	29,930	3,035	42,410	64,865
Minneapolis-St. Paul, Minn.-Wis.	2,114,256	2,150,776	1.7	811,042	18,934,941	26,085,999	12,129	32,164	10,590	126,868	210,774
Racine, Wis.	173,132	176,846	2.1	63,493	1,435,437	1,794,357	10,146	28,261	886	23,694	
Sheboygan, Wis.	100,935	103,856	2.9	38,186	673,993	929,796	8,953	24,349	1,454	8,286	48,758
Wausau, Wis.	111,270	115,651	3.9	41,055	713,480	923,655	7,987	22,498	3,256	14,478	102,869
COUNTIES, Cities											
ADAMS	13,457	14,177	5.4	5,371	85,905	97,145	6,852	18,087	457	12,145	6,109
ASHLAND	16,783	16,975	1.1	6,487	97,333	117,213	6,905	18,069	315	593	3,966
Ashland	9,115	9,017	−1.1	3,118	56,033	62,736	6,958	20,121	*	*	*
BARRON	38,730	40,083	3.5	14,952	270,995	296,247	7,391	19,813	1,876	8,109	
BAYFIELD	13,822	14,779	6.9	5,721	84,723	99,007	6,699	17,306	489	1,335	6,254
BROWN	175,280	179,378	2.3	64,099	1,291,616	1,692,941	9,438	26,411	1,459	7,416	52,587
Green Bay	87,899	86,816	−1.2	34,338	656,239	929,920	10,711	27,081	*	*	*
BUFFALO	14,309	14,672	2.5	5,394	89,849	98,761	6,731	18,309	1,146	6,518	43,271
BURNETT	12,340	12,974	5.1	4,961	74,010	81,687	6,296	16,466	511	1,551	
CALUMET	30,867	32,477	5.2	10,712	190,138	261,602	8,055	24,421	1,090	4,918	
CHIPPEWA	51,702	53,916	4.3	18,596	269,857	394,854	7,324	21,233	1,806	6,011	62,238
Chippewa Falls	11,845	11,818	−.2	4,369	64,077	109,121	9,233	24,976	*	*	*
CLARK	32,910	34,580	5.1	12,130	172,548	231,649	6,699	19,097	2,528	4,794	82,508
COLUMBIA	43,222	44,164	2.2	16,614	310,495	376,391	8,523	22,655	1,742	23,982	60,969
Portage	7,896	7,890	−.1	3,037	59,304	67,183	8,515	22,122	*	*	*
CRAWFORD	16,556	17,331	4.7	6,270	121,388	106,676	6,155	17,014	1,173	5,530	27,064
DANE	323,545	332,877	2.9	129,829	3,690,683	3,392,978	10,193	26,134	3,286	46,505	133,183
Madison	170,616	168,463	−1.3	68,226	1,914,586	1,914,335	11,364	28,059	*	*	*
DODGE	74,747	76,572	2.4	26,545	526,047	635,387	8,298	23,936	2,487	20,314	104,911
Beaver Dam	14,149	14,045	−.7	5,349	107,719	151,626	10,796	28,347	*	*	*
DOOR	25,029	26,134	4.4	10,086	191,696	216,174	8,272	21,433	1,107	9,551	19,004
DOUGLAS	44,421	44,926	1.1	17,476	393,611	398,198	8,863	22,785	371	991	3,365
Superior	29,571	28,994	−2.0	10,019	233,593	252,445	8,707	25,197	*	*	*
DUNN	34,314	35,887	4.6	12,088	224,252	247,497	6,897	20,475	1,758	11,732	53,850
EAU CLAIRE	78,805	82,643	4.9	29,992	453,431	667,355	8,075	22,251	1,147	6,933	27,519
Eau Claire	51,509	53,759	4.4	19,807	306,051	481,644	8,959	24,317	*	*	*
FLORENCE	4,172	4,598	10.2	1,714	28,653	31,346	6,817	18,288	120	503	
FOND DU LAC	88,952	91,492	2.9	32,196	570,035	787,519	8,608	24,460	2,083	16,698	76,727
Fond du Lac	35,863	36,354	1.4	13,545	239,794	370,786	10,199	27,374	*	*	*
FOREST	9,044	9,236	2.1	3,225	45,917	55,755	6,037	17,288	146	291	1,831
GRANT	51,736	53,210	2.8	18,008	427,292	376,204	7,070	20,891	2,569	12,451	117,900
GREEN	30,012	30,932	3.1	11,577	292,705	256,307	8,286	22,139	1,567	8,871	73,139
Monroe	10,027	10,433	4.0	4,385	113,590	113,539	10,883	25,893	*	*	*
GREEN LAKE	18,370	18,875	2.7	7,178	132,318	149,174	7,903	20,782	741	7,203	25,284
IOWA	19,802	20,520	3.6	7,357	193,246	163,860	7,985	22,273	1,432	11,837	60,278
IRON	6,730	6,985	3.8	2,906	41,185	48,075	6,883	16,543	62	329	
Hurley	2,015	1,929	−4.3	546	12,185	13,277	6,883	24,317	*	*	*
JACKSON	16,831	17,271	2.6	6,561	128,244	136,522	7,905	20,808	969	6,131	24,206
JEFFERSON	66,152	67,863	2.6	23,918	485,340	565,502	8,333	23,643	1,743	26,030	46,911
Fort Atkinson	9,785	9,936	1.5	3,789	76,995	87,159	8,772	23,003	*	*	*
Watertown	18,113	18,869	4.2	6,477	126,979	172,447	9,139	26,625	*	*	*
JUNEAU	21,039	21,481	2.1	8,102	147,213	153,934	7,166	19,000	886	6,129	20,609
KENOSHA	123,137	125,459	1.9	45,909	1,092,264	1,066,061	8,497	23,221	586	10,847	15,104
Kenosha	77,685	77,488	−.3	27,807	646,380	682,542	8,808	24,546	*	*	*
KEWAUNEE	19,539	19,750	1.1	6,817	152,658	173,273	8,773	25,418	1,184	5,679	37,297
LA CROSSE	91,056	94,759	4.1	34,893	759,140	897,488	9,471	25,721	899	4,372	29,530
La Crosse	48,347	47,196	−2.4	18,530	408,731	526,748	11,161	28,427	*	*	*
LAFAYETTE	17,412	17,325	−.5	6,159	138,125	120,463	6,953	19,559	1,390	15,359	73,753
LANGLADE	19,978	20,026	.2	7,427	117,640	136,653	6,824	18,399	600	10,757	
Antigo	8,653	8,421	−2.7	2,558	51,553	57,492	6,827	22,475	*	*	*
LINCOLN	26,311	27,898	6.0	10,304	176,805	205,822	7,378	19,975	615	2,142	
Merrill	9,578	9,794	2.3	2,976	64,795	72,900	7,443	24,496	*	*	*
MANITOWOC	82,918	84,611	2.0	30,423	524,559	728,028	8,604	23,930	1,829	9,761	63,091
Manitowoc	32,547	32,787	.7	12,838	225,497	334,333	10,197	26,042	*	*	*
Two Rivers	13,354	13,512	1.2	5,010	84,420	126,561	9,367	25,262	*	*	*
MARATHON	111,270	115,651	3.9	41,055	713,480	923,655	7,987	22,498	3,256	14,478	102,869
Wausau	32,426	32,068	−1.1	13,103	237,164	348,400	10,864	26,589	*	*	*
MARINETTE	39,314	40,255	2.4	15,175	268,388	308,043	7,652	20,299	877	3,295	18,002
Marinette	11,965	11,594	−3.1	3,200	63,744	83,514	7,203	26,098	*	*	*
MARQUETTE	11,672	12,158	4.2	4,713	86,048	90,984	7,483	19,305	586	6,475	
MENOMINEE	3,373	3,779	12.0	968	13,224	14,841	3,927	15,332	N.A.	N.A.	N.A.
MILWAUKEE	964,988	968,345	.3	381,793	7,832,219	10,754,864	11,106	28,169	186	5,829	644
Milwaukee	636,236	630,288	−.9	253,032	4,675,842	6,422,006	10,189	25,380	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONROE	35,074	36,838	5.0	13,007	243,413	267,654	7,266	20,578	1,792	8,456	47,218
OCONTO	28,947	29,400	1.6	10,564	176,153	199,290	6,779	18,865	1,373	6,710	37,577
ONEIDA	31,216	32,565	4.3	12,492	220,775	258,496	7,938	20,693	124	3,149	1,085
Rhinelander	7,873	7,471	–5.1	3,003	70,347	82,371	11,025	27,430	*	*	*
OUTAGAMIE	128,726	133,884	4.0	46,550	886,091	1,175,711	8,782	25,257	1,859	13,595	70,915
Appleton	58,913	60,325	2.4	22,594	450,491	647,935	10,741	28,677	*	*	*
OZAUKEE	66,981	68,881	2.8	23,433	580,547	841,679	12,219	35,919	601	6,962	16,016
PEPIN	7,477	7,518	.5	2,672	55,796	56,146	7,468	21,013	512	2,823	14,228
PIERCE	31,149	32,249	3.5	10,671	224,640	245,763	7,621	23,031	1,498	9,521	40,734
POLK	32,351	32,693	1.1	12,065	219,697	244,577	7,481	20,272	1,824	7,368	44,625
PORTAGE	57,420	57,754	.6	19,254	416,885	458,320	7,936	23,804	1,240	26,924	24,875
Stevens Point	22,970	21,520	–6.3	7,093	171,032	210,178	9,767	29,632	*	*	*
PRICE	15,788	16,268	3.0	6,149	95,725	109,140	6,709	17,749	634	754	10,912
RACINE	173,132	176,846	2.1	63,493	1,435,437	1,794,357	10,146	28,261	886	23,694	
Racine	85,725	83,715	–2.4	32,090	689,152	935,137	11,170	29,141	*	*	*
RICHLAND	17,476	17,728	1.4	6,608	107,977	120,248	6,783	18,197	1,343	5,014	
ROCK	139,420	141,242	1.3	51,879	822,489	1,196,263	8,470	23,059	1,691	32,891	53,837
Beloit	35,207	34,777	–1.2	13,026	204,591	314,463	9,042	24,141	*	*	*
Janesville	51,071	52,455	2.7	19,477	316,560	501,542	9,561	25,750	*	*	*
RUSK	15,589	15,695	.7	5,605	89,174	101,091	6,441	18,036	840	1,150	20,395
ST. CROIX	43,872	45,768	4.3	15,639	296,656	396,598	8,665	25,360	1,736	11,514	51,401
SAUK	43,469	44,250	1.8	16,466	357,987	386,285	8,730	23,460	1,713	9,673	64,043
Baraboo	8,081	7,982	–1.2	3,072	61,156	69,331	8,686	22,569	*	*	*
SAWYER	12,843	14,064	9.5	5,379	72,119	88,430	6,288	16,440	231	1,199	
SHAWANO	35,928	36,417	1.4	13,029	256,757	285,742	7,846	21,931	1,856	5,687	63,128
Shawano	7,013	7,070	.8	2,492	48,628	55,496	7,850	22,270	*	*	*
SHEBOYGAN	100,935	103,856	2.9	38,186	673,993	929,796	8,953	24,349	1,454	8,286	48,758
Sheboygan	48,085	48,559	1.0	18,900	325,358	494,061	10,174	26,141	*	*	*
TAYLOR	18,817	19,739	4.9	6,710	91,518	118,453	6,001	17,653	1,255	1,373	37,673
TREMPEALEAU	26,158	26,478	1.2	9,598	169,587	186,127	7,029	19,392	1,682	9,573	50,176
VERNON	25,642	26,771	4.4	10,187	161,290	179,915	6,721	17,661	2,462	11,150	53,967
VILAS	16,535	18,258	10.4	7,248	107,144	130,100	7,126	17,950	52	1,631	252
WALWORTH	71,507	72,963	2.0	26,452	516,266	626,175	8,582	23,672	1,152	25,661	37,879
WASHBURN	13,174	14,091	7.0	5,417	87,958	100,762	7,151	18,601	412	1,101	
WASHINGTON	84,848	86,724	2.2	28,561	626,647	889,922	10,262	31,159	1,185	8,410	31,116
West Bend	21,484	21,818	1.6	7,487	167,796	280,524	12,857	37,468	*	*	*
WAUKESHA	280,326	287,210	2.5	94,917	2,374,815	3,337,834	11,622	35,166	1,063	21,209	17,089
Waukesha	50,365	51,571	2.4	18,787	407,802	641,059	12,431	34,122	*	*	*
WAUPACA	42,831	43,763	2.2	15,992	305,857	348,030	7,953	21,763	1,711	7,680	46,585
WAUSHARA	18,526	19,404	4.7	7,578	129,800	135,007	6,958	17,816	837	18,398	15,467
WINNEBAGO	131,732	133,852	1.6	49,831	936,223	1,217,894	9,099	24,440	1,119	9,188	32,698
Menasha	12,307	11,605	–5.7	5,356	106,110	143,323	12,350	26,759	*	*	*
Neenah	23,272	23,622	1.5	8,590	181,646	255,053	10,797	29,692	*	*	*
Oshkosh	49,678	48,867	–1.6	18,553	328,073	452,201	9,254	24,373	*	*	*
WOOD	72,799	74,266	2.0	26,758	486,947	639,678	8,613	23,906	1,349	8,451	34,250
Marshfield	18,290	18,956	3.6	7,345	134,462	194,688	10,271	26,506	*	*	*
Wisconsin Rapid	17,995	17,471	–2.9	7,007	137,887	195,642	11,198	27,921	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1981 Cash receipts as follows: From Crops $1,069,450,000; from Livestock & Livestock Products $4,146,475,000; Total $5,215,925,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	470,816	524,008	11.3	192,857	4,085,137	5,411,696	10,328	28,061	8,500	91,479	443,980
STANDARD METROPOLITAN STATISTICAL AREAS											
Casper, Wyo.	71,856	79,593	10.8	29,975	733,672	975,318	12,254	32,538	260	1,002	16,506
COUNTIES, Cities											
ALBANY	29,062	30,687	5.6	11,744	261,614	335,721	10,940	28,587	215	629	21,624
Laramie	24,410	25,404	4.1	9,199	209,517	280,259	11,032	30,466	*	*	*
BIG HORN	11,896	13,041	9.6	4,774	87,447	114,181	8,756	23,917	504	11,306	14,876
CAMPBELL	24,367	30,393	24.7	10,422	252,997	363,046	11,945	34,835	382	2,481	21,753
Gillette	12,134	14,848	22.4	5,228	150,861	176,473	11,885	33,755	*	*	*
CARBON	21,896	24,316	11.1	8,670	175,863	232,016	9,542	26,761	253	623	35,099
Rawlins	11,547	12,537	8.6	4,126	105,590	120,677	9,626	29,248	*	*	*
CONVERSE	14,069	16,282	15.7	5,637	103,273	137,494	8,445	24,391	274	766	17,385
CROOK	5,308	5,684	7.1	2,013	38,535	47,575	8,370	23,634	412	1,712	16,831
FREMONT	40,251	43,367	7.7	14,927	311,026	394,964	9,107	26,460	757	6,651	26,126
Riverton	9,247	9,428	2.0	3,555	77,653	88,458	9,382	24,883	*	*	*
GOSHEN	12,040	12,803	6.3	4,935	87,113	114,442	8,939	23,190	728	15,934	35,546
HOT SPRINGS	5,710	6,185	8.3	2,430	44,392	56,359	9,112	23,193	117	680	8,574
JOHNSON	6,700	7,256	8.3	2,763	55,681	72,321	9,967	26,175	247	668	18,701
LARAMIE	68,649	74,250	8.2	28,634	604,065	806,332	10,860	28,160	531	8,506	17,608
Cheyenne	47,283	50,355	6.5	20,210	442,583	627,766	12,467	31,062	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs 80	1984 number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	12,177	13,900	14.1	4,568	86,012	116,351	8,371	25,471	487	2,214	13,244
NATRONA	71,856	79,593	10.8	29,975	733,672	975,318	12,254	32,538	260	1,002	16,506
Casper	51,016	55,406	8.6	20,898	532,539	750,219	13,540	35,899	*	*	*
NIOBRARA	2,924	3,142	7.5	1,351	23,665	32,854	10,456	24,318	270	1,287	16,393
PARK	21,639	23,239	7.4	8,721	178,200	239,093	10,288	27,416	586	14,915	40,411
PLATTE	11,975	12,459	4.0	4,816	88,390	113,291	9,093	23,524	430	5,895	23,492
SHERIDAN	25,048	28,149	12.4	10,957	199,640	261,979	9,307	23,910	481	1,828	22,516
Sheridan	15,146	17,009	12.3	6,617	116,987	170,827	10,043	25,816	*	*	*
SUBLETTE	4,548	4,982	9.5	1,809	47,105	56,008	11,242	30,961	198	777	14,886
SWEETWATER	41,723	48,460	16.1	17,076	352,446	466,319	9,623	27,308	129	291	
Rock Springs	19,458	21,492	10.5	8,096	173,652	260,816	12,135	32,215	*	*	*
TETON	9,355	10,926	16.8	4,547	104,574	144,047	13,184	31,680	103	508	
UINTA	13,021	16,737	28.5	5,494	114,363	160,331	9,579	29,183	244	218	9,059
WASHAKIE	9,496	10,669	12.4	3,860	73,687	95,187	8,922	24,660	213	9,936	27,057
Worland	6,391	7,204	12.7	2,554	56,777	64,646	8,974	25,312	*	*	*
WESTON	7,106	7,488	5.4	2,734	61,377	76,467	10,212	27,969	224	649	16,739

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1981 Cash receipts as follows: From Crops $153,032,000; from Livestock & Livestock Products $462,768,000; Total $615,800,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs. 81	1984 Number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 Estimate income per household	Number of farms 1981 Census	1981 cash receipts of crops (Thousands)	1981 cash receipts of livestock (Thousands)
CANADA TOTALS	24,343,181	25,040,979	2.9	8,875,258	192,572,000	272,160,005	10,869	30,665	318,361	6,987,464	8,385,805
CANADIAN METROPOLITAN AREAS											
Calgary	592,743	655,438	10.6	219,632	6,537,845	10,175,112	15,524	46,328	N.A.	N.A.	N.A.
Chicoutimi-Jonquiere	135,172	138,545	2.5	41,962	1,362,742	1,912,713	13,806	45,582	N.A.	N.A.	N.A.
Edmonton	657,057	709,130	7.9	242,559	6,957,574	10,522,828	14,839	43,383	N.A.	N.A.	N.A.
Halifax	277,727	282,757	1.8	101,191	2,101,491	2,900,933	10,259	28,668	N.A.	N.A.	N.A.
Hamilton	542,095	544,805	.5	201,803	5,062,330	6,798,918	12,480	33,691	N.A.	N.A.	N.A.
Kitchener	287,801	296,147	2.9	109,052	2,358,484	3,251,575	10,980	29,817	N.A.	N.A.	N.A.
London	283,668	291,611	2.8	113,155	2,438,785	3,357,087	11,512	29,668	N.A.	N.A.	N.A.
Montreal	2,828,349	2,841,680	.5	1,074,166	22,051,410	30,241,215	10,642	28,153	N.A.	N.A.	N.A.
Oshawa	154,217	164,045	6.4	52,533	1,394,954	1,999,722	12,190	38,066	N.A.	N.A.	N.A.
Ottawa-Hull	717,978	730,734	1.8	281,941	7,597,749	10,343,739	14,155	36,688	N.A.	N.A.	N.A.
Quebec	576,075	588,173	2.1	221,372	3,900,333	5,458,043	9,280	24,656	N.A.	N.A.	N.A.
Regina	164,313	171,093	4.1	61,195	1,703,950	2,598,987	15,190	42,471	N.A.	N.A.	N.A.
St Catharines-Niagara	304,353	305,610	.4	111,117	1,838,861	2,464,413	8,064	22,179	N.A.	N.A.	N.A.
St John	114,048	110,284	–3.3	37,713	1,240,074	1,622,708	14,714	43,028	N.A.	N.A.	N.A.
St John's	154,820	159,687	3.1	45,061	1,032,091	1,477,121	9,250	32,780	N.A.	N.A.	N.A.
Saskatoon	154,210	164,759	6.8	60,061	1,570,968	2,469,435	14,988	41,115	N.A.	N.A.	N.A.
Sudbury	149,923	145,125	–3.2	50,507	1,273,818	1,638,172	11,288	32,435	N.A.	N.A.	N.A.
Thunder Bay	121,379	122,477	.9	43,665	1,137,419	1,533,098	12,517	35,110	N.A.	N.A.	N.A.
Toronto	2,998,947	3,100,134	3.4	1,134,042	28,920,688	39,018,737	12,586	34,407	N.A.	N.A.	N.A.
Trois-Riveres	111,453	114,254	2.5	40,564	1,022,830	1,423,174	12,456	35,085	N.A.	N.A.	N.A.
Vancouver	1,268,183	1,320,798	4.1	501,203	12,435,106	18,286,895	13,845	36,486	N.A.	N.A.	N.A.
Victoria	233,481	241,350	3.4	99,154	2,215,955	3,230,246	13,384	32,578	N.A.	N.A.	N.A.
Windsor	246,110	245,349	–.3	90,382	2,429,846	3,229,191	13,162	35,728	N.A.	N.A.	N.A.
Winnipeg	584,842	588,265	.6	228,082	5,363,337	7,857,969	13,358	34,452	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,237,724	2,444,229	9.2	861,623	18,724,424	28,721,302	11,751	33,334	58,056	1,458,243	1,657,596
Calgary	592,743	655,438	10.6	242,862	6,475,937	10,078,991	15,377	41,501	*	*	*
Edmonton	532,246	568,750	6.9	218,307	5,577,668	8,224,050	14,460	37,672	*	*	*
Fort McMurray	31,000	39,048	26.0	12,229	120,552	219,242	5,615	17,928	*	*	*
Grande Prairie	24,263	27,692	14.1	9,435	224,992	363,554	13,128	38,532	*	*	*
Lethbridge	54,072	57,578	6.5	21,868	504,217	750,664	13,037	34,327	*	*	*
Medicine Hat	40,380	44,277	9.7	16,844	326,295	502,813	11,356	29,851	*	*	*
Red Deer	46,393	53,569	15.5	19,185	476,923	781,334	14,586	40,726	*	*	*
BRITISH COLUMBI.	2,744,467	2,888,027	5.2	1,091,993	23,309,710	34,697,486	12,014	31,774	20,012	260,714	473,413
Cranbrook	15,915	16,980	6.7	6,068	165,341	250,113	14,730	41,218	*	*	*
Dawson Creek	11,373	11,810	3.8	4,331	83,967	123,043	10,419	28,410	*	*	*
Fort St. John	13,891	16,404	18.1	5,585	118,088	201,453	12,281	36,070	*	*	*
Kamloops	64,048	67,012	4.6	23,624	566,614	837,690	12,501	35,459	*	*	*
Kelowna	59,196	62,937	6.3	24,497	461,760	695,672	11,053	28,398	*	*	*
Kimberley	7,375	7,511	1.8	2,884	57,366	82,182	10,942	28,496	*	*	*
Nanaimo	47,069	50,548	7.4	19,592	457,081	696,760	13,764	35,563	*	*	*
Nelson	9,143	9,095	–.5	3,673	99,573	138,797	15,261	37,788	*	*	*
New Westminister	38,550	38,631	.2	18,935	402,317	565,645	14,642	29,873	*	*	*
Penticton	23,181	24,098	4.0	10,038	196,923	288,954	11,991	28,786	*	*	*
Port Alberni	19,892	19,813	–.4	7,047	213,182	297,615	15,021	42,233	*	*	*
Prince George	67,559	71,501	5.8	24,044	685,205	1,026,785	14,360	42,704	*	*	*
Prince Rupert	16,197	16,943	4.6	5,701	169,078	249,908	14,750	43,836	*	*	*
Terrace	10,914	11,257	3.1	3,612	98,260	142,859	12,691	39,551	*	*	*
Trail	9,599	9,402	–2.1	3,801	118,358	162,050	17,236	42,634	*	*	*
Vancouver	414,281	416,630	.6	181,407	4,457,973	6,293,461	15,106	34,692	*	*	*
Vernon	19,987	21,180	6.0	8,546	160,644	241,065	11,382	28,208	*	*	*
Victoria	64,379	65,323	1.5	34,731	639,741	912,555	13,970	26,275	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1984	% Pop. Change 84 vs. 81	1984 Number of households	E&P 1980 estimate (Thousands)	E&P 1983 estimate (Thousands)	Income per capita	E&P 1983 Estimate income per household	Number of farms 1981 Census	1981 cash receipts of crops (Thousands)	1981 cash receipts of livestock (Thousands)
MANITOBA	1,026,241	1,028,687	.2	374,098	7,780,940	11,355,050	11,038	30,353	29,442	851,920	592,704
Brandon	36,242	36,935	1.9	14,338	277,596	412,983	11,181	28,803	*	*	*
Dauphin	8,971	8,876	−1.1	3,615	82,793	119,011	13,408	32,921	*	*	*
Flin Flon	7,894	7,761	−1.7	2,865	76,998	109,853	14,154	38,343	*	*	*
Portage La Prair	13,086	13,344	2.0	4,885	92,906	138,311	10,365	28,313	*	*	*
Roblin	1,953	1,942	−.6	794	11,924	17,237	8,876	21,709	*	*	*
Swan River	3,782	3,803	.6	1,501	28,461	41,682	10,960	27,769	*	*	*
Thompson	14,288	12,736	−10.9	3,875	51,779	66,004	5,182	17,033	*	*	*
Winnipeg	564,473	566,332	.3	220,864	4,779,752	6,982,449	12,329	31,614	*	*	*
NEW BRUNSWICK	696,403	706,299	1.4	227,244	4,182,945	5,749,063	8,140	25,299	4,063	49,115	91,875
Fredericton	43,723	42,935	−1.8	16,271	420,709	557,008	12,973	34,233	*	*	*
Moncton	54,743	54,128	−1.1	19,807	589,606	787,107	14,542	39,739	*	*	*
Saint John	80,521	77,713	−3.5	27,494	770,779	1,000,262	12,871	36,381	*	*	*
NEWFOUNDLAND	567,681	572,825	.9	156,311	3,067,226	4,279,280	7,470	27,377	679		
Corner Brook	24,339	23,813	−2.2	6,840	172,655	232,391	9,759	33,975	*	*	*
St. John's	83,770	82,280	−1.8	25,439	502,835	752,177	9,142	29,568	*	*	*
NOVA SCOTIA	847,442	857,192	1.2	288,357	5,560,538	7,618,059	8,887	26,419	5,045	34,754	155,966
Amherst	9,684	9,358	−3.4	3,444	69,903	90,822	9,705	26,371	*	*	*
Halifax	114,594	112,895	−1.5	45,321	895,770	1,190,131	10,542	26,260	*	*	*
New Glasgow	10,464	10,357	−1.0	3,676	83,191	111,126	10,730	30,230	*	*	*
Sydney	29,444	28,823	−2.1	9,553	305,812	403,320	13,993	42,219	*	*	*
Truro	12,552	12,403	−1.2	4,882	108,341	144,444	11,646	29,587	*	*	*
ONTARIO	8,625,107	8,811,439	2.2	3,165,256	74,284,652	101,574,120	11,528	32,090	82,448	1,490,339	2,798,409
Barrie	38,423	40,507	5.4	14,669	338,781	480,566	11,864	32,761	*	*	*
Belleville	34,881	34,659	−.6	13,724	337,076	446,282	12,876	32,518	*	*	*
Brampton	149,030	172,584	15.8	52,862	1,601,378	2,538,164	14,707	48,015	*	*	*
Brantford	74,315	76,903	3.5	28,477	611,940	849,383	11,045	29,827	*	*	*
Brockville	19,896	19,892		7,969	176,162	234,905	11,809	29,477	*	*	*
Cambridge	77,183	79,663	3.2	27,350	744,345	1,030,047	12,930	37,662	*	*	*
Chatham	40,952	42,123	2.9	15,504	342,321	471,805	11,201	30,431	*	*	*
Cobourg	11,385	11,366	−.2	4,275	77,688	103,415	9,099	24,191	*	*	*
Cornwall	46,144	46,156		16,774	396,349	528,831	11,457	31,527	*	*	*
Fort Frances	8,906	8,690	−2.4	3,274	71,727	92,980	10,700	28,400	*	*	*
Guelph	71,207	73,103	2.7	27,185	581,753	800,025	10,944	29,429	*	*	*
Hamilton	306,434	303,557	−.9	117,381	2,851,320	3,761,733	12,392	32,047	*	*	*
Ingersoll	8,494	8,647	1.8	3,157	86,836	118,259	13,676	37,459	*	*	*
Kenora	9,817	9,431	−3.9	3,626	82,022	104,442	11,074	28,804	*	*	*
Kingston	52,616	50,851	−3.4	21,950	508,943	652,528	12,832	29,728	*	*	*
Kirkland Lake	12,219	11,523	−5.7	4,566	196,642	245,091	21,270	53,677	*	*	*
Kitchener	139,734	143,797	2.9	53,519	1,139,183	1,570,963	10,925	29,353	*	*	*
Lindsay	13,596	13,872	2.0	5,568	96,192	131,341	9,468	23,589	*	*	*
London	254,280	261,445	2.8	103,716	2,148,087	2,959,174	11,319	28,532	*	*	*
Niagara Falls	70,960	71,754	1.1	26,150	632,116	854,068	11,903	32,660	*	*	*
North Bay	51,268	51,076	−.4	17,742	503,645	668,856	13,095	37,699	*	*	*
Orillia	23,955	23,719	−1.0	8,710	125,200	165,078	6,960	18,953	*	*	*
Oshawa	117,519	122,942	4.6	42,594	1,144,318	1,608,670	13,085	37,768	*	*	*
Ottawa	295,163	290,359	−1.6	126,083	3,249,603	4,252,534	14,646	33,728	*	*	*
Owen Sound	19,883	20,068	.9	7,851	140,555	189,498	9,443	24,137	*	*	*
Pembroke	14,026	13,560	−3.3	5,031	111,779	143,374	10,573	28,498	*	*	*
Peterborough	60,620	61,104	.8	23,626	629,343	847,192	13,865	35,858	*	*	*
Port Colborne	19,225	18,548	−3.5	6,801	165,292	211,498	11,403	31,098	*	*	*
Port Hope	9,992	10,097	1.1	3,803	97,260	131,309	13,005	34,528	*	*	*
St. Catharines	124,018	124,363	.3	46,309	1,138,599	1,523,587	12,251	32,900	*	*	*
St. Thomas	28,165	28,660	1.8	10,867	271,818	369,972	12,909	34,045	*	*	*
Sarnia	50,892	48,472	−4.8	19,073	579,606	730,727	15,075	38,312	*	*	*
Saulte Ste. Mari	82,697	83,549	1.0	28,458	945,190	1,275,791	15,270	44,831	*	*	*
SimcOe	14,326	14,397	.5	5,378	168,393	225,888	15,690	42,002	*	*	*
Sioux Lookout	3,074	3,056	−.6	1,059	18,396	24,370	7,974	23,012	*	*	*
Stratford	26,262	26,575	1.2	10,388	213,482	288,678	10,863	27,790	*	*	*
Sudbury	91,829	88,845	−3.3	32,205	887,668	1,139,512	12,826	35,383	*	*	*
Thunder Bay	112,486	113,008	.5	41,012	1,014,891	1,360,923	12,043	33,184	*	*	*
Timmins	46,114	46,820	1.5	16,051	357,434	485,235	10,364	30,231	*	*	*
Toronto	599,217	581,598	−3.0	246,030	5,853,143	7,541,5[illegible]0	12,967	30,653	*	*	*
Waterloo	49,428	50,877	2.9	19,609	407,001	561,447	11,035	28,632	*	*	*
Welland	45,448	45,655	.5	16,506	381,626	511,702	11,208	31,001	*	*	*
Whitby	36,698	41,103	12.0	13,639	370,593	564,562	13,735	41,393	*	*	*
Windsor	192,083	189,787	−1.2	71,781	1,967,822	2,588,400	13,638	36,060	*	*	*
Woodstock	26,603	26,512	−.4	9,999	238,481	316,821	11,950	31,685	*	*	*
PRINCE EDWARD ISLAND	122,506	124,716	1.8	39,918	747,492	1,007,537	8,079	25,240	3,154	63,724	67,805
Charlottetown	15,282	14,362	−6.0	5,676	118,818	146,023	10,167	25,726	*	*	*
Summerside	7,828	7,433	−5.1	2,556	69,941	86,971	11,701	34,026	*	*	*
QUEBEC	6,438,403	6,543,781	1.6	2,293,849	46,955,541	65,261,770	9,973	28,451	48,144	227,076	1,821,181
Chicoutimi	60,064	61,266	2.0	19,312	615,195	858,643	14,015	44,462	*	*	*
Granby	38,069	38,553	1.3	14,305	290,798	402,489	10,440	28,136	*	*	*
Montreal	980,354	928,588	−5.3	404,243	9,923,838	12,712,183	13,690	31,447	*	*	*
Quebec	166,474	160,993	−3.3	65,623	1,222,495	1,604,028	9,963	24,443	*	*	*
Rouyn	17,224	16,989	−1.4	6,213	186,248	250,008	14,716	40,239	*	*	*
Sherbrooke	74,075	72,665	−1.9	28,127	567,484	756,976	10,417	26,913	*	*	*
Trois Rivieres	50,466	49,406	−2.1	19,270	434,746	578,524	11,710	30,022	*	*	*
SASKATCHEWAN	968,313	992,591	2.5	355,753	7,430,773	11,127,929	11,211	31,280	67,318	2,551,579	726,856
Lloydminster	6,034	6,830	13.2	2,425	52,098	87,664	12,835	36,150	*	*	*
Moose Jaw	33,941	34,644	2.1	13,511	324,905	484,163	13,975	35,835	*	*	*
Prince Albert	31,380	32,630	4.0	11,566	285,182	434,282	13,309	37,548	*	*	*
Regina	162,613	169,332	4.1	63,111	1,670,543	2,548,177	15,048	40,376	*	*	*
Saskatoon	154,210	164,759	6.8	64,170	1,526,108	2,398,831	14,560	37,382	*	*	*
YUKON NW TERRITORIES	68,894	71,193	3.3	20,856	527,759	768,409	10,793	36,844	N.A.	N.A.	N.A.
Whitehorse	14,814	15,591	5.2	5,499	116,961	173,966	11,158	31,636	*	*	*

#1981 farm cash figures latest available; totals for Canada exclude figures from Newfoundland and Yukon/Northwest Territories.

*Figures for individual cities not available; included in provincial totals.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

EDITOR & PUBLISHER'S RETAIL SALES CENSUS & ESTIMATES* FOR 1983

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,704,902	14,988,915	15,346,174	1,578	865,970	1,316	1,805,724	5,887	3,840,154	3,196	3,112,735	3,562	1,418,125	2,511	781,274	2,403	605,020	4,102	1,112,670	1,034	487,209
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anniston, Ala.	335,020	432,136	433,062	53	21,930	41	53,354	153	111,741	98	84,086	129	36,565	48	22,865	75	17,889	128	34,958	36	14,410
Birmingham, Ala.	2,802,334	4,248,705	4,427,954	300	204,020	203	562,434	945	1,042,536	573	928,056	721	377,294	508	273,717	546	181,534	986	350,177	230	141,834
Columbus, Ga.-Ala.	695,446	939,022	944,954	76	33,769	47	134,531	277	192,112	147	190,923	209	91,790	134	47,477	157	43,014	321	83,153	51	26,274
Florence, Ala.	381,442	606,359	640,931	52	46,007	50	88,634	235	155,915	129	131,972	104	57,623	114	34,706	82	24,391	140	41,517	42	16,902
Gadsden, Ala.	307,723	440,658	451,936	42	26,457	33	59,691	136	106,080	98	90,966	102	32,579	82	30,359	88	19,669	118	33,782	33	13,920
Huntsville, Ala.	952,445	1,188,321	1,182,629	121	72,428	87	156,035	409	264,902	332	262,898	233	78,605	242	59,867	201	45,607	332	99,301	69	30,278
Mobile, Ala.	1,309,603	1,981,175	2,057,737	193	113,744	122	289,336	518	484,103	333	384,866	376	219,874	244	81,622	253	80,617	523	170,601	114	69,270
Montgomery, Ala.	849,619	1,020,171	1,007,553	105	48,320	58	153,006	337	208,781	174	203,099	229	109,685	181	51,583	158	36,964	316	84,855	60	25,935
Tuscaloosa, Ala.	400,031	512,286	512,801	37	40,138	25	69,419	178	121,085	107	89,722	117	47,552	78	26,457	97	21,363	150	42,994	31	14,997
COUNTIES, Cities																					
AUTAUGA	61,721	93,114	96,593	13	5,435	9	9,098	39	27,046	24	20,371	25	12,749	18	4,424	15	1,646	27	7,246	7	3,782
BALDWIN	206,631	373,169	402,369	55	27,548	37	23,401	120	105,195	70	66,003	99	74,229	41	10,262	53	14,038	108	31,671	25	13,008
BARBOUR	54,705	76,153	77,612	15	2,722	18	7,053	60	22,973	18	14,305	25	6,077	14	2,719	15	2,954	36	4,107	9	3,363
BIBB	23,013	27,739	27,383	3	387	11	1,300	27	9,013	12	8,885	16	2,880	5	726	10	615	7	1,500	5	943
BLOUNT	51,609	63,695	63,224	11	4,081	7	2,446	44	17,240	28	15,112	28	5,415	27	3,415	18	1,891	21	4,754	6	2,158
BULLOCK	20,150	29,655	30,595	7	1,793	9	2,546	37	11,431	7	3,721	11	3,566	4	1,150	5	562	8	749	3	870
BUTLER	51,090	73,484	75,416	11	5,254	9	4,309	69	26,769	27	8,451	32	10,761	17	3,420	12	3,187	21	4,105	7	2,882
CALHOUN	335,020	432,136	433,062	53	21,930	41	53,354	153	111,741	98	84,086	129	36,565	48	22,865	75	17,889	128	34,958	36	14,410
Anniston	230,799	295,151	295,200	26	10,527	21	32,801	68	72,077	60	74,631	65	20,943	25	16,033	47	11,943	72	19,901	19	8,977
CHAMBERS	74,504	137,559	149,035	11	4,421	16	9,878	77	50,873	30	23,807	41	26,154	15	2,904	14	4,376	32	8,915	13	6,911
Lanett	32,382	59,081	64,422	5	2,210	5	4,561	15	23,976	14	10,238	15	9,250	6	2,000	5	221	8	1,862	5	3,272
CHEROKEE	37,488	56,099	58,078	8	3,107	11	2,886	32	17,382	16	14,069	23	7,472	17	2,086	5	617	18	2,409	5	2,075
CHILTON	57,828	88,430	91,983	19	5,255	9	3,021	57	32,560	23	16,671	42	9,636	14	5,332	20	4,585	27	4,245	7	2,678
CHOCTAW	27,258	50,648	54,954	8	2,104	15	2,700	33	15,266	17	8,809	18	5,784	14	1,929	4	953	18	7,691	7	1,545
CLARKE	77,449	92,344	90,957	18	7,800	22	6,655	57	26,642	30	17,441	31	7,511	27	4,932	19	4,883	30	4,711	12	3,811
CLAY	23,290	29,964	30,007	9	3,244	11	1,648	37	9,719	14	5,262	13	3,373	11	1,274	6	631	8	1,513	5	1,289
CLEBURNE	17,339	25,856	26,745	5	1,488	8	1,826	20	6,511	11	8,436	14	3,491	4	376	2	361	11	1,844	4	1,182
COFFEE	102,504	158,641	165,422	20	11,006	19	9,488	78	36,883	50	50,761	40	8,733	35	7,154	31	9,459	36	7,349	11	5,298
Enterprise	83,098	129,627	135,395	12	9,438	8	7,726	36	27,258	40	45,614	23	6,300	28	[illegible]	24	8,143	27	6,443	6	3,889
COLBERT	171,724	337,564	371,650	27	37,557	21	46,395	108	87,725	44	76,795	45	38,935	43	18,211	29	11,001	64	24,167	18	8,916
Muscle Shoals	65,543	141,231	156,372	9	14,188	6	35,249	16	33,282	15	24,789	12	7,960	22	13,742	14	4,927	29	15,648	4	1,899
Sheffield	63,067	101,113	106,266	8	9,677	6	6,065	22	32,076	16	24,456	11	4,882	10	2,158	8	3,192	24	6,209	6	3,172
Tuscumbia	34,058	74,661	82,783	6	11,639	6	4,704	42	12,626	10	26,758	16	16,364	9	2,311	6	1,932	7	1,793	6	2,248
CONECUH	24,115	29,334	29,027	6	1,622	7	1,475	41	10,582	12	5,163	28	4,894	14	799	1	194	6	401	2	647
COOSA	6,659	12,058	13,012	3	887	4	500	20	4,753	7	693	15	3,251	4	263	2	98	4	260	3	572
COVINGTON	99,966	119,371	117,653	17	4,828	19	7,923	97	35,048	47	24,551	48	9,903	34	5,852	35	5,166	54	5,558	15	4,693
Andalusia	52,196	64,548	64,102	9	2,973	7	3,244	41	18,005	23	13,660	18	4,796	19	4,109	20	3,113	24	3,277	6	2,774
CRENSHAW	22,030	29,875	30,267	7	788	11	1,135	58	10,991	10	5,977	20	4,389	6	990	9	568	12	762	4	1,222
CULLMAN	157,900	273,913	292,882	28	28,803	18	15,560	104	76,620	81	65,812	52	30,964	44	17,063	45	10,722	40	13,743	15	9,078
Cullman	127,273	224,906	241,398	20	17,630	14	14,738	59	61,627	58	63,236	34	17,560	39	16,621	31	9,262	33	12,653	13	6,604
DALE	72,650	109,471	113,502	20	7,591	13	5,904	76	33,926	31	18,426	45	16,035	18	6,303	17	1,690	40	9,674	8	2,878
DALLAS	147,925	181,720	180,207	18	7,452	26	19,208	106	49,747	39	32,335	55	19,565	37	10,638	40	8,295	64	10,303	9	5,740
Selma	137,403	168,537	167,078	16	7,269	21	18,741	79	45,445	37	31,965	37	15,856	36	10,575	38	8,300	53	9,503	9	5,740
DE KALB	112,408	165,328	170,503	30	16,267	26	6,517	83	43,688	75	51,986	47	12,767	35	5,747	38	8,955	36	5,783	16	6,408
Fort Payne	70,028	105,716	112,855	10	10,079	10	4,415	36	23,480	27	43,492	21	7,179	22	5,244	15	4,597	20	4,088	6	2,603
ELMORE	63,630	89,472	91,374	23	4,798	13	3,791	89	35,180	28	13,146	38	10,980	21	3,837	17	4,066	25	3,289	15	3,571
ESCAMBIA	100,403	126,490	126,125	30	7,283	20	11,780	71	35,264	42	20,609	50	15,016	29	5,933	30	6,406	44	6,819	12	5,103
ETOWAH	307,723	440,658	451,936	42	26,457	33	59,691	136	106,080	98	90,966	102	32,579	82	30,359	88	19,669	118	33,782	33	13,920
Gadsden	245,255	341,739	348,274	26	20,404	23	50,727	88	71,185	70	84,280	59	17,834	61	24,036	64	16,611	82	23,634	23	10,631
FAYETTE	41,190	54,159	54,498	12	3,351	5	2,421	42	18,514	16	11,016	14	3,815	15	3,167	10	1,864	12	1,493	4	1,867
FRANKLIN	71,904	92,146	92,193	12	9,905	9	4,767	63	25,172	32	21,887	32	9,389	25	3,889	23	3,564	34	3,882	8	3,220
GENEVA	41,117	72,332	77,561	11	4,887	16	7,182	51	31,384	27	13,963	18	7,186	13	1,641	16	2,425	17	1,453	7	3,124
GREENE	17,339	29,841	31,849	1	408	5	3,035	25	9,963	6	7,392	12	5,685	3	230	2	284	15	1,667	2	823
HALE	18,696	27,775	28,712	5	1,057	11	1,694	48	12,901	7	5,587	16	1,772	6	610	4	224	7	577	4	947
HENRY	29,861	40,822	41,430	9	6,530	13	2,294	42	13,547	19	4,393	11	1,986	12	1,311	11	1,166	15	1,613	6	1,173
HOUSTON	304,805	348,014	339,793	29	23,838	27	57,562	136	66,734	69	78,701	65	23,538	75	15,869	90	17,410	107	23,087	20	7,320
Dothan	277,547	321,617	314,891	26	23,662	16	49,937	104	57,586	58	77,386	51	20,804	70	15,673	82	17,132	93	22,402	15	6,565
JACKSON	113,741	143,187	142,759	17	8,435	26	12,659	102	41,211	44	35,166	53	13,319	36	4,295	23	6,094	56	6,653	13	4,761
Scottsboro	83,879	100,447	103,761	7	7,054	13	10,932	34	27,158	27	26,635	22	7,273	24	3,768	17	5,181	32	4,555	10	3,501
JEFFERSON	2,428,057	3,707,228	3,871,164	212	153,506	141	538,741	694	879,632	428	794,092	551	323,847	420	251,195	459	162,806	848	319,948	192	122,707
Birmingham	1,292,635	1,676,058	1,681,477	83	66,356	59	214,525	314	282,526	197	416,565	245	121,617	188	125,107	231	90,696	474	158,337	86	41,119
LAMAR	26,950	45,667	48,569	9	2,020	12	2,874	43	16,902	19	8,559	10	2,560	10	3,913	8	1,743	14	1,242	8	2,084
LAUDERDALE	209,718	268,995	269,281	25	8,450	29	42,239	127	68,190	85	55,177	59	18,688	71	16,495	53	13,390	76	17,350	24	7,986
Florence	184,556	287,779	240,698	21	5,949	25	42,003	83	57,429	64	49,151	45	15,357	59	15,866	46	12,490	64	16,223	19	6,493

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	34,483	52,847	54,996	5	2,220	10	2,182	50	21,935	15	7,191	28	8,439	19	3,022	12	2,451	18	1,574	7	2,081
LEE	208,441	305,228	314,493	32	18,017	23	42,229	99	69,753	41	67,278	51	25,532	51	11,937	35	11,855	75	25,362	19	8,344
Auburn	112,683	164,483	169,352	12	8,591	6	27,927	30	32,769	15	38,186	23	14,823	27	6,254	12	2,775	42	15,075	6	3,723
Opelika	90,842	134,581	139,002	20	9,426	14	13,742	55	34,055	23	28,887	26	10,540	24	5,683	23	9,080	29	10,143	12	4,544
LIMESTONE	95,457	130,797	132,865	19	9,445	12	9,616	68	39,565	41	24,880	40	13,208	35	6,984	25	5,347	35	6,941	7	4,874
Athens	85,999	119,241	121,419	17	9,231	11	9,325	51	35,618	39	24,619	31	9,105	30	6,625	23	5,258	28	6,314	7	4,874
LOWNDES	16,974	23,733	24,208	1		4	1,523	31	7,248	8	3,999	11	4,222	1	119	2	116	7	820	2	878
MACON	34,216	46,187	46,757	8	2,437	6	1,254	45	17,163	15	6,564	22	5,796	13	1,439	8	1,370	17	3,391	6	2,582
MADISON	632,407	798,562	796,484	58	41,071	38	127,219	207	157,723	125	153,635	140	55,812	139	43,981	121	31,835	234	80,679	42	19,600
Huntsville	596,968	754,488	752,670	50	40,212	31	126,189	127	142,950	110	149,933	115	50,366	125	42,525	108	30,060	214	76,165	38	18,882
MARENGO	57,791	80,353	81,860	13	5,135	16	5,554	54	29,880	14	12,688	25	8,036	15	3,326	16	3,139	12	3,098	6	2,108
MARION	52,224	58,546	56,889	15	4,621	13	2,603	55	18,533	31	11,469	30	4,227	24	2,669	15	2,151	25	3,397	8	3,802
MARSHALL	224,581	258,962	253,280	44	21,912	37	19,200	134	67,614	166	84,383	53	9,585	68	8,902	55	8,425	63	11,681	20	5,804
MOBILE	1,102,972	1,608,006	1,655,368	138	86,196	85	265,935	398	378,908	263	318,863	277	145,645	203	71,360	200	66,579	415	138,930	89	56,262
Chickasaw	36,907	52,392	55,490	5	2,898	6	11,686	11	22,686	15	2,327	10	2,812	6	2,493	7	696	12	5,148	2	3,334
Mobile	853,157	1,286,546	1,281,929	71	53,435	52	241,855	219	231,368	144	290,609	162	99,671	163	60,046	137	55,224	304	113,674	61	40,144
Prichard	63,199	83,608	84,244	16	7,347	10	3,683	39	21,773	35	6,439	33	14,968	15	5,120	20	5,236	33	4.522	8	1,917
MONROE	47,349	66,442	67,824	13	7,331	17	6,427	46	21,210	14	11,715	19	5,450	14	2,520	10	2,849	18	2,413	6	2,327
MONTGOMERY	724,268	837,585	819,586	69	38,087	36	140,117	209	146,555	122	169,582	166	85,956	142	43,322	126	31,252	264	74,320	38	18,582
Montgomery	690,894	803,436	787,049	56	35,553	28	139,742	165	138,819	110	168,357	140	77,974	138	41,425	115	25,749	243	72,417	38	18,582
MORGAN	260,045	277,757	267,073	41	17,666	23	23,492	123	59,835	92	59,510	104	24,850	62	18,101	86	13,362	92	19,488	29	9,203
Decatur	200,980	215,074	206,869	30	14,719	12	21,219	64	39,839	61	51,413	57	13,210	49	15,810	63	10,399	62	15,691	21	6,199
PERRY	20,206	26,801	27,028	7	773	9	1,421	34	8,963	10	4,883	9	2,147	11	2,042	2	504	12	1,077	3	1,220
PICKENS	38,417	56,466	58,229	11	2,94	14	3,468	52	25,118	20	9,941	21	6,202	13	1,437	10	2,089	14	1,374	5	1,619
PIKE	67,537	78,362	76,735	11	2,9[illegible]3	17	5,307	83	22,636	21	17,777	20	5,039	27	3,715	10	1,695	40	6,259	6	2,671
Troy	54,617	64,328	63,188	6	2,310	10	4,790	42	16,905	16	15,617	16	4,564	22	3,314	8	1,470	29	5,815	4	2,305
RANDOLPH	37,818	50,408	50,875	10	2,595	17	3,568	33	15,941	15	11,627	33	5,555	15	1,677	13	1,858	15	1,755	6	2,183
RUSSELL	86,039	101,724	100,098	23	5,430	11	10,421	77	32,997	40	12,042	47	12,692	19	2,379	24	1,828	43	7,984	10	3,829
ST. CLAIR	64,994	106,530	112,500	20	5,358	16	4,958	64	34,670	[illegible]	29,213	32	12,588	12	3,348	12	2,414	38	6,643	7	3,804
SHELBY	114,594	168,754	174,080	38	20,216	19	4,906	82	57,447	39	33,483	52	19,072	26	5,545	28	5,835	44	10,238	12	6,023
SUMTER	2[illegible],224	40,720	41,499	5	2,061	18	3,474	38	11,604	11	4,163	19	10,668	11	874	5	1,731	16	2,104	4	1,366
TALLADEGA	161,315	234,566	241,538	21	11,282	25	23,413	116	80,040	66	43,791	82	18,914	53	9,877	41	8,805	71	14,867	26	10,293
Sylacauga	70,475	97,656	99,404	8	6,031	11	10,095	33	34,203	37	16,416	26	7,002	21	5,215	20	3,[illegible]54	23	5,451	12	5,002
Talladega	71,076	112,408	117,785	9	4,819	6	12,028	48	34,692	22	26,148	37	9,335	19	3,596	17	5,197	27	6,150	10	4,115
TALLAPOOSA	94,536	111,235	109,265	16	4,736	15	7,938	90	36,474	35	20,976	41	7,401	23	5,366	26	5,495	31	4,947	14	4,563
Alexander City	63,939	74,463	72,982	9	1,465	9	6,741	45	22,521	22	11,184	24	5,386	13	4,684	23	5,042	19	3,740	8	3,382
TUSCALOOSA	400,031	512,286	512,801	37	40,138	25	69,419	178	121,085	107	89,722	117	47,552	78	26,457	97	21,363	150	42,994	31	14,997
Northport	37,554	53,714	56,947	7	2,830	4	3,031	23	25,380	13	5,140	9	5,870	6	1,320	14	2,427	22	5,098	5	2,352
Tuscaloosa	301,313	372,375	369,644	22	25,609	16	45,427	95	70,024	76	72,352	89	34,234	69	24,490	73	17,945	112	34,302	25	10,976
WALKER	194,[illegible]	266,193	270,210	30	24,940	27	13,829	105	70,787	83	71,268	86	21,787	50	13,629	47	10,479	56	13,348	19	9,300
Jasper	140,955	193,916	197,103	19	21,684	10	10,845	38	43,942	53	61,067	39	11,088	33	12,108	30	8,377	28	9,070	8	4,340
WASHINGTON	18,120	32,398	34,859	8	2,999	6	1,509	28	11,059	9	5,673	19	7,172	4	168	3	552	12	1,493	4	1,328
WILCOX	20,216	29,879	30,852	8	2,728	9	2,445	46	11,177	8	4,137	12	1,811	4	827	3	356	13	1,104	3	703
WINSTON	53,848	73,482	74,540	18	8,414	11	5,341	40	23,236	21	13,700	33	7,308	15	2,673	17	2,738	28	3,116	5	1,898

ALASKA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,798,858	2,279,581	2,299,035	188	160,441	161	265,759	365	569,933	244	243,999	204	152,766	231	80,015	219	64,954	764	346,672	56	101,009
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anchorage, Alaska	962,140	1,074,059	1,057,106	66	80,382	21	135,864	132	225,151	94	148,264	77	70,117	103	40,710	114	37,640	293	139,997	23	40,871
COUNTIES, Cities																					
ALEUTIAN ISLANDS	7,333	12,461	13,430			7	6,508	5	284					1				11	5,189		
ANCHORAGE	962,140	1,074,059	1,057,106	66	80,382	21	155,864	132	225,151	94	148,264	77	70,117	103	40,710	114	37,640	293	139,997	23	40,871
Anchorage	9[illegible],140	1,074,059	1,057,106	66	80,382	21	155,864	132	225,151	94	148,264	77	70,117	103	40,710		37,640		139,997		40,871
BETHEL	14,[illegible]3	37,507	43,887			23	14,106	12	17,789	1	1,343	2						5	3,072		
BRISTOL BAY	2,599	5,554	6,278	1				4	1,659			1						6	3,926		
DILLINGHAM	6,991	17,443	20,348	3	429	10	4,085	9	9,991	4	479	2	281					5	2,286		
FAIRBANKS NORTH STAR	320,011	297,978	282,131	34	31,027	12	19,515	30	56,872	47	35,493	35	22,446	40	7,636	31	10,296	108	45,741	9	17,819
Fairbanks	297,638	277,674	263,008	31	29,184	10	17,549	26	52,165	39	34,389	31	19,182	39	7,331		9,816		41,842		17,819
HAINES	5,739	15,352	18,154	4	1,388	4	742	3	6,111	2	351	3	1,693	2	1,443			7	2,788		
JUNEAU	82,523	172,716	194,289	13	19,108	3	4,035	16	52,829	13	19,039	6	7,752	18	10,803	12	4,971	44	28,095	4	10,439
Juneau	82,523	175,658	194,289	13	19,108	3	4,035	16	52,829	13	19,039	6	7,752	18	10,803		4,971		28,095		10,439
KENAI PENINSULA	92,263	110,618	94,745	23	6,030	12	3,808	33	26,948	25	9,504	22	8,046	13	1,742	12	835	60	11,489	4	6,598
Kenai	46,123	24,967	20,735	8	1,786	2	689	13	6,256	4	1,708	4	920	6	517	5	195	24	2,152	1	821
KETCHIKAN GATEWAY	57,930	107,375	117,749	8	5,239	4	2,927	12	30,539	13	7,981	1	6,020	14	7,112	12	5,007	44	21,744	5	9,749
Ketchikan	57,795	107,534	117,484	8	5,239	4	2,927	11	30,391	12	7,944	3	6,020	14	7,112	11	4,983	42	21,688	5	9,749
KOBUK	10,494	16,917	18,025	1		15	9,310	11	2,172	3	115							6	3,777		
KODIAK ISLAND	41,282	73,886	80,440	4	1,317	3	2,382	7	33,731	6	8,272	2	1,946	5	804	8	2,032	17	13,522	3	2,204
Kodiak	40,524	72,633	79,056	4	1,317	2	2,109	7	33,731	5	7,802	2	1,946	5	804	8	2,032	17	13,037	3	2,204
MATANUSKA-SUSITNA	34,020	70,190	78,717	12	4,939	5	5,700	10	22,320	9	6,668	15	13,375	4	937	8	717	33	10,116	3	3,732
NOME	20,773	39,024	42,923	2	310	7	6,997	16	13,630	5	667	2	415	3	1,012	2	407	10	5,503	1	3,209
NORTH SLOPE	28,938	29,004	27,929			8	11,163	2	1,002					1		1		15	15,140		
PRINCE OF WALES-OUTER KETCHIKAN	2,114	5,206	4,155		13	2	438	6	846				16			1		9	2,381		
SITKA	26,980	51,668	57,053	3	4,363	2	695	7	14,937	5	3,999	2	4,685	11	4,248	9	2,769	16	7,852	1	3,619
Sitka	26,980	52,040	57,053	3	4,363	2	695	7	14,937	5	3,999	2	4,685	11	4,248		2,769		7,852		3,619

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SKAGWAY-YAKUTAT-ANGOON	7,705	14,170	13,033	2	117	2	344	9	4,337	1		2	943	2	29	1	81	12	4,154		
SOUTHEAST FAIRBANKS	8,957	12,876	13,378	1	325	2	151	4	4,530	5	290	9	4,814			3	51	11	1,606		
VALDEZ-CORDOVA	26,642	36,840	31,472	5	1,978	3	1,871	14	8,710	4	893	12	4,433	5	1,229	4	148	22	6,559	1	1,507
WADE HAMPTON	6,956	17,618	20,619			7	9,663	3	8,821	1		1						1	2,030		
WRANGELL-PETERSBURG	19,518	42,468	48,161	4	2,941	3	1,799	8	22,676	1	515	6	3,671	8	2,310			16	6,686	2	1,262
YUKON-KOYUKUK	12,147	18,651	15,013	2	535	6	3,656	12	4,048	5	126	2	2,113	1		1		11	3,019		

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,169,933	13,876,414	14,583,890	900	730,630	520	1,787,918	2,257	3,664,770	1,487	2,503,630	1,656	1,402,521	1,332	483,650	1,638	665,759	4,134	1,534,219	455	504,307
STANDARD METROPOLITAN STATISTICAL AREAS																					
Phoenix, Ariz.	4,835,775	7,888,194	8,203,773	453	411,562	195	1,015,044	1,111	1,988,290	778	1,513,414	760	638,471	744	266,900	951	429,674	2,133	886,708	249	295,434
Tucson, Ariz.	1,657,817	3,284,391	3,563,653	128	155,649	73	484,312	469	888,642	302	635,999	248	359,657	252	109,003	313	157,397	768	350,980	89	122,191
COUNTIES, Cities																					
APACHE	55,093	100,476	107,003	7	1,690	30	34,200	39	22,788	8	4,002	29	23,667	7	967	6	446	34	7,375	2	2,380
COCHISE	188,941	280,474	285,330	37	11,753	25	31,790	90	77,388	44	51,948	72	35,687	52	8,544	58	10,394	147	24,269	15	10,693
Bisbee	14,121	18,877	19,829	3	725	5	932	14	5,254	3	2,562	8	2,342	3	451	7	839	22	2,069	1	2,149
Douglas	49,961	69,826	70,058	10	2,057	12	13,735	18	23,109	11	5,723	13	7,156	21	4,102	13	2,872	26	4,064	5	3,323
Sierra Vista	82,833	129,744	133,526	9	5,960	5	16,971	24	32,941	17	38,891	10	8,249	14	2,757	23	5,214	31	10,132	2	2,016
COCONINO	241,854	392,239	406,949	27	18,532	34	47,935	63	90,997	40	39,606	105	74,951	35	7,440	30	9,662	142	62,692	13	8,659
Flagstaff	152,590	246,387	255,369	16	15,944	14	31,702	32	59,119	29	25,674	59	43,727	29	5,346	23	8,227	81	35,723	9	4,968
GILA	95,554	155,128	160,964	19	6,981	13	10,962	53	56,320	32	24,246	33	17,881	28	5,413	20	3,061	102	18,425	8	4,245
GRAHAM	55,924	73,955	73,280	11	6,444	11	7,449	25	22,016	20	15,345	16	6,366	15	3,714	13	2,187	39	5,202	5	1,035
GREENLEE	23,111	40,474	42,712	4	319	8	3,023	11	20,032	2	4,920	13	5,232	3	475	5	2,082	18	2,037	3	1,460
MARICOPA	4,835,775	7,888,194	8,203,773	453	411,562	195	1,015,044	1,111	1,988,290	778	1,513,414	760	638,471	744	266,900	951	429,674	2,133	886,708	249	295,434
Chandler	55,535	81,622	82,837	15	8,632	5	5,415	21	27,319	14	5,388	18	13,136	14	2,907	14	1,060		8,928	5	3,479
Mesa	579,794	1,067,072	1,138,427	68	83,689	19	167,205	92	229,916	86	270,433	46	54,887	60	24,804	99	60,107	141	66,201	23	42,534
Phoenix	2,559,011	3,806,864	3,874,145	216	131,716	110	528,511	600	914,381	444	617,582	436	335,290	377	137,680	504	233,451	1,261	487,781	135	141,682
Scottsdale	526,252	932,074	985,862	33	38,357	18	149,131	79	177,965	47	209,104	55	55,085	129	56,257	100	42,270	194	117,568	22	29,131
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	328,880	569,087	598,975	37	23,225	10	52,966	79	167,716	44	112,221	49	49,887	34	4,640	66	29,526	144	85,502	15	17,342
MOHAVE	159,088	253,647	262,141	47	22,466	16	9,019	51	77,228	54	30,358	73	55,622	31	5,401	52	5,516	121	25,462	10	7,237
Kingman	68,572	105,657	113,086	11	4,414	7	3,873	18	27,235	19	19,474	40	28,395	13	3,053	20	2,182	43	12,128	4	2,843
NAVAJO	165,346	209,986	206,198	28	16,122	41	18,936	60	59,288	31	21,452	78	41,168	26	3,192	27	3,748	108	17,903	8	3,114
PIMA	1,657,817	3,284,391	3,563,653	128	155,649	73	484,312	469	888,642	302	635,999	248	359,657	252	109,003	313	157,397	768	350,980	89	122,191
Tucson	1,392,110	2,670,531	2,875,494	94	101,691	58	462,739	353	671,131	256	607,204	197	186,795	220	100,304	263	142,728	601	264,444	76	99,975
PINAL	168,380	221,303	219,060	37	13,934	22	11,153	101	79,204	58	30,902	67	30,622	39	7,381	30	3,573	146	20,361	17	5,775
Casa Grande	66,247	83,374	81,714	16	6,416	5	7,092	25	27,470	16	15,224	21	6,286	16	3,139	8	601	30	6,171	6	3,495
SANTA CRUZ	87,184	225,303	258,709	8	12,189	12	43,273	25	66,618	13	18,140	18	21,195	24	44,087	15	13,673	43	20,164	6	9,367
Nogales	69,424	174,312	199,163	4	5,557	8	26,830	19	47,626	13	18,140	12	14,761	21	43,175	14	12,266	28	14,991	5	7,406
YAVAPAI	173,852	380,225	421,244	49	30,567	18	23,778	75	123,777	45	51,236	75	42,677	36	11,019	62	12,609	168	52,096	14	17,080
Prescott	102,357	222,903	246,602	20	14,452	6	13,393	34	71,695	26	39,178	25	15,620	21	9,532	38	8,380	69	28,472	8	9,154
YUMA	262,034	370,619	372,874	43	22,422	22	47,044	84	92,182	60	62,062	69	49,325	40	10,114	56	11,737	165	40,545	16	15,637
Yuma	207,185	290,008	291,057	24	16,268	14	45,374	51	66,409	43	55,652	37	26,364	31	8,566	42	10,249	105	31,375	11	13,114

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,383,258	9,177,643	9,429,877	1,126	558,353	748	1,065,844	3,595	2,351,506	2,255	1,886,340	2,407	891,796	1,731	459,064	1,571	355,244	3,088	636,464	634	296,906
STANDARD METROPOLITAN STATISTICAL AREAS																					
Fayetteville-Springdale, Ark.	502,622	790,875	828,993	104	60,195	41	124,038	181	201,853	171	149,801	157	53,310	119	38,158	130	35,878	265	64,521	44	22,248
Fort Smith, Ark.-Okla.	595,140	949,566	992,951	94	61,836	34	128,553	273	245,932	206	192,323	204	95,902	152	45,224	143	40,319	326	77,687	54	25,514
Little Rock-North Little Rock, Ark.	1,431,019	2,272,258	2,380,805	151	125,179	74	347,110	380	497,400	325	491,618	313	208,997	308	129,454	294	100,005	465	180,212	92	80,318
Memphis, Tenn.-Ark.-Miss.	2,949,115	4,616,693	4,818,745	243	161,051	193	679,792	1,062	1,139,697	506	934,698	639	491,847	519	236,782	491	203,568	1,119	392,808	167	150,323
Pine Bluff, Ark.	273,075	323,489	317,329	28	14,916	24	43,399	126	75,109	74	60,222	82	34,783	52	12,819	73	14,505	128	20,947	21	10,822
Texarkana, Tex.-Ark.	387,708	723,813	775,464	46	37,152	31	102,984	198	186,598	125	174,571	145	71,564	99	37,721	85	27,139	161	59,050	29	19,040
COUNTIES, Cities																					
ARKANSAS	75,577	92,299	91,329	22	3,378	11	7,836	48	25,680	32	14,753	31	11,094	28	4,156	18	3,434	37	4,700	7	3,806
Stuttgart	55,566	69,827	70,098	12	1,426	8	7,173	24	18,030	14	11,362	18	8,308	13	3,317	13	2,896	27	3,615	5	3,100
ASHLEY	58,749	90,311	93,828	12	4,521	12	9,719	43	28,850	23	22,669	32	8,884	12	3,088	10	3,167	24	4,023	8	3,138
BAXTER	71,408	105,729	108,948	25	5,775	8	10,833	51	30,824	25	15,939	34	8,484	24	3,906	23	5,321	57	8,706	7	2,580
BENTON	180,450	297,515	313,845	50	32,468	17	32,954	77	90,250	76	57,448	73	21,295	55	14,789	56	12,861	104	24,909	17	6,496
Bentonville	15,013	40,071	45,084	3	3,278	2	9,927	8	9,311	10	9,817	9	3,335	4	1,423	1	1,872	6	3,389	3	539
Rogers	72,486	121,684	128,868	19	8,074	3	12,919	13	31,071	35	30,403	23	7,981	23	8,203	21	5,984	37	13,098	7	3,357

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ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BOONE	97,927	110,917	107,761	20	11,995	10	9,804	32	23,704	40	26,096	39	7,145	25	6,958	26	5,508	42	6,073	7	2,425
Harrison	90,044	101,189	98,135	18	10,525	9	8,605	25	22,880	36	22,901	34	5,984	25	6,958	25	5,210	33	5,172	7	2,425
BRADLEY	30,848	35,057	34,082	7	2,434	5	2,152	27	11,362	13	5,942	14	3,557	13	1,404	8	848	8	803	4	1,282
CALHOUN	6,579	8,479	8,477	1	325	2	341	10	4,174	5	553	6	631	2	32	2	55	7	539	1	241
CARROLL	34,375	51,822	53,616	12	6,107	7	4,330	25	15,575	14	4,378	18	4,904	9	1,516	12	1,490	38	4,514	9	1,477
CHICOT	34,457	42,618	42,205	10	2,315	10	2,275	50	12,325	19	7,690	18	5,992	9	1,404	6	495	24	1,542	8	2,622
CLARK	75,043	104,102	105,748	11	5,654	10	7,906	39	23,551	22	29,845	34	16,558	25	4,742	18	2,200	25	6,842	9	2,821
Arkadelphia	64,799	86,179	90,456	9	4,915	6	7,194	22	18,197	16	26,836	22	13,104	19	4,198	15	1,938	19	6,382	6	2,170
CLAY	33,822	46,777	47,479	12	3,237	11	2,110	36	16,047	49	8,529	26	6,921	23	1,391	13	1,217	23	2,241	4	1,755
CLEBURNE	37,980	48,197	46,005	12	4,793	11	3,749	32	13,706	17	9,293	19	4,809	15	1,191	12	1,895	29	2,571	6	1,448
CLEVELAND	4,215	5,190	5,134	2	228	3	300	16	2,117	3	419	7	1,190	2	16	1	112	1	64	1	166
COLUMBIA	64,016	98,548	102,603	8	5,511	9	10,710	68	29,974	28	17,623	33	6,788	25	10,496	14	3,765	30	5,620	6	3,106
Magnolia	57,870	92,291	96,663	8	5,511	4	10,038	40	27,241	25	17,333	21	5,820	23	10,358	12	3,637	25	5,310	6	3,106
CONWAY	53,009	65,171	64,451	13	2,297	4	5,794	37	15,263	28	15,086	20	4,538	12	2,729	14	1,775	35	3,446	7	1,551
CRAIGHEAD	227,399	291,206	290,943	41	18,395	15	38,977	102	61,865	76	63,534	80	18,664	73	20,945	70	13,583	92	19,588	19	9,082
Jonesboro	210,281	276,070	277,011	31	16,267	12	38,808	67	56,183	59	62,364	58	16,431	66	20,812	61	13,338	77	18,927	15	8,783
CRAWFORD	76,137	118,937	124,000	12	6,614	13	10,974	44	36,576	22	18,723	32	27,644	15	2,406	18	4,022	36	9,962	11	2,828
CRITTENDEN	160,667	240,332	248,256	17	10,450	19	15,501	82	57,503	48	59,968	60	57,927	30	5,223	20	5,022	50	12,120	11	6,149
West Memphis	126,443	194,104	201,572	13	9,706	11	15,033	41	44,308	35	54,168	33	35,547	22	4,737	16	4,981	39	11,094	7	7,586
CROSS	48,038	67,286	68,496	8	3,861	12	6,542	32	21,901	21	13,224	19	6,056	16	2,581	8	1,431	34	3,367	8	2,450
DALLAS	29,878	28,714	26,915	10	1,249	8	2,421	29	8,014	12	5,818	21	2,635	11	1,042	8	979	11	921	5	1,041
DESHA	52,307	79,161	81,963	10	5,710	12	8,290	38	25,177	24	13,452	21	4,226	14	3,311	8	1,609	30	3,060	7	2,665
DREW	43,579	58,586	59,091	7	3,003	8	5,823	33	16,451	20	13,692	18	3,991	12	1,936	14	1,163	19	4,272	3	1,281
FAULKNER	108,529	158,221	162,609	20	17,177	11	14,249	58	39,672	39	21,963	43	23,053	36	9,153	29	8,018	49	12,416	10	4,606
Conway	101,293	151,326	156,238	18	17,057	7	13,951	36	36,240	32	21,707	35	21,865	32	9,113	26	7,917	40	12,042	8	4,567
FRANKLIN	24,871	31,737	31,651	6	3,061	5	563	14	7,735	9	7,950	14	2,686	6	575	5	668	18	3,131	5	1,523
FULTON	12,557	15,644	15,520	7	1,182	5	705	12	4,347	11	1,806	16	2,813	10	474	4	478	13	779	5	1,464
GARLAND	229,427	295,198	294,992	38	13,547	13	29,211	90	73,417	59	51,680	65	20,278	63	13,741	62	10,488	156	32,536	20	10,081
Hot Springs	222,529	288,079	288,135	35	13,475	12	29,111	70	70,582	56	51,007	59	19,194	59	13,646	58	10,472	145	31,751	20	10,081
GRANT	23,667	25,800	24,853	4	1,128	7	667	19	7,120	15	6,606	19	3,753	4	296	10	520	13	1,335	2	902
GREENE	81,656	96,637	94,774	19	9,352	7	10,394	57	22,656	63	17,562	25	7,246	34	5,627	25	3,116	43	5,576	9	2,463
Paragould	78,146	92,354	90,543	16	9,183	6	9,885	42	21,092	58	17,340	20	6,397	33	5,572	24	3,073	39	5,418	8	2,403
HEMPSTEAD	47,615	57,664	56,845	7	2,360	5	4,194	38	18,096	19	8,478	23	6,389	20	4,211	12	2,642	18	2,708	9	2,096
Hope	45,945	53,257	54,720	7	2,360	4	3,756	28	17,200	19	8,478	21	6,099	20	4,211	12	2,642	14	2,393	9	2,096
HOT SPRING	59,413	66,586	64,533	14	2,223	5	6,993	51	17,715	28	13,869	30	8,313	14	3,336	21	2,449	29	2,482	7	1,944
Malvern	57,088	60,855	61,609	11	2,014	5	6,993	37	16,686	27	13,679	26	7,255	13	3,244	19	2,360	26	2,384	7	1,944
HOWARD	37,066	59,576	62,493	8	3,773	5	5,748	41	20,402	13	12,109	17	5,454	11	2,665	3	1,969	14	3,068	6	2,599
INDEPENDENCE	84,840	120,402	122,900	19	9,210	10	12,999	57	29,379	37	29,848	29	8,497	30	4,892	27	4,166	30	7,133	10	3,810
Batesville	77,104	105,157	110,769	13	7,812	8	12,629	25	23,622	29	28,564	18	7,007	24	4,773	20	3,863	25	6,528	8	3,701
IZARD	17,119	22,242	22,267	8	1,463	7	3,248	20	4,081	8	4,925	20	3,698	4	483	7	315	9	733	3	1,085
JACKSON	58,163	77,047	77,478	10	2,734	9	6,362	46	20,936	24	12,809	25	5,314	20	4,797	16	2,108	43	5,847	7	3,533
Newport	51,408	64,876	67,570	8	2,160	6	6,362	30	17,869	18	12,183	12	3,668	20	4,771	13	2,050	26	4,955	5	2,484
JEFFERSON	273,075	323,489	317,329	28	14,916	24	43,599	126	75,109	74	60,222	82	34,783	52	12,819	73	14,505	128	20,947	21	10,822
Pine Bluff	258,419	307,305	301,691	26	14,429	23	42,547	101	68,393	70	60,045	73	29,631	52	12,819	70	14,482	117	20,069	[illegible]	10,544
JOHNSON	39,688	45,279	44,058	10	1,307	7	4,095	29	10,941	15	12,929	24	5,350	11	1,269	10	1,076	13	2,707	3	1,471
LAFAYETTE	12,663	13,704	13,181	6	601	5	509	26	4,119	8	2,865	14	1,884	9	369	4	220	10	577	4	681
LAWRENCE	41,890	57,813	58,656	7	1,829	7	5,338	27	18,389	29	12,309	28	6,592	15	1,711	9	2,208	29	2,758	4	1,426
LEE	24,138	33,045	33,474	6	972	6	1,607	39	13,136	10	5,631	11	2,856	7	947	3	611	15	1,648	4	1,283
LINCOLN	14,098	17,460	17,299	3	768	10	1,053	26	6,284	11	3,859	11	2,398	1	64	5	135	11	1,075	2	433
LITTLE RIVER	25,776	42,343	44,629	3	335	4	1,956	30	15,025	13	12,418	17	5,287	10	1,280	3	221	9	1,101	5	369
LOGAN	48,060	58,840	58,136	7	1,943	11	3,681	28	18,727	14	14,505	15	4,328	14	1,701	17	3,067	27	3,752	7	1,654
LONOKE	70,424	88,050	87,425	18	6,663	14	3,264	51	24,789	38	22,158	38	10,859	22	2,307	17	2,116	21	2,935	8	3,401
MADISON	17,459	28,904	30,520	4	3,009	7	1,577	17	8,837	6	6,768	12	2,410	3	182	3	2,222	13	1,383	5	1,725
MARION	13,989	14,157	13,417	6	1,815	2	407	13	5,347	14	1,802	12	1,817	3	43	2	115	20	802	3	400
MILLER	107,910	139,878	140,089	8	3,858	10	9,313	52	49,006	20	3,845	41	14,351	29	13,351	17	2,381	68	12,097	7	3,911
Texarkana, Ark.-Texarkana, Tex.	332,681	568,686	616,040	23	20,288	27	97,087	128	135,652	73	146,513	125	46,378	72	33,922	51	23,980	122	49,067	25	13,625
MISSISSIPPI	162,927	169,122	161,244	32	7,926	19	19,139	108	39,604	49	38,850	68	16,602	40	6,526	41	4,809	89	8,983	12	4,601
Blytheville	105,805	114,007	109,551	20	5,105	9	12,774	44	23,324	25	29,511	36	11,906	23	4,893	26	2,768	46	6,633	6	2,763
MONROE	39,330	47,632	46,959	11	4,119	6	3,701	46	14,340	16	4,844	17	5,789	15	3,161	11	1,318	30	3,180	6	1,599
MONTGOMERY	8,719	9,547	9,207	4	835	4	930	18	4,031	3	450	9	811	4	106	3		7	435	2	199
NEVADA	22,085	27,426	27,182	11	2,879	4	344	27	7,349	7	4,442	12	6,651	9	1,091	7	1,427	6	771	5	1,028
NEWTON	3,907	4,462	4,343	2		2	347	16	2,722			2	470	2				5	305	2	
OUACHITA	80,532	140,239	149,843	14	8,805	16	14,133	59	43,203	[illegible]	30,124	35	9,029	18	8,251	23	6,045	41	7,916	8	2,667
Camden	55,710	102,654	110,929	9	6,100	8	12,235	38	30,220	19	20,160	26	8,036	13	6,186	17	5,149	33	7,037	4	1,683
PERRY	4,370	5,914	5,975	2	391			14	2,333	4	610	6	958	2				7	373	1	271
PHILLIPS	88,149	103,114	101,186	12	4,295	14	8,369	75	33,880	34	16,786	28	6,217	36	6,330	24	3,786	51	5,395	10	3,271
Helena	45,471	50,794	49,191	4	1,964	6	1,924	25	15,764	14	13,509	11	1,843	20	4,784	10	1,682	21	1,669	5	1,774
West Helena	28,753	39,887	40,525	4	1,419	4	5,887	18	12,352	15	2,655	8	3,397	9	1,200	9	1,481	21	3,484	3	1,038
PIKE	27,674	38,205	38,759	7	2,071	9	1,748	30	11,975	15	13,940	16	3,240	7	523	4	456	17	1,563	4	1,483
POINSETT	59,087	73,027	72,318	14	4,150	17	3,800	71	24,061	42	14,930	37	5,688	21	1,465	20	1,907	55	4,469	12	2,749
POLK	38,604	43,504	42,223	17	4,100	6	3,733	33	12,703	20	8,519	27	4,369	11	1,644	8	1,566	16	1,982	4	1,111
Mena	33,625	36,049	36,534	10	2,979	4	3,331	19	10,282	17	8,105	19	3,668	11	1,644	7	1,502	10	1,584	4	1,111
POPE	123,112	252,947	279,804	[illegible]	14,863	14	28,070	49	65,412	45	64,634	45	23,830	32	19,881	26	10,803	45	19,926	15	8,219
Russellville	112,469	233,085	258,280	17	14,772	8	27,234	24	54,759	36	63,142	29	19,226	29	19,313	21	10,482	37	18,767	10	7,394
PRAIRIE	24,022	27,824	27,161	8	1,302	6	567	22	5,779	9	8,423	17	5,716	6	675	4	504	11	756	3	725
PULASKI	1,325,501	2,133,925	2,242,031	131	113,436	61	334,421	338	460,208	282	458,186	275	196,052	285	124,296	267	94,370	429	171,530	84	76,581
Jacksonville	82,905	172,047	190,690	15	13,029	4	22,052	21	40,883	32	65,664	22	13,519	17	4,514	19	2,573	22	13,885	4	3,260
Little Rock	780,309	1,436,681	1,223,330	51	40,315	32	184,242	173	226,816	114	277,435	132	77,768	176	79,320	160	64,079	243	100,834	44	55,009
North Little Rock	335,559	535,456	560,820	39	37,779	19	110,528	85	122,597	81	63,809	67	72,366	78	35,511	51	12,876	108	42,270	27	14,128
RANDOLPH	31,832	37,773	37,068	5	1,719	8	4,401	32	12,051	14	6,201	23	3,666	7	1,304	15	1,193	19	1,718	4	1,237
ST. FRANCIS	86,023	124,511	127,678	12	4,341	9	7,657	79	34,045	27	18,901	32	27,766	25	4,591	17	4,781	50	7,486	10	2,646
Forrest City	61,266	86,493	88,197	10	4,096	5	6,504	36	24,898	17	13,653	19	8,465	21	4,195	15	4,590	38	5,213	8	2,582
SALINE	105,518	138,333	138,774	20	11,743	13	12,689	42	37,192	43	33,432	38	12,945	23	5,158	27	5,635	36	8,682	8	3,737
Benton	97,325	127,710	128,142	17	10,581	11	11,403	31	34,202	41	32,822	33	11,315	19	4,565	27	5,635	29	7,387	6	3,119
SCOTT	12,855	18,349	18,451	5	992	1	908	16	4,988	7	5,237	12	1,701	8	722	4	441	9	1,100	2	939
SEARCY	15,242	18,921	18,754	4	1,472	6	991	26	5,933	7	3,072	19	3,210	4	323	5	322	8	490	4	1,018

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEBASTIAN	396,062	652,246	688,339	53	47,262	19	102,449	118	143,598	117	139,083	102	49,563	100	37,413	94	31,794	196	54,577	26	17,870
Fort Smith	377,548	610,730	641,555	42	40,905	16	101,846	92	119,135	107	134,200	86	44,656	93	36,681	86	30,903	182	53,307	22	16,958
SEVIER	36,259	46,461	45,992	11	3,265	4	3,478	31	14,481	16	9,121	24	6,387	12	1,257	8	896	18	3,021	5	1,452
De Queen	31,607	36,863	37,914	10	3,044	3	2,834	14	11,222	14	8,274	11	4,412	12	1,257	7	812	13	2,737	4	1,236
SHARP	27,473	33,689	33,304	11	907	7	1,847	29	12,033	9	4,200	31	4,974	13	622	13	1,319	23	2,264	3	1,931
STONE	17,746	21,962	21,757	5	2,119	6	1,460	21	6,789	8	3,976	11	3,098	6	482	4	640	13	887	1	373
UNION	147,299	232,743	243,536	23	10,812	19	21,456	83	64,418	53	57,160	42	10,754	47	16,877	46	10,125	82	14,546	15	10,149
El Dorado	129,498	211,636	222,823	20	10,231	16	21,375	56	58,508	43	50,487	32	9,297	40	16,275	42	9,766	69	12,899	11	9,536
VAN BUREN	20,495	32,249	33,673	7	1,360	8	1,516	27	10,240	13	8,336	18	2,988	7	709	7	935	14	1,571	5	1,443
WASHINGTON	322,172	493,360	515,148	54	27,727	24	91,084	104	111,603	95	92,353	87	32,015	64	23,369	74	23,017	161	39,612	27	15,752
Fayetteville	189,763	339,586	364,683	19	9,791	13	77,226	42	70,424	34	66,985	42	21,566	43	20,131	43	18,084	85	28,947	13	11,322
Springdale	112,457	132,973	131,267	20	12,352	8	13,595	33	38,430	48	23,017	27	8,103	16	2,435	29	4,829	51	8,784	11	3,912
WHITE	134,581	212,262	222,281	27	20,138	20	23,902	93	56,414	66	57,792	60	16,244	31	9,068	36	7,745	56	10,856	12	4,530
Searcy	96,783	165,388	176,440	17	17,510	8	21,830	31	39,180	34	50,310	24	9,189	19	8,015	21	7,043	29	7,074	7	3,098
WOODRUFF	20,735	26,456	26,389	6	1,288	5	442	30	10,795	10	3,427	15	2,933	9	880	11	969	18	894	4	1,053
YELL	29,394	34,780	34,115	10	4,490	8	989	40	12,176	17	5,641	16	3,788	9	785	9	675	21	1,767	7	2,140

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	81,057,855	123,335,415	127,693,081	8,115	3,893,713	3,251	15,803,701	21,115	29,469,236	12,757	20,989,109	14,388	10,878,245	15,346	5,586,007	15,469	6,094,222	40,050	14,051,604	4,311	4,919,106
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anaheim-Santa Ana-Garden Grove, Cal.	7,377,949	11,580,582	12,011,426	702	598,908	209	1,703,033	1,388	2,522,869	1,139	2,045,588	1,093	986,907	1,284	477,231	1,409	602,038	2,930	1,354,398	324	359,896
Bakersfield, Cal.	1,295,066	2,138,719	2,265,331	140	122,915	74	231,022	399	554,454	262	371,452	330	268,769	207	79,171	227	101,507	686	227,376	70	91,812
Chico, Cal.	465,227	623,530	631,051	103	56,778	21	51,261	163	167,498	107	96,064	98	37,317	86	25,023	116	33,081	245	61,289	27	35,527
Fresno, Cal.	1,788,817	2,658,326	2,754,768	195	148,597	94	365,451	539	635,911	329	478,783	374	231,245	388	112,888	332	138,406	850	256,809	105	138,825
Los Angeles-Long Beach, Cal.	25,889,383	38,157,149	38,925,135	2,000	1,243,944	889	4,682,889	6,263	8,913,465	3,564	6,464,080	4,370	2,181,319	5,637	1,937,919	4,858	1,921,569	12,900	4,429,128	1,430	1,424,434
Modesto, Cal.	871,937	1,263,241	1,300,423	113	99,669	45	169,979	262	303,121	198	303,011	175	105,579	137	47,307	185	77,322	379	106,524	48	72,580
Oxnard-Simi Valley-Ventura, Cal.	1,511,465	2,608,209	2,796,961	158	128,578	63	341,116	328	713,867	292	533,312	266	231,083	274	95,163	331	118,779	662	256,335	85	110,605
Redding, Cal.	435,968	615,653	630,464	100	72,603	18	51,397	150	155,874	96	102,765	107	77,462	80	24,373	95	21,694	230	50,597	23	18,543
Riverside-San Bernardino-Ontario, Cal.	4,381,469	7,354,273	8,015,594	628	539,634	218	1,028,428	1,211	1,912,283	909	1,322,911	1,083	812,424	768	274,819	927	301,306	2,392	817,672	229	269,821
Sacramento, Cal.	3,601,643	5,321,557	5,505,638	348	304,024	129	718,805	860	1,310,678	376	970,126	646	486,726	508	206,516	604	288,209	1,468	575,450	190	221,437
Salinas-Seaside-Monterey, Cal.	951,688	1,423,482	1,476,337	100	63,367	38	128,374	273	325,304	172	244,088	281	140,147	237	84,065	196	68,560	533	179,290	31	65,170
San Diego, Cal.	5,895,121	9,381,940	9,673,253	606	535,673	317	1,447,489	1,379	2,025,403	960	1,390,901	908	811,812	997	374,115	1,167	515,051	2,741	1,073,849	235	311,777
San Francisco-Oakland, Cal.	12,136,357	18,117,537	18,820,417	970	589,108	466	2,442,200	3,577	4,390,076	1,310	2,795,275	1,749	1,372,781	2,193	924,647	2,220	914,473	6,433	2,299,065	661	816,890
San Jose, Cal.	4,920,896	7,675,571	8,046,688	404	377,580	162	1,152,030	983	1,731,215	651	1,462,956	699	623,047	739	360,012	787	427,857	1,013	770,287	210	286,752
Santa Barbara-Santa Maria-Lompoc, Cal.	1,112,619	1,732,038	1,811,557	125	85,908	57	170,856	276	384,161	177	248,406	226	162,521	257	79,489	271	94,884	622	245,489	66	71,284
Santa Cruz, Cal.	653,672	916,762	937,551	91	77,913	40	73,736	188	236,380	121	139,717	111	80,644	156	34,494	146	34,784	387	105,057	33	58,835
Santa Rosa, Cal.	1,009,728	1,595,177	1,672,939	177	148,886	49	168,605	313	430,469	183	245,998	238	151,403	165	54,267	213	68,565	534	[illegible]	53	72,507
Stockton, Cal.	1,115,368	1,608,661	1,654,543	134	86,296	46	201,715	357	384,051	242	300,735	228	149,124	178	67,591	215	84,241	606	161,313	82	78,990
Vallejo-Fairfield-Napa, Cal.	939,582	1,429,149	1,490,129	112	82,051	42	156,260	273	362,140	192	268,729	195	152,359	151	42,364	201	61,772	475	173,937	46	73,230
Visalia-Tulare-Porterville, Cal.	731,206	1,094,224	1,134,704	105	71,444	38	133,909	293	288,133	173	239,519	178	93,634	136	45,256	151	43,878	338	82,841	47	46,336
Yuba City, Cal.	294,343	419,598	430,512	42	36,024	25	46,412	115	118,644	70	66,090	65	29,644	54	19,038	67	15,312	172	39,290	17	24,745
COUNTIES, Cities																					
ALAMEDA	3,792,232	5,481,121	5,664,830	313	194,250	131	695,906	1,016	1,353,492	570	952,841	623	465,135	547	197,756	704	256,861	1,843	601,956	204	277,862
Alameda	186,650	256,932	261,494	13	2,831	6	20,654	46	72,473	46	59,056	28	17,857	30	6,763	31	6,607	105	29,983	11	18,933
Berkeley	387,188	575,370	595,486	35	30,953	15	26,931	131	134,607	45	94,422	48	35,102	93	26,264	87	38,579	226	76,651	24	8,865
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	430,128	611,427	636,653	36	26,445	13	99,169	79	134,547	61	142,732	60	51,627	40	15,248	75	25,213	122	49,644	14	30,670
Hayward	551,751	668,763	661,914	34	19,517	14	118,181	104	115,685	84	166,844	69	39,163	70	31,241	74	29,153	173	48,078	21	33,120
Livermore	141,459	191,227	193,887	16	9,266	5	4,098	36	60,890	22	37,563	28	18,142	24	8,573	32	5,425	54	16,563	8	15,258
Newark	63,529	179,227	212,396	7	3,647	3	35,027	21	82,347	8	15,430	12	24,511	5	1,082	14	5,885	31	21,370	5	13,650
Oakland	1,118,257	1,467,240	1,477,637	70	40,366	40	157,480	374	336,321	145	243,272	198	118,419	195	66,057	208	68,302	676	177,326	65	66,353
Pleasanton	88,504	239,496	281,427	9	3,905	5	51,660	19	104,988	9	8,605	13	12,713	17	8,024	28	13,441	40	31,394	5	20,741
ALPINE	1,304	1,842	1,885			3	436	1	348			2	193					5	762		
AMADOR	61,744	108,776	112,900	20	11,066	4	1,328	30	35,285	17	22,158	10	8,535	16	3,893	25	1,681	57	11,924	6	3,997
BUTTE	465,227	623,530	631,051	105	56,778	21	51,261	163	167,498	107	96,064	98	37,517	86	25,023	116	33,081	245	61,289	27	35,527
Chico	194,809	263,602	267,268	42	27,644	4	9,148	56	62,518	46	44,745	28	12,069	47	15,229	44	18,313	97	31,576	9	11,939
Oroville	84,475	120,541	123,649	20	7,210	5	7,863	28	35,239	21	20,172	30	9,985	14	3,985	26	4,565	51	10,380	8	11,694
CALAVERAS	35,908	63,706	68,515	14	4,640	5	1,818	31	27,023	11	4,559	21	7,614	18	1,634	15	2,646	54	9,477	7	2,147
COLUSA	32,216	57,059	61,353	11	3,296	3	1,396	21	19,557	15	5,886	17	11,825	9	1,577	7	1,742	39	8,748	3	3,224
Colusa	16,880	28,480	31,041	7	2,234			8	11,129	6	4,215	7	3,828	5	988	5	1,322	15	2,369	2	2,317
CONTRA COSTA	2,248,911	3,355,547	3,486,893	213	140,679	85	612,736	535	832,385	323	535,152	349	268,520	390	147,766	398	161,283	826	292,100	100	168,717
Antioch	159,112	235,705	243,742	17	11,282	6	37,519	45	75,999	25	40,800	23	16,931	22	6,910	30	8,626	68	20,152	7	9,588
Martinez	36,559	53,173	54,773	4	941	1	4,408	11	17,873	5	3,766	10	6,422	7	1,269	8	2,007	41	9,944	6	4,368
Pittsburg	62,621	95,982	99,986	15	10,474	2	7,172	33	29,974	11	18,837	14	11,480	5	1,062	12	3,203	34	6,555	5	5,963
Richmond	231,983	375,086	395,419	13	20,693	9	97,290	66	63,197	36	74,094	38	27,118	51	21,173	43	26,680	90	23,413	13	7,072
San Ramon-Walnut Creek	366,957	613,472	651,281	19	16,717	14	110,313	38	117,197	40	141,076	32	49,919	64	37,868	58	27,363	84	51,346	12	30,063

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DEL NORTE	57,845	71,982	71,669	11	8,356	3	1,440	30	22,808	13	7,115	15	4,984	13	2,995	14	2,086	46	9,886	3	2,410
EL DORADO	261,083	443,104	472,248	48	41,130	19	11,324	74	126,150	46	49,513	64	57,403	52	17,908	66	14,363	193	60,457	15	34,948
South Lake Tahoe	133,799	216,337	228,07[illegible]	1	19,154	5	5,552	23	57,778	15	18,933	27	25,622	24	10,648	36	7,311	84	32,104	6	18,954
FRESNO	1,708,817	2,650,326	2,754,768	195	148,597	94	365,451	539	635,911	329	478,783	374	231,245	305	112,888	332	138,406	630	256,889	105	138,825
Fresno	1,043,334	1,670,802	1,757,506	77	92,640	42	324,335	209	346,396	149	231,741	174	128,636	172	86,642	190	106,784	466	184,210	57	92,277
GLENN	55,135	83,793	87,282	17	7,024	4	3,410	29	27,207	15	13,078	26	13,566	9	1,353	12	1,849	45	9,564	4	2,038
Orland	25,852	37,264	39,547	6	3,343	3	2,417	14	11,639	10	8,233	10	5,466	5	647	7	1,137	22	2,705	1	480
Willows	25,833	38,108	40,564	8	1,631	1	993	7	13,368	5	4,845	12	6,204	4	706	3	672	18	6,019	3	1,558
HUMBOLDT	377,911	516,702	525,227	73	36,035	37	37,448	151	147,454	79	72,417	89	50,818	64	21,835	69	14,333	255	54,903	23	33,471
Eureka	207,779	272,030	273,831	23	16,026	18	32,258	52	49,478	41	43,718	34	23,579	40	18,613	43	11,795	111	30,522	7	23,482
IMPERIAL	298,941	530,315	574,565	37	29,090	21	79,080	122	173,479	56	74,222	74	50,505	77	48,250	37	14,455	166	41,628	22	26,954
Brawley	52,343	71,441	72,584	12	4,575	4	4,048	22	23,094	12	15,334	10	4,879	13	1,636	8	737	37	6,392	6	4,727
El Centro	127,771	198,432	207,373	14	11,906	5	33,143	36	44,361	28	33,229	27	18,610	24	9,146	15	8,935	54	18,150	8	14,245
INYO	76,380	137,732	148,683	16	7,474	7	6,010	19	33,732	16	23,932	41	26,472	13	2,597	13	2,862	51	20,139	4	3,011
KERN	1,295,066	2,138,719	2,265,331	140	122,915	74	231,022	399	554,454	262	371,452	330	268,769	207	79,171	227	101,507	686	227,376	70	91,812
Bakersfield	718,845	1,146,904	1,205,409	43	64,407	26	202,992	105	198,985	89	250,895	114	93,334	109	55,435	110	73,156	246	113,631	29	58,415
Ridgecrest	73,950	130,461	129,765	11	5,154	3	9,934	15	30,735	20	25,900	9	12,261	16	3,300	12	5,193	28	13,164	6	6,254
Taft	36,277	60,261	65,059	5	2,071	1	872	11	26,337	9	9,364	9	5,310	11	3,220	6	1,891	26	5,872	2	2,488
KINGS	191,389	302,224	316,952	24	10,995	13	25,242	79	83,718	54	65,716	53	33,916	44	11,736	33	12,194	101	28,182	17	14,967
Hanford	127,610	197,948	206,778	11	6,819	9	23,802	35	49,054	32	50,060	26	11,738	27	8,211	22	10,095	50	15,757	11	10,975
LAKE	82,743	147,696	159,049	36	14,703	6	2,614	45	58,606	42	22,866	38	14,854	17	1,536	32	5,570	93	14,984	9	3,688
LASSEN	61,059	88,306	90,840	22	6,714	7	3,064	36	27,998	16	15,218	26	8,560	11	2,558	10	1,541	53	9,673	6	3,034
LOS ANGELES	25,889,303	38,157,169	38,925,135	2,000	1,243,944	889	4,682,809	6,263	8,913,465	3,564	6,464,060	4,370	3,181,319	5,637	1,937,919	4,858	1,921,569	12,900	4,429,128	1,430	1,424,434
Arcadia	265,762	385,678	397,141	18	11,384	10	81,430	40	78,135	14	22,958	32	33,154	61	32,279	46	12,600	98	53,108	16	32,334
Bell	82,894	100,074	98,965	4	1,873	3	4,995	28	38,192	19	20,189	11	2,333	20	3,207	15	1,418	47	10,714	5	7,949
Burbank	339,390	567,960	607,122	32	32,640	17	29,554	81	166,305	60	99,217	56	49,221	59	14,695	75	30,781	203	85,214	28	32,370
Covina	237,653	374,355	385,528	20	18,733	5	64,375	60	77,816	36	105,604	36	27,350	21	2,905	38	16,437	90	25,784	9	9,163
Downey	497,679	642,393	644,565	25	24,290	11	80,671	96	111,372	57	233,118	47	31,431	57	19,974	66	24,444	172	57,973	15	16,857
Glendale	630,182	908,484	937,206	33	17,998	16	116,966	134	214,135	91	204,143	100	64,289	162	64,159	124	57,764	247	80,099	29	10,908
Hermosa Beach	68,162	118,390	126,743	7	6,473	2	13,105	21	28,729	15	17,543	9	7,806	19	5,113	11	3,499	56	21,482	3	1,119
Huntington Park	127,537	212,186	225,066	5	414	10	41,084	57	51,027	13	9,567	26	15,524	88	26,514	30	15,086	84	20,250	12	13,702
Lancaster	210,233	336,542	353,984	20	14,821	11	87,932	43	66,745	56	75,126	29	20,925	37	14,328	36	13,819	75	24,739	9	10,789
Long Beach	1,201,849	1,864,899	1,715,440	82	38,469	44	158,105	265	370,128	203	368,979	198	127,676	184	43,299	225	103,070	729	220,512	80	58,763
Los Angeles	10,287,622	14,813,421	15,227,598	772	444,142	377	1,757,535	2,650	3,425,132	1,171	2,033,367	1,776	1,288,261	2,538	824,417	2,074	834,140	5,532	1,095,584	567	382,777
Manhattan Beach	129,801	207,197	218,097	7	2,294	2	11,682	24	51,120	20	56,864	18	11,685	34	6,643	21	6,578	79	29,971	5	4,611
Maywood	30,543	43,033	46,557	3	1,453	2	7,568	17	15,807	7	2,672	12	5,942	5	367	5	1,018	39	4,847	3	1,960
Palmdale	55,732	80,858	85,885	9	6,382	4	1,408	17	32,864	20	5,315	18	13,518	12	1,520	15	3,302	42	10,689	4	4,086
Pasadena	628,097	1,070,668	1,141,644	42	29,907	19	242,868	90	220,583	66	226,518	73	72,336	80	41,517	114	56,193	213	112,399	32	23,036
Pomona	352,789	438,018	435,864	27	14,666	10	51,922	61	86,390	62	121,236	52	30,873	27	8,642	58	16,940	169	41,255	15	13,023
Quartz Hill																					
Redondo Beach	240,964	323,651	337,648	14	3,668	7	45,724	72	91,599	28	35,184	40	24,932	30	9,200	40	19,275	132	57,026	16	12,801
San Fernando	102,021	126,178	125,443	4	1,287	4	9,564	33	31,047	23	40,567	15	7,261	27	6,027	16	5,203	47	9,008	4	2,106
San Fernando Valley	5,912,836	8,597,740	8,770,907		183,389		1,737,951		1,901,277		1,023,819		525,709		650,995		469,903		949,373		231,489
San Gabriel Valley	1,030,175	1,581,516	1,631,932	78	59,746	38	270,662	254	381,119	173	330,684	159	122,115	166	61,005	185	65,442	439	144,584	48	48,947
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	508,084	965,054	1,052,812	35	25,135	16	87,494	89	162,730	70	251,385	45	51,037	115	60,466	90	66,804	244	140,388	39	49,346
South Bay	2,459,940	3,679,907	3,750,770	166	129,007	69	611,116	481	842,069	311	700,896	385	264,969	516	177,988	368	178,743	1,030	354,438	117	130,933
South Gate	167,396	227,274	230,615	21	10,017	6	16,631	55	68,033	47	58,135	36	22,207	27	3,875	35	7,954	115	19,957	7	11,034
Torrance	877,141	1,300,545	1,345,454	46	39,899	23	303,810	115	251,172	79	256,422	97	66,628	173	87,184	112	74,664	252	106,376	33	43,082
West Covina	346,932	557,388	586,739	13	10,986	15	128,576	58	104,359	39	120,449	39	30,813	86	40,044	55	30,509	109	50,997	13	17,819
Whittier	387,045	506,509	509,821	19	14,447	5	66,034	64	111,484	55	135,783	47	29,955	61	22,424	80	31,314	112	33,527	20	12,946
MADERA	143,157	217,423	226,318	36	20,728	15	6,336	75	65,345	41	40,399	45	23,570	29	9,616	27	7,871	96	23,737	16	9,242
Madera	92,371	130,901	134,188	12	9,499	7	5,211	41	40,924	21	27,603	22	9,113	21	7,388	16	4,634	50	12,633	9	6,098
MARIN	888,798	1,379,671	1,445,033	98	60,656	37	123,785	230	381,037	146	255,782	123	100,901	234	63,775	204	64,611	403	161,557	48	67,798
San Rafael	346,973	326,009	346,718	27	28,140	8	91,584	55	78,795	64	117,861	33	30,508	73	31,285	82	37,427	107	42,011	15	25,388
MARIPOSA	22,498	36,784	38,866	8	2,193	6	1,131	26	13,386	4	2,140	15	8,509	4	1,146	3	408	26	3,592	1	859
MENDOCINO	226,784	331,216	341,700	68	29,093	23	18,798	104	93,727	51	46,905	64	36,338	54	13,740	52	9,830	167	38,197	16	20,552
Ukiah	94,636	149,968	157,388	17	9,155	7	5,799	34	40,937	21	23,277	20	15,095	24	10,347	24	5,819	43	16,171	9	15,233
MERCED	352,823	524,441	543,246	52	25,975	24	49,774	142	136,479	88	89,437	110	75,039	72	19,085	70	22,864	211	54,356	26	33,522
Merced	208,084	293,626	300,451	22	14,900	12	44,853	51	57,042	49	60,307	41	27,394	34	14,347	40	13,503	88	26,177	12	24,865
MODOC	22,939	34,225	35,442	6	2,042	8	465	13	6,877	8	9,211	12	6,736	6	517	6	808	16	3,058	3	1,372
MONO	29,629	75,948	88,273	5	1,866	3	2,741	17	25,450	2	145	27	20,910	4	1,859	6	1,241	42	19,982	2	1,046
MONTEREY	951,602	1,423,462	1,476,337	100	63,267	38	128,374	273	325,204	172	244,088	201	140,147	237	84,065	196	68,560	533	179,290	51	65,170
Monterey	189,635	280,759	290,348	14	12,268	6	32,574	38	44,095	35	47,046	25	16,431	48	18,327	36	15,255	121	54,414	7	10,463
Salinas	386,718	538,750	569,702	37	29,349	11	59,176	94	134,807	73	88,844	78	48,807	78	29,762	75	32,902	161	42,115	19	33,073
NAPA	303,470	434,438	433,583	52	33,293	15	33,745	118	120,659	65	75,228	59	37,888	72	15,923	72	15,363	163	45,764	18	16,082
Napa	253,983	347,629	353,350	40	25,214	12	32,577	80	95,668	49	67,820	49	31,557	54	13,606	59	14,573	103	30,841	13	15,746
NEVADA	146,234	261,920	282,237	33	41,276	10	9,400	66	81,151	31	30,882	35	29,053	34	9,053	28	8,936	115	30,724	11	8,887
Grass Valley	88,141	159,157	171,804	19	27,964	6	6,627	31	49,799	20	20,767	14	12,612	20	6,232	17	6,714	46	12,871	6	5,713
Nevada City	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	7,377,949	11,380,382	12,011,436	702	398,908	209	1,700,033	1,380	2,522,869	1,139	2,045,388	1,083	986,907	1,284	477,231	1,409	602,038	2,930	1,354,398	324	339,896
Anaheim	793,338	1,347,464	1,435,763	66	77,180	22	142,610	165	285,830	115	216,092	140	116,571	103	40,113	172	111,426	405	215,234	33	40,631
Brea	88,236	243,436	290,080	13	17,819	4	46,956	23	65,901	14	41,435	17	26,996	31	13,387	10	2,971	44	29,547	5	9,578
Costa Mesa	718,801	1,171,338	1,237,153	49	36,858	15	273,842	75	152,034	87	284,981	64	77,060	113	81,578	100	61,381	177	95,355	13	29,335
Fullerton	439,353	619,360	637,444	30	25,734	12	121,033	74	117,182	61	137,879	68	58,074	60	13,694	63	21,578	156	65,608	23	21,804
Huntington Beach	557,487	881,179	924,403	47	64,449	14	136,388	90	226,674	76	131,681	72	60,671	79	30,418	96	33,081	184	87,093	31	31,349
La Habra	202,791	263,894	265,380	27	15,995	6	32,608	48	31,881	36	74,349	32	18,140	39	9,125	45	12,047	85	24,411	9	7,274
Newport Beach	410,532	683,944	738,376	38	10,226	11	92,340	65	119,423	100	141,179	32	36,186	129	51,571	67	18,652	174	157,763	18	24,796
San Clemente	85,521	120,982	123,839	19	4,771	7	9,884	23	40,371	23	10,884	23	15,264	23	3,116	24	5,377	58	16,310	10	3,622
Santa Ana	882,042	1,111,586	1,109,573	69	76,061	19	121,894	170	191,368	140	230,766	135	100,248	95	24,147	152	67,933	354	108,076	35	31,206
PLACER	390,190	630,823	692,853	69	44,866	19	9,035	131	189,830	82	151,792	108	80,747	54	19,668	85	16,718	256	92,570	34	36,315
Auburn	85,706	116,113	117,767	16	11,219	5	1,905	24	27,463	19	25,902	23	11,187	17	5,245	21	2,885	41	7,568	7	10,441
Roseville	156,167	237,376	247,076	12	9,917	5	3,266	44	48,939	31	96,125	22	17,394	14	10,109	28	8,231	62	24,961	7	14,670
PLUMAS	57,156	90,122	94,472	21	6,906	13	15,452	33	23,539	18	13,499	30	8,821	9	1,786	12	691	64	9,912	8	3,661
RIVERSIDE	2,098,636	3,332,630	3,504,439	314	273,933	91	403,995	498	844,807	387	621,943	423	332,914	396	132,495	435	126,571	994	363,954	105	118,496
Banning	47,261	58,467	58,150	6	1,808	2	1,385	12	15,573	17	12,425	14	8,914	12	1,839	8	974	38	8,048	4	3,441
Beaumont	20,370	39,994	43,920	8	2,410	1	682	10	14,701	6	2,903	12	10,303	2	475	2	164	15	6,434	4	1,141
Corona	174,924	293,560	311,955	22	32,080	9	24,865	36	76,470	40	77,476	28	22,652	15	5,416	37	8,164	68	30,101	12	12,957
Hemet	151,067	202,045	204,314	28	38,689	3	13,766	25	50,931	23	42,648	29	13,761	36	8,167	25	7,724	60	15,883	7	6,591

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Indio	138,051	249,838	262,092	12	19,116	8	73,647	26	37,929	24	47,409	25	24,203	22	9,749	30	10,537	51	22,539	6	6,420
Palm Springs	254,398	359,145	367,517	28	19,555	7	25,890	39	60,584	26	59,260	29	28,186	89	39,134	49	16,614	112	48,911	10	33,750
Palm Desert	28,639	52,742	57,564	10	9,682			6	5,151	1	561	6	8,879	37	10,556	16	[illegible]	19	9,748	2	919
Riverside	702,807	1,061,572	1,102,483	57	65,028	23	228,266	104	186,866	109	248,111	101	72,049	87	35,214	119	41,666	226	100,034	28	36,491
SACRAMENTO	2,881,986	4,159,603	4,278,738	236	214,891	104	699,527	643	966,281	440	721,817	467	343,397	400	167,840	466	236,989	1,267	422,643	146	163,554
Sacramento	1,082,772	1,487,703	1,513,581	99	79,970	40	204,394	280	359,232	151	218,461	189	124,607	154	52,150	163	82,278	618	183,961	65	45,638
SAN BENITO	62,232	90,996	93,855	11	5,755	4	1,401	27	27,823	16	13,981	21	14,691	12	5,179	12	2,287	36	5,986	7	5,223
Hollister	55,848	78,655	83,217	10	5,381	4	1,401	22	25,665	15	13,355	17	10,780	11	4,871	12	2,287	19	3,670	6	4,692
SAN BERNARDINO	2,482,813	4,221,643	4,511,155	314	285,721	127	624,433	713	1,067,478	522	700,968	580	479,518	369	142,324	492	174,635	1,298	453,718	124	151,325
Barstow	106,923	188,135	201,966	9	12,411	7	19,901	19	42,989	22	21,450	41	48,056	15	4,459	24	6,932	65	29,479	5	4,628
Fontana	106,823	165,807	173,203	12	8,266	5	9,714	34	49,532	39	35,300	24	12,203	12	2,740	21	5,349	50	16,740	6	16,243
Ontario	247,519	553,045	477,011	18	16,471	6	27,471	59	119,256	52	117,600	57	36,654	22	15,042	43	17,283	113	42,187	13	16,757
Redlands	147,495	244,435	259,012	13	5,401	9	48,256	24	41,280	34	70,290	25	20,875	23	7,278	29	9,323	54	27,074	9	5,725
San Bernardino	705,194	970,529	987,807	40	52,971	20	279,181	122	122,362	110	182,917	92	50,215	109	44,463	101	56,189	271	90,518	23	24,295
Upland	124,269	244,906	269,374	17	26,889	4	7,641	30	64,898	17	44,221	32	35,927	20	12,609	28	6,896	46	31,838	8	14,066
Victorville	114,256	207,483	224,270	10	9,767	6	29,655	20	40,684	28	59,110	27	28,845	17	5,558	28	9,650	38	21,192	5	6,106
SAN DIEGO	5,895,121	9,381,940	9,673,253	606	535,673	217	1,447,489	1,379	2,025,403	960	1,590,901	902	811,812	997	374,115	1,167	515,051	2,741	1,073,849	235	311,777
El Cajon	241,744	752,971	775,791	33	52,829	13	153,571	65	112,434	61	178,333	76	71,175	38	42,114	37	30,793	105	55,544	12	14,187
Escondido	400,551	564,734	577,837	39	53,600	12	114,952	51	96,454	57	123,002	51	38,345	57	19,059	89	26,915	115	41,612	9	18,612
Oceanside	208,907	349,081	370,591	19	17,235	8	62,628	55	70,610	56	72,480	44	36,688	21	9,060	42	14,567	115	41,704	9	13,640
San Diego	2,804,052	4,694,538	4,985,984	187	144,670	98	746,466	645	995,675	380	780,816	395	392,413	512	234,257	537	323,243	1,430	637,162	109	151,517
Vista	76,900	100,197	100,786	13	6,151	6	13,409	45	46,183	16	2,080	17	10,922	6	685	12	734	48	10,088	4	4,638
SAN FRANCISCO	2,849,566	4,318,732	4,489,628	160	76,286	126	502,514	1,250	945,546	175	418,837	320	255,509	715	350,982	538	235,275	2,431	828,290	186	139,813
San Francisco	1,994,702	4,318,732	4,489,528	149	76,286	155	502,514	1,270	945,546	185	418,837	437	255,509	673	350,982	484	235,275	2,286	828,290	215	139,813
SAN JOAQUIN	1,115,368	1,608,661	1,654,543	134	86,296	46	201,715	357	384,051	242	300,735	228	149,124	178	67,591	215	84,241	606	161,313	82	78,990
Lodi	176,159	231,907	233,719	25	14,375	8	4,166	40	51,922	37	53,907	38	28,255	27	14,308	39	9,219	85	21,220	13	21,199
Manteca	93,310	148,178	145,610	14	8,972	5	7,184	21	42,300	25	37,397	19	10,525	22	3,531	23	6,735	45	11,907	6	8,905
Stockton	571,350	842,961	871,008	41	31,952	19	170,832	139	155,436	98	167,418	84	61,810	76	36,373	76	48,386	280	85,638	42	33,248
SAN LUIS OBISPO	469,966	708,199	735,789	92	51,997	32	37,653	151	188,835	76	101,294	144	88,824	120	24,315	133	29,436	291	99,672	35	31,806
Paso Robles	56,670	88,153	94,451	11	4,880	3	2,241	13	27,695	13	17,389	14	14,135	11	2,966	13	1,963	26	9,005	5	2,297
San Luis Obispo	208,358	286,101	291,058	18	11,819	11	25,796	37	57,873	41	62,368	44	26,335	51	14,602	53	16,710	84	30,890	12	10,491
SAN MATEO	2,356,850	3,582,466	3,734,033	186	117,237	87	507,259	546	877,616	296	632,663	334	282,716	347	164,368	376	196,443	930	415,162	120	162,700
Redwood City	293,592	453,220	472,862	17	15,645	10	50,039	49	105,083	52	134,527	32	39,012	24	11,789	41	14,480	113	38,492	12	26,857
San Mateo	428,368	621,513	639,943	28	17,343	21	128,963	83	123,779	36	73,720	53	50,135	75	41,189	68	24,264	164	68,251	21	32,808
SANTA BARBARA	1,112,619	1,732,038	1,811,557	125	85,908	57	170,856	276	384,161	177	248,406	226	162,521	257	79,489	271	94,884	622	245,489	66	71,284
Lompoc	84,808	125,529	129,807	11	5,434	6	16,304	23	33,801	25	22,946	22	12,211	19	5,026	31	6,941	37	11,358	4	4,656
Santa Barbara	464,527	683,682	706,186	39	26,956	16	60,044	117	152,746	63	104,829	72	45,287	121	42,358	114	42,371	245	110,231	32	31,842
Santa Maria	270,482	446,477	472,774	24	19,340	11	55,965	40	65,163	48	98,547	45	34,561	56	18,593	58	26,271	84	34,965	11	17,028
SANTA CLARA	4,920,896	7,675,571	8,046,688	404	377,580	162	1,152,020	983	1,731,215	651	1,462,956	699	623,047	759	360,012	787	427,857	1,813	770,287	210	286,752
Gilroy	73,868	130,763	137,027	4	3,728	2	14,390	13	42,242	10	29,689	17	18,185	5	4,339	14	2,090	20	7,413	5	7,163
Palo Alto	342,741	602,386	646,509	20	13,485	10	96,914	62	103,794	36	100,491	30	33,474	74	71,730	67	23,628	148	82,474	11	12,504
San Jose	1,985,594	2,945,778	3,047,404	150	141,251	59	402,723	416	686,868	276	543,305	291	252,911	303	124,253	297	164,365	744	276,204	93	106,652
Saratoga	39,496	87,176	98,220	17	9,132	2	10,011	20	25,852	5	4,908	10	16,647	13	2,809	11	2,206	23	8,876	2	2,825
SANTA CRUZ	653,672	916,762	937,551	91	77,913	40	73,736	188	236,380	121	139,717	111	80,644	156	34,494	146	34,784	387	105,057	33	58,835
Santa Cruz	284,096	386,820	392,683	28	29,247	13	35,800	64	77,590	62	87,219	36	26,078	59	10,617	56	19,128	152	47,445	12	16,385
Watsonville	137,533	173,248	172,931	18	13,544	12	17,058	42	36,441	28	40,494	25	13,019	23	5,158	30	6,850	80	12,535	10	14,121
SHASTA	435,968	615,653	630,464	100	72,603	18	51,397	150	155,874	96	102,765	107	77,462	80	24,373	95	21,694	230	30,597	23	18,543
Redding	317,426	430,770	437,110	47	52,823	6	47,785	62	67,576	52	79,161	55	47,347	55	21,085	66	18,849	119	34,137	14	17,784
SIERRA	4,295	5,868	5,961	4	744	4	169	9	1,564	2	759	2	595					14	1,102	2	602
SISKIYOU	114,424	157,510	160,305	37	10,833	16	5,209	71	52,161	31	16,937	38	25,591	23	5,382	20	3,511	110	18,912	13	4,903
Yreka City	49,532	65,172	68,301	12	4,372	2	2,160	12	20,755	9	9,080	16	9,420	7	2,993	9	1,644	31	6,696	6	3,493
SOLANO	636,112	1,004,721	1,056,546	60	48,758	27	122,515	155	241,481	127	193,501	136	114,471	79	26,441	129	46,409	312	128,173	28	57,168
Fairfield	171,817	324,973	354,279	10	17,908	4	58,634	32	61,307	30	69,966	31	41,009	31	11,921	33	16,391	68	38,291	7	24,292
Sui Sun	9,981	18,333	20,004	4	1,299	1	851	8	3,544	7	1,153	4	1,106	2	139	7	1,241	13	3,805		
Vallejo	276,297	386,649	394,978	22	13,354	13	54,419	62	89,083	59	89,006	48	35,709	22	6,856	51	21,221	128	33,525	11	21,212
SONOMA	1,009,728	1,595,177	1,672,939	177	148,886	49	168,605	313	430,469	183	245,998	238	151,403	165	54,267	213	68,565	534	159,297	53	72,507
Petaluma	105,285	169,426	178,418	16	16,966	6	17,071	36	53,762	16	14,795	23	15,129	18	7,684	30	5,302	59	15,950	5	11,503
Santa Rosa	454,401	715,177	749,447	38	40,448	18	131,610	99	153,843	60	93,351	94	58,947	78	35,561	102	42,029	162	65,155	21	43,762
STANISLAUS	871,937	1,263,241	1,300,423	112	99,669	45	169,979	262	303,121	198	203,011	175	105,579	157	47,307	185	77,322	379	106,524	48	72,580
Modesto	548,811	807,812	834,339	46	67,182	19	142,102	116	160,580	97	134,942	61	48,560	96	33,617	114	52,467	186	68,729	22	56,774
Turlock	104,745	159,396	165,805	10	4,769	8	7,903	26	46,055	21	29,117	24	15,645	25	8,382	24	13,032	47	16,156	9	9,302
SUTTER	164,518	240,213	247,721	25	24,953	9	33,100	57	73,155	35	33,422	36	14,421	22	9,254	30	8,441	67	20,046	8	16,196
Yuba City	137,115	266,044	211,799	17	20,740	4	23,187	39	64,307	27	29,424	24	12,205	21	9,037	21	7,104	46	16,734	7	15,642
TEHAMA	113,679	179,989	189,010	23	10,004	9	6,335	49	45,394	32	38,639	36	44,227	18	5,170	16	3,044	66	15,323	8	5,535
Corning	33,940	58,872	63,860	7	3,747	2	952	10	11,903	5	11,162	12	27,938	4	983	2	168	13	2,546	2	1,143
Red Bluff	70,323	104,245	107,832	12	5,676	6	5,250	21	28,196	23	25,383	17	11,890	13	4,109	12	2,838	36	9,804	4	4,133
TRINITY	17,081	28,487	30,236	8	1,165	7	2,661	29	12,141	4	590	11	4,081	3	261	3	419	30	4,134	2	1,127
TULARE	731,206	1,094,224	1,134,704	105	71,444	38	133,909	293	288,133	173	237,519	178	93,634	136	45,256	151	43,878	338	82,841	47	46,336
Porterville	126,243	196,173	205,007	22	9,433	7	25,729	47	63,666	34	43,248	24	12,513	26	9,531	36	6,042	54	13,159	8	6,947
Tulare	99,970	128,825	129,216	13	11,872	2	6,380	41	36,862	18	24,854	27	12,450	22	5,896	27	6,700	51	8,720	6	4,467
Visalia	329,689	507,438	529,242	32	38,922	11	94,735	61	88,614	56	121,527	43	33,782	58	21,661	53	22,390	89	40,109	14	30,200
TUOLUMNE	102,042	146,732	150,782	28	13,985	5	6,603	45	45,901	30	17,105	40	15,948	29	5,286	30	4,366	92	17,387	10	6,836
Sonora	73,148	101,397	107,048	15	6,867	2	6,086	14	32,304	24	16,337	19	10,972	20	4,377	18	3,388	38	8,348	8	5,020
VENTURA	1,511,465	2,608,209	2,796,961	158	128,578	63	341,116	328	713,867	292	533,312	266	231,003	274	95,163	331	118,779	662	256,335	85	110,605
Camarillo	92,362	149,925	158,161	15	32,678	6	10,706	16	13,276	12	12,229	18	17,076	14	3,472	16	4,253	45	15,845	4	10,182
Oxnard	389,281	574,036	593,122	21	29,669	16	88,108	70	130,408	77	115,013	63	51,348	85	26,237	65	22,888	163	54,073	19	19,548
Port Hueneme	20,766	22,684	21,936	3	724	1	1,511	14	9,007	9	506	2	548	3	337	4	270	26	5,035	4	1,306
San Buenaventura	362,578	563,678	586,106	22	14,447	12	95,436	48	106,695	71	160,234	47	42,772	46	16,393	77	37,243	133	46,440	14	15,571
Santa Paula	56,437	78,258	79,783	7	987	4	3,388	22	26,298	23	15,899	13	8,449	18	2,609	21	3,159	44	8,601	4	3,541
Simi Valley	164,711	321,733	353,239	18	14,790	8	71,733	39	119,674	34	29,397	35	27,361	23	8,015	43	13,162	65	31,548	9	12,385
Thousand Oaks	280,569	619,918	698,585	33	33,915	8	46,083	39	180,108	32	166,866	36	48,829	57	29,854	64	26,385	77	70,569	15	36,559
Ventura	362,578	601,654	637,766	22	14,498	12	107,259	48	121,494	71	168,089	47	43,763	46	18,241	77	37,620	133	53,923	14	17,223
YOLO	329,467	511,131	534,048	43	44,267	6	10,243	86	154,577	54	96,517	71	63,582	54	19,008	53	14,502	188	60,237	20	21,588
Davis	114,068	170,467	176,612	5	5,578	1	1,290	19	47,762	16	48,125	17	15,474	18	6,343	20	6,580	46	20,024	6	5,271
Woodland	123,264	188,757	196,642	19	18,141	3	6,219	28	38,680	25	36,953	19	14,050	27	11,176	23	6,464	50	15,754	8	11,499
YUBA	129,725	179,345	182,791	17	11,871	16	13,312	58	45,489	35	32,668	29	15,223	32	9,784	37	6,871	105	19,244	9	8,549
Marysville	93,771	124,238	128,371	8	4,277	8	13,307	22	38,439	23	29,479	18	11,311	23	6,047	28	5,712	60	14,363	5	5,856

• Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES* (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,824,594	16,708,398	17,567,571	1,302	1,046,905	495	2,052,249	2,177	3,901,213	1,869	3,062,581	2,485	1,529,316	1,812	739,139	2,185	765,326	5,004	1,919,518	536	456,931
STANDARD METROPOLITAN STATISTICAL AREAS																					
Colorado Springs, Colo.	997,621	1,361,450	1,606,336	100	87,077	53	205,333	285	314,981	207	315,329	232	142,803	174	60,731	227	85,719	456	153,763	42	30,289
Denver-Boulder, Colo.	5,867,128	9,951,799	10,447,749	563	507,202	184	1,401,805	1,022	2,286,240	908	1,879,907	1,123	798,022	937	465,022	1,182	474,083	2,428	1,142,812	256	273,421
Fort Collins, Colo.	481,578	709,497	720,218	78	72,760	25	68,432	95	147,567	102	131,853	102	48,742	86	28,242	150	35,128	236	82,889	23	18,866
Greeley, Colo.	307,089	495,310	512,753	61	38,759	20	62,732	80	117,563	76	86,898	106	44,993	51	19,587	72	23,745	180	51,167	17	13,580
Pueblo, Colo.	406,203	370,325	572,352	41	29,442	17	83,369	122	142,478	105	106,188	113	44,286	69	22,777	87	27,264	265	54,342	26	17,668
COUNTIES, Cities																					
ADAMS	803,612	1,526,427	[illegible]	90	111,646	35	266,302	158	436,274	130	247,560	175	158,199	114	53,496	136	53,988	303	139,553	29	35,848
ALAMOSA	48,897	76,374	78,516	13	5,745	6	10,618	15	18,479	13	10,930	16	6,409	11	4,411	12	5,258	35	8,560	3	1,089
Alamosa	47,809	71,751	76,541	13	5,745	5	10,597	14	18,465	13	10,930	15	6,393	11	4,411	12	5,250	32	7,132	3	1,089
ARAPAHOE	1,199,646	2,402,023	2,613,750	86	106,455	37	457,472	160	469,733	171	623,455	169	166,031	238	163,790	188	94,089	346	224,236	34	60,841
ARCHULETA	9,820	15,996	16,599	2	1,630	1	262	5	4,251	3	1,455	10	4,883	6	1,088	3	177	13	1,514	2	197
BACA	14,066	17,036	16,535	7	2,669	6	839	8	2,433	7	2,713	12	5,209	7	367	3	57	10	921	4	500
BENT	12,673	15,781	15,416	3	692	3	767	4	3,702	2	3,227	5	1,802	4	253			11	793	2	519
BOULDER	662,971	1,034,436	1,063,292	90	74,092	21	75,396	110	243,578	131	193,211	116	77,108	143	48,295	185	54,065	282	111,041	32	33,374
Boulder	353,319	[illegible]	584,990	34	34,584	11	38,883	53	135,203	49	84,434	52	40,248	93	39,631	89	33,696	138	68,283	16	16,249
Longmont	160,451	236,469	239,910	23	23,738	4	17,574	24	66,770	41	38,887	26	20,858	41	7,814	55	11,736	63	19,883	10	14,323
CHAFFEE	48,234	78,442	81,396	15	4,759	8	3,780	19	21,851	19	12,619	36	14,678	16	1,421	15	1,092	45	7,750	4	1,803
Salida	30,495	45,942	49,032	7	2,381	3	2,852	8	14,616	14	10,558	17	3,101	12	937	9	804	25	3,374	3	930
CHEYENNE	5,856	12,213	13,385	5	742			5	6,993	2	774	9	1,934	2	517	2	262	8	1,312	2	392
CLEAR CREEK	16,980	27,384	28,359	4	1,097	1	177	11	8,061	2	994	13	6,080	2	279	4	313	38	6,825	1	
CONEJOS	9,227	15,350	16,002	4	877	1	855	12	5,347	3	429	9	3,454	3	221			12	714	3	433
COSTILLA	2,645	3,265	3,184	1	120	3	237	6	1,410			8	655			1		7	426	1	76
CROWLEY	3,565	4,420	4,312	3	397			3	944	3	1,621	4	381	1	155	2	98	5	239	1	127
CUSTER	1,117	2,108	2,256	1	130	1		2	638	1	206			2	43			4	843		
DELTA	52,527	87,132	90,778	21	10,214	7	5,263	26	25,733	16	20,271	23	7,139	17	3,003	17	2,075	34	5,753	6	2,642
DENVER	1,910,077	2,900,529	2,963,147	142	102,788	49	302,051	360	642,525	287	370,178	400	222,266	285	139,855	407	182,670	1,052	455,328	104	78,138
Denver	1,910,077	2,900,529	2,963,147	132	102,788	68	302,051	365	642,525	215	370,178	515	222,266	264	139,855	322	182,670	997	455,328	136	78,138
DOLORES	2,668	4,109	4,209					3	2,168	3	631	3	791					5	363		
DOUGLAS	25,624	57,368	63,829	12	2,744	3	338	12	22,035	12	11,652	11	8,899	9	837	17	1,623	16	5,673	4	3,121
EAGLE	62,473	147,879	166,566	13	11,849	4	937	20	37,032	4	1,043	24	17,231	26	6,003	12	1,950	75	40,131	3	3,099
ELBERT	5,406	8,718	9,028	4	241	1	62	5	2,306	2	215	7	2,418	4	89	2	216	12	942	1	
EL PASO	984,131	1,530,376	1,571,543	98	80,750	50	204,594	196	306,857	202	314,328	220	136,977	166	59,564	222	85,177	433	149,668	39	29,793
Colorado Springs	888,846	1,380,526	1,417,256	74	74,678	36	192,848	156	273,993	171	307,022	169	102,931	145	56,121	194	78,124	334	128,790	32	28,501
FREMONT	64,839	96,697	98,372	13	5,580	12	7,383	34	25,933	27	13,970	31	8,570	21	4,678	23	4,450	59	10,596	5	2,780
Canon City	54,870	78,282	82,966	11	5,302	6	5,799	25	20,589	19	11,699	19	6,045	18	4,259	19	4,196	43	9,034	4	2,476
GARFIELD	90,701	221,790	251,489	18	16,752	6	4,925	21	59,085	18	54,845	37	37,794	24	9,154	25	8,010	48	21,429	8	12,333
Glenwood Springs	69,413	160,910	188,520	9	9,292	4	3,618	14	39,739	15	54,120	23	27,288	15	6,943	19	5,235	29	15,392	3	6,515
GILPIN	3,356	6,052	6,426	1	100	1	65	3	710	1		2	194	2				14	3,022	1	144
GRAND	25,574	48,665	52,273	8	1,428	3	3,114	15	11,980	9	4,695	24	9,693	5	805	4	420	50	9,516	3	1,723
GUNNISON	32,693	68,573	75,244	10	3,264	1	884	15	25,150	9	8,359	12	9,882	14	3,319	9	1,664	48	8,943	3	2,444
Gunnison	29,350	61,366	67,771	7	2,964			10	23,204	8	8,073	11	9,631	10	2,579	8	1,606	24	7,567	2	2,192
HINSDALE	1,360	2,808	3,070	1	665	1	113			1		2	385	1				6	489	1	435
HUERFANO	15,833	22,305	22,402	5	1,082	2	858	8	6,837	4	2,371	20	5,227	5	326	3	519	21	1,922	2	535
JACKSON	5,322	11,293	12,422	1	1,486			5	5,375	1		2	1,754	3	273	1	529	7	1,369	1	255
JEFFERSON	1,261,842	2,024,964	2,094,662	142	109,377	38	300,181	219	471,385	196	433,851	250	165,325	146	58,749	249	87,648	415	203,959	52	61,955
KIOWA	3,487	4,292	4,182	2	231			4	790	2		2	1,376			3	170	5	961	1	154
KIT CARSON	26,729	42,679	44,084	13	2,967	3	888	11	11,524	9	6,901	16	11,276	8	1,769	7	1,394	12	2,094	4	1,360
LAKE	23,089	37,519	38,921	6	1,380	4	976	5	13,505	6	6,002	10	1,985	3	1,452	5	806	27	5,201	1	1,383
Leadville	20,903	32,566	34,899	6	1,380	4	976	5	13,505	5	5,111	6	1,286	3	1,452	5	806	25	4,856	1	1,383
LA PLATA	96,046	176,422	188,017	27	21,065	13	15,089	24	46,503	17	20,509	27	17,917	28	9,174	29	6,817	66	23,892	7	3,527
Durango	88,519	163,078	173,909	24	19,263	11	13,297	18	41,934	17	20,509	21	16,141	26	8,673	26	6,745	56	21,142	7	3,527
LARIMER	481,578	709,497	720,218	78	72,760	25	68,432	95	147,567	102	131,853	102	48,742	86	28,242	150	35,128	236	82,889	23	18,666
Fort Collins	288,268	418,773	423,500	35	34,767	10	55,410	44	95,251	45	76,756	50	20,817	53	19,765	86	22,192	110	41,710	13	12,606
Loveland	109,306	149,474	149,099	16	9,716	7	6,285	23	39,769	32	34,953	30	15,651	21	5,395	40	8,310	48	10,972	6	4,005
LAS ANIMAS	36,292	54,142	55,101	7	1,882	13	4,999	28	17,212	15	8,987	23	7,117	13	1,952	7	815	43	4,612	5	1,594
Trinidad	33,269	46,821	49,532	6	1,863	7	4,842	24	15,651	15	8,987	17	4,383	13	1,952	7	815	35	3,883	5	1,594
LINCOLN	19,432	40,623	44,535	4	458	1		7	6,966	4	11,326	27	14,911	3	1,092	4	790	19	6,236	2	349
LOGAN	70,868	121,547	127,600	14	7,486	5	10,296	19	26,141	20	24,047	38	17,648	19	7,527	20	5,324	37	9,939	4	1,975
Sterling	67,736	115,201	120,691	14	7,486	5	10,296	15	25,898	17	22,952	29	13,951	19	7,527	17	5,084	29	9,113	4	1,975
MESA	280,082	669,091	755,121	51	83,009	15	89,211	64	159,239	67	139,733	83	74,666	50	24,901	60	38,375	95	59,607	14	19,634
Grand Junction	250,783	587,816	660,491	41	73,026	12	82,824	40	126,900	57	129,419	59	55,744	49	24,595	30	36,577	73	53,930	11	17,059
MINERAL	1,906	3,037	3,135	1	522			2	1,060			2	803					3	281	1	199
MOFFAT	47,347	98,801	108,280	12	6,509	4	4,404	9	32,298	12	24,121	18	11,963	9	4,707	7	1,158	25	10,353	2	1,967
Craig	45,823	94,305	104,004	12	6,509	3	4,305	5	31,009	11	23,939	14	10,210	9	4,707	7	1,158	21	10,204	2	1,967
MONTEZUMA	63,938	111,729	117,757	14	9,601	8	7,210	19	28,730	13	23,292	29	8,726	11	2,677	16	4,169	37	14,170	6	3,443
Cortez	54,825	92,218	99,698	11	8,503	6	6,269	12	23,203	12	22,355	20	6,962	10	2,550	15	4,032	23	9,647	4	2,842
MONTROSE	76,902	108,276	108,755	21	14,236	6	7,256	25	26,615	14	18,598	23	9,920	15	4,661	19	2,970	42	9,637	9	2,598
Montrose	68,595	91,317	95,862	17	13,361	4	6,879	16	21,759	17	17,876	18	7,484	14	4,435	17	2,922	29	8,288	7	1,600
MORGAN	75,795	170,139	189,415	21	15,961	7	16,625	19	39,650	3	37,576	35	29,249	20	8,073	12	2,532	43	17,751	3	4,420
Fort Morgan	54,472	122,072	135,995	12	8,528	5	14,538	9	27,609	19	27,690	22	18,974	13	6,301	11	2,439	24	11,349	2	3,772
OTERO	63,125	88,432	88,707	13	7,823	7	7,708	30	27,405	22	14,887	18	5,680	19	4,270	20	4,108	47	6,496	8	2,358
La Junta	40,006	52,775	55,330	5	3,744	4	6,612	11	15,513	11	10,723	8	2,839	10	2,425	12	3,397	26	3,785	5	2,066
Rocky Ford	16,387	22,121	23,268	3	2,105	1	472	13	9,263	8	3,899	5	1,625	7	1,492	7	634	15	2,043	2	209
OURAY	3,238	5,871	6,240	1	217	2	182	4	1,868	1	301	2	625	1		1		14	1,780	2	182
PARK	5,825	11,528	12,489	2	652	3	111	5	1,768	1	1,123	9	2,933			2	176	13	3,518	1	240
PHILLIPS	12,834	21,463	22,400	3	2,224	4	3,565	10	4,020	8	6,743	3	1,804	1	437	5	197	9	1,263	3	168
PITKIN	77,480	153,556	166,447	13	18,077			21	23,132	6	3,029	8	8,302	38	11,968	22	6,816	95	44,656	4	8,443
PROWERS	51,938	92,967	98,506	14	6,326	6	9,051	16	26,979	20	12,225	19	17,212	11	3,361	10	4,057	37	8,255	4	2,772
Lamar	47,229	82,570	89,640	11	5,465	6	9,051	11	24,646	16	11,001	16	15,853	10	3,208	5	3,044	26	7,335	3	2,426
PUEBLO	406,205	570,325	572,352	41	29,442	17	83,369	122	142,478	105	106,188	113	44,286	69	22,777	87	27,264	265	54,542	26	17,668
Pueblo	377,991	530,388	532,190	35	28,369	15	73,500	109	125,114	92	104,449	97	38,934	65	21,393	80	25,015	230	51,422	25	16,927

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RIO BLANCO	13,670	37,749	43,915	6	3,736	3	244	10	14,121	4	1,155	9	8,158	4	2,224	2	391	15	6,516	3	2,019
RIO GRANDE	31,541	56,754	60,207	15	4,542	3	1,288	18	20,642	9	9,426	16	4,410	7	2,653	10	4,019	20	3,325	6	1,644
ROUTT	44,533	107,648	121,775	10	12,968	4	2,354	13	25,957	9	10,082	17	15,575	19	6,973	15	2,398	50	18,695	7	5,957
SAGUACHE	5,940	8,736	8,860	1	768			3	2,425	3	2,006	7	1,236	1	538	1	191	5	802	3	221
SAN JUAN	2,334	4,303	4,590	2				1	386			5	1,297					9	1,317		
SAN MIGUEL	7,889	11,768	11,973	5	997	3	179	8	2,952	2	2,020	5	1,568	3	357	2	414	14	2,065	2	247
SEDGWICK	15,327	27,110	28,645	5	1,342	1	943	6	6,934	4	6,283	12	5,912	5	999	5	967	11	2,741	3	567
SUMMIT	38,419	102,903	118,964	6	8,039	3	534	15	29,344	6	1,826	17	13,791	19	2,717	9	1,198	60	30,584	4	2,589
TELLER	13,490	31,074	34,793	2	6,327	3	739	9	8,124	5	1,001	12	5,826	8	1,167	5	542	23	4,095	3	496
WASHINGTON	13,513	20,002	21,484	8	2,346	6	1,444	3	6,796	1	198	12	5,133	4	231	3	458	14	2,660	3	705
WELD	307,069	495,310	512,753	61	38,759	20	62,732	80	117,563	76	86,898	106	44,993	51	19,587	92	23,745	180	51,167	17	13,580
Greeley	223,710	361,031	373,780	37	17,420	13	59,650	38	90,322	47	65,480	56	25,716	44	19,126	62	16,520	94	25,502	9	12,591
YUMA	25,998	42,595	44,245	10	4,882	5	4,947	12	11,714	12	8,642	10	3,008	10	1,662	13	1,587	19	3,588	4	1,010

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,428,005	15,036,987	15,457,638	1,193	605,783	571	1,768,129	3,207	3,812,200	1,538	2,155,324	2,215	1,428,910	1,940	774,514	2,056	591,760	5,169	1,451,860	755	468,990
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bridgeport, Conn.	1,307,419	2,193,434	2,038,424	127	99,749	73	231,591	453	317,467	172	298,077	286	203,606	246	100,842	238	90,140	600	181,744	101	64,848
Bristol, Conn.	204,024	228,841	217,369	30	7,645	12	23,911	67	61,211	30	43,231	45	19,650	30	5,652	42	8,727	104	16,187	16	4,677
Danbury, Conn.	553,646	746,112	718,189	82	35,190	29	89,382	145	170,984	85	86,124	102	58,457	88	29,263	107	23,646	234	33,497	25	13,723
Hartford, Conn.	2,558,062	3,896,517	4,044,190	251	142,325	108	487,871	619	956,608	325	549,174	496	396,537	401	215,247	439	137,571	1,150	410,933	200	136,605
Meriden, Conn.	175,175	222,738	233,710	17	9,565	7	36,405	57	48,800	23	35,383	44	17,715	47	16,040	31	11,307	96	15,014	8	6,397
New Britain, Conn.	408,125	587,556	608,809	47	23,802	25	52,629	160	170,547	70	83,921	94	65,209	68	22,966	74	25,165	251	66,124	35	23,889
New Haven-West Haven, Conn.	1,329,077	1,930,657	1,930,312	156	52,003	71	249,255	506	496,562	187	233,747	308	180,037	294	109,722	273	73,442	780	220,069	103	58,595
New London-Norwich, Conn.-R.I.	880,311	1,368,287	1,456,746	102	52,377	55	178,426	260	363,041	143	234,284	206	137,624	182	48,847	181	56,760	482	124,456	63	45,829
Norwalk, Conn.	629,282	988,062	970,906	60	36,597	32	70,904	136	207,038	84	160,553	109	66,740	116	64,756	132	44,396	233	91,485	23	17,502
Springfield-Chicopee-Holyoke, Mass.-Conn.	1,686,078	2,128,622	2,089,709	199	86,502	133	225,490	544	548,317	327	280,639	365	195,736	298	95,757	330	66,200	910	199,712	184	63,405
Stamford, Conn.	860,480	1,252,264	1,492,658	82	59,014	53	147,394	213	336,862	85	205,883	151	129,564	197	92,466	168	65,131	316	125,820	48	40,116
Waterbury, Conn.	680,970	860,613	858,823	87	40,118	37	101,869	265	231,150	129	119,216	147	71,664	120	41,600	146	26,739	368	71,993	59	28,614
COUNTIES, Cities																					
FAIRFIELD	3,026,657	4,536,249	4,706,718	323	209,525	164	469,716	876	1,112,530	373	633,705	578	395,505	620	272,166	613	197,572	1,303	406,873	177	127,805
Bridgeport	418,473	569,470	575,108	35	16,362	37	55,092	215	147,883	65	78,118	95	54,301	85	28,972	101	31,639	291	47,994	42	22,252
Danbury	344,946	378,592	364,611	37	20,866	21	51,205	77	62,887	48	41,714	55	26,013	44	8,971	61	16,400	122	25,914	9	3,384
Greenwich	262,533	487,007	526,273	22	15,397	11	26,574	63	122,877	37	104,527	40	49,047	66	44,175	43	16,501	90	50,754	19	10,598
Norwalk	352,475	492,660	500,460	32	19,293	23	58,442	90	116,614	54	70,936	66	37,861	39	23,847	69	21,201	138	40,775	9	8,687
Stamford	420,450	702,240	741,730	37	20,858	35	124,670	111	163,934	38	84,695	77	50,523	84	36,382	89	39,620	181	54,851	20	20,993
Trumbull	118,341	139,449	136,460	12	4,492	4	54,640	18	30,310			15	8,280	35	15,979	17	2,092	18	3,189	5	4,167
HARTFORD	2,813,743	4,147,079	4,285,375	278	159,333	130	518,563	730	1,011,444	338	580,333	535	403,056	466	229,943	513	159,888	1,346	450,585	220	148,159
Bristol	189,354	201,881	192,187	25	7,247	11	23,249	59	55,900	25	40,525	42	17,271	29	5,535	37	5,498	89	13,196	14	4,541
Enfield	189,032	251,678	233,956	16	5,202	15	63,603	33	52,555	18	31,173	22	14,589	37	14,810	31	12,375	53	17,794	12	5,436
Hartford	406,823	544,681	547,992	23	12,541	22	74,560	140	87,971	33	70,328	75	42,735	79	28,090	70	21,779	324	88,102	43	28,086
Manchester	230,500	338,217	347,247	21	9,687	10	52,124	47	100,591	31	47,626	43	35,970	30	20,745	42	10,617	88	30,296	11	9,401
New Britain	167,018	215,236	214,769	16	3,432	14	22,255	68	56,077	23	36,649	41	18,457	38	12,529	31	6,332	112	21,083	23	5,080
LITCHFIELD	436,953	592,483	598,468	88	32,533	41	57,205	178	158,092	111	105,147	108	52,154	81	22,913	102	19,352	279	44,357	43	20,200
Torrington	122,071	182,209	187,899	21	8,105	14	27,161	46	55,723	32	28,732	24	14,830	22	8,520	26	6,156	67	11,750	8	4,210
Winsted	20,984	33,237	35,680	6	2,531	3	555	15	8,808	7	3,715	13	5,065	11	1,794	11	2,232	21	2,088	5	1,435
MIDDLESEX	403,070	508,287	504,790	65	20,490	28	67,001	130	124,946	101	73,361	110	54,688	52	11,478	77	13,418	219	49,597	37	17,121
Middletown	133,176	172,626	172,491	14	6,275	7	34,002	36	46,528	20	23,070	22	12,669	15	5,419	20	4,743	69	16,464	11	6,968
NEW HAVEN	2,482,495	3,412,228	3,458,718	276	114,794	131	451,027	893	894,004	360	447,720	561	323,783	507	177,282	496	138,617	1,374	341,320	182	98,986
Ansonia	51,803	63,789	62,997	6	1,662	3	5,895	21	10,830	9	16,257	14	4,859	21	3,382	17	3,959	32	4,895	3	1,133
Meriden	175,175	324,692	233,710	17	9,565	7	36,405	57	48,800	23	35,383	44	17,715	47	16,040	31	11,307	96	15,014	8	6,397
Milford	234,294	359,933	373,313	22	17,633	13	40,161	62	73,525	38	70,530	53	57,612	30	11,159	39	23,612	95	37,336	14	6,983
Naugatuck	49,630	73,162	75,202	10	3,158	4	7,030	27	25,949	15	11,006	12	7,789	8	1,598	12	1,988	31	5,195	7	3,652
New Haven	357,172	559,957	563,118	26	5,580	17	83,530	162	123,525	44	49,019	85	43,990	121	51,795	93	32,724	289	71,450	44	20,193
Wallingford	146,827	182,067	180,143	17	6,044	10	24,704	40	45,838	29	43,718	32	16,175	23	3,108	20	3,490	71	15,889	6	3,052
Waterbury	410,236	488,150	478,672	31	18,943	23	86,820	142	113,326	67	63,809	75	33,252	74	25,351	80	11,965	203	36,632	30	15,149
NEW LONDON	735,017	1,170,561	1,231,739	87	40,761	47	143,247	220	308,575	129	211,914	185	125,696	134	39,824	150	49,775	402	103,820	52	36,271
New London	157,648	187,300	183,566	12	5,824	7	41,873	34	20,853	22	43,710	18	7,562	30	7,683	35	8,966	82	14,932	12	4,617
Norwich	173,974	376,850	420,987	15	9,416	12	54,019	39	115,596	23	87,667	33	36,881	32	14,309	32	19,167	75	26,669	12	10,241
TOLLAND	275,041	409,637	422,153	36	10,821	11	43,627	84	134,248	62	66,082	70	48,902	38	11,599	48	6,449	119	33,836	25	13,476
Vernon	133,605	187,922	191,140	12	2,423	3	24,430	33	56,389	21	29,935	22	17,160	23	9,313	26	4,607	44	18,103	11	7,248
WINDHAM	255,029	260,438	249,476	40	17,526	19	17,743	96	68,361	64	37,062	68	25,126	42	9,312	57	6,689	127	21,452	19	6,972
Willimantic	85,335	56,979	49,347	8	1,444	4	3,703	22	18,040	14	5,910	11	3,426	19	3,570	16	1,349	34	3,181	8	1,927

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,138,502	3,234,699	3,345,574	233	160,276	139	484,292	656	797,931	343	462,163	435	302,280	368	147,906	338	144,114	863	282,725	132	118,048
STANDARD METROPOLITAN STATISTICAL AREAS																					
Wilmington, Del.-N.J.-Md.	1,791,371	2,650,485	2,737,135	177	105,523	99	408,817	514	623,699	282	375,275	370	270,644	274	114,339	268	127,576	719	228,509	107	98,520
COUNTIES, Cities																					
KENT	371,280	425,797	410,080	45	26,946	23	56,116	111	82,792	89	84,442	78	30,572	55	16,635	62	11,754	128	37,067	18	9,825
Dover	207,094	248,890	242,102	16	12,617	13	54,540	40	47,075	40	42,069	36	16,809	36	11,662	34	8,276	76	27,308	12	6,702
NEW CASTLE	1,459,582	2,251,473	2,341,266	124	88,018	74	395,223	392	533,341	172	300,383	252	219,079	234	108,458	213	115,935	545	188,710	90	90,183
Newark	161,299	248,194	255,201	16	8,227	9	16,830	29	48,228	19	60,443	44	33,129	26	11,128	24	6,397	48	23,660	9	10,550
Wilmington	300,211	250,002	224,233	12	8,337	19	22,530	136	23,407	42	48,319	49	16,432	73	16,587	44	6,753	208	24,630	21	5,783
SUSSEX	307,640	557,429	594,228	64	45,312	42	32,953	153	181,798	82	77,338	105	52,629	79	22,813	63	16,425	190	56,948	24	18,040
Milford	65,644	114,100	120,519	5	3,135	5	2,068	15	28,163	19	37,568	13	6,614	11	11,316	11	3,575	23	5,817	6	4,400

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,084,664	2,770,105	2,817,211	70	42,886	68	251,633	538	498,937	103	215,345	250	216,363	435	204,928	266	132,271	1,158	545,250	148	129,767
STANDARD METROPOLITAN STATISTICAL AREAS																					
Washington, D.C.-Md.-Va.	11,412,304	17,700,442	18,407,927	617	527,175	331	2,576,116	2,033	3,936,940	960	3,064,023	1,573	1,797,192	1,557	951,677	1,538	760,042	3,507	1,896,185	510	829,364
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,084,664	2,770,105	2,817,211	70	42,886	68	251,633	538	498,937	103	215,345	250	216,363	435	204,928	266	132,271	1,158	545,250	148	129,767
Washington	2,084,664	2,770,105	2,817,211	70	42,886	68	251,633	538	498,937	103	215,345	250	216,363	435	204,928	266	132,271	1,158	545,250	148	129,767

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,413,088	57,166,058	60,667,908	4,595	2,597,953	1,922	7,561,507	11,379	14,697,416	6,069	10,545,664	7,207	5,558,555	6,830	2,559,776	6,669	2,674,864	13,673	6,265,045	1,964	2,222,144
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bradenton, Fla.	477,101	883,324	950,614	84	47,290	24	135,684	154	256,695	90	156,262	95	79,771	73	33,477	92	35,497	176	104,264	29	39,042
Daytona Beach, Fla.	861,352	1,444,926	1,521,665	154	74,414	52	163,093	307	368,350	178	227,975	266	152,858	181	57,157	180	52,552	516	197,033	64	73,614
Fort Lauderdale-Hollywood, Fla.	3,802,430	7,126,700	7,384,823	433	228,142	147	940,244	1,059	1,686,875	672	1,350,679	655	590,515	889	368,615	849	370,452	1,585	883,324	219	274,349
Fort Myers-Cape Coral, Fla.	721,132	1,512,229	1,670,031	127	130,127	40	212,957	261	412,486	131	277,309	143	127,957	155	55,424	174	97,637	300	149,565	40	49,155
Fort Walton Beach, Fla.	314,899	439,524	468,729	52	28,707	31	65,662	151	101,155	89	86,128	95	43,294	61	17,988	77	20,796	169	51,207	14	10,096
Gainesville, Fla.	483,365	876,488	937,053	70	47,983	27	117,511	183	219,013	75	150,696	126	98,397	84	44,814	75	40,160	207	96,419	32	36,905
Jacksonville, Fla.	2,435,097	3,704,485	3,836,449	304	140,973	144	453,145	923	850,858	472	771,000	578	425,373	428	152,146	435	127,412	985	342,898	144	154,126
Lakeland-Winter Haven, Fla.	1,001,126	1,876,758	2,022,710	157	123,151	72	226,901	405	513,472	255	376,309	305	196,411	158	82,488	202	70,787	374	172,886	59	76,190
Melbourne-Titusville-Cocoa, Fla.	816,733	1,488,061	1,599,156	123	74,655	66	243,812	256	374,769	200	311,000	233	149,402	130	32,540	168	49,736	372	157,201	40	63,421
Miami, Fla.	5,561,036	9,390,257	9,911,685	567	233,826	322	1,392,199	1,825	2,167,467	790	1,660,934	1,039	802,959	1,673	616,507	1,106	512,202	2,396	1,084,047	427	389,451
Ocala, Fla.	352,790	637,771	682,069	88	52,726	28	73,129	179	171,807	87	97,019	123	99,014	50	19,428	78	20,547	162	62,975	22	18,772
Orlando, Fla.	2,273,552	4,458,132	4,668,035	305	184,582	125	529,270	695	1,130,233	494	913,279	498	506,159	349	130,129	451	159,101	875	491,959	108	137,701
Panama City, Fla.	333,919	525,176	544,969	45	24,288	28	74,276	157	109,371	66	114,863	108	40,211	70	26,741	85	26,114	204	68,567	22	15,135
Pensacola, Fla.	873,821	1,163,481	1,165,741	125	55,196	53	169,938	364	296,906	212	234,659	195	103,519	147	35,585	174	43,495	379	102,636	60	37,690
Sarasota, Fla.	775,961	1,441,566	1,333,748	137	94,632	45	164,988	190	347,290	136	257,037	150	131,002	186	60,247	214	115,015	317	167,333	43	58,019
Tallahassee, Fla.	512,620	811,873	847,919	68	50,435	27	110,388	168	197,678	78	161,539	119	67,789	97	47,051	98	27,229	187	85,259	25	24,394
Tampa-St. Petersburg, Fla.	4,830,451	9,384,987	10,204,729	723	397,167	234	1,435,856	1,705	2,651,478	886	1,691,582	1,051	874,684	864	339,875	957	401,700	2,122	1,077,375	256	341,145
West Palm Beach-Boca Raton, Fla.	1,949,701	4,147,837	4,401,262	380	147,536	108	481,169	638	1,095,483	302	748,569	350	350,955	516	228,768	459	240,010	742	452,264	113	164,776
COUNTIES, Cities																					
ALACHUA	483,365	87[illegible]488	937,053	70	47,983	27	117,511	183	219,013	75	150,696	126	98,397	84	44,814	75	40,160	207	96,419	32	36,905
Gainesville	417,180	765,015	820,461	48	44,713	20	115,918	91	184,874	52	144,052	75	63,945	68	42,437	60	38,646	146	77,003	23	33,749
BAKER	27,192	40,666	41,703	6	978	6	1,170	26	12,738	9	9,320	17	11,016	3	599	3	764	10	1,328	3	1,145
BAY	333,919	525,176	544,969	45	24,288	28	74,276	157	109,371	66	114,863	108	40,211	70	26,741	85	26,114	204	68,567	22	15,135
Panama City	266,663	403,907	415,402	33	16,234	18	67,245	98	75,744	51	99,887	72	26,272	53	21,737	65	23,586	134	44,685	17	12,631
BRADFORD	41,280	52,124	51,479	8	2,404	6	3,141	33	18,438	13	8,127	22	7,046	4	1,009	7	1,255	21	4,209	4	2,486
BREVARD	816,733	1,488,061	1,599,156	123	74,655	66	243,812	256	374,769	200	311,000	233	149,402	130	32,540	168	49,736	372	157,201	40	63,421
Cocoa	42,135	67,628	70,454	7	1,564	8	2,742	12	23,355	3	1,002	10	5,761	16	2,301	9	1,353	49	22,955	3	2,733

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BROWARD	3,802,430	7,126,700	7,384,823	433	228,142	147	940,244	1,039	1,686,875	672	1,350,679	655	590,515	889	368,615	849	370,452	1,585	883,324	219	274,[illegible]9
Fort Lauderdale	1,077,185	1,629,885	1,675,587	89	53,787	37	176,804	207	253,590	251	454,523	149	109,355	237	84,292	185	60,967	432	252,659	45	49,687
Hollywood	618,399	1,317,332	1,459,571	42	24,203	26	311,902	145	342,910	80	240,951	99	99,251	147	84,243	121	46,839	228	113,333	41	69,510
Pompano Beach	401,584	823,710	905,271	30	17,819	16	223,679	81	137,871	57	186,352	50	45,770	108	76,312	71	36,939	114	65,488	16	21,441
CALHOUN	21,118	37,016	39,309	5	3,639	3	1,346	20	14,451	10	5,897	20	6,104	6	718	3	1,540	12	1,243	2	14
CHARLOTTE	150,885	315,891	348,680	40	33,063	11	23,761	46	73,578	28	62,394	37	37,735	24	20,265	46	16,008	62	22,556	11	22,535
Punta Gorda	58,905	122,983	135,802	16	9,100	2	3,123	21	32,072	14	33,106	18	16,731	8	6,334	17	7,306	25	10,918	4	6,717
CITRUS	100,106	214,642	238,165	41	20,960	14	9,578	62	75,027	34	23,013	44	33,354	22	7,928	26	6,921	76	18,375	10	10,478
CLAY	175,776	431,301	492,584	36	18,516	12	120,616	74	101,118	35	50,338	39	46,361	41	25,478	35	9,369	71	45,597	12	20,819
Orange Park	52,086	140,932	158,705	13	5,322	5	16,593	13	31,097	6	3,674	12	25,421	24	16,369	12	5,273	25	19,584	4	3,259
COLLIER	342,585	642,965	693,205	66	43,217	21	72,273	108	156,787	65	124,819	68	53,171	110	37,260	96	48,677	148	66,719	15	17,682
Naples	255,220	483,909	522,868	47	27,039	11	63,770	58	119,246	44	95,073	39	32,983	90	31,924	77	36,512	91	46,883	11	14,973
COLUMBIA	106,842	161,967	166,614	23	13,934	15	12,178	49	38,183	33	27,222	43	26,346	27	6,039	22	3,489	50	17,254	8	5,765
Lake City	96,305	148,085	152,771	22	12,750	12	9,557	46	37,829	31	24,530	40	23,544	27	6,039	22	3,489	46	15,275	8	5,765
DADE	5,561,036	9,390,257	9,911,685	567	233,826	322	1,392,199	1,825	2,167,467	790	1,660,934	1,039	802,959	1,673	616,507	1,106	512,202	2,396	1,084,047	427	389,451
Florida City	12,579	26,303	29,048	5	1,744	1	1,486	9	3,924	2	1,522	9	11,013	5	452	6	2,309	8	4,661		
Homestead	100,773	146,488	149,294	21	13,125	7	25,193	45	52,289	18	13,544	14	7,512	16	3,124	18	4,647	44	9,480	6	5,620
Miami	1,495,395	2,171,049	2,211,661	169	45,697	98	279,755	599	402,955	272	399,709	287	161,133	515	159,177	372	145,884	818	259,832	141	97,489
DE SOTO	39,660	84,909	94,184	13	5,323	8	6,464	21	33,479	11	15,036	15	11,884	8	2,114	7	1,613	22	5,866	4	5,174
DIXIE	13,150	19,360	19,786	4	46	1	1,603	15	6,734	7	2,423	13	3,853	3	1,521	4	412	13	1,095	1	
DUVAL	2,025,100	2,786,983	2,806,963	221	102,424	101	307,301	690	602,038	380	626,321	437	269,951	328	112,077	359	109,344	775	247,816	112	120,789
Jacksonville	1,929,092	2,680,697	2,705,014	210	100,580	94	301,821	655	575,384	363	608,077	410	257,642	314	110,199	340	137,556	700	230,496	104	116,931
ESCAMBIA	771,857	975,612	963,918	101	46,798	43	159,847	301	207,541	179	203,218	155	78,578	132	33,830	142	37,560	334	90,296	49	30,848
Pensacola	304,514	367,732	359,557	25	15,369	17	14,373	106	73,667	37	113,651	58	28,936	69	17,380	52	15,862	132	32,766	23	11,060
FLAGLER	17,916	37,810	41,808	7	1,536	1	1,320	14	11,477	8	9,496	14	9,359	2		4	756	17	3,809	2	
FRANKLIN	15,726	24,552	25,418	9	2,636	2	28	34	11,083	7	2,384	10	3,204	3	55	6	596	17	2,534	3	1,033
GADSDEN	68,590	92,503	92,713	8	1,108	13	5,007	83	27,980	21	20,192	34	13,891	29	4,856	22	2,984	25	3,744	11	3,354
GILCHRIST	5,030	8,738	9,265	2	39	3	458	15	5,329			4	973	1		1	28	13	1,007	1	
GLADES	3,784	5,305	5,363	2	1	1	770	8	2,871	1		7	759	1		1	34	12	928		
GULF	19,070	26,521	26,763	6	1,821	8	1,730	24	13,029	8	2,608	10	2,520	2	32	8	1,093	20	1,789	4	1,053
HAMILTON	20,283	62,215	74,356	3		4	2,921	21	18,331	4	5,257	25	30,837	1	3,179	5	1,034	19	7,640	2	1,364
HARDEE	38,731	67,112	71,097	14	6,747	6	2,557	30	28,452	10	7,359	23	8,157	8	2,243	12	1,718	15	2,782	5	3,961
HENDRY	56,238	112,989	123,615	14	8,775	7	5,576	32	53,151	19	19,414	22	11,437	12	1,938	13	2,398	25	8,404	3	3,942
HERNANDO	82,939	180,881	201,451	37	15,085	8	12,523	44	64,942	25	29,200	31	29,274	17	3,188	19	4,662	49	13,933	5	11,334
Brooksville	77,429	150,014	164,535	19	14,305	8	12,285	31	48,952	14	25,840	31	19,200	31	3,077	10	4,152	33	10,122	2	10,306
HIGHLANDS	125,499	203,511	212,456	32	15,579	10	14,873	65	63,586	39	38,367	47	25,077	32	8,219	30	5,134	55	14,021	10	8,622
HILLSBOROUGH	2,070,389	4,346,847	4,805,256	284	169,377	102	663,706	831	1,227,855	418	833,684	502	449,519	369	167,282	379	179,962	956	514,551	102	152,816
Tampa	1,364,600	2,727,776	2,981,502	137	69,018	58	436,126	487	580,927	239	601,825	307	258,624	285	138,838	253	138,122	664	366,157	68	95,739
HOLMES	22,114	35,126	36,504	7	1,699	6	1,249	26	13,338	7	6,329	10	4,956	8	863	6	902	12	1,962	4	1,639
INDIAN RIVER	176,772	444,234	509,785	44	33,737	10	23,822	63	143,701	38	88,427	47	44,591	49	21,136	60	29,502	81	50,766	12	20,823
Vero Beach	131,601	322,607	368,214	32	28,266	8	21,665	38	99,487	22	41,788	29	30,517	45	20,799	50	24,938	55	40,683	11	20,029
JACKSON	99,807	146,218	149,275	23	6,636	21	12,368	93	45,208	31	31,302	49	16,582	21	4,351	22	4,565	43	10,092	11	4,945
Marianna	66,651	92,660	97,863	13	4,338	7	10,405	31	23,985	20	23,628	24	9,695	15	3,750	13	2,405	27	8,595	7	3,104
JEFFERSON	18,089	26,017	26,447	3	3,900	4	804	23	8,040	4	1,587	17	7,059	6	577	5	1,119	9	954	3	95
LAFAYETTE	4,193	7,347	7,801	3	1,753	2		5	1,028	1	22	5	1,674	2	27	1	1,912	5	408	1	10
LAKE	303,103	511,049	531,952	82	40,416	29	63,775	139	141,987	100	195,203	119	48,206	56	15,063	71	15,610	135	34,719	25	24,049
Leesburg	137,658	222,718	232,411	28	18,351	11	20,319	39	55,267	37	62,286	31	15,815	23	6,092	28	8,417	46	16,007	12	12,047
LEE	721,152	1,512,229	1,670,031	127	130,127	40	212,957	261	412,486	131	277,309	143	127,957	155	55,424	174	97,637	300	149,565	40	49,155
Cape Coral	53,168	112,275	124,163	21	11,872	2	1,809	30	49,759	9	4,219	15	10,840	25	7,440	28	8,791	35	10,281	4	6,999
Fort Myers	462,858	951,866	1,046,699	51	55,764	19	184,291	140	217,880	78	249,055	70	58,119	68	35,266	97	57,788	120	73,279	15	17,453
LEON	502,654	792,596	826,996	66	49,143	23	109,111	147	188,291	72	158,730	109	66,550	93	46,940	94	27,088	175	81,689	24	24,235
Tallahassee	335,444	449,739	450,224	50	33,558	15	55,596	98	108,815	58	53,783	82	37,166	62	24,235	80	21,571	145	49,080	21	15,725
LEVY	40,462	58,248	59,236	12	1,726	9	2,956	49	21,247	14	7,882	28	12,847	7	1,198	6	2,161	38	4,588	4	1,366
LIBERTY	3,232	5,011	5,173	3	90	1		4	504	1		12	2,400			1	1,821	4	50		
MADISON	27,216	33,993	33,495	7	2,313	7	519	35	11,107	9	3,792	22	7,431	6	578	7	457	12	1,307	5	3,445
MANATEE	477,101	883,324	950,614	84	47,290	24	135,684	154	256,695	90	156,262	95	79,771	73	33,477	92	35,497	176	104,264	29	39,042
Bradenton	197,186	320,790	335,148	37	22,650	10	56,920	54	60,570	44	67,432	34	25,755	41	14,997	45	15,939	62	29,858	15	15,310
MARION	352,790	637,771	682,069	88	52,726	28	73,129	179	171,807	87	97,019	123	99,014	50	19,428	78	20,547	162	62,975	22	18,772
Ocala	270,645	481,054	512,523	52	34,351	14	69,421	98	120,216	58	75,482	63	57,473	39	16,754	59	17,436	104	52,072	15	15,130
MARTIN	185,596	384,346	423,290	54	41,514	10	20,959	73	119,883	57	61,474	50	37,480	50	12,856	75	22,970	87	40,405	12	10,031
Stuart	115,663	242,019	267,133	22	21,805	4	15,730	28	70,507	30	44,195	23	20,460	32	10,168	49	18,522	49	26,063	7	6,903
MONROE	212,038	426,892	468,078	51	28,845	15	61,068	101	122,251	64	46,027	49	38,211	67	14,981	49	12,321	195	79,641	14	17,676
Key West	117,083	210,010	224,156	14	9,273	9	36,260	58	55,649	29	28,698	17	13,505	41	7,311	25	5,693	105	33,211	7	8,264
NASSAU	67,065	127,615	137,981	17	5,715	17	10,165	54	44,061	15	15,245	33	25,732	19	5,420	9	1,242	40	11,332	7	4,255
OKALOOSA	314,899	459,524	468,729	52	28,707	31	65,662	151	101,155	89	86,128	95	43,294	61	17,988	77	20,796	169	51,207	14	10,096
Fort Walton Beach	158,354	236,366	242,308	20	18,479	9	18,436	43	33,348	50	67,941	40	19,899	27	8,205	29	12,887	87	34,201	4	3,117
OKEECHOBEE	49,128	294,667	307,182	14	56,254	8	114,307	35	32,655	18	9,242	20	14,715	12	2,062	14	32,726	35	9,509	4	27,283
ORANGE	1,639,775	3,372,927	3,719,046	210	151,953	85	442,294	474	874,183	368	691,018	362	403,821	230	113,152	316	136,399	622	397,633	78	101,602
Orlando	734,485	1,271,366	1,346,385	69	47,637	35	220,385	155	232,025	129	296,680	122	112,583	119	59,771	144	69,881	257	144,454	37	36,979
OSCEOLA	132,207	276,711	305,433	25	12,471	11	21,017	61	85,842	31	61,609	43	41,566	23	5,758	28	7,989	68	39,329	9	12,567
PALM BEACH	1,949,701	4,147,837	4,401,262	280	147,536	108	481,169	638	1,095,483	302	748,569	350	350,955	516	228,768	459	240,010	742	452,264	113	164,776
Boca Raton	184,900	466,585	508,211	25	16,138	11	78,979	60	135,842	18	8,565	24	40,973	83	32,563	80	51,878	84	62,387	10	20,026
Palm Beach	98,803	199,340	218,346	5	1,413	7	5,716	20	41,905			5	5,729	90	58,569	20	10,023	29	32,627	7	5,440
West Palm Beach	321,733	1,021,493	1,111,445	38	28,446	22	229,989	111	172,975	64	272,288	62	48,789	103	59,000	83	53,704	157	86,874	23	36,070
PASCO	342,248	785,546	884,284	104	65,697	33	97,339	159	279,373	75	95,591	91	92,725	43	25,623	113	39,304	163	69,572	22	26,538
PINELLAS	2,437,814	4,252,594	4,515,189	335	162,093	119	674,811	715	1,144,250	393	762,307	458	332,440	452	146,970	465	182,434	1,003	493,452	132	161,791
Clearwater	514,565	789,773	814,481	51	25,405	21	122,823	95	147,791	71	206,047	79	46,445	112	31,037	92	37,209	189	109,127	18	18,978
St. Petersburg	36,266	54,103	55,452	1	133	4	1,441	13	18,291	5	812	9	5,708	20	3,250	6	1,189	40	13,219	3	3,094
POLK	1,001,126	1,876,758	2,022,710	157	123,151	72	226,901	405	513,472	255	376,309	305	196,411	158	82,488	202	70,787	374	172,886	59	76,190
Lake Wales	71,834	133,087	145,340	19	17,237	10	6,414	29	36,347	24	25,227	27	16,074	10	7,456	9	4,781	32	11,555	6	7,850
Lakeland	415,044	772,771	831,620	53	37,707	21	133,080	108	195,279	89	157,133	80	63,385	66	36,709	84	31,833	119	70,428	17	29,505
Winter Haven	208,952	389,151	418,791	32	31,978	12	52,194	79	101,747	51	67,564	44	23,584	44	28,277	47	12,551	88	40,323	14	17,312
PUTNAM	120,657	220,729	236,657	30	14,150	14	10,162	73	73,675	39	39,332	35	29,686	21	7,243	27	7,312	56	11,466	9	21,243
Palatka	91,399	163,582	174,518	12	6,354	8	8,257	34	45,327	24	35,331	20	23,398	18	6,788	21	6,767	30	8,951	6	18,134
ST. JOHNS	139,964	317,920	357,218	24	13,340	8	13,893	79	90,903	33	69,776	52	72,313	37	8,572	29	6,693	89	36,825	10	7,118
St. Augustine	126,347	281,820	315,340	22	12,928	6	12,604	63	83,322	29	66,620	43	48,611	34	8,313	27	6,523	77	33,684	10	7,118
ST. LUCIE	268,441	474,767	507,319	34	24,896	17	59,951	93	115,697	63	103,440	58	62,523	52	18,869	62	19,202	100	45,142	16	16,020
Fort Pierce	227,845	432,203	466,987	30	23,204	14	58,826	80	107,018	49	90,707	47	54,755	45	18,386	49	17,347	86	42,386	13	15,128
Port St Lucie	8,802	9,008	9,049	2	456	2	382	2	2,260	1	1,736	1	2,015	4	136	3	238	5	981	2	207

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SANTA ROSA	101,764	187,869	201,823	24	8,398	10	10,091	63	89,365	33	31,441	40	24,941	15	1,733	32	5,935	45	12,340	11	6,822
SARASOTA	775,961	1,441,566	1,553,748	137	94,632	45	164,988	190	347,290	136	257,037	150	131,002	186	60,247	214	115,015	317	167,333	43	58,019
Sarasota	364,451	584,266	608,409	59	28,892	24	97,286	91	132,499	64	60,359	68	40,658	114	31,044	114	29,434	167	67,976	27	26,701
SEMINOLE	503,570	808,494	643,556	70	20,158	29	65,959	160	170,208	95	160,652	93	60,772	96	11,219	107	14,713	185	54,997	21	23,532
Sanford	136,138	269,511	293,877	17	8,156	11	18,631	55	67,127	32	108,463	33	22,899	17	4,575	26	5,512	55	21,703	7	13,276
SUMTER	45,937	77,414	81,505	13	1,703	4	1,890	42	24,538	11	3,102	33	30,913	5	962	8	1,678	28	7,462	5	2,406
SUWANNEE	54,132	88,648	92,752	15	3,429	9	6,632	51	28,063	17	20,093	29	8,942	14	2,886	12	2,361	25	4,360	8	4,689
TAYLOR	47,222	55,970	54,502	9	3,113	6	2,845	37	14,136	17	8,725	29	7,392	14	2,143	13	2,290	30	5,734	6	1,575
UNION	6,770	10,720	11,132	3	1,156			12	5,237	5	1,377	9	1,547	1		4	201	2	71	1	5
VOLUSIA	861,352	1,444,926	1,521,665	154	74,414	52	163,093	307	368,350	178	227,975	266	152,858	181	57,157	180	52,552	516	197,033	64	73,614
Daytona Beach	407,973	621,772	640,246	29	26,535	19	120,240	85	86,216	63	136,125	82	42,552	108	36,983	53	21,393	234	89,786	22	19,811
De Land	75,859	128,219	135,088	16	6,619	4	6,181	28	31,229	16	39,296	22	11,227	12	3,806	20	4,963	39	14,796	6	2,928
WAKULLA	9,966	19,279	20,923	2	1,312	4	1,277	21	9,387	6	2,809	10	1,239	4	111	4	141	12	3,570	1	159
WALTON	34,773	50,151	51,021	8	3,473	8	1,958	40	17,803	8	8,214	30	9,868	8	1,124	10	1,155	26	2,660	4	1,767
WASHINGTON	23,048	129,923	167,680	4	15,387	7	7,913	41	88,424	9	10,035	18	16,279	8	3,313	10	3,805	11	8,349	2	299

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,915,816	24,057,001	24,881,153	2,035	1,162,913	1,507	3,174,646	7,495	5,863,509	3,895	4,475,507	5,066	2,549,052	3,267	1,090,719	3,353	940,943	6,345	2,170,102	1,428	820,294
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albany, Ga.	345,745	466,466	469,121	36	31,773	25	66,356	144	97,116	70	93,960	86	36,194	85	24,321	84	23,722	135	35,350	24	13,099
Athens, Ga.	373,002	559,890	577,117	45	28,825	35	60,476	169	124,045	120	128,593	135	56,418	83	21,288	70	24,244	177	53,424	38	17,813
Atlanta, Ga.	6,793,958	11,292,778	11,921,558	823	483,207	360	1,907,983	1,922	2,503,227	1,156	2,057,839	1,546	1,216,320	1,075	464,014	1,190	398,985	2,399	1,205,376	441	383,495
Augusta, Ga.-S.C.	927,931	1,262,011	1,279,555	115	64,018	59	176,589	377	310,952	233	236,929	242	118,383	160	63,922	177	45,833	390	104,883	68	37,768
Chattanooga, Tenn.-Ga.	1,339,964	1,819,137	1,839,595	156	89,994	107	244,193	523	440,276	313	342,530	432	212,921	220	76,169	162	67,105	539	144,452	109	54,928
Columbus, Ga.-Ala.	695,446	939,022	944,954	76	33,769	47	134,531	277	192,112	147	190,923	209	91,790	134	47,477	117	43,014	321	83,153	51	26,274
Macon, Ga.	807,521	1,026,406	1,018,255	79	49,377	48	142,185	326	237,108	168	179,195	252	111,151	168	52,074	149	36,957	307	83,855	67	28,024
Savannah, Ga.	722,149	1,096,859	1,140,868	61	55,670	46	145,523	264	245,853	142	203,850	223	119,187	135	57,832	145	61,656	301	104,716	52	34,175
COUNTIES, Cities																					
APPLING	30,712	44,709	45,677	7	1,984	6	3,482	31	15,420	11	9,012	21	4,380	7	1,770	5	866	17	3,632	5	972
ATKINSON	8,476	13,529	14,108	2	1,510	3	175	13	5,396	3	214	12	2,227			2	297	11	948	2	201
BACON	22,268	27,458	27,041	3	434	2	1,466	15	6,691	6	8,204	11	2,721	10	1,251	2	472	6	1,412	5	1,716
BAKER	3,785	4,931	4,916			1		8	2,170			5	906					2		1	14
BALDWIN	86,645	108,689	107,699	9	5,997	16	14,521	41	33,840	27	15,134	28	10,321	20	3,460	18	3,034	47	8,311	8	2,638
Milledgeville	72,433	86,129	83,429	9	5,997	11	7,048	35	30,270	23	9,740	26	7,482	18	2,400	16	2,070	47	7,477	8	2,638
BANKS	1,452	2,856	3,117			1	286	9	1,161	3	27	1	365	1		2		4	282		
BARROW	56,825	85,118	87,519	8	3,520	8	3,375	45	25,209	25	20,911	24	11,056	16	4,509	14	1,725	23	5,451	7	3,387
BARTOW	115,848	152,529	152,417	22	11,008	13	7,583	72	33,620	34	30,888	53	26,287	25	7,344	26	6,988	39	10,242	9	4,843
Cartersville	85,890	113,318	113,288	15	8,206	11	6,824	27	26,793	17	24,199	20	11,333	23	6,962	21	6,110	26	8,961	8	4,811
BEN HILL	43,091	56,532	56,446	11	2,660	6	2,979	32	20,892	18	8,948	12	4,748	17	3,572	17	2,750	17	2,837	8	2,214
BERRIEN	38,714	48,008	47,341	4	2,537	8	1,362	31	16,010	11	14,693	15	2,806	4	1,071	9	1,126	16	1,264	3	203
BIBB	581,287	720,830	710,828	49	27,893	31	105,928	209	156,054	103	129,507	178	79,573	128	36,953	110	26,364	206	56,494	42	20,283
Macon	554,101	683,686	673,405	39	23,397	30	103,627	182	142,544	94	128,107	165	72,786	120	34,604	100	24,563	196	54,648	40	19,632
BLECKLEY	23,630	29,735	29,415	4	301	4	1,155	16	10,591	12	6,495	14	4,661	7	1,241	4	406	8	1,532	4	1,128
BRANTLEY	5,006	7,484	7,693	2	682	2	607	15	3,227	2	602	11	1,305			1	195	4	86		
BROOKS	20,642	27,349	27,365	3	980	12	1,628	31	9,356	7	5,801	15	1,877	4	1,265	10	1,738	12	894	3	1,308
BRYAN	15,624	33,960	37,859	5	3,894	2	46	16	11,035	6	6,876	19	9,462			2	158	9	1,834	1	491
BULLOCH	100,259	141,625	143,797	20	7,199	12	11,787	51	37,378	35	31,051	37	8,131	25	13,380	22	6,305	37	11,556	10	4,884
Statesboro	89,169	128,110	130,525	16	5,647	10	9,593	38	35,933	31	26,686	29	6,704	25	13,380	19	5,301	34	11,399	8	3,832
BURKE	37,604	53,939	54,931	9	4,261	9	2,310	48	21,612	14	7,649	12	2,603	10	2,611	10	5,660	16	1,894	5	2,262
BUTTS	25,349	39,234	40,626	4	1,852	6	689	20	12,516	13	4,704	26	9,588	10	2,314	5	850	17	2,588	4	1,474
CALHOUN	10,323	12,884	12,724	4	478	6	957	22	5,767	8	2,724	9	1,276	4	362	1	290	6	267	2	165
CAMDEN	21,786	40,236	43,316	4	1,010	11	3,958	30	14,741	15	5,025	22	9,599	7	715	2	1,729	16	2,203	3	1,398
CANDLER	18,519	23,996	23,896	2	1,079	4	1,021	14	7,005	11	5,956	8	3,124	4	889			9	1,269	5	907
CARROLL	156,577	227,935	232,873	34	12,068	24	12,022	118	78,042	60	45,167	55	19,476	47	8,226	38	6,968	55	15,379	18	9,456
Carrollton	101,669	148,337	151,632	18	7,929	11	9,190	67	53,960	34	18,001	31	9,904	35	6,910	21	4,627	39	13,620	11	6,748
CATOOSA	66,667	101,624	104,910	12	5,809	8	18,308	24	31,694	12	12,065	29	19,009	10	2,283	20	2,656	20	5,596	6	4,760
CHARLTON	15,637	20,340	20,271	4	1,119	6	1,205	16	4,704	6	6,735	9	2,520	3	487	1	505	9	1,329	3	106
CHATHAM	685,739	1,034,640	1,074,530	52	50,657	41	145,050	227	225,379	129	187,926	194	107,321	132	57,560	134	59,106	285	101,885	49	32,740
Savannah	357,232	407,834	394,919	28	22,922	30	31,568	157	97,110	75	40,273	97	38,082	95	30,209	85	19,436	182	43,895	35	12,401
CHATTAHOOCHEE	4,400	9,223	10,205			1	593	6	697	1	213	5	1,048	3	760			12	2,920		
CHATTOOGA	45,360	65,262	66,518	14	3,008	17	4,292	39	24,219	36	11,772	18	4,947	13	2,756	14	2,342	20	2,737	6	1,969
CHEROKEE	77,432	125,931	131,843	20	16,282	13	6,392	64	41,192	32	24,756	29	10,576	20	3,906	33	5,906	36	5,948	9	5,513
CLARKE	303,993	459,500	474,167	29	25,582	19	54,234	81	94,514	56	114,659	78	36,189	58	17,983	58	21,049	125	43,922	24	14,429
Athens	227,233	321,125	326,011	26	17,577	15	44,149	66	71,840	39	29,284	66	27,657	57	17,513	55	18,503	114	40,735	22	12,825
CLAY	2,512	3,381	3,395			3	372	9	1,595	1	332	5	267	1	128			5	414	2	43
CLAYTON	495,548	925,362	998,921	47	31,491	25	215,090	149	206,071	92	125,818	98	105,830	71	41,639	71	20,346	123	74,927	24	54,602
Jonesboro	34,473	70,285	77,449	10	1,759	4	1,333	32	38,238	11	4,697	12	13,687	5	815	9	1,008	15	7,202	5	5,298
CLINCH	8,965	13,868	14,361	4	913	4	1,004	16	3,944	3	2,293	9	2,406	2	430	2	209	5	380	2	306
COBB	1,034,443	1,877,378	2,015,273	114	88,585	56	426,355	253	472,472	190	364,178	224	202,128	165	85,800	175	59,262	295	166,087	65	63,464
Marietta	223,073	340,242	351,215	27	18,666	10	41,367	47	64,676	32	95,931	53	31,516	33	11,337	32	12,691	77	40,217	16	16,427
COFFEE	68,786	89,359	89,042	16	7,921	13	6,909	51	28,362	22	14,746	27	6,370	24	5,229	18	3,095	38	6,274	8	2,572
COLQUITT	89,145	129,162	131,965	23	11,232	11	8,264	80	41,233	28	16,876	31	9,286	31	8,403	22	4,976	32	6,456	12	5,688
Moultrie	82,756	122,694	125,868	18	10,949	7	8,043	55	35,296	26	9,667	22	7,201	30	8,358	22	4,976	28	6,377	10	5,637
COLUMBIA	48,479	72,135	74,856	19	10,846	11	6,437	38	21,213	16	5,268	19	13,020	11	1,264	20	2,184	26	3,961	6	2,195

***** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
1COLUMBUS																					
CONSOL. GOVT.																					
1Columbus																					
COOK	23,347	30,082	29,919	7	609	7	1,231	31	9,060	6	2,490	22	7,626	6	802	5	838	13	2,114	5	1,616
COWETA	98,089	156,664	163,365	20	12,110	13	16,286	69	47,518	27	24,388	42	17,594	18	6,179	21	8,258	38	12,203	8	5,967
CRAWFORD	5,327	7,385	7,465	1	410	3	259	13	2,525	2	408	7	1,548	1	49			3	12	1	
CRISP	80,044	99,982	98,809	10	1,808	10	6,746	48	28,457	20	11,706	32	25,152	14	4,950	15	1,788	30	7,112	4	1,149
Cordele	64,035	82,331	81,851	10	1,808	10	6,746	40	27,737	19	8,927	28	17,871	12	3,457	14	1,344	28	5,345	4	1,149
DADE	25,418	35,436	35,863	4	1,183	4	1,548	17	12,432	11	2,977	15	11,071	5	1,098	6	1,453	5	1,511	2	1,205
DAWSON	5,238	9,032	9,578	2	511	4	270	16	4,731	3	472	6	1,910	1		1	87	3	361	1	19
DECATUR	56,469	72,796	72,447	17	3,753	12	6,090	51	22,591	16	12,504	25	5,715	19	3,135	15	2,032	27	5,181	10	2,178
DE KALB	1,809,736	3,017,864	3,179,424	134	108,241	75	683,277	375	637,954	235	485,891	381	298,747	261	128,664	316	129,791	570	287,768	102	91,374
DODGE	50,048	65,233	65,046	12	2,728	10	3,492	56	19,765	15	7,554	43	16,540	11	1,346	8	1,957	15	5,668	9	2,078
DOOLY	20,313	27,005	27,039	6	398	6	284	13	5,413	7	7,299	16	9,018	3	59	6	1,450	6	828	4	1,119
DOUGHERTY	342,166	459,843	461,989	32	31,238	24	66,556	135	94,133	69	93,786	80	33,575	84	24,321	81	23,545	132	35,366	23	13,093
Albany	306,633	423,030	427,091	26	29,404	19	52,748	120	87,601	65	93,529	77	33,051	72	21,976	69	21,567	124	32,773	20	11,961
DOUGLAS	114,277	196,763	208,583	24	12,087	11	10,207	51	68,291	43	37,898	39	32,567	22	6,198	30	4,989	35	13,283	11	10,745
EARLY	29,813	35,257	34,408	4	1,779	5	1,713	21	13,476	14	7,331	10	2,010	10	1,373	7	750	12	1,049	6	1,471
ECHOLS	494	669	672					1	534			1	138								
EFFINGHAM	20,786	28,259	28,479	4	1,119	3	427	21	9,239	7	9,048	10	2,404	3	272	9	2,392	7	997	2	944
ELBERT	49,087	69,718	70,850	15	3,772	12	4,304	45	22,582	14	19,495	21	4,593	12	2,261	14	2,033	19	3,199	10	2,913
EMANUEL	51,552	67,926	67,876	15	6,581	14	4,982	38	20,802	19	14,392	29	6,969	14	1,844	7	2,885	22	2,433	8	1,947
EVANS	22,218	30,375	30,600	5	4,694	1	654	18	8,482	7	4,815	17	4,337	8	1,545	7	599	16	1,919	3	1,314
FANNIN	33,997	47,720	48,359	9	3,557	7	4,225	24	17,092	18	5,706	18	6,684	11	1,742	6	1,300	13	2,055	5	1,859
FAYETTE	31,225	77,105	82,624	10	3,614	3	3,265	26	22,582	9	7,549	15	5,846	8	3,072	6	2,199	12	3,588	4	1,782
FLOYD	246,609	305,870	301,628	35	10,071	21	36,268	115	80,421	68	56,893	76	18,953	55	16,905	81	15,448	114	26,731	25	9,852
Rome	227,883	284,059	280,419	27	7,536	17	35,848	96	74,406	60	55,976	58	15,481	50	16,509	73	14,302	91	23,460	21	8,427
FORSYTH	47,081	79,054	83,343	12	9,751	5	1,811	41	22,683	19	18,742	21	10,826	11	1,538	17	2,508	20	6,040	4	2,427
FRANKLIN	51,534	69,892	70,287	12	8,094	8	1,309	39	18,988	30	14,362	38	11,831	20	1,775	13	2,055	29	3,625	8	2,366
FULTON	2,516,963	3,729,689	3,846,965	147	128,893	95	483,722	582	665,642	296	686,665	470	360,315	400	167,186	357	129,218	1,066	549,774	153	104,905
2Atlanta	1,834,449	2,427,889	2,423,499	80	56,109	65	372,939	403	376,396	181	425,899	295	186,101	310	141,769	233	77,686	795	340,535	100	59,841
Roswell	55,437	111,325	122,505	7	2,020	6	7,446	20	13,793	17	50,191	9	12,102	13	4,323	16	3,226	20	16,230	4	943
GILMER	29,871	39,578	39,598	12	4,736	10	3,008	22	10,185	18	11,009	9	2,429	10	632	6	1,199	10	1,662	3	1,237
GLASCOCK	1,089	1,993	2,141	1	97			5	921			5	948					3	86	1	
GLYNN	216,443	320,137	328,242	27	13,033	17	27,544	86	78,540	36	68,990	48	24,952	61	22,477	52	15,202	103	39,582	20	7,830
Brunswick	147,083	218,015	223,659	17	9,789	11	18,554	65	61,636	23	34,218	34	15,105	38	17,318	45	13,477	63	24,711	14	5,820
GORDON	70,809	95,506	95,938	11	2,816	12	3,770	62	30,406	31	12,887	35	13,187	29	5,479	24	4,650	37	9,445	9	3,746
GRADY	42,313	53,221	52,649	13	3,481	7	2,014	39	18,356	14	11,360	18	6,515	9	2,148	15	1,334	13	2,274	5	1,762
GREENE	21,438	32,823	33,908	7	1,136	6	799	32	12,466	10	5,117	23	7,228	7	685	5	679	10	1,173	5	1,852
GWINNETT	328,155	733,671	822,905	48	54,007	31	50,394	142	253,179	102	191,926	96	111,566	53	11,489	102	30,908	104	52,795	26	29,353
Lawrenceville	84,051	184,542	204,645	13	11,557	10	18,564	32	47,583	37	61,762	21	24,712	13	3,846	24	4,445	25	11,996	6	7,993
HABERSHAM	73,508	111,644	115,155	12	16,600	16	4,843	43	30,895	42	21,702	26	8,482	15	3,930	17	3,752	35	6,581	10	4,253
HALL	228,360	393,552	417,527	32	26,065	17	60,192	124	107,493	63	60,137	69	25,078	47	25,090	59	14,105	76	27,893	23	17,350
Gainesville	179,553	318,820	345,326	23	24,726	13	58,199	58	73,479	35	41,358	45	17,066	35	23,306	40	12,658	58	24,401	20	17,033
HANCOCK	9,839	15,755	16,440	2	499	3	858	21	7,112	6	2,258	7	3,105	3	748	2	222	6	489	1	134
HARALSON	38,067	45,022	43,941	7	2,914	16	1,312	38	13,124	22	6,748	22	3,887	27	4,086	18	1,253	22	2,428	8	2,397
HARRIS	16,746	25,055	25,755	6	471	4	723	30	8,301	6	2,973	15	2,728	2	338	4	170	14	7,424	3	737
HART	25,688	40,529	42,147	10	1,510	5	3,390	32	17,166	17	5,817	14	3,861	8	1,519	13	2,393	21	3,003	5	2,107
HEARD	3,385	5,911	6,286	1	506	2	233	17	2,325	2	381	10	1,409			4	86	5	483	1	27
HENRY	56,841	79,998	81,129	16	6,305	10	2,161	37	21,610	26	14,371	47	18,361	7	445	14	1,228	30	9,981	6	1,558
HOUSTON	207,905	273,387	273,137	26	20,316	16	35,739	77	83,939	59	47,750	56	24,864	36	14,275	37	10,087	85	25,536	19	5,304
Warner Robins	159,247	209,713	209,589	19	10,131	10	33,117	45	51,724	50	42,275	24	12,896	25	12,883	29	7,446	60	18,517	13	4,808
IRWIN	12,088	15,609	15,530	2	1,373	4	641	19	4,246	7	3,199	10	1,765	3	1,012	3	43	9	563	3	666
JACKSON	52,370	70,372	70,627	10	2,376	9	4,230	38	16,127	43	10,836	36	15,402	20	2,215	14	2,554	37	7,507	8	2,419
JASPER	8,810	12,829	13,106	3	995	3	404	16	4,482	6	3,254	5	1,642	3	152	1	181	4	701	2	63
JEFF DAVIS	27,553	37,345	37,559	4	1,342	4	2,446	19	11,650	7	7,057	16	5,979	11	1,627	9	1,039	11	1,480	5	1,422
JEFFERSON	30,505	49,445	51,731	7	1,431	11	2,785	35	18,388	18	8,779	25	6,611	9	1,617	10	2,085	16	1,974	5	2,418
JENKINS	13,611	18,230	18,286	3	609	1	376	23	5,513	6	3,130	10	3,712	6	1,644	2	474	10	637	3	652
JOHNSON	11,571	13,770	13,457	5	259	6	519	22	5,180	11	3,087	10	2,120	3	496	4	501	4	244	1	87
JONES	12,834	21,588	22,769	3	908			24	8,632	4	1,938	14	4,585	3	291	1	394	12	1,379	4	2,355
LAMAR	22,177	30,069	30,241	3	1,173	6	2,196	24	8,550	15	8,323	7	2,245	5	1,250	7	731	16	2,266	3	1,220
LANIER	5,968	10,197	10,790	4	934	2	540	9	2,649	3	3,623	7	1,122			2	185	3	11	1	96
LAURENS	102,850	149,557	152,807	14	8,401	14	14,545	76	42,549	42	31,906	40	9,759	26	8,707	26	5,617	44	6,336	14	6,160
Dublin	88,662	127,322	129,717	8	4,675	11	11,815	53	37,678	37	31,242	28	6,653	26	8,707	19	4,109	35	5,406	13	5,694
LEE	3,579	6,623	7,132	4	535	1		9	2,983	1	174	6	2,619	1		3	177	3	184	1	6
LIBERTY	45,738	77,730	82,167	9	6,209	7	6,318	35	19,394	15	11,510	19	13,316	8	1,670	5	1,607	32	13,039	6	3,676
LINCOLN	6,056	8,289	8,353	4	674	3	328	13	2,777	3	856	8	1,583	4	800	2	125	4	444	2	102
LONG	3,064	5,199	5,495	1	430	1	1,381	7	1,507	2	346	8	1,064					5	302	1	86
LOWNDES	249,757	383,588	396,552	37	21,369	15	37,063	116	83,560	61	72,621	83	55,507	71	22,195	49	13,024	93	33,603	22	23,178
Valdosta	223,750	343,861	355,529	30	19,204	14	36,168	92	76,060	55	70,335	63	36,198	70	22,077	42	12,735	78	30,842	19	22,343
LUMPKIN	12,832	19,709	20,377	4	3,145	4	318	25	7,877	7	1,736	3	1,533	1	707			13	3,355	2	348
MCDUFFIE	53,349	75,266	76,367	10	7,325	11	4,678	37	27,100	12	11,373	20	7,298	13	1,902	13	3,467	17	4,281	8	3,104
MCINTOSH	17,995	25,011	25,288	2	796	2	331	16	6,580	5	6,009	12	6,588	1	121			19	3,154	1	67
MACON	21,311	40,756	44,204	5	989	8	1,247	24	15,333	8	8,576	9	4,051	4	1,649	6	1,752	11	1,739	6	1,470
MADISON	11,422	17,608	18,220	3	99	3	386	39	8,148	18	2,601	16	2,612	2	72	4	85	12	1,309	3	648
MARION	7,867	10,133	10,076	2	84	2	133	17	2,620	6	2,950	5	1,120	3	142			3	226	3	373
MERIWETHER	59,079	70,691	69,138	14	3,170	8	1,979	50	17,495	14	28,023	25	4,116	14	2,035	10	2,631	29	3,542	6	1,756
MILLER	14,135	15,857	15,292	3	765	4	460	24	6,221	5	3,120	9	2,323	5	739	4	660	4	170	3	477
MITCHELL	40,171	54,292	54,557	5	3,177	14	4,167	44	18,523	11	9,523	25	8,174	12	1,459	11	2,064	17	1,506	8	2,032
MONROE	35,599	44,343	43,763	6	1,499	6	440	20	9,215	10	10,021	19	14,282	10	1,362	3	333	16	3,895	3	1,452
MONTGOMERY	17,730	22,127	21,851	6	674	4	3,282	21	4,991	10	5,943	12	2,456	2	461	4	961	9	2,497	3	416
MORGAN	24,804	45,199	48,506	7	3,759	9	2,216	21	14,491	10	9,734	19	8,330	5	646	4	1,295	4	1,232	3	1,509
MURRAY	35,371	49,954	50,704	7	2,881	9	1,854	25	20,966	15	7,151	16	5,066	9	1,224	16	4,526	19	3,192	5	1,398
MUSCOGEE	605,007	828,075	834,651	53	28,339	35	123,517	194	158,418	106	178,668	157	78,050	112	44,338	133	41,186	266	72,249	41	22,445
Columbus	600,348	828,075	834,651	57	28,339	48	123,517	247	158,418	114	178,668	216	78,050	117	44,338	129	41,186	241	72,249	38	22,445
NEWTON	77,059	111,580	113,953	11	3,563	12	12,707	58	37,192	31	17,466	35	11,082	15	4,509	18	3,296	30	9,398	11	5,287
OCONEE	5,217	12,410	14,103	3	768	4	1,626	11	5,256	3	497	5	2,215	3	1,018	2	356	3	686	3	317

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OGLETHORPE	8,268	11,393	11,497	2	1,871	2	356	22	3,979	3	1,674	6	1,080	3	582	1	451	3	193	1	218
PAULDING	32,009	44,035	44,435	10	1,810	5	1,525	34	16,630	16	9,354	18	6,153	7	483	7	632	9	2,025	7	2,502
PEACH	41,942	64,406	66,587	13	5,952	5	1,640	28	19,796	16	9,895	21	11,782	10	3,059	10	2,457	27	3,870	6	2,222
PICKENS	30,302	44,577	45,646	5	1,231	8	1,491	15	10,640	11	17,527	12	4,788	6	275	5	679	10	2,008	3	1,895
PIERCE	19,104	27,975	28,614	7	2,705	2	490	20	6,959	6	7,261	20	3,123	4	909	2	386	12	2,260	4	1,417
PIKE	4,427	6,998	7,281	3	303	3	532	18	3,012	4	134	9	850	1		3	197	3	562	1	332
POLK	78,981	111,832	113,559	16	6,623	13	4,726	72	41,904	31	22,547	41	8,090	33	5,555	17	3,882	51	6,336	13	7,644
PULASKI	24,698	30,597	30,161	6	491	5	824	24	10,563	9	7,425	9	2,470	8	1,025	9	861	8	1,188	4	1,474
PUTNAM	17,112	25,062	25,637	5	548	7	1,182	21	10,566	6	4,318	10	2,580	4	671	4	545	12	1,456	3	1,044
QUITMAN	898	1,439	1,501			1	128	9	1,234			1	74					1	65		
RABUN	23,470	37,737	39,408	6	3,217	2	1,556	26	13,677	10	5,563	14	3,835	4	1,368	6	1,535	20	2,272	5	1,652
RANDOLPH	15,237	19,609	19,494	6	1,005	6	1,042	17	6,647	6	3,310	9	1,875	7	1,009	6	839	10	1,126	4	1,118
RICHMOND	622,198	807,805	806,954	55	36,272	28	132,881	178	166,879	126	159,377	117	57,010	100	43,710	101	32,597	256	78,893	39	19,799
Augusta	299,365	331,150	318,363	23	14,803	14	55,679	87	35,739	57	63,343	48	17,432	76	28,810	64	21,640	133	29,260	21	9,040
ROCKDALE	88,560	173,684	189,397	12	12,181	4	6,176	29	47,362	30	50,621	23	23,308	13	3,119	18	5,054	27	18,392	7	5,493
Conyers	68,050	158,026	176,025	17	11,185	3	6,176	27	39,748	17	50,621	18	21,710	4	2,792	20	4,856	15	17,176	6	4,830
SCHLEY	5,431	7,534	7,616	2		3	691	6	1,920	3	1,736	5	1,032			5	464	3	307		
SCREVEN	29,257	44,164	45,484	8	4,743	7	1,436	40	15,490	16	7,878	18	3,932	7	2,245	6	930	10	1,235	5	2,060
SEMINOLE	24,954	29,671	28,983	6	2,381	4	972	22	10,958	9	5,273	9	1,951	7	926	6	735	12	1,151	4	1,347
SPALDING	146,404	223,173	230,380	19	9,313	10	23,945	62	61,319	49	42,967	47	12,561	44	14,327	40	10,750	54	16,828	18	10,928
Griffin	141,090	215,076	222,036	18	8,979	10	23,945	56	57,250	49	42,967	46	12,376	41	13,747	40	10,750	53	16,614	17	10,515
STEPHENS	74,588	101,965	102,718	9	3,586	9	9,547	43	24,358	29	33,328	17	6,710	13	2,426	26	3,935	35	6,352	8	4,243
STEWART	10,278	15,395	15,829	2	440	4	519	21	5,007	6	3,731	11	2,913	2	54	3	52	6	746	3	679
SUMTER	86,947	146,058	154,235	10	7,257	6	5,271	49	37,975	18	21,259	30	14,913	27	10,905	14	4,248	34	8,089	8	5,736
Americus	82,304	141,544	150,016	8	6,511	6	5,271	39	36,948	17	20,820	26	14,433	25	10,648	14	4,248	29	7,845	6	5,399
TALBOT	5,377	9,639	10,310	2	321	5	1,184	12	3,495	3	281	8	2,426	1	407	2	127	2	75	1	45
TALIAFERRO	1,167	1,376	1,342			3	450	5	532			1	35			1	132	1	15	1	42
TATTNALL	33,233	45,299	45,616	6	1,791	10	1,823	32	15,785	17	8,159	25	4,847	9	2,022	12	3,893	16	1,396	6	2,114
TAYLOR	13,647	19,348	19,653	4	605	6	626	20	6,288	6	5,476	9	1,791	5	773	1	921	6	465	3	984
TELFAIR	25,446	32,068	31,740	7	1,489	11	1,892	25	10,749	10	5,724	15	2,490	8	1,066	11	1,495	9	1,298	4	2,037
TERRELL	23,391	28,554	28,062	6	1,309	8	1,276	29	8,692	6	5,174	15	2,120	6	2,252	10	981	12	1,281	5	1,167
THOMAS	107,677	159,606	163,789	21	9,362	16	15,493	82	49,918	23	26,621	51	15,073	24	8,368	32	5,018	42	9,058	13	5,261
Thomasville	99,422	149,151	153,432	16	8,848	11	15,060	39	45,806	19	25,780	36	13,041	23	8,342	29	4,945	38	8,802	10	4,872
TIFT	111,566	139,854	138,246	18	9,243	7	12,088	56	27,992	33	26,845	55	16,576	26	4,754	27	4,342	43	11,561	11	4,971
Tifton	106,983	133,583	131,925	17	9,026	7	12,088	46	26,438	33	26,845	43	13,284	26	4,754	27	4,342	41	11,334	10	4,782
TOOMBS	66,629	85,874	83,410	15	7,508	11	5,512	37	25,199	23	13,306	22	7,885	17	5,229	17	2,413	24	4,354	6	2,533
TOWNS	9,216	14,863	15,532	1	2,325	3	737	14	4,127	9	3,076	4	1,033	2	252	2	223	8	2,015	1	174
TREUTLEN	8,357	10,618	10,527	1		5	612	5	3,144	7	1,450	7	2,406	4	355	3	480	7	826	3	959
TROUP	153,784	242,085	251,766	20	10,885	13	18,315	103	66,969	53	38,896	54	24,480	47	22,141	44	17,223	53	15,051	18	9,593
La Grange	114,104	185,969	194,798	15	6,152	9	16,502	72	55,289	37	27,312	36	19,180	28	17,575	30	11,537	42	13,469	12	8,166
West Point	25,493	11,728	8,974	1	1,891	1	453	7	3,864	9	590	8	691	15		10		6	313	5	
TURNER	20,375	26,044	25,856	2	1,111	6	1,367	18	8,503	10	6,057	17	3,698	7	1,085	8	595	8	984	4	1,122
TWIGGS	5,495	10,601	11,521	1	260	1	518	16	6,463	2		4	2,129	1	555	1	112	4	446	2	82
UNION	15,157	22,458	23,036	6	3,338	4	663	27	6,796	12	2,916	6	2,385	6	647	6	854	8	1,371	2	722
UPSON	64,634	77,021	75,312	9	1,744	9	5,601	48	21,586	28	14,822	22	5,617	21	4,300	20	3,274	32	4,173	10	3,441
WALKER	110,811	124,686	120,323	17	3,909	9	2,478	75	48,834	46	17,891	54	15,779	32	7,848	22	2,767	42	5,680	13	2,860
WALTON	59,280	81,430	82,137	16	4,545	9	4,212	61	27,851	22	17,900	24	9,427	12	3,652	21	2,798	25	2,782	8	3,016
WARE	138,024	170,809	168,336	23	9,618	10	27,180	67	36,710	28	28,952	50	18,795	40	10,418	33	7,065	44	9,549	15	4,592
Waycross	134,111	165,882	163,460	20	8,932	8	26,594	59	35,954	27	28,841	43	17,624	39	10,389	32	7,040	41	9,449	15	4,592
WARREN	8,233	9,614	9,354	3	312	2	236	13	2,882	3	1,650	8	1,886	3	302	4	411	5	333	2	112
WASHINGTON	37,522	54,645	55,829	11	4,857	8	2,049	36	15,535	17	11,938	23	5,754	12	2,795	8	1,732	14	2,393	6	1,958
WAYNE	57,381	85,387	87,660	12	4,262	7	2,960	33	19,225	20	18,329	27	6,793	18	4,799	15	4,953	29	6,718	7	8,336
WEBSTER	3,056	4,533	4,651	1		2	1,952	3	788	1		2	454								
WHEELER	3,874	4,948	4,909	2	625			13	1,833	5	393	7	1,142	3	96	3	115	3	222	1	57
WHITE	24,819	39,470	41,122	3	1,551	6	923	18	6,296	14	12,478	13	3,622	4	175	3	1,071	26	4,552	3	1,210
WHITFIELD	223,114	301,920	303,823	20	9,115	15	21,121	93	77,789	88	47,992	63	26,098	55	15,809	108	36,430	72	23,533	20	9,321
Dalton	193,640	270,074	273,358	19	8,960	13	20,641	63	66,907	65	43,565	47	23,192	47	14,101	86	32,508	59	21,063	18	9,119
WILCOX	8,363	11,602	11,728	3		7	724	16	3,136	4	1,565	11	1,380			2	2,154	5	551	4	537
WILKES	27,186	34,548	34,254	9	2,095	8	1,566	26	11,173	12	8,664	7	1,728	7	1,770	6	1,067	14	1,495	5	1,300
WILKINSON	15,036	24,358	25,479	4	666	4	1,090	26	8,367	4	5,491	11	6,260	1	49	2	830	9	1,108	2	61
WORTH	27,606	37,051	37,183	8	1,802	6	2,207	28	12,891	13	9,731	16	3,608	8	876	6	289	15	1,499	5	1,678

HAWAII RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,294,118	5,053,481	5,238,106	194	100,817	239	939,909	876	1,104,811	291	587,876	415	332,103	733	300,783	444	142,363	1,657	839,713	115	280,147
STANDARD METROPOLITAN STATISTICAL AREAS																					
Honolulu, Hawaii	2,604,207	3,823,524	3,915,633	127	38,444	140	800,743	601	737,845	214	438,463	284	231,095	495	217,856	317	96,888	1,294	659,762	91	210,090
COUNTIES, Cities																					
HAWAII	275,938	641,106	724,364	28	17,577	54	68,865	111	199,106	33	95,791	64	60,920	85	44,921	56	27,260	147	85,313	14	47,324
Hilo	183,782	427,551	483,189	13	7,495	13	43,369	44	118,506	21	88,643	35	38,977	34	26,152	37	21,608	83	52,460	8	39,233
North Kona	NO DATA AVAILABLE FOR THIS CITY																				
South Kona	NO DATA AVAILABLE FOR THIS CITY																				
HONOLULU	2,604,207	3,823,524	3,915,633	127	38,444	140	800,743	601	737,845	214	438,463	284	231,095	495	217,856	317	96,888	1,294	659,762	91	210,090
Honolulu	1,905,160	2,666,049	2,697,631	67	30,657	95	548,290	425	417,463	131	289,975	176	139,281	401	184,640	220	73,529	991	507,706	63	126,867
KAUAI	126,399	189,949	195,306	16	9,391	29	24,292	64	63,637	17	15,739	33	16,948	43	9,528	28	5,235	84	30,931	2	4,112
Lihue	63,499	88,350	93,323	6	8,049	7	15,370	11	19,872	12	15,732	7	6,359	19	4,327	11	2,152	30	14,255	1	1,298
MAUI	287,574	398,902	402,825	23	15,403	36	46,009	100	104,223	27	37,883	34	23,140	110	28,478	43	12,980	132	63,707	8	18,621
Wailuku	45,439	58,870	61,553	3	1,230	5	2,107	23	16,814	10	16,712	8	5,698	6	767	10	3,013	27	8,395	1	514

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,016,361	4,572,299	4,730,918	356	392,604	256	421,693	968	1,132,473	832	911,845	830	426,256	509	181,492	792	211,699	1,793	456,569	213	172,927
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boise City, Ida.	658,599	1,028,778	1,067,852	91	96,430	23	112,934	134	225,023	144	200,865	101	80,632	95	39,209	156	59,543	306	123,114	31	32,868
COUNTIES, Cities																					
ADA	658,599	1,028,778	1,067,852	91	96,430	23	112,934	134	225,023	144	200,865	101	80,632	95	39,209	156	59,543	306	123,114	31	32,868
Boise City	491,612	723,590	740,891	49	41,675	19	85,801	99	174,754	86	125,291	77	44,452	78	33,942	119	44,899	234	89,017	25	24,229
ADAMS	4,374	6,281	6,396	2	1,266	4	209	5	2,529			5	1,136					7	383	2	330
BANNOCK	239,768	347,119	354,372	39	27,002	13	36,115	64	75,968	58	64,239	68	33,826	42	21,215	69	17,581	111	34,399	12	13,293
Pocatello	227,011	334,075	342,017	30	24,308	12	36,069	54	72,398	49	63,279	56	31,757	41	21,073	60	17,058	97	33,038	9	12,891
BEAR LAKE	17,964	27,964	28,993	4	1,309	4	933	10	8,427	10	7,525	11	3,236	5	1,601	5	903	13	1,961	3	1,480
BENEWAH	21,535	25,945	25,415	5	1,446	4	870	12	6,981	7	6,875	10	2,918	5	524	3	555	27	2,876	2	1,504
BINGHAM	76,122	110,190	112,422	20	11,710	10	5,582	46	32,999	29	30,771	20	6,251	17	3,549	24	2,752	35	7,470	7	3,348
Blackfoot	59,389	87,199	89,237	13	8,407	8	4,895	21	23,487	15	26,952	11	4,912	12	2,840	12	2,172	22	6,060	4	2,447
BLAINE	43,306	83,243	90,384	7	9,833	3	2,357	18	21,853	10	11,129	11	6,569	16	4,300	12	2,666	43	13,605	3	3,509
BOISE	2,852	4,569	4,766	1		2	127	5	1,847			2	454			1		12	1,620		
BONNER	64,107	107,021	112,684	20	8,448	9	4,181	24	32,611	20	22,420	22	10,740	11	3,074	16	3,934	56	13,158	5	3,831
Sandpoint	45,592	72,793	78,234	11	5,240	4	2,909	11	16,183	17	20,527	12	6,308	11	3,074	11	3,703	21	8,304	3	2,969
BONNEVILLE	301,151	343,791	332,716	26	30,560	16	47,580	58	64,319	53	62,396	66	29,160	35	13,326	64	19,514	98	24,974	12	9,661
Idaho Falls	298,809	340,596	329,498	25	30,483	14	47,212	51	62,981	50	62,176	62	28,926	35	13,326	59	19,418	93	24,232	12	9,661
BOUNDARY	20,308	29,383	29,973	8	2,220	3	1,138	13	11,043	8	5,625	8	3,441	5	469	3	542	18	2,372	2	1,310
BUTTE	8,070	12,616	13,090	3	291			7	2,961	3	692	12	4,242	3	517	1	130	11	1,992	1	1,066
CAMAS	785	912	886	1	172	1	43	2	291			2	191					2	94		
CANYON	274,712	445,138	466,208	43	34,190	17	51,530	84	116,921	94	99,669	57	30,766	52	17,940	74	21,353	119	36,415	12	18,317
Caldwell	100,341	144,899	147,749	18	13,290	6	8,890	26	35,106	36	35,838	26	12,711	13	2,148	29	8,803	40	10,943	3	6,004
Nampa	149,056	263,828	281,509	17	18,795	9	42,021	35	67,220	45	58,712	21	14,024	30	14,028	31	10,110	60	23,429	8	12,313
CARIBOU	20,014	28,593	29,084	7	1,734	3	238	14	8,406	10	6,873	10	5,781	4	1,349	8	659	11	1,552	4	968
CASSIA	72,205	147,464	163,191	17	13,131	14	17,425	21	37,238	26	36,110	25	11,148	15	7,218	19	5,581	42	11,380	7	5,551
Burley	60,455	134,114	150,385	17	13,131	12	14,111	15	35,523	27	34,514	15	9,339	15	6,449	16	4,477	35	10,312	5	4,903
CLARK	1,977	5,456	6,391			1	995			2	2,762	1	979					4	790		
CLEARWATER	26,711	38,702	39,497	7	3,279	4	460	12	14,517	8	9,746	10	2,286	2	1,254	6	583	20	3,395	3	1,074
CUSTER	7,429	19,923	23,213	4	980	2	1,254	10	9,488	2		4	3,766	2	168			19	3,001	1	1,534
ELMORE	48,450	51,546	49,119	10	3,418	5	2,708	15	12,388	18	14,460	17	5,082	5	585	13	1,643	34	4,460	3	1,080
FRANKLIN	20,817	38,789	41,829	6	2,434	4	1,993	7	8,887	13	9,392	9	5,981	5	1,113	14	4,493	13	2,435	2	1,520
FREMONT	25,702	29,159	28,182	15	3,313	4	756	18	7,165	8	5,324	13	5,029	3	681	6	511	22	2,240	3	965
GEM	25,020	23,870	22,206	7	1,913	4	987	7	7,296	15	5,271	12	1,436	4	226	13	1,212	15	1,283	4	887
GOODING	24,997	47,858	51,908	5	5,348	6	4,429	15	15,388	9	8,366	15	7,807	2	818	6	962	20	4,037	2	1,447
IDAHO	30,353	48,346	50,377	13	3,753	10	1,842	29	15,550	9	7,831	16	6,204	5	1,329	8	2,439	39	5,292	3	1,926
JEFFERSON	22,608	41,565	44,689	8	5,476	3	1,512	13	14,153	11	6,257	11	7,329	6	1,348	12	1,554	11	3,072	2	1,256
JEROME	24,313	55,164	62,064	6	3,834	5	3,579	11	20,159	5	4,603	13	11,453	9	2,353	10	2,796	24	6,013	2	1,742
KOOTENAI	181,789	300,029	315,129	36	28,987	9	21,011	56	84,730	56	53,659	45	32,118	29	7,750	45	8,746	142	35,636	12	9,229
Coeur d'Alene	137,009	219,855	229,428	19	19,562	8	17,476	32	55,288	40	46,215	25	21,323	22	7,101	31	8,099	75	22,070	7	7,667
LATAH	90,645	115,161	114,153	18	7,695	9	9,108	31	30,084	21	21,985	20	5,574	14	4,533	27	7,016	57	11,791	10	5,605
Moscow	80,693	103,136	102,364	12	7,542	3	8,854	17	26,475	17	21,431	12	4,829	12	2,902	24	6,796	30	9,238	7	5,353
LEMHI	17,823	32,984	35,516	7	2,505	3	1,858	10	10,105	10	4,359	8	3,486	6	2,703	10	1,274	28	4,679	2	500
LEWIS	10,053	16,098	16,794	4	1,905	1		9	6,882	3	937	7	1,718	3	772	4	132	17	2,008	2	417
LINCOLN	2,683	4,077	4,205	1	155	2	356	5	1,077	2	563	3	770	1	59	2	70	10	781	1	158
MADISON	57,799	81,850	83,089	10	10,552	5	4,128	13	20,731	5	12,999	10	6,624	12	5,925	17	5,894	16	4,092	3	3,477
MINIDOKA	38,908	69,110	73,916	6	4,412	4	1,604	16	20,549	16	22,480	14	9,139	7	2,152	9	2,036	29	5,746	3	1,945
NEZ PERCE	168,610	216,098	214,651	19	13,051	11	37,401	38	45,349	33	41,446	29	12,848	28	8,577	42	11,187	93	21,364	10	10,498
Lewiston	166,787	214,710	213,389	19	13,051	11	37,401	32	44,583	33	41,446	26	12,621	28	8,577	41	11,158	88	21,181	10	10,498
ONEIDA	6,986	11,419	11,966	2		3	647	2	1,717	4	2,885	11	1,966			3	479	6	1,214	1	1,277
OWYHEE	10,978	17,950	18,809	4	4,080	6	2,519	6	3,661	3	654	13	3,049			2	168	14	2,226	2	673
PAYETTE	27,541	30,435	29,246	9	2,613	1	251	19	8,173	11	6,892	13	3,922	3	357	15	1,688	21	2,090	4	711
POWER	10,617	18,871	20,142	5	498			7	7,475	4	4,111	3	2,270	5	888	4	156	9	2,093	2	1,106
SHOSHONE	51,173	91,430	97,728	10	4,307	4	863	25	31,738	20	17,581	20	15,806	9	3,179	11	2,951	61	9,234	10	3,983
Kellogg	25,353	42,581	46,027	3	1,508	1	261	10	12,482	9	14,647	7	6,257	4	1,534	6	1,471	14	2,384	4	1,761
Wallace	16,733	35,410	32,765		2,123		411		13,393		2,842		3,172		1,484		584		6,224		2,276
TETON	6,574	10,612	11,090	2	1,758	2	388	8	2,833	3	1,687	6	982	2	[illegible]	1	156	9	1,049	1	768
TWIN FALLS	210,236	336,847	351,779	39	27,684	14	35,269	45	65,791	50	77,122	60	30,565	33	19,343	44	16,694	107	30,353	16	18,999
Twin Falls	189,794	312,949	328,528	29	25,419	11	34,122	26	59,481	41	74,174	36	25,331	29	18,588	39	16,145	77	28,367	13	18,458
VALLEY	18,655	40,323	44,889	4	7,151	3	2,240	10	8,204	8	5,079	10	5,540			7	558	25	6,061	2	2,074
WASHINGTON	21,442	29,620	29,909	5	1,681	5	2,273	14	8,966	11	8,185	7	2,036	9	941	6	588	17	2,769	4	1,040

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	39,215,003	51,537,044	52,338,539	4,117	2,223,872	2,319	6,498,790	8,897	10,933,394	5,379	8,848,674	7,815	4,882,798	7,065	2,757,652	6,354	2,156,472	20,704	5,412,407	2,645	1,867,943
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bloomington-Normal, Ill.	447,034	597,161	616,634	72	41,366	27	73,559	72	120,155	74	93,225	119	87,945	74	31,308	71	23,469	200	67,220	19	17,051
Champaign-Urbana-Rantoul, Ill.	09,900	754,874	764,465	69	44,340	31	109,014	93	142,962	86	120,083	116	75,716	102	33,185	111	32,048	259	92,123	26	25,637
Chicago, Ill.	25,267,565	33,357,880	33,697,129	1,815	1,107,086	1,114	4,227,864	5,247	6,750,516	2,160	5,379,682	3,741	2,838,245	4,441	2,029,230	3,424	1,426,294	12,465	3,618,698	1,651	1,294,691

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Bldr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Davenport-Rock Island-Moline, Iowa-Ill.	1,422,385	1,908,930	1,955,883	151	97,516	70	289,525	246	394,086	229	355,880	315	209,170	225	74,814	237	81,129	780	213,964	77	71,800
Decatur, Ill.	507,583	623,245	632,928	61	42,471	29	95,023	81	133,169	89	122,957	71	57,601	74	25,218	77	25,379	199	58,169	22	15,116
Kankakee, Ill.	344,020	399,892	399,857	46	28,114	24	49,663	59	84,410	78	81,221	72	37,671	55	14,457	43	12,889	205	43,642	23	15,748
Peoria, Ill.	1,424,152	1,769,599	1,795,191	148	100,338	76	270,484	278	365,876	238	342,607	292	155,894	175	62,895	227	74,577	642	165,663	75	45,211
Rockford, Ill.	947,762	1,305,923	1,354,451	105	78,653	54	215,454	198	292,196	160	202,205	233	140,888	141	43,299	161	67,906	441	141,191	46	43,688
St. Louis, Mo.-Ill.	7,981,038	11,091,489	11,278,025	742	439,976	416	1,706,873	2,093	2,665,896	1,365	1,970,435	1,789	1,202,362	1,235	450,419	1,300	441,810	3,841	1,103,845	536	335,436
Springfield, Ill.	749,853	912,526	920,920	78	77,748	39	146,825	136	190,090	109	137,408	157	84,534	133	44,352	121	31,610	376	91,639	50	39,173
COUNTIES, Cities																					
ADAMS	230,410	305,409	313,878	28	16,268	14	42,358	52	71,717	49	55,650	56	23,259	45	16,369	58	15,479	162	32,245	12	12,518
Quincy	203,983	275,299	283,943	19	14,965	10	40,819	33	67,750	34	41,366	34	20,563	40	15,562	50	13,588	134	28,974	12	12,518
ALEXANDER	34,636	46,723	48,176	3	953	8	5,771	18	10,366	10	6,551	21	11,134	16	1,253	4	1,167	36	6,953	4	1,144
Cairo	27,505	36,885	38,761	1	393	4	3,247	12	8,534	6	3,821	15	10,137	13	1,223	3	915	22	4,742	4	1,144
BOND	37,204	49,794	51,251	13	3,238	8	2,146	12	11,305	12	9,511	26	11,295	10	1,731	13	1,243	26	5,843	3	1,485
BOONE	73,706	101,448	105,028	13	8,096	6	3,526	20	28,332	19	22,348	26	17,156	11	2,630	13	3,447	38	10,521	4	2,848
Belvidere	61,860	83,718	86,340	9	6,369	4	3,043	14	21,537	15	21,318	20	13,565	11	2,630	11	2,893	28	7,474	3	2,693
BROWN	10,358	11,108	10,907	6	1,160	2	451	4	3,825	6	1,763	7	1,150	3	312	4	384	8	959	2	355
BUREAU	114,743	132,444	132,101	24	6,258	13	13,792	38	27,768	39	34,459	47	18,305	28	3,348	32	4,676	102	11,554	8	3,926
Spring Valley	21,999	24,258	24,710	4	654	1	1,031	8	6,237	5	9,487	8	3,243	9	511	6	840	16	1,066	1	477
CALHOUN	12,290	14,557	14,598	3	646	5	457	15	3,211	8	2,293	11	4,329	1	166	4	199	23	2,600	2	304
CARROLL	38,109	46,069	46,398	17	2,329	4	1,026	19	9,683	13	8,094	18	7,385	13	1,339	16	1,690	55	6,655	4	1,328
CASS	38,786	43,302	42,883	12	2,942	4	847	19	10,322	18	10,841	24	5,849	8	1,074	14	1,926	40	4,457	5	1,700
Beardstown	23,171	26,053	26,629	6	1,611	2	664	6	6,503	8	4,359	13	4,555	5	900	5	1,447	24	2,937	3	1,407
CHAMPAIGN	609,900	754,874	764,465	69	44,540	31	109,014	93	142,962	86	120,083	116	75,716	102	33,185	111	32,048	259	92,123	26	25,637
Champaign	305,919	436,390	396,724	18	15,484	10	58,254	30	63,417	34	72,948	39	32,605	61	24,559	58	23,183	116	48,981	11	15,172
Urbana	76,739	95,090	96,313	9	4,916	4	10,782	16	17,183	10	9,803	24	13,164	12	4,419	18	4,978	53	17,146	5	2,108
CHRISTIAN	105,385	127,356	128,418	28	8,998	11	7,765	34	37,114	30	22,704	42	13,665	30	7,532	28	6,774	82	9,002	13	4,361
Taylorville	62,770	81,769	83,675	9	4,893	4	6,070	11	21,246	15	16,899	14	6,759	17	5,546	19	5,933	34	5,705	7	3,143
CLARK	45,387	54,763	55,128	15	2,764	5	1,399	16	13,533	15	9,637	26	13,345	7	586	16	942	35	4,683	7	1,179
Casey	15,551	17,948	18,428	4	924	1	303	4	5,785	3	3,482	10	2,907	5	422	4	466	10	753	2	352
CLAY	43,106	71,454	76,950	14	5,069	12	3,890	19	24,421	26	15,585	16	6,708	15	3,591	16	2,678	22	4,862	2	1,865
Flora	30,682	49,818	53,646	6	3,593	7	3,288	8	14,563	16	12,811	8	4,401	13	3,255	10	2,210	13	2,984	1	1,213
CLINTON	71,666	100,964	105,039	28	19,180	7	3,846	41	23,812	23	18,130	24	9,763	17	3,807	24	3,923	79	10,645	7	1,994
COLES	191,065	229,998	231,577	24	9,798	14	30,603	39	45,765	53	50,520	42	26,512	42	9,902	44	9,573	88	19,356	13	9,622
Charleston	56,382	69,519	70,272	8	2,834	3	4,004	12	19,995	16	13,223	15	8,091	13	2,410	11	1,554	36	8,318	6	2,118
Mattoon	114,998	140,750	142,158	10	4,378	6	20,582	20	25,148	31	32,503	20	16,402	27	7,089	26	7,450	41	10,347	7	7,504
COOK	18,476,595	24,129,901	24,417,949	1,190	622,560	847	3,232,258	4,262	4,955,083	1,399	3,467,285	2,594	1,934,858	3,457	1,656,161	2,435	1,043,649	9,840	2,761,081	1,329	970,380
Arlington Heights	255,517	332,606	340,318	13	8,329	6	28,341	24	50,242	16	107,120	38	27,211	23	8,101	33	19,743	70	34,837	14	14,007
Bartlett	7,325	5,138	4,700	4	198	1	276	4	1,219			6	1,800	1	143			6	308	2	343
Buffalo Grove	26,870	17,686	15,849	4	1,061			6	3,550	4	213	2	781	7	633	8	1,778	4	575	2	739
Chicago	8,959,584	11,912,581	12,247,232	565	260,959	466	1,473,253	2,809	2,532,606	636	1,324,965	1,213	869,565	1,929	851,329	1,197	516,620	6,211	1,508,940	844	533,461
Des Plaines	248,370	323,258	330,803	19	8,977	7	34,362	36	66,557	26	76,812	52	40,774	34	14,462	21	2,374	105	41,888	15	12,949
Elk Grove Village	103,463	170,815	183,728	8	3,466	2	5,654	15	44,519	6	93,304	12	6,989	8	2,253	12	3,911	26	11,233	5	2,684
Hanover Park	59,569	70,822	87,485	4	2,081	4	21,668	8	11,980	2	6,655	8	8,727	15	5,296	9	1,223	40	13,592	3	2,896
Hoffman Estates	52,395	102,868	112,361	4	1,304	3	7,124	10	31,220	6	5,113	10	24,364	7	5,030	6	687	16	7,706	4	5,644
Mount Prospect	271,494	383,269	399,107	17	21,813	11	80,946	34	74,626	9	69,684	27	22,713	42	37,203	40	23,752	60	30,570	10	11,311
Palatine	86,977	140,630	147,632	9	8,067	8	14,099	15	37,938	10	5,061	17	16,289	16	4,922	17	8,092	36	13,587	6	7,910
Prospect Heights	17,524	12,141	11,064	2	94	4	182	6	2,824	2	447	8	3,634	1	41	5	1,352	8	380	2	129
Rolling Meadows	81,953	176,756	201,151	1	4,375	4	27,405	10	53,375	3	1,348	12	23,059	4	7,160	11	14,727	32	22,355	6	6,951
Schaumburg	565,774	891,180	949,918	12	11,256	11	275,375	46	120,774	19	174,515	30	32,616	95	101,878	49	61,887	78	55,477	10	15,165
Streamwood	25,826	30,652	30,757	3	1,164	2	5,042	5	7,490	4	2,058	8	4,643	5	2,735	5	2,009	15	3,028	3	2,424
Wheeling	105,536	162,370	172,115	9	10,466	2	3,312	19	49,837	12	38,541	21	11,349	10	3,982	16	13,827	46	23,466	5	3,044
CRAWFORD	57,622	89,637	95,266	10	4,872	8	7,055	14	28,817	19	18,155	21	11,451	16	2,369	16	2,889	29	5,193	6	4,033
Robinson	41,296	62,148	66,319	7	4,576	5	5,490	6	19,126	11	14,295	10	4,525	13	1,936	8	1,578	17	4,308	4	3,239
CUMBERLAND	19,769	28,121	29,315	9	2,436	4	293	8	6,218	9	4,814	13	7,483	4	425	5	2,202	11	2,341	2	161
DE KALB	210,766	268,894	276,316	40	18,546	15	21,347	58	59,432	48	56,652	63	29,474	47	14,614	46	10,806	141	31,440	15	9,328
De Kalb	111,902	132,686	133,114	13	10,356	5	9,908	24	33,481	15	17,021	24	13,142	26	8,682	21	3,722	64	17,819	6	5,081
DE WITT	64,032	75,289	75,376	15	6,121	6	1,757	13	17,048	17	18,333	17	11,736	17	1,899	15	2,561	42	9,072	5	1,207
Clinton	45,167	51,538	52,837	9	4,257	3	1,434	9	12,858	13	13,869	9	8,407	11	1,357	7	905	22	6,189	4	841
DOUGLAS	73,885	86,804	87,185	16	3,877	8	1,266	20	19,160	21	12,370	25	20,350	16	7,623	18	8,631	33	5,606	6	3,583
DU PAGE	2,783,504	4,074,020	4,088,258	201	191,719	86	407,587	322	739,509	197	794,428	352	359,073	324	153,896	334	176,356	770	365,094	118	145,506
Wheaton	124,113	179,673	187,995	15	13,138	6	1,788	24	46,019	11	47,053	22	17,826	31	12,544	20	9,325	34	10,302	9	10,493
EDGAR	60,160	71,046	71,213	19	4,282	11	9,896	17	17,821	16	15,038	25	7,223	16	2,146	9	2,085	45	5,272	6	2,104
Paris	44,298	51,514	52,957	10	2,459	8	7,659	13	14,344	10	9,379	11	4,758	15	2,034	7	1,701	28	4,046	5	1,814
EDWARDS	18,902	25,931	26,819	14	3,694	4	249	10	7,175	12	6,687	12	2,282	6	664	11	1,207	14	1,478		
EFFINGHAM	151,889	222,604	233,651	22	17,539	18	18,291	23	40,216	34	39,754	48	59,908	32	7,924	34	9,593	61	22,149	5	2,528
Effingham	127,522	191,522	201,995	13	10,835	12	17,996	10	37,384	23	34,861	32	53,627	28	6,878	15	5,759	39	18,644	5	2,528
FAYETTE	66,379	79,539	79,975	20	5,805	11	7,787	27	20,553	26	10,968	27	9,915	12	2,577	18	1,754	37	6,293	4	2,698
FORD	51,073	49,733	47,840	9	3,469	5	1,860	20	12,667	21	9,176	29	7,037	9	1,770	17	779	28	4,108	6	1,422
Paxton	15,583	15,263	15,199	2	672	3	607	6	4,651	6	1,738	9	2,771	4	682	4	170	8	1,429	4	821
FRANKLIN	113,105	140,485	142,310	28	7,076	20	6,302	62	43,039	47	32,372	40	12,992	38	6,323	34	6,670	77	10,472	13	3,921
Benton	45,290	53,036	54,573	9	2,059	6	3,158	13	15,873	19	18,170	10	3,545	13	2,164	8	2,461	22	2,892	3	1,139
West Frankfort	39,412	49,514	51,535	7	2,525	5	2,025	23	17,281	18	7,463	12	5,375	11	1,778	17	3,096	19	3,274	4	1,429
FULTON	117,406	142,185	143,334	30	9,102	20	9,618	42	39,014	40	30,395	48	15,108	27	7,218	37	7,114	77	10,774	11	3,536
Canton	68,452	87,376	89,029	7	2,758	6	8,815	13	22,187	18	19,826	17	9,414	16	6,320	21	4,843	28	5,887	4	2,300
GALLATIN	17,408	20,300	20,286	8	2,214	2	954	8	4,771	9	3,869	14	2,466	5	802	5	1,545	14	1,014	4	823
GREENE	34,499	38,627	38,276	14	2,298	6	951	24	12,362	14	6,881	21	5,281	13	1,229	16	1,394	34	2,700	7	1,732
GRUNDY	100,062	128,731	131,400	20	5,739	6	11,462	21	30,265	20	27,534	34	22,439	15	2,352	22	3,674	72	14,828	10	4,718
Morris	67,021	83,549	86,855	6	2,963	4	8,614	10	21,585	13	18,911	13	11,870	9	2,106	11	2,626	34	7,782	5	3,791
HAMILTON	22,145	25,152	24,993	6	1,879	8	1,597	10	6,461	9	5,427	14	3,457	3	289	2	490	8	689	2	1,066
HANCOCK	41,206	47,153	46,936	22	3,491	7	796	25	11,825	25	12,546	30	5,272	13	881	20	1,810	48	4,608	9	1,430
HARDIN	7,653	8,972	8,979	3	310	3	343	12	3,921	4	1,006	8	1,540	1	135	3	292	12	694	1	160
HENDERSON	10,447	10,667	10,364	6	975	2	179	11	1,837	8	2,092	10	2,496			5	341	22	1,722		
HENRY	170,987	200,985	201,220	42	10,125	18	12,443	40	48,751	45	39,218	59	33,424	41	10,563	34	6,638	113	19,079	9	6,936
Kewanee	62,571	75,215	75,674	15	2,727	4	10,281	16	20,540	14	10,814	16	7,260	20	7,357	12	3,435	39	5,636	4	3,979
IROQUOIS	90,055	97,629	98,075	24	6,589	9	4,252	29	23,235	31	18,624	45	15,833	19	2,819	28	3,607	88	10,017	7	1,747
Watseka	38,794	39,894	40,114	7	2,483	5	3,941	10	10,807	11	7,011	8	3,065	11	2,274	7	1,886	20	3,188	3	1,291

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ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	241,587	335,695	348,411	32	15,719	16	62,581	51	59,183	43	58,384	48	23,245	39	14,299	40	9,868	121	35,649	12	7,714
Carbondale	179,824	256,089	267,109	11	4,866	8	54,803	23	39,016	20	46,635	24	15,000	31	12,888	20	5,830	70	27,978	8	6,634
Murphysboro	39,808	50,203	51,023	13	5,447	5	6,059	11	13,699	13	5,937	11	4,890	8	1,411	11	1,427	20	3,905	4	1,080
JASPER	28,348	32,358	32,210	12	4,967	4	1,200	12	7,929	8	7,746	15	1,883	4	732	7	913	17	1,471	2	692
JEFFERSON	129,747	209,940	225,059	23	10,533	17	37,743	36	47,713	37	44,593	37	23,452	18	5,132	39	13,469	55	18,594	8	6,522
Mount Vernon	119,293	195,962	210,674	17	8,817	16	36,406	25	45,546	32	44,456	28	22,016	17	4,956	34	8,759	45	17,956	8	6,522
JERSEY	42,442	55,237	56,515	4	2,692	5	2,109	21	15,588	14	14,761	17	5,188	9	2,725	10	2,056	40	5,719	4	1,847
JO DAVIESS	43,939	60,867	63,102	20	5,046	8	1,204	23	12,262	10	10,089	24	7,574	12	685	11	852	89	11,825	6	2,028
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	18,556	24,736	25,464	5	587	5	1,368	23	9,146	7	4,257	12	3,294	5	474	3	419	13	1,390	3	550
KANE	1,094,895	1,304,356	1,263,299	110	75,284	49	179,583	163	248,180	126	218,157	220	128,793	184	55,236	184	51,421	407	120,079	52	40,623
Aurora	421,163	494,381	494,921	35	16,250	16	113,324	65	80,409	41	97,785	78	44,017	96	31,841	70	22,560	129	32,908	21	16,588
Elgin	333,904	381,552	379,771	26	24,440	11	48,644	31	70,495	35	79,786	54	26,000	32	11,252	39	16,334	87	26,536	13	15,166
KANKAKEE	344,020	399,892	399,857	46	28,114	24	49,663	59	84,410	78	81,221	72	37,671	55	14,457	43	12,889	205	43,642	23	15,748
Kankakee	204,826	220,761	217,072	14	6,791	11	44,400	24	42,393	35	42,108	31	13,196	38	12,512	23	9,153	84	18,515	15	11,345
KENDALL	63,534	80,932	82,420	14	7,738	2	2,799	10	24,590	20	10,399	26	11,394	12	2,858	14	4,036	40	9,822	4	4,375
KNOX	236,349	265,280	263,111	37	14,772	20	33,728	59	57,885	47	48,022	64	28,831	55	12,347	63	13,314	142	22,921	15	9,806
Galesburg	196,410	224,439	223,409	17	9,513	12	32,727	29	48,509	30	41,572	41	19,975	44	11,412	44	12,377	88	18,910	12	9,662
LAKE	1,565,211	2,224,193	2,324,213	144	127,365	64	260,600	229	464,919	210	524,740	278	226,264	299	113,940	259	99,100	742	223,379	73	76,801
North Chicago	26,153	40,375	42,843	3	1,748			6	8,896	6	1,555	11	7,187	2	1,207	2	684	55	13,461	1	1,285
Waukegan	374,307	448,837	428,339	22	13,751	15	78,257	45	77,876	44	90,342	43	30,675	85	28,822	52	19,400	139	35,142	15	14,634
LA SALLE	427,010	549,397	562,710	64	29,306	42	67,667	118	127,046	88	106,964	123	72,972	92	24,141	116	24,466	335	57,272	31	15,151
La Salle	44,902	114,467	46,810	6	400	5	5,390	14	10,541	8	7,081	19	8,032	11	1,625	13	1,803	49	4,595	3	898
Oglesby	8,058	8,770	8,912	2	182	2	381	7	2,791	1	35	5	901	6	968	7	1,201	17	1,626	2	542
Ottawa	126,457	178,453	185,743	16	10,171	8	12,385	23	37,741	21	44,510	31	30,208	17	7,266	23	7,559	72	15,805	8	7,630
Peru	90,000	143,127	152,823	3	5,995	5	40,154	16	36,135	11	25,485	11	12,423	14	5,435	16	6,666	40	12,032	3	1,748
Streator	86,210	91,819	90,036	11	5,527	7	4,881	29	22,312	24	19,403	22	7,596	23	7,201	24	3,812	64	9,954	7	2,515
LAWRENCE	34,899	48,203	49,942	9	2,418	5	2,011	18	13,069	12	7,604	23	8,200	12	2,739	11	3,228	31	4,153	6	1,808
Lawrenceville	23,965	32,148	33,785	3	1,000	2	1,220	8	8,300	8	5,937	14	5,614	9	2,604	5	3,107	22	2,798	3	1,215
LEE	94,271	118,274	120,104	18	7,027	14	8,305	29	32,214	27	20,644	33	10,815	17	5,123	26	4,643	82	14,658	8	3,605
Dixon	60,943	85,747	87,463	10	5,616	8	7,575	16	25,860	14	7,912	20	6,935	14	4,717	16	3,745	47	10,581	5	2,992
LIVINGSTON	123,707	147,417	148,041	34	5,614	19	14,703	29	38,612	37	28,447	45	17,190	30	5,561	35	4,633	86	13,543	9	2,174
Pontiac	58,906	69,247	69,355	13	2,030	8	11,605	9	18,022	11	9,574	14	6,833	16	3,690	9	2,570	32	7,425	2	1,067
LOGAN	101,864	118,583	118,532	27	7,134	13	10,096	31	28,227	27	23,070	43	16,830	21	5,107	31	4,349	69	13,054	7	3,149
Lincoln	[illegible]	97,106	97,498	14	5,064	11	9,300	18	23,885	18	18,875	22	11,754	18	4,734	23	3,769	40	11,044	5	2,998
McDONOUGH	124,013	143,239	143,052	27	9,035	16	14,740	25	30,353	21	25,562	44	14,552	33	7,702	29	6,370	69	17,267	9	4,198
Macomb	95,522	116,055	117,015	13	3,750	11	14,056	12	24,861	10	22,409	27	9,587	25	6,421	15	4,909	47	15,899	7	3,346
McHENRY	483,680	622,688	636,631	81	38,864	20	41,798	100	134,592	89	173,283	108	65,920	86	21,666	84	17,002	275	54,146	24	23,055
Crystal Lake	105,569	164,435	174,703	11	10,516	6	27,810	17	36,275	12	24,343	21	16,189	28	12,146	25	5,584	34	10,980	3	6,509
Woodstock	66,389	87,995	90,388	13	9,588	2	5,908	12	20,002	6	12,462	14	13,757	12	2,731	12	5,179	35	7,161	4	3,234
McLEAN	447,034	597,161	616,624	72	41,366	27	73,559	72	120,155	74	93,225	119	87,945	74	31,308	71	23,469	200	67,220	19	17,051
Bloomington	317,935	463,315	431,133	32	22,872	14	69,809	37	77,671	45	81,446	52	35,426	53	26,643	43	17,593	123	44,586	12	15,707
Normal	54,166	101,261	111,841	5	6,021	2	2,187	9	29,214	2	1,532	19	31,354	12	3,323	16	4,810	29	16,926	4	958
MACON	507,583	623,245	632,928	61	42,471	29	95,023	81	133,169	80	122,957	71	57,601	74	25,218	77	25,379	199	58,169	22	15,116
Decatur	467,524	538,783	537,307	38	28,997	26	92,120	61	105,596	74	107,344	53	45,667	67	23,594	60	22,007	162	49,605	21	14,914
MACOUPIN	123,380	149,027	150,074	36	12,289	18	7,418	54	38,535	37	34,927	59	17,448	34	4,074	35	4,812	116	13,247	17	4,898
MADISON	840,716	1,314,143	1,402,914	101	71,620	52	149,033	238	365,397	172	289,433	222	164,630	107	37,666	156	48,690	453	129,445	67	44,440
Alton	173,962	265,567	281,123	14	21,361	10	43,604	34	63,992	36	55,926	37	20,638	19	6,064	27	11,851	83	25,350	16	9,162
East Alton	44,166	64,847	68,082	3	1,774	4	17,151	11	19,764	14	8,496	10	4,081	12	3,570	8	2,264	17	5,048	2	3,220
Edwardsville	57,998	72,778	73,884	8	5,697	7	3,692	17	18,394	10	15,734	15	7,825	12	3,329	12	1,966	37	8,631	4	3,268
Wood River	69,349	105,532	111,537	3	9,695	1	10,766	17	15,988	11	42,623	9	8,816	8	3,073	8	4,542	29	8,694	4	2,066
MARION	163,266	244,440	257,850	30	10,143	19	26,928	51	63,174	49	50,569	61	29,343	40	14,389	41	10,109	98	21,112	12	6,239
Central City		54,234	65,084		2,250		8,254		19,206		20,365		8,879		1,023		1,341		2,376		6
Centralia	102,162	155,527	167,274	13	6,876	7	15,296	18	33,155	23	28,325	25	15,642	29	13,279	21	8,252	52	16,936	9	6,233
MARSHALL	30,122	29,754	28,708	11	3,270	5	1,472	14	7,347	9	5,771	17	3,503	10	904	7	463	31	3,173	3	1,217
MASON	49,939	46,181	43,964	16	3,263	9	3,046	20	11,467	16	7,402	24	6,014	10	806	10	1,438	53	4,519	4	951
MASSAC	38,146	44,027	43,911	8	2,405	7	2,311	17	10,243	19	9,385	16	7,338	9	1,031	7	749	29	4,482	5	2,113
MENARD	23,710	22,857	21,940	5	2,127	6	722	13	6,087	6	3,779	12	4,675	4	644	6	299	16	1,981	3	813
MERCER	35,111	42,332	42,611	15	2,439	4	964	19	9,901	13	6,887	24	9,914	12	1,839	15	1,718	36	3,710	6	904
MONROE	39,222	49,559	50,377	10	5,075	6	2,088	19	14,015	14	11,194	13	3,901	7	1,182	10	1,385	44	5,205	4	1,314
MONTGOMERY	97,993	107,093	105,578	21	4,587	14	9,337	35	25,462	47	24,131	48	13,822	33	4,121	17	3,196	79	9,803	10	3,123
Litchfield	42,293	45,297	45,898	7	1,992	3	4,793	9	10,340	18	9,012	16	6,055	13	1,790	9	2,231	18	4,113	4	1,451
MORGAN	147,610	180,869	182,733	27	10,213	14	21,954	28	41,916	39	38,642	39	18,582	26	7,518	36	5,242	69	15,604	13	8,145
Jacksonville	129,196	158,371	160,027	17	8,801	10	21,446	14	34,358	26	34,065	25	15,513	22	6,886	26	4,380	53	13,878	12	7,918
MOULTRIE	27,241	28,956	28,375	6	1,749	4	976	13	6,112	14	6,535	15	4,179	8	948	10	1,060	24	3,400	4	1,370
OGLE	[illegible]	132,232	135,007	29	8,692	13	4,656	36	35,972	29	26,634	49	18,886	23	4,429	34	3,567	88	13,855	11	3,793
PEORIA	875,186	1,123,120	1,146,916	76	62,300	50	218,954	144	199,040	114	173,954	147	81,619	116	45,849	128	50,111	410	111,990	45	28,788
Peoria	721,819	891,302	902,077	43	47,115	36	208,980	84	121,552	81	148,716	91	52,376	84	31,785	96	45,861	275	74,879	29	20,176
PERRY	53,895	76,405	79,608	15	5,135	10	5,033	22	24,174	15	10,128	21	11,710	19	3,207	14	2,670	33	6,617	6	3,921
Du Quoin	33,055	45,545	48,044	7	2,791	6	3,104	9	14,748	9	6,598	10	4,780	12	1,995	9	1,887	15	4,702	4	2,830
Pinckneyville	19,204	27,340	28,967	6	2,214	4	1,929	8	8,373	4	3,271	8	6,223	7	1,212	4	749	12	1,639	2	1,091
PIATT	41,734	41,869	40,532	8	1,551	5	1,250	13	10,696	15	15,151	17	4,059	8	420	11	1,507	27	2,730	4	1,070
PIKE	45,638	50,204	49,551	18	7,283	10	1,781	27	11,390	19	9,509	29	7,090	12	1,374	9	1,051	37	4,014	5	1,775
POPE	4,189	4,806	4,787	1	267	1	297	7	1,260	3	1,549	2	307	2	37	1	183	4	479	1	55
PULASKI	12,219	14,828	14,948	7	1,091	2	877	19	5,031	5	2,291	16	2,561	5	192	4	305	16	1,075	4	392
PUTNAM	10,360	19,246	21,222	7	1,338			6	6,724	3	2,871	9	4,809	3	54	2	400	15	1,483	1	364
RANDOLPH	87,162	109,307	110,968	22	6,982	20	7,097	33	29,210	30	25,085	42	13,100	22	2,770	25	4,793	75	9,813	10	3,067
RICHLAND	61,575	106,293	115,631	11	10,175	9	7,226	17	31,371	18	20,383	20	12,848	14	5,690	25	4,887	21	8,341	4	2,161
Olney	52,707	86,569	93,049	9	9,318	8	6,289	8	18,390	14	20,291	16	9,178	13	5,209	18	4,396	18	7,504	4	2,161
ROCK ISLAND	636,533	824,577	843,078	52	38,366	29	127,770	109	167,769	118	169,354	118	69,331	93	30,153	91	27,693	362	97,918	32	30,851
East Moline	62,997	80,226	81,693	4	918	3	1,117	12	28,405	16	20,500	16	9,916	9	2,565	6	886	48	7,793	4	4,411
Moline	297,495	399,310	411,403	20	10,503	13	103,663	39	61,544	37	70,795	36	21,902	50	17,647	43	18,513	121	40,119	10	15,864
Rock Island	136,440	405,724	175,705	14	5,367	4	21,737	29	28,597	37	41,351	28	15,700	19	5,801	24	6,486	95	24,789	11	8,405
ST. CLAIR	813,618	1,104,242	1,142,762	74	44,813	43	240,189	215	250,039	165	185,991	166	98,271	141	54,004	133	40,929	479	112,453	65	28,986
Belleville	238,899	376,359	394,164	16	16,230	8	57,313	30	68,294	58	117,394	36	26,214	38	14,765	51	16,632	113	30,681	21	10,634
SALINE	88,350	128,282	134,552	20	7,101	11	13,248	30	38,958	26	20,127	39	11,473	24	5,342	26	7,152	43	9,362	14	6,041
Eldorado	24,799	30,283	31,380	1	870	3	2,617	6	10,655	9	5,280	11	3,605	6	829	8	2,492	10	1,538	4	2,028
Harrisburg	51,820	82,064	87,544	13	4,250	5	9,537	13	24,932	15	14,004	13	5,515	13	3,894	13	4,021	25	6,473	9	3,822
SANGAMON	726,143	889,669	898,980	73	75,621	33	148,103	123	184,003	103	133,629	145	79,859	129	43,708	115	31,311	360	89,658	47	38,360
Springfield	568,320	709,233	719,251	44	66,340	22	112,844	83	145,037	58	113,885	96	63,431	93	33,536	79	25,416	246	70,061	38	35,529

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCHUYLER	20,920	24,880	24,970	5	1,393	3	3,219	8	5,102	8	4,409	15	3,093	8	1,670	10	1,353	14	1,642	4	712
SCOTT	14,006	13,910	13,437	8	927	2	650	7	2,723	7	5,573	11	1,571	7	423	1	124	19	1,138	2	110
SHELBY	51,123	63,935	64,871	21	3,464	6	2,595	21	14,712	17	13,579	26	10,075	10	2,010	10	1,999	45	4,483	5	1,565
Shelbyville	28,630	34,171	35,380	6	952	6	2,595	6	8,701	8	8,265	7	3,465	8	1,643	4	918	18	2,458	5	1,565
STARK	12,145	11,780	11,322	9	1,296	3	137	12	3,029	9	3,431	6	513	3	56	4	96	13	1,202	2	136
STEPHENSON	150,954	198,911	204,114	27	11,881	14	30,213	44	48,480	37	38,206	40	19,007	22	6,623	43	8,705	89	17,781	6	7,495
Freeport	133,568	172,993	176,830	10	7,449	12	29,240	29	43,582	26	31,154	27	15,238	20	6,483	35	7,065	58	14,292	5	7,463
TAZEWELL	453,165	553,084	558,426	46	28,467	20	50,307	99	146,076	103	136,550	113	65,001	45	16,067	78	20,290	187	47,434	24	15,365
Pekin	195,957	227,051	226,620	10	3,981	7	24,158	31	65,844	41	48,743	42	21,674	29	7,933	24	8,836	47	16,419	9	6,230
UNION	41,498	53,351	54,640	10	2,537	8	1,453	25	15,992	13	14,497	22	6,703	13	2,025	10	1,745	28	3,668	5	1,517
VERMILION	307,695	375,384	379,061	49	19,860	23	48,962	73	88,715	72	67,113	93	38,287	50	20,057	65	14,897	185	37,515	23	14,871
Danville	208,620	265,154	269,994	20	13,018	11	43,825	37	53,010	35	43,053	43	24,204	36	17,647	32	10,183	99	28,744	15	12,981
WABASH	41,693	64,723	68,736	9	3,944	4	2,530	10	15,990	15	17,827	18	7,377	13	3,231	10	2,071	19	5,598	3	1,669
Mount Carmel	40,601	62,317	66,661	8	3,522	4	2,530	8	15,261	15	17,827	15	6,634	13	3,231	10	2,071	18	5,531	3	1,669
WARREN	69,416	77,072	78,331	15	3,167	12	7,176	16	17,246	23	21,841	25	7,196	21	2,971	14	3,036	41	6,498	5	2,625
Monmouth	58,258	65,486	64,863	8	2,100	8	5,466	10	15,826	10	18,467	16	5,643	16	2,847	10	2,711	33	5,890	4	2,251
WASHINGTON	29,322	38,368	39,231	14	3,585	4	1,676	22	10,745	6	10,556	11	3,167	8	901	11	1,208	38	3,186	4	1,344
Warren	NO DATA AVAILABLE FOR THIS CITY																				
WAYNE	56,540	87,361	92,943	17	16,581	12	4,721	18	21,434	20	19,748	22	8,882	12	3,460	14	3,071	30	4,386	3	1,011
WHITE	63,499	133,759	137,857	11	6,474	13	7,343	22	29,538	18	35,748	36	23,572	13	2,802	14	3,845	26	7,052	7	3,613
Carmi	46,792	91,578	100,537	6	4,524	6	5,982	9	22,234	11	26,530	14	13,979	10	2,471	9	2,686	18	5,194	4	2,544
WHITESIDE	215,066	299,843	312,040	37	21,483	17	48,849	57	60,249	50	62,495	50	26,743	37	15,423	50	14,165	104	24,673	13	10,527
Rock Falls	43,350	54,903	55,838	9	1,754	2	3,007	13	15,617	13	7,935	15	13,149	4	1,042	9	2,364	26	4,901	2	1,975
Sterling	110,908	201,385	193,801	9	4,185	9	44,501	20	34,267	18	37,565	12	7,418	23	13,555	23	8,789	40	13,314	6	7,733
WILL	883,680	1,002,722	966,779	89	51,294	48	106,038	171	208,233	139	201,789	189	123,337	91	28,331	128	38,766	431	94,969	55	38,326
Joliet	430,407	348,916	359,332	34	22,495	19	79,672	70	123,264	50	122,549	68	44,664	42	20,069	52	29,630	176	49,171	28	22,566
WILLIAMSON	169,779	251,195	264,866	28	24,487	17	22,986	52	62,455	32	52,019	56	28,913	47	14,729	41	12,634	81	16,679	15	8,640
Herrin	46,382	53,108	54,284	5	2,358	6	2,354	14	15,627	10	10,723	8	3,715	17	5,013	10	3,162	24	3,328	6	2,947
Marion	100,864	167,734	180,753	17	20,353	7	20,305	20	38,481	16	40,397	25	18,182	25	8,968	20	8,089	33	10,931	5	3,594
WINNEBAGO	874,056	1,204,475	1,249,423	92	70,557	48	211,928	178	263,864	141	179,857	207	123,732	130	40,689	148	64,459	403	130,670	42	40,840
Rockford	650,838	844,336	863,445	51	21,846	30	133,112	123	202,033	90	151,729	137	74,185	95	26,065	113	54,685	273	84,608	32	29,446
Rockton	NO DATA AVAILABLE FOR THIS CITY																				
South Beloit	14,215	25,721	28,023	1	721	2	4,478	6	7,688	11	1,501	7	5,047			3	434	15	2,543		
WOODFORD	95,801	90,393	89,849	26	9,571	6	1,223	35	20,760	21	32,103	32	9,274	14	979	21	4,176	45	6,139	6	1,050

INDIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,266,271	25,294,755	25,863,050	2,535	1,220,186	1,103	3,229,173	4,254	5,638,301	3,784	4,857,870	4,867	2,910,740	2,948	985,593	3,554	993,961	8,523	2,390,065	1,255	933,160
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anderson, Ind.	476,930	503,909	519,589	72	22,952	31	74,018	91	116,854	108	108,793	122	47,733	71	20,276	114	20,387	222	50,066	35	20,802
Bloomington, Ind.	302,016	384,084	384,377	35	18,264	11	48,939	58	86,067	56	56,487	74	39,240	65	23,932	69	17,322	128	40,452	17	16,813
Cincinnati, O.-Ky.-Ind.	4,754,713	6,956,102	7,251,826	440	236,947	204	1,209,120	1,661	1,713,142	547	1,142,062	1,030	788,806	639	250,373	706	284,834	2,341	772,224	311	226,951
Elkhart, Ind.	538,497	609,532	594,628	69	27,875	32	72,870	112	121,493	112	152,216	116	60,287	87	20,945	108	20,553	226	53,917	34	24,781
Evansville, Ind.-Ky.	1,055,812	1,538,089	1,585,069	141	95,500	67	200,547	241	328,125	241	286,530	274	170,386	157	94,616	204	68,476	560	151,683	71	52,864
Fort Wayne, Ind.	1,374,078	1,884,580	1,922,825	148	71,272	82	288,282	198	395,864	274	377,561	300	194,226	246	84,731	287	85,739	560	209,979	90	62,483
Gary-Hammond-East Chicago, Ind.	2,147,832	2,765,394	2,775,929	186	110,298	84	343,055	433	690,097	337	491,223	475	323,548	313	122,311	288	113,897	1,001	262,928	149	105,214
Indianapolis, Ind.	4,427,493	7,307,122	7,748,144	421	295,521	219	1,074,493	819	1,545,859	613	1,385,324	927	809,024	594	259,763	732	287,909	1,592	707,384	252	264,811
Kokomo, Ind.	397,483	481,436	476,159	52	21,208	25	78,701	88	98,772	69	94,359	91	41,608	77	22,319	81	19,392	177	45,824	25	17,233
Lafayette-West Lafayette, Ind.	419,324	329,284	[illegible]	48	23,725	16	100,217	63	108,428	62	83,761	79	46,556	60	17,666	63	26,744	190	58,251	26	22,722
Louisville, Ky.-Ind.	3,099,125	4,255,578	4,325,967	279	176,729	145	628,065	855	972,021	465	783,653	669	445,932	309	165,915	471	186,006	1,300	441,754	215	146,996
Muncie, Ind.	439,682	582,142	[illegible]	76	25,336	15	70,731	98	125,912	107	124,504	95	60,979	81	20,919	92	26,653	194	55,772	26	24,465
South Bend-Mishawaka, Ind.	974,620	1,109,879	1,180,315	128	47,381	47	154,002	218	249,959	182	238,898	232	119,809	154	52,817	197	51,974	494	123,721	63	41,357
Terre Haute, Ind.	684,453	937,692	954,891	93	48,511	42	110,511	156	165,640	107	159,202	176	109,491	86	42,977	99	25,829	339	71,649	36	29,403
COUNTIES, Cities																					
ADAMS	85,296	110,691	114,000	20	8,609	10	12,914	19	25,059	38	25,144	28	10,666	21	3,516	23	5,412	41	11,299	7	4,277
Decatur	62,417	75,198	77,755	13	7,006	6	8,381	11	16,749	27	18,378	16	6,900	14	2,384	12	2,053	27	7,993	4	2,649
ALLEN	1,140,396	1,531,797	1,551,285	96	51,436	57	260,269	133	292,606	188	291,857	216	156,750	189	71,847	220	70,090	437	176,415	70	49,700
Fort Wayne	867,619	1,164,948	1,179,661	38	26,172	45	223,429	96	201,376	136	229,640	151	97,924	153	63,007	165	57,525	339	142,289	56	40,529
BARTHOLOMEW	245,228	298,371	295,707	24	17,130	12	38,820	53	65,376	49	51,630	58	37,220	38	10,378	59	14,528	87	25,833	13	9,608
Columbus	214,383	263,054	261,178	20	16,850	9	37,693	34	58,316	41	47,916	41	22,451	36	10,334	52	13,605	75	22,053	12	9,298
BENTON	21,865	29,399	29,776	12	2,158	3	194	12	7,678	9	6,851	21	5,053	3	365	7	539	24	2,433	5	1,291
BLACKFORD	39,548	76,971	84,447	11	11,083	4	2,531	20	25,826	15	15,053	19	11,747	12	2,896	11	2,834	22	5,318	3	3,175
Hartford City	32,433	62,654	68,700	8	7,964	2	2,052	14	19,718	11	13,532	14	8,677	10	2,714	9	2,640	17	4,859	2	2,775
BOONE	107,645	146,260	145,329	23	7,528	10	5,860	33	28,965	27	21,638	35	33,712	21	5,795	22	3,954	49	10,476	10	7,460
Lebanon	61,216	72,626	71,389	10	4,186	4	5,395	20	16,824	18	14,140	20	10,428	12	4,029	11	2,162	23	5,866	5	2,665
BROWN	13,501	24,226	26,126	5	1,006	1		10	4,355	6	2,054	10	3,414	3	381	4	764	21	6,705	3	502
CARROLL	38,733	52,195	52,887	11	5,641	4	869	18	14,635	9	16,040	16	6,323	9	682	7	859	32	3,817	6	1,926
CASS	139,892	166,870	164,653	29	7,787	13	22,927	39	36,081	37	32,871	43	15,826	28	5,378	32	7,724	83	15,371	9	7,449
Logansport	126,601	152,239	150,498	19	6,839	9	22,648	31	32,913	30	28,527	29	12,863	27	5,357	28	7,634	70	14,061	7	7,283
CLARK	333,556	413,726	411,914	31	17,323	19	91,062	80	73,718	36	77,199	90	55,366	32	12,347	44	11,651	117	33,332	15	14,867
Jeffersonville	98,881	103,656	101,238	9	5,302	8	7,896	28	20,434	21	24,687	27	12,608	11	1,735	12	1,468	51	12,344	7	5,706

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAY	75,287	104,570	106,676	16	3,216	8	4,839	30	21,744	17	29,585	25	20,719	11	3,273	14	1,729	37	6,241	6	4,382
Brazil	53,423	77,726	76,587	6	3,417	5	3,837	13	18,203	11	19,053	15	16,146	9	2,945	7	925	20	3,624	5	3,088
CLINTON	85,783	106,314	105,771	15	3,107	9	7,087	27	27,649	29	22,187	35	17,169	19	3,926	24	3,991	38	9,208	10	4,545
Frankfort	72,538	90,718	90,428	8	2,667	6	6,925	17	24,391	26	21,702	22	10,838	19	3,926	23	3,954	44	6,944	6	3,846
CRAWFORD	12,441	20,020	21,086	5	1,756	4	533	16	7,540	5	2,493	12	3,818	5	399	8	842	14	1,454		
DAVIESS	70,407	90,746	91,101	15	4,856	8	12,856	20	22,346	19	15,411	33	10,839	22	5,342	24	3,202	42	7,412	10	4,240
Washington	50,534	67,504	68,250	7	2,485	6	10,035	14	17,408	12	10,994	10	6,851	19	4,707	19	2,853	30	5,839	8	3,494
DEARBORN	72,321	111,436	116,767	14	5,276	10	3,580	29	31,371	23	19,788	24	16,390	15	2,992	18	4,640	56	12,056	9	7,545
DECATUR	72,761	84,060	82,372	18	3,580	7	6,848	19	19,323	20	17,817	30	16,092	17	2,030	18	2,154	29	6,980	4	1,157
Greensburg	67,807	78,807	77,310	15	3,465	6	6,642	11	17,979	19	17,627	21	13,929	17	2,030	14	2,097	23	6,571	3	1,093
DE KALB	87,085	168,641	184,825	20	8,365	9	11,557	30	58,230	23	42,543	34	20,116	18	4,745	27	5,738	53	16,397	8	6,175
Auburn	48,203	92,658	101,551	9	4,794	3	7,587	13	30,158	9	21,899	14	8,544	12	4,564	13	3,185	22	10,785	4	4,486
DELAWARE	439,682	582,142	587,602	76	25,336	15	70,731	98	125,912	107	124,504	95	60,979	81	20,919	92	26,653	194	55,772	28	24,485
Muncie	350,829	465,819	470,489	50	17,703	12	70,190	72	100,817	77	96,963	68	33,889	59	16,763	74	20,306	164	48,718	20	22,786
DUBOIS	124,496	195,312	204,761	20	10,608	12	15,221	29	36,698	25	73,242	36	17,257	22	6,450	23	7,698	65	17,491	8	3,994
Jasper	91,904	151,536	160,439	9	5,983	7	13,669	12	23,842	13	67,872	16	10,193	13	5,315	17	6,727	32	12,177	4	3,896
ELKHART	538,497	609,532	594,628	69	27,875	32	72,870	112	121,493	112	152,216	116	60,207	87	20,945	108	20,553	226	53,917	34	24,781
Elkhart	320,733	375,978	367,652	26	13,195	14	59,020	57	69,057	60	93,464	62	40,880	51	14,548	49	9,005	126	32,973	21	16,168
Goshen	91,751	101,878	98,955	15	4,889	7	3,840	24	25,121	25	23,015	21	11,700	19	3,614	24	3,443	45	8,546	6	4,352
FAYETTE	70,049	81,654	80,186	10	1,858	6	7,065	33	22,565	25	8,719	20	8,137	16	2,851	20	3,003	39	8,807	6	5,148
Connersville	67,629	79,215	77,866	9	1,821	5	6,830	24	21,271	22	8,531	18	7,975	15	2,815	18	2,954	38	8,762	6	5,148
FLOYD	152,293	201,622	203,586	29	8,207	4	6,045	61	60,233	33	35,420	46	24,657	15	12,379	37	13,907	84	18,584	14	[illegible]
New Albany	140,220	183,441	184,712	21	7,316	4	6,045	51	52,139	30	34,555	37	21,701	13	11,939	32	13,253	68	16,763	13	7,717
FOUNTAIN	64,850	99,184	103,315	20	7,889	6	2,452	27	27,261	21	27,975	33	12,374	12	1,870	15	1,273	46	9,984	9	4,987
FRANKLIN	27,695	43,810	45,982	7	2,539	4	1,318	22	17,103	20	8,088	15	4,310	7	337	4	1,479	29	4,449	1	654
FULTON	45,509	64,200	65,714	16	3,215	7	3,384	22	18,945	21	14,734	25	8,601	15	1,570	12	1,787	34	4,972	5	2,881
Rochester	31,704	43,959	46,410	5	693	3	2,081	11	15,397	14	10,265	15	6,570	14	1,506	4	583	18	3,394	3	2,103
GIBSON	85,924	135,506	142,117	23	11,827	14	20,003	26	24,377	31	23,569	43	18,882	21	5,767	22	3,522	54	13,655	9	5,179
Princeton	52,945	79,186	84,435	8	5,072	7	15,809	11	12,196	14	17,455	18	6,806	14	5,444	12	2,389	23	6,045	3	3,504
GRANT	255,664	307,337	303,785	43	11,395	12	30,015	67	70,798	60	67,241	67	32,030	48	14,374	61	12,439	144	27,088	23	14,457
Marion	219,668	265,613	262,874	30	15,515	8	29,290	42	60,093	59	60,162	44	23,848	39	13,715	51	10,877	96	21,761	17	11,968
GREENE	71,051	101,721	104,455	24	10,559	9	7,164	21	23,791	30	17,979	39	17,949	21	3,880	16	1,999	56	7,409	6	3,548
Bloomfield	18,106	25,802	27,342	7	5,556	1	197	5	3,385	7	3,640	13	6,979	7	1,330	4	498	10	1,506	1	675
Linton	39,711	53,573	56,346	10	1,902	5	6,428	8	14,807	14	13,484	11	5,931	10	2,071	7	927	23	3,941	2	2,007
HAMILTON	174,733	224,576	225,219	45	16,063	10	4,477	44	58,649	33	47,480	49	26,994	36	6,595	50	10,500	87	22,271	18	10,421
Noblesville	62,802	79,777	79,805	13	3,271	2	3,955	12	25,671	11	17,926	19	10,011	13	3,093	10	2,953	28	6,584	8	5,582
HANCOCK	91,720	107,733	105,934	23	5,621	8	5,524	22	28,361	25	23,104	44	17,424	11	951	28	3,570	44	7,420	10	5,624
Greenfield	71,608	85,384	84,228	16	4,793	6	5,186	10	23,292	15	19,665	25	12,350	6	571	16	2,100	22	6,062	6	4,516
HARRISON	50,266	71,603	73,441	15	4,472	10	4,630	19	22,881	26	12,468	22	10,411	3	676	12	3,551	42	5,486	4	1,922
HENDRICKS	156,966	262,903	279,270	23	13,345	12	5,956	35	78,114	25	54,712	48	61,632	23	3,766	40	6,891	53	18,434	9	13,422
HENRY	150,715	165,211	160,052	23	7,292	18	13,342	42	37,934	58	31,659	52	23,180	27	5,295	43	6,155	74	13,066	9	4,955
New Castle	114,831	126,012	122,111	16	5,693	9	12,277	38	32,991	41	22,726	30	11,162	21	4,673	26	7,347	47	10,044	8	4,559
HOWARD	359,974	419,564	411,932	43	18,903	21	71,008	72	80,910	59	80,592	71	37,311	65	19,654	69	18,439	156	40,976	21	15,292
Kokomo	346,024	405,680	398,766	39	18,523	19	70,803	65	79,056	58	79,052	60	32,149	63	19,407	63	16,924	148	40,202	20	14,736
HUNTINGTON	104,817	125,467	123,906	26	8,641	10	8,870	35	28,618	29	22,450	43	20,915	17	3,895	35	3,697	49	8,126	8	4,250
Huntington	74,361	90,482	89,673	14	5,887	7	7,969	17	24,507	18	13,119	23	9,796	16	3,841	25	3,100	32	6,215	6	3,889
JACKSON	120,123	136,757	133,542	28	12,854	13	10,293	38	31,286	27	22,224	46	23,206	17	6,661	28	4,125	60	10,747	10	4,133
Seymour	95,906	109,152	106,576	18	11,712	9	10,019	21	21,859	18	17,627	25	17,268	16	6,522	19	2,862	38	7,914	7	4,059
JASPER	85,705	119,295	121,736	23	14,228	8	6,549	21	24,457	20	18,935	41	26,881	20	5,325	16	2,050	42	10,094	7	4,592
Rensselaer	40,434	53,300	55,874	7	4,782	4	3,406	9	13,900	10	9,995	17	8,007	9	2,333	7	1,467	20	6,280	4	3,129
JAY	57,398	75,504	76,106	18	3,206	6	1,675	15	23,788	19	14,395	32	11,986	14	2,799	18	3,693	39	5,872	4	2,615
Portland	37,787	44,873	46,291	10	2,429	3	150	8	16,174	15	8,742	14	6,987	10	2,403	13	2,104	22	4,117	3	2,538
JEFFERSON	100,231	167,109	177,353	24	15,070	13	16,899	29	42,888	25	35,853	32	16,435	20	6,164	22	7,632	43	12,385	10	6,483
Madison	86,412	144,737	153,763	16	9,658	9	15,994	16	36,916	24	32,611	22	12,853	20	6,164	17	7,445	36	11,521	9	5,545
JENNINGS	39,672	57,788	59,555	14	3,872	3	888	18	17,841	14	13,309	17	9,908	7	1,098	12	1,641	19	3,544	2	2,667
JOHNSON	235,529	321,211	326,549	43	13,857	18	77,152	52	59,802	44	57,365	70	44,719	32	10,253	53	8,265	94	26,098	14	11,943
Edinburg	22,441	28,563	29,788	5	1,508	1	675	7	8,104	6	7,024	10	6,598	3	167	6	522	12	1,255	2	1,575
Franklin	47,059	64,281	65,337	7	4,214	6	4,800	11	19,757	11	5,978	19	11,460	8	2,771	10	1,886	27	6,822	4	4,850
KNOX	145,604	206,602	211,789	27	19,375	16	34,017	50	43,360	[illegible]	[illegible]	51	19,640	25	6,009	35	8,029	87	17,910	16	9,732
Bicknell	13,101	15,551	16,041	3	427	2	560	4	3,765	8	5,776	6	1,102	2	697	2	549	10	1,072	1	844
Vincennes	117,596	169,699	174,559	17	18,234	12	32,997	30	30,175	30	32,308	29	15,612	23	5,312	29	6,666	60	15,305	12	7,16[illegible]
KOSCIUSKO	170,876	226,079	228,209	40	14,454	18	18,523	55	34,363	62	44,974	66	27,675	36	7,840	30	8,103	99	21,005	16	9,486
Warsaw	108,737	146,535	148,502	20	11,511	9	15,851	20	34,653	28	28,333	22	13,215	22	6,261	27	6,709	34	11,919	6	5,514
LAGRANGE	51,413	80,783	84,635	20	11,987	7	3,398	22	18,008	20	13,605	23	13,057	10	720	13	1,788	[illegible]	7,646	5	2,568
LAKE	1,866,821	2,432,407	2,447,865	143	94,460	70	312,782	380	604,453	283	442,680	388	268,848	276	116,261	236	102,480	868	222,253	124	90,415
East Chicago	94,651	115,486	114,499	11	5,567	2	4,776	48	27,585	13	23,816	26	13,857	20	5,581	12	3,744	121	14,000	11	6,568
Gary	338,688	412,037	408,347	30	10,541	13	39,745	97	95,256	54	80,344	98	52,697	47	12,693	60	17,608	205	43,627	26	16,323
Hammond	371,679	517,108	456,232	27	11,809	10	58,356	69	114,072	35	60,391	80	52,070	47	24,521	67	23,791	185	50,438	22	14,421
LA PORTE	382,774	435,881	425,771	43	19,837	22	62,751	91	96,466	81	78,849	104	54,165	60	18,441	73	14,437	189	35,970	30	16,283
La Porte	134,330	149,752	145,597	18	5,049	9	10,940	27	35,936	32	31,208	40	22,538	16	7,578	30	5,838	64	10,079	11	5,630
Michigan City	216,429	251,073	246,228	16	9,230	11	50,952	46	56,314	42	44,439	41	19,619	42	10,844	34	8,115	93	21,328	9	10,653
LAWRENCE	123,443	145,805	143,554	20	7,305	16	13,561	39	38,867	52	28,620	48	15,843	25	6,247	31	5,809	67	9,512	10	6,784
Bedford	95,741	113,391	111,712	17	6,074	9	12,264	24	29,533	35	19,945	29	11,313	22	5,377	20	4,998	35	7,088	8	5,313
MADISON	476,933	533,909	519,589	72	22,952	31	74,018	91	116,854	108	108,793	122	47,733	71	20,276	114	20,387	222	50,066	35	20,802
Anderson	275,436	313,886	306,664	42	15,622	17	47,124	45	59,888	59	50,384	60	27,801	40	14,682	69	15,709	131	36,881	10	12,513
Elwood	52,644	56,337	54,616	7	1,896	5	6,862	14	14,350	16	15,282	18	7,041	10	1,624	14	134	26	3,219	4	2,349
MARION	3,427,062	5,934,[illegible]32	6,350,770	227	223,038	142	952,949	561	1,199,241	398	1,119,527	611	582,285	433	220,749	481	244,936	1,160	595,486	176	201,030
Indianapolis	3,271,611	5,68[illegible],633	6,086,436	210	209,364	134	930,396	526	1,127,824	373	1,083,850	565	544,853	410	213,471	460	237,588	1,090	565,346	166	189,928
MARSHALL	128,361	168,788	170,040	36	9,962	10	6,765	30	36,629	39	47,233	43	24,762	29	7,177	38	6,081	62	12,943	12	6,304
Plymouth	68,920	88,138	91,982	14	5,150	4	6,261	10	20,806	10	19,151	10	11,318	15	5,381	19	3,203	30	8,204	4	2,919
MARTIN	26,241	38,438	39,662	5	430	5	1,238	10	11,345	8	9,579	12	7,788	4	296	6	2,556	22	2,994	3	347
MIAMI	87,284	103,691	102,230	22	5,038	7	9,840	29	22,590	31	23,026	39	13,086	20	3,316	32	3,663	38	8,573	5	4,138
Peru	74,003	88,960	87,922	11	3,113	6	9,476	17	19,035	24	19,536	24	11,103	17	3,186	22	2,964	40	7,128	5	4,138
MONROE	302,016	384,054	384,377	35	18,364	11	48,939	58	86,087	56	56,487	74	39,240	65	23,932	69	17,322	128	40,452	17	16,813
Bloomington	277,730	355,874	357,125	29	14,339	9	48,889	46	75,104	51	55,830	62	34,731	62	23,826	64	17,115	113	37,505	14	15,494
MONTGOMERY	108,087	137,359	137,427	36	6,716	14	16,559	27	34,925	32	24,905	45	14,462	23	5,695	29	5,248	64	12,189	10	5,987
Crawfordsville	94,157	121,132	121,523	12	3,185	11	16,369	17	32,730	30	22,738	28	11,658	23	5,695	17	4,315	41	10,826	9	5,388

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MORGAN	114,749	175,067	182,382	16	4,231	12	12,483	37	61,270	20	31,670	40	25,743	16	4,340	30	3,802	37	17,389	7	7,266
Martinsville	59,966	87,232	92,686	7	1,957	7	8,866	20	38,302	14	19,536	20	11,850	10	3,174	21	4,299	26	7,170	4	3,652
NEWTON	34,568	51,949	53,983	8	3,247	3	244	15	13,836	12	9,983	22	8,318	7	2,025	10	1,667	29	5,137	7	3,166
NOBLE	81,302	138,878	137,870	26	8,733	10	7,647	28	37,431	24	29,289	36	18,539	14	4,376	23	4,341	58	11,383	11	5,660
Kendallville	44,981	69,469	74,368	6	3,291	5	3,949	7	19,453	16	17,540	10	7,032	11	3,919	11	2,086	16	5,654	4	3,745
OHIO	4,738	6,355	6,427	2	82	2	12	6	4,190			2	957	3	203	1	66	7	359	1	24
ORANGE	37,839	56,509	58,618	13	3,592	6	2,139	26	18,972	20	9,716	17	8,785	10	1,280	11	889	24	3,018	7	2,733
OWEN	21,989	38,937	41,883	7	1,196	3	301	13	12,744	11	7,366	19	10,331	6	208	7	815	18	3,314	2	1,144
Spencer	20,434	35,733	38,781	4	735	2	280	8	12,088	10	7,224	12	8,061	5	198	4	742	15	3,199	2	1,144
PARKE	32,796	45,916	46,918	12	4,187	6	1,191	25	14,315	9	7,165	20	7,957	5	266	3	630	28	3,071	4	1,454
PERRY	48,009	78,013	82,038	11	3,561	12	8,786	26	23,802	13	12,345	24	6,986	13	2,538	17	5,111	40	8,836	7	2,925
PIKE	27,996	33,722	33,338	8	1,574	5	616	15	8,011	10	7,434	19	9,574	6	351	12	1,235	15	1,885	3	829
PORTER	281,011	332,987	328,064	43	15,838	14	38,273	53	85,644	54	48,543	87	54,708	37	6,088	50	11,417	133	48,675	25	14,799
Chesterton	35,911	40,559	41,489	6	2,564	1	615	7	10,641	6	6,502	15	11,254	10	686	8	1,424	23	3,113	4	2,080
Valparaiso	150,677	177,866	173,076	14	4,336	8	26,847	22	41,707	26	31,870	32	17,735	18	4,442	30	7,884	44	21,634	10	6,445
POSEY	58,906	68,177	68,232	20	3,291	9	3,940	17	14,538	17	18,610	23	8,829	13	1,050	14	2,331	41	5,845	5	2,284
Mount Vernon	34,406	42,165	43,717	7	2,438	5	1,471	5	10,394	10	12,688	8	4,660	10	1,625	9	1,832	20	3,117	3	1,596
PULASKI	27,885	38,540	39,266	10	2,674	4	1,040	9	6,362	20	13,373	17	5,183	8	1,382	5	1,250	24	3,086	5	2,378
PUTNAM	69,676	101,928	105,171	22	10,309	9	6,720	24	27,529	19	18,556	32	11,983	12	2,425	20	3,028	38	9,515	7	3,671
Greencastle	55,004	76,591	80,909	10	7,578	5	5,751	12	21,034	11	17,264	13	6,359	9	2,230	15	2,740	22	7,108	5	3,159
RANDOLPH	63,065	63,207	59,998	23	3,809	8	2,034	29	17,754	15	12,578	31	7,295	22	2,793	20	1,670	48	4,185	9	3,097
Union City	20,122	19,411	19,269	8	1,200	3	1,000	9	7,063	5	3,086	7	2,202	6	571	6	305	11	1,104	2	1,243
Winchester	28,161	25,950	25,508	4	645	3	1,419	5	6,186	6	7,594	8	2,147	11	1,771	7	910	16	1,665	4	1,683
RIPLEY	57,638	84,438	87,142	10	8,047	8	2,438	26	25,665	20	16,470	28	10,939	15	1,616	15	2,885	41	6,833	6	3,082
RUSH	50,864	65,570	65,795	7	4,436	8	3,631	21	15,855	13	17,966	24	9,075	9	888	8	2,675	26	3,911	3	1,084
Rushville	40,605	50,634	52,640	5	1,975	7	3,281	14	13,992	10	14,840	15	7,308	7	740	5	1,922	16	2,951	3	1,084
ST. JOSEPH	846,059	1,021,091	1,010,275	92	37,419	37	147,237	188	213,330	143	191,665	189	95,047	125	45,640	158	45,895	432	110,778	51	34,853
Mishawaka	201,289	244,396	242,094	14	8,900	9	24,730	34	57,435	32	66,711	41	17,462	28	7,806	40	10,396	99	26,925	10	7,302
South Bend	581,252	722,915	592,091	39	12,259	22	110,687	98	112,849	57	99,794	88	52,359	79	32,896	75	25,427	245	62,462	31	20,596
SCOTT	48,882	76,892	80,594	14	3,849	11	4,252	20	23,582	16	15,661	19	14,686	7	1,345	15	2,296	23	5,283	6	2,218
SHELBY	119,079	135,270	132,792	21	11,838	7	10,092	35	31,429	33	29,830	38	16,515	22	7,314	28	3,971	48	9,890	8	7,645
Shelbyville	105,709	124,167	122,092	14	10,365	7	10,092	26	29,233	25	27,356	23	15,186	22	7,314	24	3,738	41	9,565	6	6,986
SPENCER	41,841	63,198	65,647	13	2,472	5	738	19	16,065	19	16,009	26	16,634	7	946	11	2,627	34	4,210	4	1,919
STARKE	61,398	78,845	79,044	19	4,735	14	9,355	21	19,051	17	13,249	22	16,513	6	1,976	8	882	43	6,668	4	1,974
STEUBEN	93,418	141,942	147,628	25	10,147	5	4,025	34	28,805	38	24,679	39	30,721	23	6,312	15	2,419	59	17,561	7	3,842
SULLIVAN	43,310	63,486	65,476	16	3,641	5	3,633	22	14,546	12	12,370	27	14,612	11	2,036	9	1,392	41	4,212	6	2,397
Sullivan	30,843	41,579	43,726	10	3,040	2	3,396	9	8,394	9	11,490	11	5,175	10	1,954	5	1,120	10	2,335	3	1,988
SWITZERLAND	7,480	12,372	13,140	2	354	3	466	9	3,932	4	2,601	5	1,046	3	414	5	498	6	587	1	172
TIPPECANOE	419,324	529,284	538,826	48	23,725	16	100,217	63	108,428	62	83,761	79	48,556	60	17,666	63	26,744	190	58,251	26	22,722
Lafayette	310,082	441,263	396,056	27	14,743	13	77,208	38	87,572	43	71,399	51	29,676	53	15,964	43	20,751	117	36,825	19	14,354
West Lafayette	71,974	91,524	91,572	12	3,599	2	19,007	12	15,281	10	1,214	18	13,797	6	1,686	13	4,922	52	15,757	6	7,760
TIPTON	37,309	61,072	64,227	9	2,305	4	7,693	16	17,862	13	14,267	20	8,297	12	2,665	12	953	21	4,848	4	1,961
Tipton	34,318	49,912	53,031	6	1,705	3	6,184	11	13,490	9	13,146	15	6,404	10	2,316	9	767	13	4,567	4	1,961
UNION	11,114	18,586	19,736	3	4,637	2	99	10	5,300	5	1,761	7	3,411	5	420	3	459	9	2,209	1	22
VANDERBURGH	703,243	951,004	965,052	59	52,217	23	152,849	116	187,237	141	150,847	138	84,860	85	63,294	125	48,936	345	104,141	42	34,952
Evansville	656,566	864,606	873,676	55	27,029	21	134,724	108	171,600	129	146,137	123	73,170	81	61,264	116	47,864	321	96,018	40	32,757
VERMILLION	40,314	73,832	79,987	15	5,173	6	4,011	23	25,315	11	17,671	21	13,280	6	2,829	8	779	42	5,108	4	1,304
Clinton	27,670	48,239	52,367	7	3,430	4	3,161	10	19,416	7	13,391	11	3,860	4	2,230	8	779	21	2,368	2	892
VIGO	325,542	695,876	702,752	46	34,481	23	98,028	81	104,035	67	99,576	103	60,880	50	34,839	68	21,929	219	56,008	20	21,420
Terre Haute	425,227	548,960	551,148	36	23,125	16	66,261	58	99,134	43	54,913	79	45,018	47	29,622	62	17,616	172	41,470	16	16,297
WABASH	107,034	124,093	121,678	36	10,714	12	11,513	36	27,957	27	23,687	36	16,666	24	4,101	32	5,409	54	9,276	14	5,197
Wabash	69,338	80,580	79,053	13	5,197	7	9,538	21	17,960	17	14,958	20	8,920	13	3,322	10	4,101	37	7,228	8	2,726
WARREN	6,471	8,945	9,115	5	1,248	1	26	8	2,770	2		6	1,773			2	694	10	1,548	1	82
WARRICK	76,343	128,016	136,034	10	11,404	9	3,976	33	43,698	23	34,227	33	17,888	13	3,497	10	1,461	46	8,344	6	3,217
WASHINGTON	40,733	59,466	61,313	13	6,079	5	2,721	22	19,399	20	12,558	21	6,021	7	1,827	15	1,993	18	3,404	3	1,710
WAYNE	293,670	377,102	378,132	35	11,702	23	64,661	70	74,191	78	79,522	70	49,322	42	8,982	46	10,634	116	31,115	17	13,665
Richmond	238,085	302,011	302,012	22	7,232	18	63,551	43	59,020	56	68,266	41	25,566	36	8,632	36	7,668	88	25,083	14	11,082
WELLS	61,301	73,451	72,715	12	2,862	6	3,542	16	19,969	25	10,017	22	6,694	18	3,123	17	4,499	29	5,068	5	2,391
Bluffton	47,620	56,863	56,124	8	1,945	5	3,210	6	14,987	17	10,755	13	5,354	16	2,926	13	4,162	20	3,297	3	2,136
WHITE	66,516	94,971	97,451	19	9,666	9	8,247	23	24,386	27	16,623	30	10,893	17	2,461	18	2,617	55	10,430	6	4,488
Monticello	48,345	66,418	70,034	8	6,364	7	7,162	13	18,021	20	12,443	13	6,674	12	2,045	13	2,373	35	7,263	3	3,104
WHITLEY	64,799	91,930	93,585	13	6,185	10	3,698	20	26,395	28	21,687	26	12,851	14	2,046	24	2,541	43	7,579	6	4,285
Columbia City	42,179	57,388	60,670	6	5,007	7	3,412	9	18,802	17	8,309	15	9,531	12	1,971	20	2,376	25	4,991	3	3,034

IOWA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,832,770	13,266,237	13,514,216	2,184	957,089	921	1,501,195	2,289	2,933,695	2,159	2,534,538	3,424	1,590,837	2,039	531,240	2,311	554,459	6,193	1,226,616	708	391,128
STANDARD METROPOLITAN STATISTICAL AREAS																					
Cedar Rapids, Iowa	688,354	899,066	927,183	80	63,079	25	138,301	107	199,817	91	157,327	146	88,628	59	30,932	124	44,174	293	93,699	30	31,441
Davenport-Rock Island-Moline, Iowa-Ill.	1,422,385	1,908,930	1,955,883	151	97,516	70	289,325	240	394,086	229	355,880	315	209,170	225	74,814	237	81,129	780	213,964	77	71,800
Des Moines, Iowa	1,429,232	2,030,448	2,092,330	130	136,198	66	314,998	229	442,598	211	353,638	302	217,294	234	93,431	247	80,330	635	191,813	60	39,937
Dubuque, Iowa	336,968	479,677	487,889	48	30,538	18	84,146	69	98,163	52	83,613	79	45,731	30	14,561	68	27,638	197	47,303	15	16,689
Iowa City, Iowa	272,157	373,748	381,871	36	38,938	13	39,016	41	80,680	49	55,601	61	40,944	42	20,358	62	19,641	133	42,413	13	14,040
Omaha, Neb.-Iowa	1,972,604	2,831,889	2,895,225	207	96,139	86	457,736	371	609,982	306	507,249	440	276,996	257	116,382	324	162,712	976	337,045	119	101,508
Sioux City, Iowa-Neb.	451,370	568,389	571,888	67	34,694	37	73,468	124	133,704	88	90,738	113	68,932	62	22,492	89	34,835	306	58,611	30	22,689
Waterloo-Cedar Falls, Iowa	540,167	740,018	757,881	66	48,894	26	108,686	103	144,707	98	146,579	120	68,989	90	34,436	94	31,537	347	65,898	21	22,883

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
COUNTIES, Cities																					
ADAIR	20,108	28,425	28,626	12	2,040	4	671	11	7,386	10	6,454	17	11,920	8	728	4	565	22	2,923	4	841
ADAMS	10,958	15,209	15,574	5	720	2	402	9	5,302	5	2,468	7	1,748	4	1,124	2	230	10	951	2	474
ALLAMAKEE	38,098	54,155	55,309	17	5,511	8	1,519	14	15,715	17	10,997	20	4,959	17	2,941	12	1,223	52	5,392	4	992
APPANOOSE	47,338	63,566	64,600	20	5,454	8	7,990	10	15,260	16	11,001	24	7,078	17	3,699	12	2,591	35	4,388	2	1,314
Centerville	43,801	56,919	59,543	12	3,730	8	7,958	12	14,031	13	10,832	16	6,172	17	3,699	11	2,142	24	3,854	2	1,187
AUDUBON	24,672	30,625	30,609	12	2,626	3	492	9	6,890	8	7,530	12	4,498	7	1,060	9	1,500	24	2,327	4	865
BENTON	54,432	76,333	78,366	20	7,327	6	1,226	23	17,125	15	16,932	38	15,148	13	3,284	20	4,155	60	6,978	5	1,851
Vinton	22,165	30,098	32,645	7	3,064	4	881	6	7,985	7	4,636	12	6,171	5	1,536	6	1,802	17	2,693	2	1,286
BLACK HAWK	546,162	742,612	757,601	80	43,874	26	109,686	103	164,707	90	153,579	120	68,989	90	34,456	94	21,537	247	65,890	21	22,082
Cedar Falls	171,184	238,472	244,403	23	10,553	8	27,332	31	44,243	25	65,996	29	15,627	35	11,593	30	13,501	69	22,728	5	6,242
Evansdale	5,810	6,817	7,010	2	480	1	151	7	2,001	3	479	6	1,197	2	211	4	75	6	905	1	94
Waterloo	345,690	491,247	485,412	43	30,039	15	81,921	54	90,532	54	83,692	71	48,103	51	22,491	60	17,828	149	40,548	15	15,746
BOONE	70,372	82,523	81,460	22	5,611	10	4,060	21	22,544	16	17,798	25	7,023	19	2,617	18	5,557	46	5,718	9	4,454
Boone	56,082	64,690	63,639	14	2,990	7	4,322	13	16,976	12	15,870	15	4,911	14	2,468	11	4,426	33	5,400	6	2,439
BREMER	64,591	85,015	86,061	25	9,090	6	2,633	15	23,233	23	14,112	30	12,258	21	3,266	19	2,949	50	6,146	4	1,736
BUCHANAN	50,709	62,080	61,035	19	6,082	7	3,347	15	16,609	15	13,571	30	6,751	10	1,254	13	1,631	56	6,000	5	1,531
BUENA VISTA	77,616	111,843	115,499	20	9,613	14	7,365	17	23,252	16	20,780	33	15,395	16	5,908	13	5,349	51	11,743	6	2,570
BUTLER	31,044	37,383	37,111	22	6,515	6	1,953	22	6,731	10	6,154	31	4,936	7	531	18	1,559	30	2,826	3	446
CALHOUN	40,955	54,854	55,735	10	6,001	6	1,315	14	11,270	19	18,519	22	7,929	9	2,599	19	1,240	34	2,881	4	1,229
CARROLL	88,415	119,678	121,921	25	10,361	10	11,370	25	25,472	20	24,043	39	20,018	20	4,349	21	4,239	72	9,684	6	1,703
Carroll	67,151	89,033	90,289	10	5,607	6	11,115	10	19,369	12	15,950	20	12,627	16	3,713	9	3,330	34	6,241	4	1,252
CASS	68,459	86,840	87,238	16	7,314	14	6,516	18	18,621	18	14,016	34	15,271	22	5,045	16	2,387	54	8,196	8	2,764
Atlantic	50,576	62,036	64,328	11	6,292	9	6,351	6	8,391	9	9,748	22	12,477	18	4,835	11	1,913	28	5,891	7	2,585
CEDAR	48,708	61,055	61,130	21	6,136	6	2,033	19	16,910	18	13,230	28	12,170	11	1,390	12	1,178	39	3,903	4	525
CERRO GORDO	218,078	278,083	279,639	38	18,860	16	43,183	42	56,328	41	49,257	66	29,645	42	13,733	44	8,720	138	25,215	14	7,274
Mason City	171,289	219,184	220,586	26	13,551	11	42,241	23	42,502	36	45,525	40	15,016	26	10,734	32	7,524	88	19,804	10	6,029
CHEROKEE	54,531	67,769	67,763	13	4,879	7	4,245	13	20,504	17	11,324	20	7,442	23	4,965	14	2,778	36	4,326	7	2,258
Cherokee	44,997	53,457	55,149	9	3,611	7	4,245	6	10,924	13	9,068	8	4,031	21	4,598	8	2,529	19	2,734	5	1,711
CHICKASAW	38,062	50,515	51,221	14	4,672	6	1,459	19	13,721	11	8,786	23	10,578	10	2,057	9	1,123	40	4,453	5	882
CLARKE	38,520	47,055	49,287	8	2,716	3	2,715	5	11,347	10	9,736	18	13,358	8	528	6	814	14	2,927	3	750
CLAY	83,560	117,334	120,479	24	7,907	9	12,998	18	23,399	15	24,954	28	10,769	21	6,278	29	5,194	55	11,771	6	3,403
Spencer	78,862	111,769	114,975	14	6,665	8	12,865	10	22,366	13	24,790	17	9,326	19	6,017	26	5,133	39	11,114	6	3,403
CLAYTON	44,629	64,998	67,236	22	8,539	11	1,481	24	14,395	12	17,134	32	7,392	11	1,773	20	4,204	48	6,816	4	1,335
CLINTON	211,630	292,739	299,612	28	14,318	14	41,982	32	66,095	39	64,980	53	26,321	19	7,892	54	12,615	144	27,168	11	9,156
Clinton	168,380	235,523	241,601	16	9,941	10	40,743	30	51,540	21	46,358	31	20,119	15	7,653	36	11,078	92	21,827	7	8,271
CRAWFORD	59,102	81,079	82,016	21	6,170	5	5,434	21	21,769	17	15,718	33	10,296	14	4,617	19	2,502	57	9,220	5	1,583
DALLAS	78,650	98,476	98,625	29	10,391	12	7,788	25	27,643	29	22,643	38	9,324	20	2,415	22	2,558	57	7,333	7	1,709
Perry	40,378	48,285	49,867	10	3,886	8	6,796	10	16,294	10	9,843	10	1,944	9	1,777	10	1,643	22	3,775	3	1,080
DAVIS	22,112	34,833	36,654	8	3,455	3	2,098	5	6,940	8	9,339	11	6,499	9	1,577	8	527	15	2,383	2	66
DECATUR	18,170	25,695	26,417	7	1,662	3	874	12	7,861	8	2,550	17	6,022	10	1,394	6	578	13	1,808	3	1,180
DELAWARE	48,684	71,827	74,538	10	10,089	8	4,816	19	17,792	9	14,211	29	8,185	17	3,390	7	1,204	51	5,338	6	2,186
DES MOINES	175,012	236,648	241,083	27	16,645	12	39,381	42	54,720	34	31,333	44	23,308	29	7,275	39	14,917	93	21,739	12	12,371
Burlington	135,931	178,088	180,013	13	2,748	11	31,935	29	49,077	26	23,854	32	16,458	17	4,251	30	11,618	76	18,446	10	9,063
DICKINSON	59,917	72,212	71,724	17	13,789	10	3,351	23	13,110	15	9,209	22	6,764	29	5,457	14	2,158	58	7,548	6	2,222
DUBUQUE	356,960	479,677	487,859	40	32,325	18	84,146	69	98,163	52	83,613	79	45,731	50	14,561	68	27,638	197	47,203	15	16,609
Dubuque	317,392	431,322	439,704	30	24,784	13	83,711	57	88,367	41	72,450	58	40,737	48	13,341	57	25,951	152	40,852	14	16,513
EMMET	44,905	61,199	62,391	10	4,934	7	5,870	14	12,963	12	13,783	17	9,410	11	4,006	11	1,524	24	4,556	3	1,796
Estherville	39,657	52,176	54,680	10	3,607	5	5,280	8	11,431	10	12,966	11	8,047	10	3,876	9	1,425	15	3,566	2	1,583
FAYETTE	75,016	96,088	97,684	24	5,726	12	8,494	34	22,717	20	21,570	34	11,482	22	3,683	19	3,936	60	7,676	9	2,765
Oelwein	35,672	44,705	46,512	8	2,211	8	7,392	10	12,179	8	6,631	11	3,878	16	2,752	11	1,219	23	3,457	5	1,957
FLOYD	61,952	79,731	80,329	17	5,538	7	6,891	11	19,875	15	14,803	33	13,024	16	2,774	12	2,075	38	5,716	4	1,296
Charles City	50,637	64,547	64,896	11	2,741	6	6,091	5	10,517	9	10,827	18	10,018	15	2,634	10	1,911	19	4,152	3	1,033
FRANKLIN	34,210	43,995	44,303	9	4,337	4	1,711	16	9,772	9	8,626	14	7,851	8	1,570	13	1,260	26	3,584	3	972
FREMONT	15,620	23,245	24,169	12	2,142	2	348	9	5,123	6	4,365	13	4,919	7	617	9	788	29	2,426	3	1,467
GREENE	28,611	35,586	35,584	14	4,907	5	2,463	13	8,638	8	6,245	17	4,333	10	1,655	8	565	25	2,970	2	776
GRUNDY	32,547	40,899	40,987	8	2,085	4	486	17	9,279	13	9,020	24	7,257	10	1,430	16	3,403	32	3,196	3	1,547
GUTHRIE	21,077	29,202	29,886	11	1,548	8	1,354	11	5,831	13	5,222	16	6,430	5	433	9	1,873	26	3,844	3	844
HAMILTON	55,383	68,944	68,991	13	3,859	5	2,962	15	14,467	14	12,308	28	15,679	16	3,037	18	2,746	45	7,123	5	1,545
Webster City	37,286	42,967	44,084	6	2,405	3	1,869	9	11,994	11	9,847	13	3,700	14	2,680	12	2,234	24	3,576	4	1,258
HANCOCK	30,044	35,330	35,134	17	4,438	4	1,236	17	7,001	9	7,271	15	5,621	7	1,153	11	1,995	29	2,602	3	1,290
HARDIN	75,734	95,376	95,626	38	12,663	9	3,409	24	22,083	29	21,858	35	7,987	31	4,480	37	4,292	59	7,009	9	2,506
HARRISON	32,967	72,904	74,517	22	3,098	6	1,202	19	15,002	11	25,298	28	7,728	10	1,608	10	1,577	49	5,628	7	2,458
HENRY	56,086	71,434	71,811	17	4,947	10	5,173	13	16,342	20	17,261	23	8,278	17	3,467	15	2,450	36	5,474	5	2,152
Mount Pleasant	44,621	54,827	56,905	9	2,411	6	4,375	9	14,400	12	13,673	11	5,624	17	3,467	11	2,198	19	4,350	4	1,986
HOWARD	26,872	37,013	37,836	15	5,303	8	1,664	9	8,326	6	6,080	18	3,306	6	1,304	8	1,259	36	3,346	2	825
HUMBOLDT	36,468	47,738	48,262	17	4,924	7	1,993	15	13,297	17	11,159	17	5,340	13	2,106	13	1,984	27	3,545	3	1,331
IDA	21,493	26,396	26,323	9	2,642	4	1,106	9	5,516	10	6,341	10	5,079	7	494	5	567	17	2,010	4	943
IOWA	50,822	66,927	67,751	14	2,167	15	2,690	11	13,226	13	7,351	31	13,945	9	822	10	1,933	38	16,375	6	1,602
JACKSON	52,733	72,414	73,994	24	5,588	12	3,686	24	19,226	16	12,781	33	9,080	18	3,170	20	3,556	54	7,901	5	2,285
JASPER	108,356	142,108	143,754	23	11,935	15	8,805	23	31,819	29	29,371	51	24,806	20	5,645	28	5,086	67	11,345	13	5,451
Newton	88,935	108,087	109,668	16	7,362	10	7,989	8	25,798	17	25,416	27	13,486	18	5,432	19	4,201	34	8,461	9	5,132
JEFFERSON	49,648	66,388	67,381	12	3,801	7	6,151	13	17,825	20	14,084	19	7,492	13	3,292	12	2,241	26	3,584	2	2,053
Fairfield	46,731	61,059	63,925	9	2,957	7	6,151	12	17,326	16	13,057	18	7,348	12	3,200	8	1,969	20	3,326	2	2,053
JOHNSON	272,157	373,740	381,871	36	20,930	12	39,016	41	88,680	49	55,601	61	40,944	42	20,358	62	19,641	133	42,413	13	14,040
Iowa City	215,388	295,283	301,643	21	15,985	10	37,685	27	59,782	32	45,422	42	28,630	41	20,259	46	13,513	91	33,914	9	11,540
JONES	49,886	66,637	67,683	22	6,279	7	2,598	15	12,386	21	17,825	32	10,074	15	1,736	19	2,124	49	[illegible]	6	2,332
KEOKUK	30,719	36,062	35,601	18	4,529	6	1,161	15	5,633	15	10,324	31	4,577	5	476	11	1,588	35	2,873	3	697
KOSSUTH	81,649	108,495	110,106	27	9,477	10	6,113	21	17,976	19	40,287	26	9,051	16	3,520	16	4,328	42	7,722	5	1,715
LEE	161,398	203,331	204,230	29	14,260	16	23,012	43	50,415	39	39,826	55	23,346	33	7,185	38	8,961	91	14,979	13	6,769
Fort Madison	68,611	78,557	77,172	13	3,271	7	6,664	16	20,185	12	16,498	25	8,547	15	3,880	14	2,421	31	4,934	7	2,855
Keokuk	77,976	100,431	101,201	9	6,012	7	16,038	16	24,293	19	20,017	15	9,053	17	3,253	17	2,748	42	7,438	5	3,701
LINN	628,354	899,066	927,103	80	63,079	25	158,301	107	199,817	91	157,327	146	80,628	59	20,932	124	44,174	293	93,699	36	31,441
Cedar Rapids	522,613	785,195	796,324	50	49,519	16	148,250	73	152,291	62	141,850	93	59,582	43	18,010	89	36,907	216	78,179	28	25,234
Marion	53,148	86,649	91,887	10	3,080	2	4,696	8	33,198	10	7,910	15	8,281	7	1,879	17	6,454	22	9,725	5	5,586
LOUISA	25,427	36,947	38,214	11	2,483	5	642	13	8,639	13	11,905	12	5,581	4	1,300	7	1,106	28	4,308	3	1,037
LUCAS	39,201	46,077	48,488	4	1,411	6	3,983	14	13,733	11	8,051	14	6,625	10	2,808	11	1,731	19	2,627	2	1,290

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LYON	28,470	34,922	34,809	14	4,254	3	566	18	8,993	9	7,612	15	4,201	4	560	8	1,697	30	3,184	3	584
MADISON	33,569	41,731	41,730	11	3,806	7	1,428	8	10,789	11	10,677	16	4,082	13	1,388	7	895	27	4,469	5	1,398
MAHASKA	73,582	93,011	93,372	19	7,784	6	7,672	19	23,120	20	11,665	23	13,342	18	4,903	16	3,566	52	6,896	3	1,736
Oskaloosa	64,515	80,365	80,406	12	5,697	5	7,223	11	19,846	16	10,844	20	12,404	18	4,903	12	3,324	34	5,601	3	1,736
MARION	72,813	92,568	93,022	23	6,656	18	6,975	28	23,743	24	16,890	32	13,638	22	4,014	18	2,914	52	9,200	5	2,184
MARSHALL	155,506	194,661	194,966	29	15,845	14	23,373	37	44,052	35	33,549	46	19,528	37	8,895	34	7,594	91	18,635	8	7,687
Marshalltown	146,351	184,736	185,335	23	13,308	10	23,275	27	42,532	31	31,899	35	17,662	35	8,531	31	7,485	72	17,711	8	7,657
MILLS	34,793	45,806	46,370	8	1,972	5	2,923	13	10,371	10	12,673	20	5,498	11	1,375	6	3,136	30	3,535	3	1,175
MITCHELL	27,566	34,037	33,975	17	5,318	5	1,031	21	7,208	12	6,414	19	5,061	10	1,182	10	928	24	2,267	3	1,020
MONONA	34,476	38,140	37,179	13	2,722	5	654	17	9,672	8	8,540	19	4,451	10	750	9	1,340	39	3,223	8	2,210
MONROE	23,018	31,029	31,572	6	721	4	1,497	12	9,146	10	9,609	11	3,315	7	1,282	7	461	18	1,901	4	1,042
MONTGOMERY	40,654	50,995	51,089	12	3,165	8	4,873	15	14,625	15	9,444	18	6,350	14	2,168	10	1,489	29	3,607	4	2,037
MUSCATINE	165,172	252,215	263,672	27	17,100	7	14,732	33	53,537	28	38,638	48	30,568	26	12,054	31	7,888	82	20,279	6	8,079
Muscatine	108,452	163,851	170,924	18	10,131	6	13,562	24	47,505	20	27,876	30	18,905	21	11,465	24	6,599	57	14,632	3	5,844
O'BRIEN	58,090	75,399	76,096	30	7,152	9	5,121	19	15,423	19	17,538	32	9,705	18	4,241	19	2,517	38	5,625	6	2,112
OSCEOLA	16,974	21,608	21,703	9	1,880	3	580	8	3,944	9	4,017	10	3,272	7	996	8	657	19	2,260	3	650
PAGE	67,932	76,296	74,537	21	4,892	9	7,540	14	17,245	15	14,084	29	9,287	25	5,511	19	3,447	41	4,349	8	2,226
Shenandoah	37,331	38,813	39,109	8	3,144	4	4,361	5	9,220	11	6,830	11	2,851	14	3,617	9	1,923	20	1,613	5	1,296
PALO ALTO	34,978	45,050	45,384	16	7,615	4	824	16	10,501	9	8,903	19	5,409	8	1,767	11	913	35	4,013	7	1,246
PLYMOUTH	81,227	111,133	113,463	20	8,451	9	4,844	22	29,238	21	24,743	38	16,207	18	4,320	10	2,510	62	9,105	6	2,139
Le Mars	52,560	69,642	73,059	8	3,363	5	4,430	7	23,146	9	15,623	16	9,334	14	3,654	5	1,207	28	5,497	3	1,197
POCAHONTAS	32,838	37,732	37,082	13	4,028	6	783	16	11,102	13	8,256	20	3,325	8	647	18	1,766	23	2,781	2	569
POLK	1,359,014	1,936,893	1,997,583	133	120,653	60	309,952	210	412,704	198	328,569	270	203,626	241	89,975	228	78,797	601	186,583	56	39,063
Des Moines	971,429	1,330,082	1,358,204	89	83,137	46	236,163	153	277,398	144	218,615	180	115,354	163	63,836	157	54,412	436	128,720	43	30,027
POTTAWATTAMIE	257,678	361,345	370,844	43	11,024	19	43,231	65	87,391	52	79,244	95	55,058	33	8,355	41	10,136	160	40,364	22	16,286
Council Bluffs	220,521	307,301	314,948	28	8,933	13	43,090	44	76,371	39	72,934	48	35,206	26	7,911	27	9,361	102	29,856	17	14,283
POWESHIEK	61,912	85,852	87,899	18	3,894	11	4,347	15	18,780	19	15,456	31	22,630	15	3,511	19	3,249	35	6,839	7	2,522
RINGGOLD	14,856	19,086	19,220	7	790	3	735	9	4,213	5	4,798	14	3,310	4	952	4	245	12	1,427	3	630
SAC	35,618	39,631	38,686	16	5,896	10	847	20	8,664	19	8,861	32	5,149	12	994	14	816	42	3,690	4	753
SCOTT	614,865	883,368	911,587	57	49,025	23	149,312	97	177,566	66	147,308	138	106,415	91	34,098	112	46,798	305	96,967	36	34,013
Bettendorf	115,054	163,910	168,840	8	9,960	6	35,941	20	43,458	9	15,230	28	19,242	13	2,353	21	10,375	43	10,042	5	5,538
Davenport	452,448	725,260	665,414	41	34,159	14	104,496	63	117,197	51	129,441	87	56,378	77	31,706	84	36,193	217	69,238	26	27,301
SHELBY	36,135	51,002	52,417	22	5,265	6	5,018	16	11,025	15	11,251	21	7,514	10	1,310	12	765	34	4,873	8	1,633
SIOUX	82,712	112,246	114,387	28	8,952	12	1,707	34	19,658	28	31,808	30	21,228	27	4,617	38	5,549	50	8,077	8	2,633
STORY	224,836	328,144	340,091	37	21,029	17	46,010	40	69,788	40	58,446	61	32,501	53	15,901	56	14,989	125	40,158	14	6,364
Ames	183,017	277,467	289,696	17	13,381	11	44,938	22	58,139	25	47,406	29	26,247	41	14,504	38	12,226	92	36,834	8	4,872
Nevada	19,277	21,659	22,135	8	3,257	1	146	6	4,989	9	7,789	8	1,602	5	773	4	391	6	733	8	957
TAMA	42,291	53,551	53,759	23	5,654	10	2,123	24	9,986	17	12,343	28	9,517	11	1,103	13	2,098	51	6,026	4	1,010
TAYLOR	12,658	14,538	14,288	11	1,458	6	591	11	4,221	6	1,920	13	2,120	6	744	5	199	19	1,482	2	480
UNION	47,276	57,671	57,433	18	5,148	8	5,149	13	17,100	16	9,733	20	6,274	13	2,821	13	1,582	36	4,342	6	1,483
Creston	44,443	53,831	53,521	15	4,835	7	4,913	7	15,855	15	9,509	14	4,942	12	2,740	11	1,555	29	3,990	4	1,465
VAN BUREN	13,633	15,828	15,590	15	2,849	4	356	15	3,271	4	1,195	21	3,576	2		4	241	17	1,786	2	662
WAPELLO	137,618	191,875	196,694	21	13,800	12	22,633	33	51,845	30	26,709	48	22,531	18	5,663	31	10,357	82	16,871	8	7,652
Ottumwa	128,746	180,789	185,601	15	11,598	9	22,568	24	50,195	26	25,571	37	18,707	18	5,663	28	9,789	70	16,082	8	7,652
WARREN	70,218	93,555	94,947	22	5,545	8	5,046	19	29,894	13	25,069	32	13,668	13	3,456	19	1,523	34	5,230	4	874
WASHINGTON	64,767	78,815	78,436	20	6,519	12	5,537	18	15,343	19	16,409	33	8,636	14	3,910	21	3,801	47	8,036	8	1,888
Washington	42,459	49,483	50,891	12	3,456	7	4,389	8	12,366	12	9,528	9	3,632	14	3,910	11	2,729	20	4,486	6	1,322
WAYNE	16,159	20,478	20,557	11	2,507	5	743	13	5,308	3	2,273	18	5,474	3	347	3	106	15	1,240	4	683
WEBSTER	203,649	247,723	246,515	35	17,201	12	39,639	47	44,255	40	50,682	60	25,689	33	8,991	50	12,763	110	18,652	13	7,090
Fort Dodge	187,156	226,832	225,545	23	14,779	11	39,529	29	40,822	34	45,907	38	20,277	31	8,311	45	12,529	86	16,778	12	6,441
WINNEBAGO	37,804	42,388	41,440	19	4,666	8	2,326	18	9,077	13	9,437	16	3,704	9	972	23	2,079	31	3,790	6	1,369
WINNESHIEK	52,462	80,684	84,493	12	4,246	6	3,564	29	21,141	19	17,917	29	6,666	14	5,087	24	4,995	53	6,879	4	1,946
WOODBURY	400,058	474,112	469,141	63	31,812	26	73,159	110	108,352	62	73,770	93	44,031	60	21,879	81	21,666	255	44,691	25	18,144
Sioux City	373,272	442,065	437,373	47	29,653	19	72,534	87	102,966	51	64,206	71	38,421	57	21,008	73	21,418	198	40,317	22	17,587
WORTH	17,894	20,472	20,100	11	2,298	3	516	9	5,169	11	3,163	10	1,947	4	171	4	1,451	22	1,538	4	674
WRIGHT	44,893	54,445	54,152	19	3,981	7	1,403	20	15,894	15	13,031	18	4,636	24	2,698	22	2,323	39	3,953	7	1,666

KANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,696,301	11,067,820	11,371,980	1,487	660,010	633	1,407,242	2,082	2,462,709	2,087	2,254,257	2,466	1,190,030	1,681	519,286	1,939	485,253	4,268	986,870	592	293,910
STANDARD METROPOLITAN STATISTICAL AREAS																					
Kansas City, Mo.-Kans.	4,904,078	6,537,201	6,636,447	490	238,301	283	1,074,036	1,033	1,352,080	845	1,307,419	930	645,062	783	291,698	787	238,179	1,975	629,611	246	173,224
Lawrence, Kans.	199,086	260,157	263,564	36	20,153	13	26,392	35	60,034	36	48,818	47	24,129	37	13,423	51	11,302	105	25,224	12	4,971
Topeka, Kans.	653,448	835,531	827,784	74	57,736	36	106,557	130	170,918	132	147,736	171	85,384	98	31,387	136	31,358	294	69,240	43	57,310
Wichita, Kans.	1,302,114	2,488,568	2,631,218	175	139,211	70	351,076	262	534,515	397	539,991	338	226,375	259	141,789	289	111,401	777	273,428	73	63,822
COUNTIES, Cities																					
ALLEN	40,833	54,509	54,960	17	4,727	7	5,355	18	15,027	23	9,299	17	5,407	17	2,422	8	1,204	42	6,137	4	788
Iola	32,058	41,060	42,861	10	2,955	4	5,112	10	11,518	15	7,051	9	3,626	11	2,144	7	1,156	27	5,430	2	541
ANDERSON	16,684	18,868	18,345	10	1,909	2	499	11	5,188	6	2,845	11	2,247	7	938	7	1,056	19	1,771	2	331
ATCHISON	48,614	58,754	57,988	11	3,643	4	4,936	18	14,917	18	11,391	17	5,103	12	4,079	6	1,216	27	4,404	6	2,132
Atchison	46,774	57,067	56,422	10	3,556	4	4,936	14	14,559	17	11,228	13	4,311	12	4,079	6	1,216	25	4,319	6	2,132
BARBER	19,162	34,100	36,602	6	2,290	5	830	15	8,251	11	9,368	12	7,873	5	608	7	1,430	15	1,403	4	1,908
BARTON	134,329	275,399	304,813	28	14,514	12	61,982	36	60,367	29	73,146	38	32,648	37	15,035	33	12,639	68	23,742	12	5,208
Great Bend	117,292	243,520	270,214	19	12,131	8	40,264	22	50,527	23	66,867	23	26,981	32	14,284	22	10,866	43	20,447	7	4,940
BOURBON	49,829	63,227	63,049	11	3,393	6	6,417	17	15,936	13	14,640	17	4,937	15	2,958	15	2,448	28	4,339	5	1,457
Fort Scott	47,983	58,563	60,679	8	3,088	6	6,417	13	15,273	11	13,982	13	4,650	15	2,958	13	2,353	24	4,205	5	1,457
BROWN	28,371	34,439	34,013	6	1,866	5	1,621	15	9,717	15	8,144	18	5,106	10	950	10	1,045	25	1,938	5	1,195
Hiawatha	18,241	[illegible]	21,235	1	918	2	1,027	6	5,894	9	5,799	7	1,946	7	777	8	915	13	1,389	3	901

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BUTLER	109,490	212,000	231,792	27	10,562	9	9,578	29	58,831	36	57,311	50	28,867	23	7,304	31	15,171	68	20,714	9	4,542
Augusta	39,926	73,350	80,036	8	4,784	1	1,764	4	15,399	13	27,200	12	8,339	7	2,030	14	9,609	18	6,108	5	674
El Dorado	45,718	91,178	100,320	11	4,024	5	7,439	9	31,671	14	12,299	16	7,257	13	5,083	14	3,516	32	10,970	4	3,868
CHASE	7,168	10,560	10,877	3	482			4	1,690	3	488	7	5,842	4	548	4	170	5	968	1	167
CHAUTAUQUA	7,185	15,372	17,167	4	1,401	4	824	9	4,839	6	3,086	10	3,502	2	465			9	1,420	3	816
CHEROKEE	43,815	60,325	61,253	15	2,358	8	1,253	33	24,426	24	10,736	25	6,166	12	1,734	22	2,514	32	5,681	8	2,374
Columbus	16,930	21,206	22,061	4	582	3	607	7	6,805	12	7,014	7	893	5	900	10	1,398	10	1,270	1	671
CHEYENNE	7,931	10,095	10,075	5	316	1	262	7	3,550	7	2,496	7	366	5	507	5	439	11	932	2	65
CLARK	6,852	9,390	9,522	4	3,122			4	1,535	3	1,039	5	2,333	3	110	7	505	7	512	1	186
CLAY	29,394	33,837	33,037	6	3,354	2	1,056	10	6,620	12	7,489	15	5,656	8	1,404	6	1,320	22	2,136	3	356
Clay Center	26,183	28,344	28,776	5	3,125	2	1,056	6	5,547	11	7,234	10	3,853	8	1,404	5	1,229	13	1,596	3	356
CLOUD	39,794	46,232	45,222	18	4,055	8	3,668	18	10,625	14	8,794	19	5,727	13	2,473	11	2,047	38	3,461	4	807
Concordia	31,877	35,276	35,956	8	2,356	6	3,198	11	8,507	10	7,371	11	4,281	12	2,337	10	1,951	23	2,660	3	704
COFFEY	17,231	20,813	20,528	9	1,588	4	1,153	10	4,949	8	4,719	20	2,924	4	157	7	992	15	1,383	3	1,155
Burlington	NO DATA AVAILABLE FOR THIS CITY																				
COMANCHE	5,876	7,969	8,061	8	881	2	203	7	2,287	4	1,259	7	2,059	2	232	4	132	8	647	2	135
COWLEY	104,286	146,095	149,015	20	9,422	9	12,658	20	36,819	37	29,335	48	14,130	35	8,315	42	6,269	67	10,701	10	6,715
Arkansas City	53,712	81,431	84,434	6	4,600	4	8,501	9	21,162	16	14,296	20	6,785	16	4,352	19	4,549	35	6,980	4	4,123
Winfield	37,901	48,593	48,562	11	2,792	2	3,991	8	14,554	15	6,428	21	4,780	18	3,724	15	1,395	22	3,305	5	2,530
CRAWFORD	105,937	130,552	129,366	31	9,422	14	18,811	44	34,958	32	18,520	38	10,504	24	4,017	27	7,161	76	13,013	10	2,120
Pittsburg	78,927	98,941	98,400	15	7,347	12	16,039	23	25,709	24	11,874	18	7,771	23	3,802	19	5,063	51	11,560	7	1,494
DECATUR	14,154	22,023	22,964	3	1,035	4	464	7	5,009	6	3,631	15	6,348	4	763	8	1,264	14	1,865	2	744
DICKINSON	53,277	66,096	65,591	21	5,554	11	4,301	25	16,235	17	11,901	33	12,795	21	2,682	17	1,085	36	3,933	8	1,496
Abilene	33,710	39,406	40,546	10	3,087	6	2,787	13	9,917	11	8,819	19	6,445	13	1,846	9	698	16	2,480	4	918
DONIPHAN	18,855	24,004	23,951	7	3,719	3	311	14	8,615	4	1,375	14	6,639			5	289	19	1,554	3	496
DOUGLAS	199,066	262,157	263,564	36	20,153	13	26,392	33	60,034	36	42,810	47	24,129	37	13,423	51	11,302	105	25,224	12	4,971
Lawrence	184,328	243,797	245,334	31	17,297	12	26,280	27	56,255	31	41,054	36	18,908	35	11,585	45	11,036	91	24,361	10	4,708
EDWARDS	12,002	15,184	15,132	5	378	2	457	7	3,449	5	4,585	6	1,914	4	510	4	582	12	1,659	2	230
ELK	5,150	7,346	7,517	5	484	1	321	10	1,679	4	2,017	9	1,361	2	282	1	75	8	530	3	86
ELLIS	122,698	181,664	187,399	15	16,445	10	20,515	29	37,631	30	40,026	42	16,653	29	8,723	42	10,306	68	18,483	4	4,440
Hays	114,307	169,487	174,894	11	14,737	8	19,526	21	34,266	27	39,657	33	14,214	27	8,415	37	9,678	61	17,388	2	3,362
ELLSWORTH	16,525	20,074	19,825	7	1,336	2	479	8	1,682	8	2,526	16	5,515	5	295	4	549	18	1,575	2	362
FINNEY	110,442	173,661	181,591	22	14,989	5	22,900	16	40,409	20	44,007	20	11,423	28	11,008	23	9,476	43	12,746	5	2,355
Garden City	108,439	171,703	179,747	19	14,272	5	22,900	14	39,475	20	44,007	19	11,408	27	10,878	23	9,476	42	12,734	5	2,355
FORD	110,088	164,355	169,908	23	13,013	7	25,662	26	34,599	32	31,877	30	13,920	31	9,044	34	10,399	47	14,887	7	1,971
Dodge City	106,710	160,988	166,723	20	12,767	7	25,662	20	33,493	27	31,048	28	13,720	31	9,044	34	10,399	43	14,612	6	1,909
FRANKLIN	60,470	72,296	71,157	19	7,622	4	4,629	21	18,548	23	11,589	22	8,799	21	3,246	19	1,735	45	4,729	6	1,058
Ottawa	53,950	65,039	64,124	12	5,566	3	4,588	14	16,996	20	11,409	18	8,036	19	3,111	15	1,564	32	3,826	5	973
GEARY	85,357	111,233	111,585	6	3,573	7	18,102	21	21,701	41	21,412	28	12,857	19	4,148	17	6,098	64	12,520	5	649
Junction City	83,335	107,891	108,053	6	3,573	7	18,102	21	21,701	39	20,708	26	12,413	19	4,148	17	6,098	59	11,865	5	649
GOVE	12,842	16,991	17,094	5	814	3	253	4	3,240	7	2,450	12	6,305	1	352	6	369	11	1,845	2	737
GRAHAM	13,309	20,762	21,657	8	2,953	2	473	9	5,842	4	5,372	9	3,356	3	335	6	486	10	822	3	343
GRANT	28,124	42,532	44,080	6	3,158	2	4,149	6	11,949	5	11,925	7	3,440	10	2,287	4	1,312	12	2,783	3	655
GRAY	14,074	17,531	17,408	4	2,455	2	164	7	5,638	3	4,543	3	1,243	2	434	4		11	645	2	879
GREELEY	3,592	4,000	3,876	2	508			2	977	1	394	4	969	2	123			4	438		
GREENWOOD	19,425	32,762	34,769	6	2,302	3	1,628	11	9,062	10	5,573	20	7,590	9	1,209	10	769	19	2,079	6	738
HAMILTON	8,755	9,084	8,668	2	267	2	245	4	1,767	4	3,705	3	736	4	185	3	74	8	578	1	210
HARPER	21,945	31,472	32,241	9	2,356	7	2,132	10	6,434	14	7,499	14	4,656	11	1,475	11	1,530	18	2,940	5	1,490
HARVEY	85,191	102,916	101,571	20	8,707	9	6,332	27	25,866	22	16,241	34	13,911	18	4,710	20	2,552	52	8,997	6	3,008
Newton	64,351	80,130	79,579	9	3,361	5	4,396	13	21,896	19	16,093	22	8,025	17	4,540	15	2,126	36	6,905	6	3,008
HASKELL	5,747	6,897	6,795	2	712			4	2,882	2	553	4	1,228	3	371			9	578	3	83
HODGEMAN	2,869	3,254	3,165	3	79	1		3	709	2	292	6	1,199	2	25	1	262	6	362	1	35
JACKSON	21,606	38,329	37,838	7	1,093	6	1,167	10	7,663	11	13,036	18	5,726	6	1,251	7	652	22	2,188	3	738
JEFFERSON	17,506	27,575	28,831	10	2,083	2	394	13	8,509	11	2,683	15	8,472	2	25	7	577	21	2,050	4	542
JEWELL	6,478	8,821	8,933	4	927	5	313	8	2,212	2	873	8	1,404	3	441	6	262	14	1,214	1	616
JOHNSON	1,080,385	1,683,125	1,758,217	99	61,600	47	350,929	167	284,551	141	353,890	144	146,257	195	88,596	205	89,054	318	136,786	43	39,054
Olathe	136,839	208,773	216,789	15	22,417	8	35,669	18	29,825	32	45,510	19	24,258	17	2,553	33	13,272	46	21,039	7	6,474
KEARNY	6,176	7,600	7,526	3	1,111			6	2,586	1	1,176	5	1,324			2	134	7	599	1	258
KINGMAN	19,796	27,173	27,562	13	1,888	3	1,422	14	8,921	6	6,872	12	2,184	3	856	6	1,014	16	2,200	3	470
KIOWA	11,409	16,522	16,960	3	953	3	663	3	4,171	9	2,770	10	3,760	4	381	6	692	11	2,132	2	351
LABETTE	70,885	85,949	84,935	22	7,546	5	7,435	26	22,305	30	17,529	26	9,348	18	3,764	27	3,026	39	5,089	9	1,350
Parsons	54,172	68,716	68,516	10	6,859	3	6,476	14	17,895	19	13,225	13	5,007	16	3,706	15	2,591	21	4,211	6	1,205
LANE	5,518	6,674	6,587	5	422	3	411	4	2,140	4	1,077	3	737	1	96	5	177	6	451	2	125
LEAVENWORTH	116,468	140,637	138,741	20	7,609	13	17,214	36	34,841	32	27,031	37	13,935	24	4,214	36	6,695	65	10,057	8	3,781
Leavenworth	97,935	118,946	117,494	5	3,019	10	16,551	27	28,278	26	26,238	24	9,390	23	4,131	30	6,024	44	8,554	6	3,773
LINCOLN	9,838	11,779	11,598	8	187	4	701	6	3,131	4	2,447	9	3,046	2	210	5	452	10	561	1	292
LINN	16,754	19,351	18,900	7	999	1	108	13	5,848	7	5,587	10	2,972	5	191	6	423	19	1,234	3	117
LOGAN	13,284	17,428	17,506	5	1,302	5	1,364	6	5,273	9	4,076	6	1,299	8	806	4	600	7	729	3	342
LYON	108,940	161,653	166,873	21	6,312	7	23,896	24	35,729	33	32,443	40	17,280	23	8,564	26	7,338	60	18,425	6	3,004
Emporia	104,623	156,397	161,781	18	5,755	7	23,896	18	35,320	30	32,443	29	14,695	23	8,564	24	7,338	50	18,000	6	3,004
McPHERSON	72,901	102,337	104,496	25	7,621	10	6,201	27	25,827	29	18,429	32	15,716	17	4,732	23	4,290	53	10,572	9	2,607
McPherson	52,484	78,546	81,215	12	5,328	4	5,933	14	20,676	18	13,407	13	9,837	13	4,586	15	3,853	30	8,574	5	2,248
MARION	31,658	37,957	37,384	7	2,431	3	828	18	8,860	10	7,378	25	9,493	12	859	17	1,680	26	2,537	6	456
MARSHALL	38,493	51,789	52,312	14	5,053	7	2,246	17	11,597	19	9,683	24	5,575	11	2,217	9	6,341	35	2,507	6	1,733
MEADE	8,852	13,687	14,249	4	1,099	1	397	5	4,496	7	3,863	5	2,142	3	6	6	546	8	647	2	294
MIAMI	47,199	82,368	88,049	17	7,133	6	2,809	17	29,845	17	16,729	19	11,437	17	2,659	17	3,628	23	4,788	5	2,474
MITCHELL	30,459	37,463	37,111	9	1,947	7	1,946	11	5,818	10	9,608	16	9,616	6	725	12	1,311	19	2,805	4	706
Beloit	22,420	25,651	26,297	7	1,473	5	1,649	4	3,865	6	7,566	7	4,653	6	725	10	1,194	11	2,250	3	613
MONTGOMERY	150,424	215,700	220,933	25	11,537	14	21,637	55	55,642	54	42,612	46	16,392	45	10,212	47	7,087	76	13,537	13	7,080
Coffeyville	71,153	102,381	104,935	13	5,688	5	12,144	21	27,985	26	20,158	21	8,091	25	7,484	17	3,222	36	8,286	7	2,201
Independence	63,802	91,255	93,418	9	5,487	4	9,367	21	19,700	21	19,201	15	5,211	14	2,087	24	3,539	25	4,220	4	3,505
MORRIS	14,661	19,352	19,463	6	1,543	2	310	9	4,535	8	4,496	15	3,446	6	460	6	562	15	1,588	2	376
Council Grove	8,384	11,036	11,367		757		482		2,681		3,621		1,881		234		240		903		84
MORTON	9,166	13,996	14,531	2	375	1	618	4	4,192	6	4,884	7	2,470	3	130	3	329	6	907	1	288
NEMAHA	25,543	32,733	32,709	14	2,707	5	1,495	18	9,305	18	6,972	23	3,284	14	1,473	10	1,141	22	2,001	3	869
NEOSHO	67,498	126,446	137,298	13	9,141	8	16,367	20	26,789	19	33,939	28	15,031	13	3,611	24	6,898	50	11,854	7	2,790
Chanute	59,250	112,597	122,618	8	8,201	6	15,648	12	22,406	15	30,550	19	12,029	12	3,494	19	6,630	40	10,701	5	2,433
NESS	9,478	18,661	20,496	5	416	2	161	5	5,819	8	5,195	8	2,808	5	1,097	3	481	12	1,657	1	397
NORTON	21,954	30,250	30,718	7	2,159	5	2,141	10	6,582	12	6,299	15	4,260	7	2,002	9	1,806	22	2,048	2	499
Norton	20,450	26,966	28,287	5	1,902	4	1,963	6	5,942	12	6,299	9	3,466	7	2,002	8	1,722	15	1,845	2	499

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OSAGE	29,029	34,886	34,331	10	3,422	6	214	10	9,973	19	7,290	10	5,989	5	489	13	1,316	28	1,938	7	647
OSBORNE	14,773	19,157	19,189	10	4,108	2	323	11	4,038	7	2,571	9	3,990	5	1,074	5	768	9	1,194	2	358
OTTAWA	13,411	15,264	14,978	8	539	3	171	11	3,203	9	5,230	8	3,164	2	339	7	327	13	872	3	398
PAWNEE	26,975	35,009	35,081	10	2,743	3	6,601	8	8,578	10	6,538	8	2,788	8	1,449	5	1,367	16	2,984	3	486
Larned	25,730	32,111	33,284	8	2,538	3	6,601	6	7,737	9	6,282	7	2,651	8	1,449	5	1,367	14	2,762	3	486
PHILLIPS	19,338	26,341	26,675	10	1,895	3	896	13	8,174	10	4,878	13	2,696	8	1,642	9	1,805	15	1,738	3	579
POTTAWATOMIE	28,446	44,485	46,441	14	5,303	6	903	16	13,478	21	9,462	17	7,235	3	870	14	1,373	32	3,727	6	1,841
PRATT	41,468	66,126	69,319	13	7,329	4	7,671	16	17,914	15	12,594	11	6,437	10	2,967	13	2,565	22	5,055	4	1,370
Pratt	40,286	62,759	67,255	9	7,018	4	7,671	14	17,024	14	12,260	10	6,206	10	2,967	13	2,565	20	4,874	4	1,370
RAWLINS	7,490	10,489	10,687	9	791	2	333	7	3,235	5	2,501	7	1,738	3	181	3	383	9	482	1	216
RENO	347,101	294,713	290,015	46	20,038	13	37,037	50	66,192	58	48,022	66	23,898	32	13,978	39	13,549	140	25,788	12	7,993
Hutchinson	219,256	265,941	262,588	28	15,405	11	34,951	34	63,463	43	39,517	47	20,079	31	13,782	51	13,373	112	23,903	11	7,693
REPUBLIC	15,812	18,519	18,142	9	1,563	4	943	12	5,759	7	2,406	12	1,858	7	884	7	890	20	1,845	3	889
RICE	25,207	39,512	41,269	10	2,488	3	1,777	9	10,482	8	7,088	23	6,887	10	1,979	11	1,141	22	2,869	7	1,792
Lyons	17,194	26,268	28,083	5	1,742	1	773	4	8,232	5	4,834	10	4,531	6	1,894	6	598	9	1,363	3	1,120
RILEY	156,637	182,558	178,698	28	10,574	9	25,987	34	37,252	38	25,216	46	21,064	27	7,297	42	9,006	82	23,846	10	2,897
Manhattan	148,522	171,678	167,716	25	9,756	8	23,908	20	34,622	32	23,734	37	20,239	27	7,297	41	8,848	73	21,963	9	2,840
ROOKS	15,347	35,683	40,553	8	2,513	4	547	12	10,740	7	3,283	20	11,978	9	1,457	10	1,522	19	2,768	5	1,432
RUSH	9,150	11,908	11,939	10	2,476	2	348	7	1,950	2	224	8	2,829	2	191	3	1,041	17	997	3	277
RUSSELL	28,237	58,973	65,524	6	2,012	3	3,528	11	15,780	12	17,792	17	7,392	5	3,102	11	2,119	35	5,409	5	1,444
Russell	24,681	51,485	56,847	5	1,853	3	3,528	5	11,665	10	16,275	13	6,924	5	3,102	9	1,936	21	4,084	4	1,306
SALINE	209,348	274,088	275,273	24	13,566	12	38,087	32	56,750	53	58,623	54	31,579	50	12,376	52	12,865	98	24,838	13	3,582
Salina	206,323	271,026	272,368	21	13,502	12	38,087	30	56,619	52	58,381	48	30,133	49	12,367	51	12,858	91	23,726	13	3,582
SCOTT	22,026	27,007	26,723	9	2,684	2	1,988	6	6,293	7	4,889	6	3,739	13	1,272	7	1,916	12	1,394	1	361
SEDGWICK	1,392,624	2,276,568	2,399,426	140	128,649	61	341,498	230	465,684	261	482,680	278	197,508	236	134,285	238	96,230	709	332,714	64	59,280
Derby	28,617	43,092	45,988	4	795	3	6,117	6	12,857	5	13,296	8	4,348	3	1,861	5	1,520	16	3,636		
Haysville	7,771	12,711	13,699	3	268	1	425	5	5,608	4	2,275	3	1,876	4	349	1	77	8	1,440	2	299
Wichita	1,241,419	2,033,399	2,144,052	106	96,566	51	329,657	180	404,596	217	425,996	218	159,275	217	129,785	221	86,822	617	236,288	58	57,555
SEWARD	88,256	129,092	132,826	18	8,772	7	13,688	21	28,038	18	29,581	22	10,661	33	10,346	24	7,121	34	10,908	4	2,234
Liberal	83,137	123,983	127,432	16	7,536	7	13,688	20	25,894	18	29,581	21	9,870	33	10,346	24	7,121	33	10,276	4	2,169
SHAWNEE	466,811	773,100	764,622	54	52,021	28	105,949	102	152,436	122	137,755	138	70,923	91	30,873	116	29,465	248	65,232	32	36,121
Topeka	384,958	715,484	707,712	47	44,291	26	95,867	94	136,953	109	136,469	121	57,209	89	30,799	110	28,987	232	62,789	31	32,834
SHERIDAN	6,756	7,801	7,620	5	1,242	3	365	5	2,047	2	641	3	725	1	19	3	333	5	446	1	226
SHERMAN	36,713	46,010	45,753	12	5,466	3	3,920	7	9,035	14	10,064	13	4,767	7	2,164	9	2,115	17	3,753	2	540
Goodland	36,647	44,158	45,661	12	5,466	3	3,920	5	8,953	14	10,064	13	4,767	7	2,164	9	2,115	17	3,753	2	540
SMITH	16,313	20,124	19,940	5	1,164	5	1,139	10	7,660	10	3,310	13	3,409	6	566	6	245	17	907	2	311
STAFFORD	12,817	20,292	21,241	6	1,497	1		7	7,467	7	3,306	14	5,291	6	253	6	551	17	1,422	3	363
STANTON	3,661	4,758	4,770	1				3	3,135	2	80	1	585	1		2	271	6	548	1	125
STEVENS	13,020	17,242	17,356	7	2,072	1	436	4	4,704	6	4,229	6	1,264	4	630	3	154	4	737	2	516
SUMNER	51,337	69,176	69,914	24	4,036	9	4,614	24	19,256	27	11,427	35	9,580	20	2,582	26	3,933	37	5,929	11	3,308
Wellington	30,206	37,825	39,349	12	2,135	4	4,389	9	11,635	13	7,854	12	2,679	15	1,864	8	2,222	14	2,012	6	1,722
THOMAS	35,796	49,780	50,648	13	3,080	5	3,040	8	12,051	12	8,934	15	7,863	12	2,343	10	1,511	27	4,933	3	885
Colby	33,183	44,369	46,607	11	2,883	4	2,811	5	10,349	12	8,934	11	7,075	12	2,343	9	1,454	21	3,988	3	885
TREGO	13,443	16,434	16,252	5	1,687	1	568	8	3,557	4	1,768	7	4,859	4	261	2	75	11	1,242	3	348
WABAUNSEE	8,706	11,063	11,035	6	994	1		9	1,564	3	573	13	4,277	1	48	2	158	15	2,074	2	164
WALLACE	5,830	6,279	6,039	5	939			3	1,158	2	981	5	1,027	3	125	3	450	3	571	1	170
WASHINGTON	17,224	19,059	18,443	12	1,116	2	613	9	4,513	7	1,311	14	4,604	2	116	9	1,242	20	1,411	3	457
WICHITA	9,271	15,140	15,954	3	1,295	1	204	7	3,940	5	6,531	1	1,345	7	513	1	107	10	1,000	2	171
WILSON	22,605	31,986	32,675	11	2,117	3	1,748	12	11,357	12	4,844	16	3,045	10	1,263	8	764	23	1,697	4	1,600
WOODSON	9,228	14,492	15,140	5	225	3	354	5	3,313	6	3,637	11	4,498	3	149	4	451	12	1,174		
WYANDOTTE	546,580	658,451	649,540	54	28,126	31	87,364	151	165,737	101	131,585	133	70,640	74	21,549	88	20,656	244	54,083	29	9,200
Kansas City	517,876	630,185	622,766	49	27,575	29	82,992	145	159,212	93	123,479	126	69,065	71	21,132	84	20,570	232	52,742	25	8,199

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,491,662	15,027,305	15,433,687	1,454	835,117	1,080	1,667,385	5,603	3,970,282	2,736	2,768,399	3,452	1,809,135	2,045	607,012	2,088	597,409	4,413	1,257,642	910	534,521
STANDARD METROPOLITAN STATISTICAL AREAS																					
Cincinnati, O.-Ky.-Ind.	4,754,713	6,956,102	7,251,826	440	236,947	204	1,209,120	1,661	1,713,142	547	1,142,062	1,030	798,806	639	250,373	706	284,834	2,341	772,224	311	226,951
Clarksville-Hopkinsville, Tenn.-Ky.	453,433	498,782	482,957	47	32,600	43	69,520	160	94,437	121	115,931	140	40,026	91	16,435	103	21,774	196	37,849	28	12,230
Evansville, Ind.-Ky.	1,055,812	1,538,089	1,585,069	141	95,500	67	200,547	241	328,125	241	286,530	274	170,386	157	94,616	204	68,476	560	151,683	71	52,864
Huntington-Ashland, W Va.-Ky.-O.	944,142	1,277,119	1,295,972	106	77,264	69	188,797	388	340,338	212	208,810	261	126,624	137	58,468	170	64,860	369	92,080	69	42,954
Lexington-Fayette, Ky.	1,147,064	1,410,856	1,396,791	97	54,790	68	194,827	329	316,075	132	240,882	251	147,356	208	72,845	186	49,529	428	132,310	73	41,688
Louisville, Ky.-Ind.	3,099,125	4,255,378	4,323,967	279	176,729	145	628,065	855	972,021	465	783,653	669	445,932	309	165,915	471	186,086	1,300	461,754	215	146,996
Owensboro, Ky.	302,055	563,484	609,798	39	40,830	17	78,311	105	136,619	102	113,070	77	49,093	65	30,907	65	29,811	128	53,224	24	21,223
COUNTIES, Cities																					
ADAIR	27,757	49,196	52,653	6	2,999	9	1,799	39	18,291	19	10,909	19	7,005	11	1,392	7	2,575	13	2,534	3	1,563
ALLEN	26,406	37,680	38,460	8	4,438	7	2,465	32	14,245	16	5,080	16	5,090	7	435	4	634	11	2,174	4	1,668
ANDERSON	24,637	28,909	28,823	3	1,298	4	2,261	13	10,261	11	7,757	19	5,971	10	1,356	7	638	17	1,857	3	1,294
BALLARD	23,946	37,584	39,130	6	2,547	2	413	20	12,733	8	10,503	17	6,660	3	211	5	318	17	1,762	4	887

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KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BARREN	107,708	186,312	198,409	22	14,831	10	15,214	58	48,122	39	33,503	52	26,543	31	8,907	31	11,100	53	15,911	12	7,535
Glasgow	83,485	147,453	157,715	16	11,259	8	12,582	40	40,076	32	30,031	34	14,385	23	7,517	28	10,951	31	9,983	10	6,569
BATH	12,159	19,564	20,501	2	789	4	815	25	5,610	13	4,590	13	4,168	3	715	4	932	10	809	2	510
BELL	113,571	206,233	221,923	18	19,988	13	19,357	82	63,611	24	36,535	30	21,581	30	12,757	23	10,200	30	10,497	14	10,506
Middlesborough	79,955	147,192	158,859	11	16,930	7	16,603	34	42,036	18	28,106	16	12,195	22	9,613	17	8,037	18	7,028	9	7,006
BOONE	218,583	455,220	504,486	20	16,259	10	107,776	51	89,593	25	49,767	53	113,525	48	25,029	23	8,137	65	48,268	12	10,907
BOURBON	39,832	64,580	67,789	8	2,451	4	2,361	23	25,388	10	12,782	18	7,572	10	2,962	7	[illegible]	25	5,172	5	2,497
BOYD	220,242	338,865	351,649	34	23,105	16	79,450	63	77,834	59	58,476	53	32,013	36	16,748	38	16,678	44	22,511	17	11,834
Ashland	196,667	303,708	315,403	25	20,347	13	74,643	43	68,089	52	56,586	40	26,755	34	16,336	29	15,304	36	19,223	13	11,030
BOYLE	81,198	125,703	131,055	15	5,921	10	20,515	32	33,382	19	21,672	27	12,646	15	2,674	20	3,683	25	10,031	9	3,749
Danville	62,377	87,771	89,308	13	5,118	4	11,549	19	19,050	16	21,193	20	9,413	11	2,271	16	2,447	20	6,977	8	3,322
BRACKEN	11,268	12,788	12,410	4	1,468	3	845	18	3,896	6	3,130	6	1,244			3	393	9	857	2	277
BREATHITT	28,323	57,608	63,515	7	4,920	9	6,401	50	17,388	13	14,788	11	8,081	8	2,408	5	2,560	14	2,515	3	1,669
BRECKINRIDGE	35,321	50,541	51,622	5	1,570	5	1,521	35	21,980	17	7,742	31	7,548	12	1,648	10	1,086	18	2,144	6	2,367
BULLITT	39,254	71,813	77,260	16	7,683	3	2,458	18	17,524	16	8,826	30	23,317	5	372	8	3,359	12	5,058	5	2,256
BUTLER	19,420	26,975	27,366	2	801	1	209	25	9,256	12	7,161	11	4,845	7	744	7	617	9	946	3	1,166
CALDWELL	48,001	72,636	75,101	11	3,834	6	4,452	15	17,051	14	22,414	23	6,577	14	3,504	8	2,542	18	3,614	6	2,619
CALLOWAY	101,891	134,149	134,587	18	8,131	9	8,395	44	29,224	60	38,743	25	11,415	36	8,838	27	5,134	37	10,979	10	3,805
Murray	98,601	131,206	131,876	15	7,973	8	8,175	33	28,162	55	38,412	21	11,016	36	8,838	23	5,018	35	10,839	10	3,805
CAMPBELL	217,225	322,332	331,985	20	8,022	10	27,481	108	98,121	53	51,135	54	34,835	19	6,364	31	9,650	176	41,613	20	17,304
CARLISLE	12,879	17,442	17,596	3	837	2	269	13	4,634	8	5,108	12	4,612	2	146	3	134	4	608	2	734
CARROLL	20,420	27,707	27,970	5	1,012	4	1,053	23	7,696	10	5,242	13	4,827	8	1,059	5	849	18	2,673	2	1,102
CARTER	56,091	90,985	95,529	11	9,030	10	6,493	38	29,909	14	13,929	28	16,030	13	3,749	17	5,343	16	3,262	5	2,876
CASEY	21,175	32,332	33,497	8	3,836	8	1,813	38	14,083	14	4,740	15	3,809	8	1,370	7	1,085	15	1,321	2	54
CHRISTIAN	192,524	173,594	160,249	21	8,796	22	20,402	81	33,694	53	32,717	74	14,564	46	7,201	36	6,400	79	11,221	14	4,276
Hopkinsville	140,603	124,135	114,035	17	8,014	13	5,868	48	27,270	43	26,867	54	10,396	39	5,540	31	5,893	57	8,129	12	3,696
CLARK	91,050	145,920	152,946	9	10,794	8	13,052	51	40,779	21	31,806	22	13,427	19	4,396	12	4,379	43	17,658	7	4,550
Winchester	89,762	93,715	96,761	9	10,794	8	13,052	48	4,335	21	31,806	22	13,427	19	4,396	12	4,379	42	1,949	7	518
CLAY	47,935	90,145	97,718	6	2,918	8	4,459	64	35,966	24	23,025	21	10,172	14	3,257	15	6,272	17	2,565	4	3,547
CLINTON	17,165	25,363	26,091	5	1,817	8	1,402	24	8,953	16	4,740	20	3,626	8	651	9	1,027	8	1,364	2	408
CRITTENDEN	19,439	22,738	22,213	5	986	3	720	9	9,058	10	4,926	8	1,867	6	1,074	6	603	6	723	2	954
CUMBERLAND	13,439	19,678	20,204	2	728	5	675	21	7,160	4	4,567	14	2,673	4	476	3	392	6	1,356	2	930
DAVIESS	302,055	563,454	609,790	39	40,850	17	78,311	105	136,619	102	113,070	77	49,093	65	30,907	65	29,811	128	53,224	24	21,223
Owensboro	282,032	523,008	565,260	29	36,195	16	78,111	78	119,804	95	109,290	65	41,372	63	30,482	65	29,811	114	49,585	22	19,392
EDMONSON	9,158	10,550	10,274	4	436	4	500	22	3,257	10	1,401	9	1,058	4	187	4	379	4	1,166	2	454
ELLIOTT	4,651	4,334	4,029	1	184	2	223	11	1,769	[illegible]	498	5	599	1	91	1	50	2	110	1	290
ESTILL	30,448	49,939	52,550	2	485	8	2,007	40	15,452	9	16,254	13	6,258	9	1,426	7	1,002	11	2,229	4	2,781
FAYETTE	901,113	1,040,385	1,013,581	61	33,884	41	174,149	180	194,926	88	173,870	158	97,932	156	63,130	143	39,814	294	96,214	45	27,195
Lexington	901,113	1,040,385	1,013,581	61	33,884	41	174,149	180	194,926	88	173,870	158	97,932	156	63,130	143	39,814	294	96,214	45	27,195
FLEMING	30,511	44,706	45,888	5	4,373	5	937	32	11,220	16	16,709	13	3,366	7	1,039	9	2,820	9	1,066	5	2,308
FLOYD	132,736	150,451	145,977	30	9,497	27	8,387	110	32,711	26	51,424	64	15,867	30	4,683	33	4,525	31	4,825	12	4,655
FRANKLIN	128,033	290,242	327,468	22	25,164	6	24,819	61	95,620	25	43,908	36	43,189	34	18,052	24	9,322	71	32,260	11	12,762
Frankfort	127,198	288,740	325,855	22	25,164	6	24,819	61	95,620	25	43,908	35	42,179	34	18,052	24	9,275	71	32,260	11	12,762
FULTON	41,328	48,732	47,700	11	1,891	7	4,883	24	14,565	8	6,610	19	6,698	11	1,134	15	1,975	20	1,856	4	932
Fulton	33,689	37,850	38,682	7	1,376	5	4,181	10	11,001	6	5,777	10	4,917	8	1,080	11	1,711	10	1,315	2	698
GALLATIN	8,776	19,644	22,105	3	1,071	1	182	11	7,005	1	1,862	8	4,680	3	44	3	400	12	2,794	1	570
GARRARD	19,948	28,000	28,481	4	2,384	3	831	20	6,140	7	2,847	14	2,564	4	620	4	1,722	10	1,585	5	1,323
GRANT	33,830	62,973	68,117	9	2,575	4	1,381	20	9,657	15	16,000	23	22,266	6	543	7	1,815	19	9,050	2	1,146
GRAVES	89,845	126,598	129,007	14	8,044	9	7,910	56	31,169	33	32,713	30	12,334	32	8,389	21	6,555	35	5,689	12	5,961
Mayfield	82,914	119,993	122,834	10	7,934	9	7,910	28	28,487	26	32,519	21	10,976	30	8,302	19	6,452	22	5,008	11	5,880
GRAYSON	42,766	73,207	77,771	17	7,483	9	3,593	39	23,696	25	13,036	21	11,439	13	2,558	12	3,777	21	3,114	6	2,958
GREEN	19,864	32,559	34,263	5	3,917	9	2,588	27	12,668	10	5,496	11	4,270	7	819	12	1,067	11	1,329	2	571
GREENUP	58,149	78,570	79,255	8	2,669	10	5,508	48	32,168	19	12,511	30	9,995	11	2,982	14	2,652	21	3,161	7	1,856
HANCOCK	8,617	13,110	13,572	2	268			14	6,407	2	1,834	10	3,243	4	373			7	954	2	213
HARDIN	230,706	260,768	252,823	32	16,771	14	16,281	67	45,211	65	61,533	74	48,498	46	7,122	44	9,154	78	22,529	11	4,950
Elizabethtown	135,691	152,962	148,215	16	11,906	8	9,394	27	27,774	31	39,804	38	20,830	26	4,348	26	5,081	41	14,109	7	3,453
HARLAN	109,322	130,614	128,246	12	3,150	18	11,282	107	54,858	30	12,222	33	12,513	18	4,057	26	9,047	29	5,317	11	3,651
Harlan	55,409	61,672	62,925	4	1,285	7	8,924	18	22,714	8	7,751	9	4,126	12	2,906	9	5,035	10	2,643	6	2,315
HARRISON	34,031	45,711	46,051	10	2,655	8	4,136	20	12,297	11	6,216	15	5,408	12	1,911	9	2,302	19	3,151	7	2,491
HART	33,043	41,463	41,133	9	4,697	11	2,095	30	12,287	17	8,233	25	5,113	11	1,488	10	1,299	15	856	5	1,427
HENDERSON	139,396	255,386	273,614	21	16,761	12	17,779	49	58,283	29	59,269	37	40,013	25	20,208	25	12,246	74	19,698	9	7,232
Henderson	137,693	246,387	364,252	21	16,761	12	17,779	42	51,378	28	57,607	35	40,002	25	20,208	25	12,246	67	19,213	9	7,232
HENRY	25,151	38,209	39,542	7	726	9	3,317	24	14,066	6	8,888	19	4,220	5	296	7	1,694	17	2,587	3	1,440
HICKMAN	8,845	11,844	11,923	4	1,565	3	201	7	5,626	3	1,442	4	830	2	365	2	46	5	341	2	486
HOPKINS	141,902	201,317	205,260	23	14,970	15	20,833	69	58,230	42	42,282	48	24,472	23	9,118	26	6,770	35	9,985	11	7,085
Madisonville	116,433	167,421	171,192	15	12,290	11	19,602	33	47,134	30	39,090	30	12,480	20	8,904	19	6,298	26	9,232	7	6,255
JACKSON	14,256	18,167	18,091	4	1,126	9	1,055	32	5,009	12	3,232	16	1,816	4	378	4	172	13	4,293	3	195
JEFFERSON	2,524,826	3,462,130	3,515,672	193	135,573	114	523,311	685	797,396	345	617,329	481	323,356	335	140,630	377	153,780	1,070	380,078	177	118,597
Louisville	1,106,870	1,243,482	1,204,111	86	38,037	45	111,293	410	312,014	139	174,925	229	111,510	150	39,218	169	57,465	657	167,782	97	49,842
JESSAMINE	48,254	72,673	75,064	7	4,911	3	2,087	34	28,505	14	11,924	16	8,135	5	424	10	1,855	16	3,378	6	2,438
JOHNSON	71,564	92,841	92,792	9	11,947	11	5,723	49	23,143	19	17,167	20	10,647	15	3,853	10	6,901	22	4,626	6	3,723
KENTON	392,101	585,919	605,282	38	23,367	12	50,826	178	183,829	55	78,099	92	71,682	32	9,869	54	23,225	249	65,815	33	36,093
Covington	213,707	286,512	288,504	19	10,145	7	14,709	88	67,807	32	69,233	37	27,777	17	7,175	29	12,782	147	31,192	18	12,479
KNOTT	18,248	28,699	29,932	8	2,642	7	2,473	49	12,324	11	2,267	22	4,837	8	1,273	6	253	8	468	3	693
KNOX	63,246	96,898	100,488	16	8,108	6	6,051	66	41,513	26	8,095	19	11,420	15	2,220	18	2,525	20	8,985	7	5,847
LARUE	25,067	38,954	40,517	6	894	5	1,521	18	13,138	10	6,023	22	8,150	7	1,859	10	1,756	13	1,742	4	1,295
LAUREL	99,710	139,236	141,424	13	6,788	9	9,685	67	29,376	33	34,122	36	29,462	19	3,709	17	5,264	25	8,445	6	4,886
LAWRENCE	30,727	43,290	44,066	3	1,380	5	601	34	18,014	13	10,742	14	5,135	3	822	8	1,920	6	1,245	3	2,223
LEE	15,450	24,858	26,053	2	1,118	8	1,383	27	8,400	11	6,239	6	2,276	1	442	4	156	5	760	3	1,365
LESLIE	14,056	23,613	24,982	4	808	8	2,721	43	9,851	11	1,415	15	3,252	3	705	10	1,594	7	706	1	2,108
LETCHER	53,019	44,532	40,481	9	2,581	17	4,172	91	16,431	29	4,466	28	4,111	10	1,492	17	2,371	23	1,127	8	961
LEWIS	15,945	29,078	31,318	4	1,827	3	1,234	28	10,824	17	4,299	13	6,507	4	2,240	6	420	8	1,249	2	59
LINCOLN	31,605	60,152	65,373	12	8,476	6	873	48	20,728	13	12,110	28	10,665	8	1,684	6	3,137	16	1,221	5	2,019
LIVINGSTON	11,402	9,890	9,053	3	140	3	188	23	2,815	8	747	21	1,575	1	23	1	23	12	1,423	3	426
LOGAN	53,316	70,696	71,002	15	4,520	13	4,299	36	22,212	23	15,377	28	8,199	13	2,208	23	3,205	24	3,731	9	3,239
LYON	9,136	15,236	16,096	2	267	2	506	7	7,595	3	1,180	11	3,288	2	311	3	59	7	1,233	2	469

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCCRACKEN	284,457	387,193	391,179	27	28,544	14	53,375	65	79,259	67	65,917	57	24,420	62	21,517	62	20,708	107	29,872	22	20,606
Paducah	241,102	324,096	326,489	25	25,970	12	41,199	51	63,313	55	58,609	51	20,726	36	19,718	59	20,325	96	26,821	19	12,043
MCCREARY	18,787	41,699	46,838	6	2,695	6	986	40	21,641	16	5,526	17	7,314	8	1,826	8	1,595	7	1,424	1	1,569
MCLEAN	19,064	24,356	24,256	7	1,090	3	893	17	7,728	7	7,753	11	2,391	1	22	7	1,502	14	731	4	780
MADISON	154,267	172,147	166,395	22	11,847	12	11,323	84	37,883	44	24,901	52	24,329	40	6,745	26	3,176	70	21,483	12	4,857
Richmond	113,992	132,722	129,546	16	10,358	7	9,572	48	28,966	25	15,006	31	17,665	27	6,010	21	2,613	49	16,173	7	4,486
MAGOFFIN	16,617	39,395	44,872	6	2,536	9	7,531	30	15,641	9	1,902	16	10,772	1	337	6	1,040	7	997	3	2,904
MARION	31,681	48,536	50,337	7	3,277	10	4,171	21	19,883	15	2,811	18	4,115	9	2,282	9	1,567	23	3,047	4	1,642
MARSHALL	78,355	105,517	106,307	12	11,665	14	6,329	53	22,372	49	36,420	24	15,349	12	2,035	12	1,181	31	2,611	5	3,292
MARTIN	22,353	35,968	37,423	5	3,217	6	713	21	14,973	5	8,183	10	3,716	6	749	7	2,574	13	1,062	4	1,193
MASON	63,391	69,806	67,314	9	2,226	5	5,179	31	20,851	15	9,604	18	4,644	20	5,415	10	2,500	33	3,834	10	3,247
Maysville	60,755	64,690	65,477	9	2,226	4	4,992	25	20,313	13	9,372	15	4,505	20	5,415	9	2,454	27	3,435	10	3,247
MEADE	24,576	34,547	35,153	7	759	4	823	20	11,402	9	7,042	13	7,340	6	894	7	399	20	3,737	2	601
MENIFEE	3,122	4,348	4,414	1	105	3	1,368	14	924	1	598	4	510	2	6	2	282	2	48	1	318
MERCER	45,135	51,559	50,106	7	3,692	6	1,274	28	14,324	28	10,017	25	6,564	11	1,844	13	2,811	15	3,538	8	2,784
METCALFE	13,286	20,245	20,966	3	2,153	3	800	19	7,465	7	4,565	9	2,831	5	421	5	616	11	978	3	434
MONROE	23,794	32,118	32,382	7	3,166	5	898	30	13,241	18	5,364	14	3,160	18	1,415	7	650	12	1,144	5	1,761
MONTGOMERY	70,115	94,227	94,926	11	4,388	8	7,899	36	29,488	42	15,711	25	11,620	11	3,108	12	2,875	25	4,822	7	3,966
MORGAN	39,616	53,444	53,869	7	5,350	4	2,636	32	11,368	10	21,317	11	2,693	5	958	6	1,839	7	1,351	2	428
MUHLENBERG	94,075	83,638	76,960	14	2,225	9	4,095	62	23,992	21	21,321	34	6,811	21	3,015	18	2,653	24	2,783	6	2,226
NELSON	59,822	90,883	94,058	13	3,714	12	5,654	40	26,118	22	15,065	28	10,871	15	2,723	15	3,737	26	6,406	7	5,106
NICHOLAS	9,725	13,879	14,172	3	706	1	321	11	6,400	10	1,781	6	1,623	5	493	3	469	6	652	2	730
OHIO	46,705	42,020	38,772	8	956	7	1,022	35	13,318	15	9,519	30	6,371	13	965	11	845	23	2,156	6	1,913
OLDHAM	49,196	106,287	117,535	10	7,943	5	5,189	11	23,150	15	44,879	22	19,236	2	187	5	3,309	17	4,702	4	3,409
OWEN	14,255	21,931	22,756	3	671	3	620	12	7,608	5	8,154	8	2,107	3	349	5	256	6	980	2	1,248
OWSLEY	5,205	9,482	10,211			6	602	23	6,535	2	609	5	1,014			1	103	2	266	1	402
PENDLETON	13,724	22,367	23,505	6	1,470	3	1,394	14	7,825	7	3,695	7	3,040	3	389	4	34	8	938	3	636
PERRY	96,623	142,328	146,309	12	9,741	14	16,972	112	42,878	21	20,416	41	17,745	12	4,227	25	4,951	42	8,380	6	2,571
PIKE	190,530	282,994	291,482	37	20,222	29	34,037	194	85,880	47	61,430	71	26,856	39	11,456	38	9,994	61	14,816	9	4,884
POWELL	12,750	26,499	29,348	5	4,424	9	872	20	11,467	14	1,987	11	5,774	3		3	688	12	2,091	2	218
PULASKI	145,125	242,366	256,107	28	21,400	14	20,125	98	76,193	68	49,652	51	29,282	31	8,271	31	9,991	51	16,676	9	6,471
Somerset	123,770	209,949	222,564	21	15,776	10	19,140	54	63,081	49	43,726	35	24,225	25	7,513	28	9,799	44	15,781	8	6,412
ROBERTSON	1,995	2,806	2,854	2	99	1	223	5	1,228	1	681	1	375	1	132			1	116		
ROCKCASTLE	20,307	43,082	47,925	6	913	14	2,505	28	16,716	14	3,793	24	14,128	4	491	8	1,278	11	2,921	3	1,054
ROWAN	51,068	52,027	49,319	10	2,555	8	5,075	32	14,755	18	8,292	18	5,988	12	1,970	8	642	21	5,156	5	1,974
RUSSELL	28,997	35,428	34,941	10	3,465	10	1,625	24	10,683	18	7,418	23	4,883	13	1,147	8	744	14	1,240	4	1,390
SCOTT	35,964	46,632	46,616	7	1,518	6	2,003	24	13,504	11	6,742	21	10,597	11	1,397	7	1,129	18	5,214	5	2,253
SHELBY	60,801	90,276	92,941	10	8,932	9	7,502	28	25,270	14	20,478	17	8,777	15	2,584	13	1,727	24	7,046	5	3,100
SIMPSON	46,389	56,374	55,549	9	5,558	4	1,467	30	14,584	15	8,310	22	11,576	9	1,836	11	2,598	13	3,744	6	1,620
SPENCER	7,568	10,846	11,082	2	1,097	1	627	14	3,652	3	299	6	1,259	1	71	1	378	6	743	1	486
TAYLOR	51,908	77,741	80,203	12	5,027	7	4,798	39	22,426	25	13,058	24	7,660	23	4,628	21	2,999	25	6,463	4	2,899
TODD	19,446	21,349	20,572	3	368	6	422	30	7,806	12	3,084	13	3,370	7	516	8	919	10	1,723	4	898
TRIGG	21,701	26,739	26,424	5	1,310	3	912	25	9,826	9	4,954	10	2,372	4	393	5	831	10	1,745	4	1,497
TRIMBLE	3,460	6,476	7,013	1	189			5	1,266	1		5	3,305			2	174	4	706	1	311
UNION	36,680	53,682	55,099	9	2,237	5	3,797	29	19,114	13	7,048	22	6,484	8	2.163	14	1,788	29	3,226	5	1,702
WARREN	259,035	447,501	477,467	37	27,252	23	51,734	102	111,154	57	74,722	71	43,020	60	21,483	52	19,901	106	47,540	15	13,684
Bowling Green	237,812	426,160	457,297	34	25,789	16	42,342	77	109,099	54	74,672	61	41,350	52	19,548	49	19,602	101	47,203	14	12,209
WASHINGTON	19,955	27,872	28,309	3	1,285	8	1,000	14	6,919	10	9,140	12	3,385	5	852	5	1,288	8	1,045	3	1,094
WAYNE	29,721	51,819	55,274	9	2,351	7	2,870	51	20,993	14	7,942	10	6,491	14	2,209	10	1,858	9	2,669	5	3,817
WEBSTER	30,020	39,207	39,240	11	4,847	8	2,427	28	11,394	12	5,248	20	6,630	3	785	11	394	14	3,502	5	1,089
WHITLEY	113,588	151,105	151,906	17	9,998	16	13,908	61	28,945	28	29,685	48	26,190	28	5,978	27	8,365	40	8,782	11	6,092
Corbin	100,691	131,680	131,845	16	9,815	8	9,381	38	25,918	21	24,417	33	22,981	20	4,716	24	8,082	24	8,712	8	4,712
WOLFE	10,646	14,908	15,155			6	497	20	4,783	3	4,834	12	3,781	1	65	4	109	6	244	2	270
WOODFORD	30,851	40,666	40,795	5	1,232	6	1,175	17	12,973	8	3,758	16	9,693	7	536	7	914	32	4,674	5	2,755

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,417,144	19,857,887	20,696,931	1,308	962,695	1,045	2,663,441	5,801	5,599,456	2,429	3,729,475	2,989	1,735,275	2,476	1,066,018	2,169	826,392	6,382	1,853,322	1,008	698,326
STANDARD METROPOLITAN STATISTICAL AREAS																					
Alexandria, La.	429,022	508,378	489,781	68	23,563	34	83,945	224	119,869	93	86,049	112	40,187	65	33,411	76	18,976	180	32,455	27	16,467
Baton Rouge, La.	1,604,631	1,986,871	1,938,762	171	104,877	94	346,748	338	501,392	260	349,948	289	158,343	267	68,133	265	74,618	643	150,143	99	63,747
Lafayette, La.	580,687	1,401,788	1,381,683	60	90,753	25	239,297	284	327,252	76	277,049	124	135,835	116	118,862	98	80,805	246	152,035	34	42,506
Lake Charles, La.	562,733	1,210,838	1,333,537	91	95,759	37	178,751	226	354,128	124	255,417	122	96,345	98	60,277	112	54,859	241	110,533	40	46,019
Monroe, La.	494,746	584,076	562,241	61	30,280	44	91,796	190	129,016	104	109,636	108	41,425	91	32,096	96	24,056	204	44,047	39	35,847
New Orleans, La.	3,926,459	6,300,813	6,584,754	333	194,740	166	891,870	1,193	1,825,776	515	1,007,943	585	550,526	721	372,321	545	278,253	2,105	711,321	202	213,226
Shreveport, La.	1,241,237	1,610,353	1,586,896	102	90,617	87	236,037	437	350,183	266	323,459	317	127,836	256	96,827	225	70,677	505	136,568	87	37,817
COUNTIES, Cities																					
ACADIA	119,727	177,703	180,082	21	9,774	20	14,669	112	55,381	33	28,240	53	22,709	23	6,187	20	5,368	93	12,074	21	8,959
Crowley	61,066	89,513	90,459	11	5,622	7	7,471	34	25,317	11	11,908	21	13,330	14	3,998	8	1,519	43	6,906	10	3,701
ALLEN	52,016	67,297	66,110	13	4,083	16	5,656	41	19,667	20	15,522	25	6,196	17	2,985	15	2,210	35	3,790	8	2,533
ASCENSION	154,024	213,026	212,613	23	18,607	17	20,180	74	69,837	39	49,168	36	15,638	31	4,817	17	4,372	87	14,013	12	8,187
ASSUMPTION	28,622	40,204	40,248	2	1,260	9	6,344	32	12,966	11	8,069	16	3,387	3	434	9	1,841	53	3,339	5	1,526
AVOYELLES	85,585	147,224	154,210	14	7,320	22	14,010	90	54,088	31	37,472	34	8,364	16	2,526	24	4,290	53	7,550	17	8,479
BEAUREGARD	76,942	118,640	121,267	20	12,734	9	10,147	47	31,891	24	29,929	22	7,696	14	5,167	18	3,835	25	4,876	6	2,088
BIENVILLE	21,375	42,781	46,338	6	1,737	8	2,208	32	18,392	9	7,754	21	8,707	8	1,743	4	392	17	1,170	6	1,849
BOSSIER	179,112	286,590	295,429	23	12,734	16	42,379	87	73,231	57	56,183	62	30,937	33	9,054	31	7,859	111	31,860	12	5,096

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CADDO	945,011	1,209,946	1,186,611	66	33,354	54	182,948	274	243,970	172	246,544	213	86,693	187	81,869	171	59,276	350	100,699	61	29,699
Shreveport	854,314	1,233,505	1,092,684	58	31,377	44	159,069	204	224,153	148	238,001	181	73,224	167	74,191	135	56,308	300	94,192	54	25,785
CALCASIEU	562,733	1,310,828	1,333,537	91	95,759	37	178,751	226	354,128	124	255,417	122	96,345	98	60,277	112	54,859	241	110,533	40	46,019
Lake Charles	413,970	906,176	1,001,086	57	63,050	19	157,636	131	228,911	81	210,263	79	59,224	71	50,087	85	46,170	164	87,458	27	33,396
CALDWELL	20,164	38,251	38,351	3	1,276	7	2,800	28	14,018	7	7,965	12	4,023	8	1,599	3	210	12	1,378	3	1,990
CAMERON	14,797	23,501	24,186	4	1,322	5	1,652	17	9,312			12	6,424	2	131	2	76	20	3,033	2	496
CATAHOULA	25,249	55,121	60,853	8	5,108	6	3,469	26	16,709	7	11,744	19	5,937	9	1,780	5	3,236	19	2,546	6	3,727
CLAIBORNE	35,459	69,582	75,044	6	1,802	15	4,391	35	21,094	13	21,380	18	6,261	12	3,226	8	2,699	17	3,343	7	3,079
CONCORDIA	50,359	63,107	61,559	5	1,197	11	5,904	41	15,698	17	14,465	16	8,575	10	2,868	9	3,360	31	3,711	8	1,822
DE SOTO	46,273	118,323	135,145	13	8,398	11	11,753	43	47,648	15	27,408	23	8,854	10	3,482	10	3,558	13	5,643	6	4,270
EAST BATON ROUGE	1,332,321	1,553,495	1,491,118	123	68,226	68	314,153	343	348,734	179	251,636	206	108,359	222	60,353	228	66,573	474	121,816	75	47,047
Baton Rouge	1,091,065	1,257,525	1,203,816	89	55,859	49	288,477	221	211,727	129	217,286	162	87,878	184	53,894	162	57,926	375	106,106	50	34,390
EAST CARROLL	23,585	33,736	33,908	5	4,689	9	2,152	21	10,352	7	5,504	10	4,373	7	1,350	2	112	12	1,401	4	1,842
EAST FELICIANA	20,030	32,102	33 200	11	2,145	4	670	37	10,476	12	9,331	15	3,929	2	743	4	220	16	2,750	4	672
EVANGELINE	67,704	125,220	133,299	17	5,509	13	9,683	97	42,777	22	32,153	28	8,138	21	4,087	17	7,132	44	4,958	17	9,017
FRANKLIN	51,704	76,161	76,992	6	6,739	12	7,385	34	25,296	16	15,279	22	5,732	10	2,656	11	2,015	15	1,731	8	2,990
GRANT	18,824	19,857	18,629	8	162	6	796	43	8,657	6	6,032	7	1,087	1	64	5	492	8	726	2	251
IBERIA	205,894	498,605	562,964	25	36,653	13	45,211	127	158,036	46	127,872	52	36,079	39	37,549	48	22,258	134	41,177	19	20,182
New Iberia	176,100	427,576	483,035	19	30,434	7	41,449	78	123,299	38	116,977	34	28,034	32	34,638	42	20,869	94	35,256	13	18,478
IBERVILLE	70,848	88,961	86,820	7	5,020	13	6,055	64	23,535	19	16,669	26	6,742	11	2,494	19	2,682	70	8,836	11	4,220
JACKSON	35,354	43,991	42,838	6	1,346	6	4,683	35	14,104	10	8,359	15	3,136	13	1,869	11	2,408	18	1,905	7	1,703
JEFFERSON	1,734,439	3,450,083	3,736,970	144	100,723	67	587,563	430	1,068,454	223	608,615	223	298,692	273	204,334	232	177,337	694	343,613	66	108,997
JEFFERSON DAVIS	91,384	214,208	240,802	20	12,559	13	16,636	60	62,720	27	66,029	46	29,046	23	8,348	22	5,410	60	13,484	14	11,289
Jennings	67,794	172,904	197,366	11	9,555	6	14,973	27	47,956	16	60,402	19	20,599	14	7,192	13	3,949	32	9,734	7	9,119
LAFAYETTE	580,687	1,401,788	1,581,683	60	90,753	25	239,297	204	327,252	76	277,049	124	135,835	116	118,862	98	80,805	246	152,035	34	42,506
Lafayette	512,712	1,238,644	1,397,860	41	44,421	21	219,011	133	281,589	68	274,719	93	102,405	108	118,212	91	71,038	194	141,687	27	37,462
LAFOURCHE	223,861	383,010	400,793	42	29,989	23	33,220	127	116,701	50	68,813	77	36,365	53	12,514	51	17,222	137	47,178	27	15,777
Thibodaux	117,063	201,230	210,803	14	13,202	8	19,212	54	56,270	16	36,392	15	12,779	29	7,863	19	8,055	69	37,360	9	7,312
LA SALLE	35,350	42,326	40,856	11	1,740	7	2,200	28	14,770	20	9,299	13	3,230	9	1,577	9	1,258	22	2,042	7	1,947
LINCOLN	103,369	142,379	141,886	3	6,333	8	12,973	41	33,253	23	28,084	31	11,259	25	10,815	26	4,904	50	13,625	10	4,422
Ruston	93,008	128,335	127,941	8	6,333	6	10,697	26	31,158	20	27,971	21	8,904	23	10,767	24	4,810	37	11,166	8	4,279
LIVINGSTON	94,060	170,678	180,930	22	15,451	6	10,554	85	55,022	36	47,488	33	22,255	8	2,258	18	3,554	49	9,915	9	6,370
MADISON	30,408	41,932	41,802	4	783	5	2,836	29	14,620	7	9,913	12	3,831	14	2,065	7	1,239	25	2,191	5	1,470
MOREHOUSE	82,698	126,506	129,133	19	6,799	9	15,211	66	37,438	23	35,538	26	8,063	16	5,289	22	3,075	32	4,874	15	4,749
Bastrop	77,802	120,585	123,404	17	6,653	7	14,514	50	35,502	20	34,593	22	7,486	16	5,289	20	3,017	26	4,493	12	3,859
NATCHITOCHES	82,056	184,441	204,962	17	14,636	19	15,221	70	55,639	30	29,578	35	17,994	21	9,065	22	7,648	58	25,417	7	5,381
ORLEANS	1,783,578	1,986,148	1,886,982	126	39,437	62	209,874	569	446,473	200	256,408	254	135,387	364	136,654	242	82,590	1,149	273,647	107	71,552
New Orleans	1,783,578	1,986,148	1,886,982	126	39,437	62	209,874	569	446,473	200	256,408	254	135,387	364	136,654	242	82,590	1,149	273,647	107	71,552
OUACHITA	494,746	584,076	562,241	61	30,280	44	91,796	190	129,016	104	109,636	108	41,425	91	32,096	96	24,056	204	44,047	39	15,847
Monroe	360,548	480,587	402,112	31	17,402	30	81,998	92	66,542	67	100,363	68	20,000	65	26,807	68	19,089	127	30,734	24	9,414
West Monroe	100,441	118,045	113,481	26	11,847	11	8,638	52	42,749	26	5,949	26	9,849	25	5,163	19	4,023	50	9,605	9	4,926
PLAQUEMINES	56,088	97,145	101,924	13	5,071	8	4,182	46	41,375	17	4,139	23	13,733	10	642	3	3,980	52	23,512	6	1,607
POINTE COUPEE	47,695	90,220	96,543	5	3,203	11	6,744	56	35,003	13	23,247	18	8,810	8	2,985	11	3,672	45	6,009	8	3,851
RAPIDES	410,198	488,521	471,152	60	23,403	28	83,149	181	111,212	87	80,017	105	39,100	64	33,347	71	18,484	172	31,729	25	16,216
Alexandria	331,100	386,739	371,264	36	17,941	12	71,720	109	71,106	61	72,246	52	21,675	57	32,694	55	16,351	124	25,108	18	11,559
Pineville	42,196	51,403	53,245	5	3,753	5	5,984	18	23,404	13	2,116	21	7,122	4	351	10	814	15	4,579	5	3,131
RED RIVER	21,298	27,028	26,437	2		3	1,986	22	7,243	7	5,855	12	2,708	10	1,083	8	849	11	1,497	3	1,665
RICHLAND	57,785	99,473	104,233	11	5,512	12	5,644	53	33,532	22	18,506	29	12,858	20	4,329	10	4,191	21	3,650	11	5,241
SABINE	54,253	72,501	71,752	11	2,043	18	10,135	39	20,501	22	19,992	18	4,657	7	830	12	1,650	18	2,665	6	1,819
ST. BERNARD	147,734	179,969	174,479	19	3,319	10	24,057	76	81,039	37	7,569	36	17,801	23	6,808	22	3,913	89	14,845	13	7,419
ST. CHARLES	59,245	98,126	101,929	7	5,245	7	8,023	38	41,429	15	12,763	26	13,564	12	3,259	10	2,907	61	9,159	5	3,115
ST. HELENA	4,872	8,569	9,022	3	295	2	1,183	11	4,230	2	537	5	620			1		5	302	1	780
ST. JAMES	42,572	66,339	67,969	8	8,136	7	4,757	32	22,339	9	10,395	16	4,844	11	2,385	11	5,627	33	3,941	6	2,179
ST. JOHN THE BAPTIST	53,592	76,888	77,336	11	1,717	5	11,001	35	30,933	10	3,986	22	8,447	16	3,408	11	2,475	47	8,306	8	3,037
ST. LANDRY	210,367	408,991	440,302	27	25,332	30	29,755	202	124,702	43	86,727	87	42,501	55	26,431	44	16,864	121	24,965	32	22,923
Opelousas	88,418	177,833	192,865	9	5,379	9	11,706	51	31,107	20	54,744	26	15,796	30	17,119	16	9,083	38	11,817	10	11,530
ST. MARTIN	61,499	109,912	116,124	13	5,469	13	5,559	84	45,821	17	22,883	36	7,692	11	2,114	11	2,316	67	13,533	13	5,391
ST. MARY	190,706	379,589	410,992	34	19,491	12	22,577	114	133,043	49	65,012	56	42,745	43	22,355	37	13,885	136	46,307	21	15,317
Franklin	38,855	83,202	92,074	6	3,521	5	6,803	28	33,271	12	15,893	14	7,159	13	5,228	6	1,272	27	5,972	7	4,352
Morgan City	111,676	208,517	222,454	18	9,390	3	11,279	46	60,150	22	35,858	23	24,132	22	11,013	28	11,910	69	33,009	10	9,046
ST. TAMMANY	260,708	684,613	786,323	44	51,261	27	74,376	118	279,810	55	135,351	72	98,646	61	24,525	49	14,413	173	79,216	16	25,258
Slidell	151,063	400,137	460,449	16	22,056	12	53,674	43	120,714	30	85,223	37	60,197	34	13,996	22	6,225	87	56,192	7	15,148
TANGIPAHOA	249,999	352,934	353,780	36	23,270	26	36,523	159	97,757	64	72,260	68	37,549	70	17,173	42	7,643	118	26,251	25	11,521
Hammond	140,692	206,804	209,156	17	15,327	11	27,417	53	48,254	31	43,204	22	16,640	42	12,763	27	5,999	58	18,150	8	6,003
TENSAS	12,394	18,454	18,713	2	1,733	9	1,959	18	5,331	8	5,852	9	2,006	1	110	1	63	6	264	2	667
TERREBONNE	343,970	686,698	748,790	45	33,596	27	140,573	143	179,678	57	154,984	60	42,208	75	33,721	47	31,869	168	78,717	23	26,355
Houma	197,390	310,941	319,370	32	19,132	17	39,543	88	90,792	37	44,056	36	19,917	50	14,819	33	16,465	121	47,623	15	10,747
UNION	33,742	39,226	37,611	9	3,153	11	1,189	53	11,777	19	10,752	23	4,179	6	932	8	327	13	848	10	2,137
VERMILION	113,393	261,831	293,430	22	19,843	14	14,662	91	85,319	33	59,740	56	31,796	42	13,820	39	8,454	111	20,893	21	16,068
Abbeville	70,731	182,929	209,431	11	15,479	7	13,311	50	54,603	20	49,714	20	16,259	23	10,099	25	7,176	51	15,255	9	9,297
VERNON	75,002	96,095	94,203	17	7,344	9	6,544	76	36,763	24	13,202	19	3,637	20	3,216	12	2,091	55	8,723	4	1,445
WASHINGTON	109,935	139,155	136,067	14	3,924	13	8,129	77	48,471	31	23,827	38	11,289	32	9,373	28	5,264	57	6,059	12	6,496
Bogalusa	72,322	94,142	92,614	8	2,799	8	4,709	33	33,357	18	15,442	22	8,592	19	6,925	14	2,705	38	4,290	7	5,037
WEBSTER	117,114	113,817	104,856	13	4,529	17	10,710	76	32,982	37	20,732	42	10,206	36	5,904	23	3,542	44	4,009	14	3,022
Minden	67,156	65,326	60,421	7	2,818	6	7,049	33	17,587	19	11,845	23	6,443	21	3,316	16	2,303	20	2,515	6	1,681
WEST BATON ROUGE	24,226	49,672	54,101	3	2,593	3	1,861	26	27,799	6	1,636	14	12,091	6	705	2	119	33	4,399	3	2,143
WEST CARROLL	26,278	44,080	45,918	10	3,069	10	5,583	34	12,604	16	13,282	8	2,832	7	1,297	4	121	7	780	4	1,593
WEST FELICIANA	14,688	33,465	57,291	1	1,134	4	2,796	10	12,266	2	7,345	9	6,187	2		1	600	11	3,254	3	1,482
WINN	37,243	54,663	55,263	8	2,553	12	4,354	26	19,152	12	12,319	15	4,866	8	2,079	3	642	14	2,563	6	1,601

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MAINE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,615,742	5,282,605	5,439,995	662	320,753	522	537,760	1,802	1,410,471	953	887,419	933	438,825	579	185,291	673	154,090	1,814	431,899	298	157,652
STANDARD METROPOLITAN STATISTICAL AREAS																							
Bangor, Me.	392,987	611,371	639,971		37,272		84,331		144,844		124,391		45,027		24,638		28,463		32,247		18,768
Lewiston-Auburn, Me.	302,427	367,989	353,477	37	13,940	28	43,430	102	82,540	63	74,036	51	26,826	45	13,237	57	9,385	117	29,006	20	7,322
Portland, Me.	821,517	1,186,959	1,212,158	97	50,405	78	161,231	251	280,402	123	159,989	139	75,140	102	48,263	104	29,110	324	94,532	48	28,446
Portsmouth-Dover-Rochester, N.H.-Me.	613,688	1,237,266	1,361,369		74,625		90,392		304,975		223,515		121,521		45,597		43,874		142,727		35,323
COUNTIES, Cities																							
ANDROSCOGGIN	331,932	398,225	391,652	51	17,060	37	44,640	131	96,856	80	76,821	62	30,138	52	13,987	65	9,997	138	31,621	23	8,133
Auburn	118,522	142,308	139,934	8	2,671	9	14,575	32	32,469	26	51,385	19	12,792	5	1,279	20	2,836	32	9,529	6	1,692
Lewiston	168,812	271,190	194,798	22	7,687	16	28,381	63	44,759	29	20,715	26	12,426	40	11,958	32	6,052	79	18,469	11	4,623
AROOSTOOK	261,493	369,128	376,536	56	18,556	47	44,766	170	94,033	74	67,896	91	38,994	64	14,172	47	13,365	138	23,101	31	12,523
CUMBERLAND	918,068	1,328,617	1,365,989	123	72,788	90	188,201	298	317,667	148	176,548	163	88,605	120	52,655	129	35,545	339	104,939	54	32,735
Brunswick	104,405	153,726	157,491	15	18,171	8	18,041	30	42,242	18	31,704	14	8,737	13	4,620	23	7,562	32	12,808	6	3,554
Portland	302,050	359,708	353,173	34	17,108	25	27,343	113	83,935	50	54,082	46	22,919	42	10,677	44	10,554	137	37,513	20	8,298
FRANKLIN	66,138	132,115	145,237	17	7,972	14	11,594	56	38,778	28	26,897	21	9,225	14	5,183	11	2,422	46	12,396	6	4,100
HANCOCK	143,268	242,497	257,189	27	19,460	38	22,695	86	73,845	53	37,357	36	17,072	25	8,039	28	5,857	105	26,295	12	7,392
KENNEBEC	383,500	536,589	545,996	51	28,650	39	67,936	157	138,074	108	101,091	90	36,462	51	24,533	59	18,425	168	39,849	27	13,780
Augusta	152,055	225,513	232,349	15	11,773	13	35,701	46	58,009	33	52,239	31	14,813	18	9,160	17	10,640	56	15,352	10	4,974
Waterville	128,026	168,002	168,510	10	4,049	7	23,750	32	42,574	29	31,034	19	6,312	14	11,983	23	4,178	45	15,369	9	4,669
KNOX	107,619	162,901	168,589	35	10,575	20	14,194	78	47,185	38	23,585	25	17,087	29	8,389	38	3,599	60	12,081	9	5,318
LINCOLN	75,519	124,855	131,742	28	17,838	12	1,847	63	36,363	25	17,437	23	14,486	14	2,728	25	3,909	58	13,957	7	2,515
OXFORD	118,462	193,229	203,289	33	16,941	31	16,029	90	60,848	40	35,193	43	16,882	24	3,702	29	3,290	68	16,271	15	10,060
PENOBSCOT	493,292	770,157	802,563	78	52,206	55	95,871	194	193,358	117	153,885	113	67,337	66	28,170	80	31,470	174	58,919	34	21,536
Bangor	252,390	392,521	408,718	20	25,406	14	74,088	52	68,756	35	87,309	38	22,926	36	19,101	32	22,728	72	35,350	13	11,631
PISCATAQUIS	42,489	61,230	62,636	9	3,074	13	3,154	39	23,653	20	9,240	22	5,862	4	638	11	1,928	25	3,169	6	2,296
SAGADAHOC	50,460	105,267	116,781	10	2,898	11	2,913	33	37,796	25	30,297	20	11,082	6	1,343	9	1,982	27	6,155	4	2,943
Bath	33,239	70,013	77,369	5	1,895	2	763	19	31,504	8	16,517	8	4,553	6	1,343	8	1,842	14	3,265	4	2,943
SOMERSET	103,696	188,698	200,697	30	16,302	26	4,534	91	66,446	37	27,267	47	20,695	17	5,864	34	6,210	58	12,123	12	11,161
WALDO	55,180	70,809	70,683	17	4,026	14	2,993	56	22,622	26	11,621	23	6,028	8	1,021	13	1,413	40	6,333	7	3,510
WASHINGTON	88,612	113,122	112,779	30	7,236	31	9,882	77	39,206	34	11,626	42	11,671	15	1,607	25	2,395	63	6,541	8	3,006
YORK	375,844	487,266	4[illegible]7,638	67	25,171	44	26,520	203	123,741	100	80,658	112	47,199	70	13,260	70	12,283	307	58,149	33	16,644
Biddeford	67,941	80,986	79,549	8	5,552	6	7,429	35	21,713	22	9,522	15	5,147	17	3,265	17	3,048	38	5,265	6	2,731
Saco	54,584	75,091	77,086	7	1,095	6	6,987	15	24,652	8	20,912	11	7,084	5	1,711	4	1,264	22	5,544	2	2,659

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,377,108	21,040,841	21,667,283	1,120	686,967	648	2,898,416	4,055	5,187,233	1,836	3,471,140	2,465	2,181,755	2,160	967,826	2,094	835,940	5,726	2,083,872	771	793,363
STANDARD METROPOLITAN STATISTICAL AREAS																							
Baltimore, Md.	6,860,299	9,981,273	10,286,178	546	286,316	383	1,307,989	2,219	2,538,408	868	1,596,118	1,113	981,869	1,135	443,757	959	381,945	3,259	1,093,934	435	344,375
Cumberland, Md.-W.Va.	315,197	388,032	383,369	45	18,751	31	50,708	145	100,990	66	53,199	101	40,791	72	18,698	70	16,131	194	33,089	31	16,948
Hagerstown, Md.	421,922	524,978	521,992	37	24,324	27	74,220	122	112,898	66	68,784	95	86,083	60	20,351	76	17,988	175	36,713	19	15,373
Washington, D.C.-Md.-Va.	11,412,504	17,708,442	18,407,927	617	537,175	331	2,576,116	2,033	3,936,940	980	3,064,023	1,573	1,797,192	1,557	951,677	1,538	760,042	3,507	1,896,185	510	829,364
Wilmington, Del.-N.J.-Md.	1,791,371	2,630,485	2,737,135	177	105,523	99	408,817	314	623,699	282	375,275	370	270,644	274	114,339	268	127,576	719	228,509	107	98,520
COUNTIES, Cities																							
ALLEGANY	275,550	328,740	323,958	36	15,592	22	44,527	106	88,269	50	43,379	81	32,773	58	15,483	54	13,645	153	28,382	27	15,400
Cumberland	150,385	170,372	165,924	23	13,275	10	22,343	48	38,106	24	21,393	40	17,568	32	10,364	23	6,679	74	12,365	12	7,063
ANNE ARUNDEL	1,215,748	2,014,878	2,132,635	97	79,358	42	309,666	275	521,672	219	365,529	218	225,630	140	53,293	150	64,302	446	223,171	57	64,342
Annapolis	176,255	306,925	328,346	19	17,613	3	14,501	42	50,702	66	107,966	24	15,893	49	12,394	31	6,890	67	36,617	12	15,831
BALTIMORE	2,653,492	4,059,794	4,222,618	190	116,173	101	619,126	598	1,085,033	274	622,623	389	378,307	432	210,420	345	175,992	856	403,907	136	129,270
BALTIMORE CITY	2,088,617	2,611,061	2,598,600	142	36,669	105	255,317	1,072	601,540	204	408,907	294	209,305	440	139,193	306	99,400	1,614	337,928	185	103,054
Baltimore	2,088,617	2,611,061	2,598,600	170	36,669	168	255,317	1,364	601,540	241	408,907	443	209,305	521	139,193	318	99,400	1,797	337,928	220	103,054
CALVERT	58,766	72,829	72,351	7	3,280	8	1,567	37	25,946	18	10,440	15	8,966	6	1,170	11	2,524	38	7,690	3	2,281
CAROLINE	57,630	56,576	53,401	13	4,738	10	1,158	50	18,025	23	11,450	24	6,734	11	760	11	1,194	27	2,565	4	1,624
CARROLL	238,562	298,783	297,489	54	21,188	21	14,049	102	85,269	52	47,771	70	32,715	24	6,512	52	9,221	105	21,339	16	13,689
Westminster	93,366	115,444	114,627	16	11,668	3	1,811	24	25,666	19	20,236	21	10,429	13	4,556	19	3,274	37	11,079	5	6,077
CECIL	177,635	252,054	257,896	26	11,792	13	7,138	56	56,294	56	44,104	58	36,354	11	2,235	22	6,070	90	26,029	7	5,276
CHARLES	193,593	273,294	279,285	15	10,752	15	12,666	52	68,787	45	54,597	44	39,514	13	10,406	29	7,470	100	28,743	8	17,353
DORCHESTER	86,758	85,574	80,883	12	2,659	10	6,497	70	23,024	21	6,735	23	7,957	21	2,131	16	1,775	58	6,744	6	3,272
Cambridge	71,292	69,452	65,461	7	1,447	9	6,458	39	19,316	15	6,235	15	6,708	19	2,102	15	1,754	35	5,515	5	3,202
FREDERICK	351,702	553,777	579,809	36	37,081	18	77,133	94	123,487	59	83,854	79	79,736	47	18,914	50	20,399	136	47,937	19	17,766
Frederick	274,978	444,842	468,352	21	24,448	13	76,263	48	97,962	39	68,144	45	60,543	46	18,626	32	14,924	82	34,642	11	15,655
GARRETT	75,223	115,852	120,673	13	13,828	6	6,393	33	38,881	25	29,538	18	5,919	12	1,358	18	5,357	39	6,364	6	4,099
HARFORD	369,155	492,722	497,687	38	19,909	23	46,733	114	138,862	89	76,654	88	66,379	51	13,647	61	13,268	123	46,404	29	20,955
HOWARD	294,725	504,035	537,149	25	13,019	11	63,098	58	126,032	30	74,634	54	69,533	48	20,692	45	19,762	115	61,185	12	13,065
KENT	54,756	67,902	67,456	15	4,724	7	4,343	33	22,570	22	8,594	20	6,023	6	1,227	12	1,540	40	8,003	3	3,460
MONTGOMERY	2,406,665	3,788,548	3,969,811	142	119,050	57	669,822	348	865,637	168	649,629	265	375,627	304	220,628	365	187,619	580	339,176	89	151,528
Chevy Chase	NO DATA AVAILABLE FOR THIS CITY																						
PRINCE GEORGES	2,570,081	3,893,324	3,994,672	117	99,913	70	604,937	241	919,942	233	682,905	392	412,096	295	181,404	318	149,010	583	321,581	99	179,872
College Park	80,106	108,162	103,160	4	1,912	2	6,112	10	10,904	9	26,302	13	12,679	12	3,066	16	5,001	32	14,983	3	2,843
QUEEN ANNES	50,902	61,321	60,783	11	3,395	8	1,572	23	14,766	10	13,114	32	9,740	4	96	10	1,001	32	7,917	4	996
ST. MARYS	122,880	172,121	173,606	17	11,110	13	13,828	58	43,061	33	27,019	42	18,406	25	3,976	34	7,760	90	18,614	5	5,329
SOMERSET	32,150	33,043	31,512	7	972	6	1,083	49	10,865	20	4,380	21	4,134	6	322	8	879	21	3,360	4	769
TALBOT	122,503	158,221	158,393	21	9,512	12	2,783	54	38,134	33	30,094	30	15,808	30	10,479	25	7,237	47	13,405	6	6,065
Easton	99,491	130,473	131,211	18	8,488	4	1,953	24	30,192	22	29,486	19	12,829	26	9,207	22	6,442	27	8,228	5	5,154
WASHINGTON	421,922	524,978	521,992	37	24,324	27	74,220	122	112,898	66	68,784	95	86,083	60	20,351	76	17,988	175	36,713	19	15,373
Hagerstown	255,990	313,420	310,516	19	13,673	13	40,743	68	68,733	42	59,143	47	27,255	43	15,474	46	8,999	110	24,258	11	8,741
WICOMICO	288,435	335,607	329,043	33	17,789	17	48,684	106	78,577	50	51,473	81	36,044	61	19,033	49	11,618	97	25,935	15	9,587
Salisbury	255,321	289,595	282,180	22	13,685	12	42,041	66	67,803	37	44,547	41	17,936	61	19,033	37	10,874	75	23,116	15	9,587
WORCESTER	169,578	285,[illegible]	303,381	24	10,180	26	12,076	107	77,672	27	54,953	32	27,972	55	14,096	27	10,909	161	60,780	12	8,938

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,474,302	27,223,688	28,059,446	1,851	999,498	1,295	3,343,520	5,745	6,797,004	2,834	3,530,888	3,882	2,314,953	3,340	1,488,134	3,254	966,044	9,948	3,017,439	1,697	885,945
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boston, Mass.	9,553,604	14,806,925	15,635,850	758	494,255	547	2,031,427	2,743	3,625,229	987	1,887,035	1,710	1,170,430	1,713	909,670	1,528	558,940	4,609	[illegible]	5,796	500,838
Brockton, Mass.	497,764	685,913	688,460	48	15,648	36	89,495	153	163,050	99	90,206	116	60,282	90	30,554	83	22,014	229	61,249	38	16,160
Fall River, Mass.-R.I.	442,822	551,977	543,305	48	21,135	66	70,458	212	138,103	119	52,286	115	45,532	84	27,187	82	22,073	291	54,893	46	19,675
Fitchburg-Leominster, Mass.	310,212	[illegible]	445,937	41	14,244	33	65,920	86	115,366	78	56,070	77	43,378	40	21,492	58	15,622	160	38,823	28	13,759
Lawrence-Haverhill, Mass.-N.H.	896,323	1,313,676	1,417,969	96	57,909	76	153,084	268	374,139	148	193,768	193	117,497	158	87,589	175	59,308	488	138,220	77	42,389
Lowell, Mass.-N.H.	595,002	946,941	1,007,037	52	36,904	59	118,087	183	285,705	98	149,684	141	101,334	70	36,217	102	24,971	297	86,367	63	[illegible]
New Bedford, Mass.	465,242	546,717	532,695	57	20,506	37	71,699	188	131,524	127	59,951	112	40,056	98	31,109	102	27,144	331	52,209	58	18,725
Pittsfield, Mass.	323,108	376,718	[illegible]	41	17,727	37	42,993	87	97,195	65	45,356	73	32,508	78	17,370	72	12,641	191	31,852	25	8,040
Providence-Warwick-Pawtucket, R.I.-Mass.	2,769,505	3,660,236	3,636,902	320	133,777	165	454,802	1,054	900,480	530	505,918	672	325,847	526	168,026	495	121,022	1,716	341,175	225	120,343
Springfield-Chicopee-Holyoke, Mass.-Conn.	1,686,078	2,128,622	2,089,709	199	86,502	133	225,490	344	[illegible]	327	280,639	365	195,736	298	95,757	330	66,200	910	199,712	184	63,405
Worcester, Mass.	1,218,293	1,619,164	1,614,492	119	56,885	60	223,790	362	395,256	227	232,990	269	141,343	195	71,760	201	61,361	638	141,712	112	48,892
COUNTIES, Cities																					
BARNSTABLE	674,814	1,190,547	1,271,818	99	74,682	46	103,429	222	304,922	105	114,439	176	122,336	153	66,010	121	33,887	561	203,041	53	35,279
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	482,872	575,393	564,216	65	26,810	61	60,503	141	151,589	102	66,179	128	49,642	114	26,283	106	16,544	304	51,650	40	15,422
North Adams	71,917	77,131	73,845	9	4,295	10	9,647	15	24,171	15	8,092	18	4,526	12	3,970	12	2,788	35	5,059	6	1,987
Pittsfield	227,783	261,982	254,714	23	11,271	23	38,357	43	66,178	40	31,622	34	14,076	45	12,605	55	9,836	104	17,682	17	6,802
BRISTOL	1,358,637	1,673,639	1,656,202	148	50,274	126	228,249	504	422,152	340	221,369	325	137,656	255	81,528	260	66,634	826	159,651	132	50,492
Attleboro	107,207	130,378	128,346	14	3,394	4	9,037	27	31,171	24	23,469	25	12,013	21	7,117	20	2,475	47	11,976	9	5,249
Fall River	248,703	290,195	283,070	18	6,596	49	34,104	128	75,968	52	37,914	56	20,342	53	16,867	51	16,458	162	23,196	30	9,258
New Bedford	246,100	257,879	245,657	33	9,632	21	10,864	136	55,679	69	35,034	69	21,173	57	10,523	65	18,506	210	25,836	37	10,465
North Attleboro	73,127	91,068	90,095	10	4,948	4	9,007	16	25,402	19	13,532	19	10,856	9	965	13	2,501	33	7,734	5	1,903
Taunton	116,281	129,185	124,641	11	2,689	11	7,018	38	37,823	25	19,204	39	10,918	33	7,746	32	6,232	70	8,682	10	4,293
DUKES	43,508	51,420	50,300	15	4,860	4	962	28	12,494	10	4,794	8	2,559	22	3,850	13	925	49	7,377	4	1,226
ESSEX	2,185,326	3,119,502	3,189,354	191	103,710	167	475,697	678	686,740	324	440,313	448	242,732	404	201,691	381	110,394	1,179	374,808	200	96,116
Beverly	143,223	206,835	211,456	13	6,453	11	11,608	33	56,660	22	33,048	29	14,643	21	15,470	17	2,873	59	18,010	15	6,192
Gloucester	89,579	122,310	123,507	7	5,942	9	7,035	45	37,312	8	16,174	20	9,444	12	3,514	11	2,035	75	17,547	11	6,885
Haverhill	178,896	249,207	[illegible]	16	8,646	20	19,656	47	60,706	33	47,621	41	23,857	28	19,486	27	11,809	79	20,712	17	7,887
Lawrence	189,272	247,978	248,129	14	10,361	18	8,646	90	49,537	41	50,963	44	21,411	41	15,214	59	17,544	135	26,131	26	7,451
Lynn	233,930	290,164	286,779	20	[illegible]	27	9,754	97	72,985	42	67,588	47	21,512	48	17,354	49	11,282	160	25,500	28	11,432
Newburyport	45,134	61,365	61,918	4	1,198	3	3,127	21	17,462	10	4,321	12	4,822	18	3,745	20	2,600	37	6,539	7	1,980
Peabody	233,113	307,386	308,050	10	4,105	9	118,296	44	38,613	23	23,088	36	24,908	36	16,636	28	8,589	76	21,224	11	6,137
Salem	145,435	179,509	177,290	10	6,393	12	23,112	46	52,526	25	20,848	22	8,421	22	8,636	30	7,483	102	20,031	15	5,995
FRANKLIN	166,277	224,874	226,897	26	9,575	22	20,582	82	47,638	55	42,093	50	20,213	29	7,710	47	6,661	122	21,309	23	7,952
Greenfield	105,296	153,821	157,623	8	6,201	7	17,808	27	33,920	26	32,014	18	11,595	20	6,821	20	5,232	38	11,477	13	4,796
HAMPDEN	1,433,981	1,774,097	1,753,456	162	74,453	111	198,112	462	459,524	265	237,549	307	161,801	236	80,158	280	58,366	760	160,131	152	52,865
Holyoke	142,121	181,341	180,362	13	3,113	8	9,910	51	52,619	33	31,409	30	13,214	21	6,837	38	7,453	94	16,954	27	7,224
Springfield	588,290	709,612	697,313	47	27,060	41	89,536	157	163,243	82	90,048	103	64,941	121	45,053	108	27,109	257	57,789	59	19,644
Westfield	137,536	185,213	186,450	16	13,322	15	20,155	45	52,741	26	30,149	23	15,178	16	4,481	30	4,313	59	14,192	11	5,361
HAMPSHIRE	330,130	437,416	439,403	58	20,444	37	30,425	115	118,226	80	50,122	78	45,907	81	19,484	69	10,476	205	51,624	42	13,435
Northampton	127,284	151,125	147,962	11	3,008	13	14,729	29	38,252	22	24,684	19	10,379	35	9,655	29	3,794	55	15,827	13	4,686
MIDDLESEX	4,444,779	7,637,119	8,121,600	395	305,013	268	967,583	1,298	1,976,733	503	1,066,207	913	702,529	708	404,282	762	296,373	1,911	748,749	390	262,797
Framingham	315,054	524,595	553,321	27	19,354	9	80,095	66	105,539	33	90,930	53	43,573	63	35,041	59	29,057	91	68,846	17	23,622
Hudson	45,507	87,105	94,705	8	9,563	2	2,666	12	29,553	6	9,673	12	10,799	11	6,839	9	3,566	24	5,050	6	2,672
Lowell	272,108	420,493	436,343	21	14,180	37	61,936	87	94,296	46	98,865	54	37,145	38	14,192	50	12,926	148	33,809	33	15,984
Malden	128,562	194,708	201,132	13	5,978	11	20,206	68	44,471	23	30,276	33	15,446	30	8,468	17	7,295	75	18,614	15	7,185
Marlborough	88,409	159,537	171,248	8	11,195	4	9,925	24	44,813	14	21,384	25	17,800	11	8,216	14	2,998	44	20,902	9	8,024
Medford	198,273	322,625	338,530	17	13,185	15	16,697	59	104,894	21	52,186	31	22,977	30	12,707	32	8,974	69	17,965	15	19,719
Melrose	54,624	101,071	108,303	6	1,627	1	1,863	25	52,864	9	11,386	15	8,989	6	737	13	4,047	21	4,366	6	5,530
Wakefield	67,653	116,456	123,718	8	3,787			24	26,062	10	28,162	19	10,893	12	3,417	22	2,760	31	9,830	8	5,150
Waltham	250,280	411,361	432,642	22	19,663	17	32,529	58	101,702	19	42,137	34	35,120	27	16,323	43	27,648	123	52,393	21	10,543
Woburn	133,561	219,362	230,682	10	3,222	5	21,982	35	60,898	14	41,670	31	24,291	15	4,464	21	8,441	47	11,772	9	6,676
NANTUCKET	37,028	59,410	62,164	4	4,239	2	446	14	14,739	4	4,693	2	1,623	14	4,108	6	565	42	12,052	3	1,015
NORFOLK	2,019,737	3,365,231	3,555,771	175	124,836	96	411,174	499	895,997	232	498,268	390	289,065	317	184,189	351	135,945	786	335,292	170	105,948
Dedham	176,034	313,510	335,612	7	2,941	10	122,902	27	49,628	10	34,129	20	13,973	26	18,143	26	19,345	38	26,941	9	5,710
Quincy	306,183	444,446	454,947	14	7,948	19	46,652	71	114,528	36	57,400	58	36,372	30	10,389	48	17,356	135	45,938	28	20,597
PLYMOUTH	1,185,803	1,669,548	1,698,382	157	62,450	73	189,494	365	436,872	224	223,551	283	146,779	220	88,115	213	47,701	574	167,426	94	51,501
Brockton	362,923	485,314	487,800	27	7,618	17	82,305	97	114,119	45	56,853	70	33,356	70	26,060	54	15,642	146	47,275	26	13,716
SUFFOLK	2,138,309	2,762,999	2,757,052	127	43,498	146	317,567	723	585,800	155	194,301	300	145,853	474	201,410	278	83,428	1,544	485,886	201	107,459
Boston	1,886,826	2,396,392	2,384,169	109	34,074	126	285,529	605	488,806	117	157,956	244	118,769	421	187,016	248	69,387	1,376	446,410	177	92,530
Chelsea	90,783	132,046	135,219	6	4,770	8	13,576	36	27,215	14	16,850	15	7,220	16	1,912	12	6,231	61	12,002	10	6,487
WORCESTER	1,973,101	2,682,493	2,712,831	229	94,654	136	339,297	612	683,578	435	367,010	474	246,238	313	119,316	367	98,145	1,085	238,443	193	84,438
Athol	37,449	51,834	52,490	5	1,949	1	2,365	17	17,840	14	7,483	7	3,208	6	1,130	6	2,121	20	1,560	5	1,849
Clinton	30,576	33,433	32,153	3	643	5	180	15	13,361	8	2,081	11	2,995	13	2,115	9	1,303	32	3,777	7	1,285
Fitchburg	153,937	217,099	220,771	13	6,666	16	28,356	35	66,162	38	30,356	32	19,249	22	8,273	24	6,805	72	15,686	12	8,063
Gardner	66,924	95,743	97,689	5	2,884	7	12,576	19	28,592	15	7,606	17	9,221	14	3,861	22	6,441	36	7,323	7	3,642
Milford	98,325	157,253	164,410	12	4,310	6	19,099	30	32,210	17	11,353	18	11,271	18	11,158	19	4,994	34	10,395	8	6,845
Southbridge	50,680	62,322	61,495	10	4,380	9	2,361	22	17,489	16	7,140	10	4,422	12	2,904	17	1,192	36	6,467	9	1,794
Worcester	606,932	737,208	725,376	45	22,460	29	85,907	182	165,591	93	132,685	111	48,483	110	35,866	100	35,844	328	[illegible]	56	22,509

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,677,336	42,463,084	43,181,878	3,712	1,987,670	1,372	5,686,575	9,033	9,775,603	4,970	8,330,416	6,573	4,261,527	4,649	2,110,764	3,042	1,811,571	13,826	4,678,218	1,899	1,473,140
STANDARD METROPOLITAN STATISTICAL AREAS																					
Ann Arbor, Mich.	981,126	1,754,361	1,914,473	72	90,147	27	288,847	171	352,222	122	363,641	163	198,141	141	100,264	144	90,623	308	196,422	42	63,631
Battle Creek, Mich.	529,6[illegible]	693,576	599,080	90	23,857	26	77,675	152	143,126	111	102,878	143	75,092	78	22,210	116	22,560	286	67,337	40	20,999
Bay City, Mich.	423,81[illegible]	496,480	494,959	49	24,705	14	56,060	139	118,300	86	106,817	97	52,600	60	17,942	84	19,209	183	46,964	28	14,191
Benton Harbor, Mich.	601,021	639,375	623,628	89	33,360	28	58,573	166	165,074	121	101,196	169	72,891	75	18,281	122	42,518	300	60,672	37	18,649
Detroit, Mich.	15,846,014	20,048,556	20,238,824	1,272	747,471	443	2,703,137	4,160	4,589,448	1,731	3,979,314	2,645	1,853,478	2,192	1,131,937	2,068	866,026	6,185	1,880,214	887	825,192
Flint, Mich.	2,021,227	2,470,046	2,303,650	212	102,567	73	318,850	467	498,211	287	558,744	319	224,487	251	87,782	309	100,668	667	163,737	124	83,548
Grand Rapids, Mich.	2,142,317	3,497,602	3,611,226	232	193,472	77	547,401	454	716,837	371	642,324	379	320,911	280	193,922	411	186,474	763	359,949	103	80,371
Jackson, Mich.	482,474	689,729	718,107	68	33,212	24	148,218	123	147,022	71	113,095	109	78,125	58	27,780	66	20,724	205	62,190	31	23,557
Kalamazoo-Portage, Mich.	957,740	1,450,442	1,528,514	121	77,793	49	272,833	213	332,901	139	257,631	210	141,876	148	61,827	168	67,645	384	143,601	44-	32,746
Lansing-East Lansing, Mich.	1,392,443	2,392,363	2,515,435	168	105,295	64	405,636	377	504,275	234	314,036	325	242,629	237	107,075	231	97,736	584	249,378	86	56,469
Muskegon-Norton Shores-Muskegon Heights, Mich.	522,725	716,307	741,595	73	36,282	24	155,056	172	169,927	143	130,360	123	58,753	71	22,069	106	26,243	270	67,979	39	22,326
Saginaw, Mich.	848,317	1,186,472	1,230,143	81	53,525	28	189,507	244	289,462	134	191,845	144	107,572	133	78,435	148	61,282	302	139,991	52	32,039
Toledo, O.-Mich.	2,709,772	3,738,332	3,841,872	263	131,302	133	522,177	688	885,958	381	742,021	619	443,950	348	130,885	409	144,598	1,385	400,834	158	118,794
COUNTIES, Cities																					
ALCONA	21,152	27,542	28,015	8	2,035	7	1,120	19	7,066	8	8,239	13	3,231	1		4	351	29	3,214	2	1,186
ALGER	23,515	25,912	25,432	9	1,160	5	307	23	9,655	5	3,519	16	4,951	4	525	5	422	34	2,793	2	391
ALLEGAN	172,398	266,363	281,061	40	14,002	18	3,910	61	69,810	70	81,961	65	43,857	34	7,232	40	5,891	102	24,777	15	10,795
ALPENA	120,187	172,027	178,748	26	12,248	11	13,089	51	49,545	29	29,940	27	15,903	24	10,765	32	8,371	65	16,914	8	5,732
Alpena	100,442	138,068	142,088	14	6,883	7	12,912	34	43,254	17	17,738	17	10,501	24	10,765	24	7,177	44	14,011	7	4,792
ANTRIM	39,130	49,259	49,747	18	6,377	8	577	21	16,704	14	7,214	21	5,193	5	811	4	547	44	5,828	5	1,578
ARENAC	41,350	35,679	33,255	8	2,107	5	509	37	9,160	18	6,703	27	8,195	5	367	5	293	33	3,251	4	796
BARAGA	25,950	28,819	28,339	6	793	7	2,399	10	7,630	9	5,095	10	4,731	3	347	5	267	18	2,643	1	740
BARRY	70,972	84,892	84,815	23	5,555	5	1,574	36	30,076	27	13,487	25	10,227	13	3,350	20	1,845	41	6,724	8	2,496
BAY	423,811	496,480	494,959	49	24,705	14	56,060	139	118,300	86	106,817	97	52,600	60	17,942	84	19,209	183	46,964	28	14,191
Bay City	214,201	216,218	208,264	25	7,790	10	33,800	72	44,442	29	36,601	52	21,997	40	12,078	41	7,286	104	17,472	17	6,763
BENZIE	35,188	41,422	41,230	12	4,591			22	12,914	16	9,016	17	4,444	9	856	11	748	33	4,501	8	2,165
BERRIEN	601,021	639,375	623,628	89	33,360	28	58,573	166	165,074	121	101,196	169	72,891	75	18,281	122	42,518	300	60,672	37	18,649
Benton Harbor	104,068	133,048	93,643	5	1,223	4	19,336	25	10,291	22	25,081	20	6,237	7	3,979	19	1,834	43	7,426	8	4,458
Niles	65,340	68,747	66,817	10	4,368	3	4,988	18	17,465	13	14,013	19	8,962	14	2,677	12	1,512	40	9,104	4	1,460
St. Joseph	74,047	64,770	60,533	7	2,441	1	1,554	15	3,968	11	4,201	9	16,482	17	3,280	13	13,664	35	6,364	5	1,104
BRANCH	112,248	124,729	122,914	30	10,004	14	8,974	39	27,225	31	29,935	35	10,987	24	4,452	25	2,966	60	12,006	8	3,703
Coldwater	66,835	66,308	63,639	12	2,503	8	8,213	21	13,916	12	15,610	14	3,219	16	3,116	12	1,992	25	5,350	5	2,715
CALHOUN	458,717	520,684	514,265	67	18,302	21	76,101	116	113,050	84	89,391	118	64,865	65	18,860	96	20,715	245	60,613	32	18,500
Albion	37,508	43,926	43,679	5	1,612	3	1,737	12	8,678	12	12,689	9	4,559	8	2,230	10	1,482	20	6,902	5	2,174
Battle Creek	197,715	222,352	219,150	27	10,149	8	34,418	42	36,679	30	48,924	40	21,622	29	12,439	39	7,027	108	18,583	11	7,899
Marshall	47,841	52,139	52,999	12	1,710	4	3,004	10	13,013	10	11,006	16	7,849	15	1,722	13	2,605	29	8,993	5	2,379
CASS	85,190	86,930	83,937	23	4,209	4	1,379	44	27,522	28	18,249	29	7,960	16	2,671	18	1,349	76	10,161	7	2,491
Dowagiac	35,669	35,698	35,704	15	2,997	3	1,140	21	13,571	11	4,239	12	3,339	9	1,849	8	616	28	3,009	2	1,256
CHARLEVOIX	57,057	73,413	74,494	14	5,011	12	1,716	30	25,088	27	13,603	22	9,148	13	2,002	20	3,499	49	7,733	7	2,286
CHEBOYGAN	81,488	105,195	106,816	18	7,812	10	2,112	33	29,807	24	16,484	41	13,606	21	3,896	9	1,569	83	13,256	5	1,961
Cheboygan	41,935	52,995	55,207	10	4,963	2	872	18	22,852	9	5,395	21	7,793	13	2,471	4	930	40	5,745	3	1,383
CHIPPEWA	96,034	100,584	97,671	24	6,451	8	10,293	63	27,515	24	13,897	44	10,811	23	4,881	17	2,083	78	10,133	8	3,120
Sault Ste. Marie	72,234	75,133	72,846	15	4,024	5	8,505	32	18,823	12	11,073	24	8,337	19	4,488	12	1,832	38	6,283	6	2,757
CLARE	70,763	89,977	91,066	22	8,799	11	1,768	47	30,940	16	14,055	32	9,267	11	3,165	18	3,358	54	7,561	5	2,502
CLINTON	114,306	185,558	197,888	25	18,969	5	1,982	44	59,156	33	45,731	35	28,028	22	7,783	21	5,705	47	15,215	9	5,396
CRAWFORD	38,257	42,263	41,500	9	1,544	4	2,868	14	10,173	5	8,061	19	8,187	5	570	5	486	30	4,929	3	877
DELTA	133,249	179,098	183,461	34	13,159	13	17,786	71	48,858	29	33,203	46	24,744	24	7,101	29	7,668	93	15,991	7	2,181
Escanaba	104,266	138,746	141,810	15	5,934	9	16,023	29	32,859	21	32,305	24	18,209	20	5,906	22	7,415	50	12,017	5	2,107
DICKINSON	96,930	127,785	130,403	28	8,439	12	21,167	43	26,320	21	26,556	30	13,574	19	6,386	21	5,677	71	10,874	6	3,169
Iron Mountain	52,464	65,477	65,996	14	5,936	5	2,718	19	9,597	13	16,098	18	9,676	15	4,624	12	3,946	37	6,407	3	1,400
Kingsford	28,331	37,697	39,571	4	251	4	16,263	10	9,938	3	6,578	3	1,235	1	1,049	3	1,107	8	1,279	2	1,448
EATON	337,887	431,380	437,386	38	10,848	19	102,001	78	87,216	45	79,271	80	48,006	57	20,842	50	12,424	102	37,123	13	6,573
EMMET	120,378	166,662	171,796	27	12,114	11	15,426	37	36,807	22	24,620	36	21,086	42	13,313	26	7,644	65	18,451	9	4,391
Petoskey	98,791	135,950	139,958	16	10,439	7	14,895	15	30,554	15	19,288	22	15,814	32	11,868	18	7,171	33	11,944	6	3,437
GENESEE	1,817,915	2,189,769	2,013,553	170	75,592	57	294,303	396	416,355	233	494,159	274	198,713	224	81,538	271	92,089	587	144,358	108	72,866
Flint	688,143	768,816	756,677	58	28,240	22	37,558	195	167,569	93	170,190	119	81,663	115	40,939	122	45,348	334	85,309	58	34,254
GLADWIN	45,064	64,690	67,199	11	3,998	6	2,401	23	21,064	16	13,477	21	8,661	8	1,145	8	2,149	31	5,835	6	2,050
GOGEBIC	60,740	69,028	68,211	17	3,457	11	7,348	31	16,373	14	10,628	29	7,733	16	2,393	14	2,278	87	6,332	5	1,622
Ironwood	40,812	44,651	45,419	6	771	8	6,522	16	10,044	8	7,315	11	4,294	10	1,831	12	2,144	37	3,577	4	1,489
GRAND TRAVERSE	242	437,631	480,706	40	48,898	14	49,508	82	87,757	43	92,846	48	48,157	41	25,365	61	21,404	106	51,263	15	11,754
Traverse City	156,105	274,465	297,732	20	30,659	11	33,515	47	60,026	21	29,318	36	35,127	36	21,780	46	15,732	73	36,990	12	7,804
GRATIOT	115,007	115,289	111,003	22	6,710	10	8,723	49	28,276	33	20,210	47	15,800	33	3,494	24	3,161	58	10,320	8	3,666
Alma	61,909	66,957	65,465	9	3,832	6	8,264	16	18,393	9	8,231	18	7,030	16	2,490	9	1,483	25	6,482	3	2,476
HILLSDALE	96,388	113,804	113,659	33	7,270	8	10,183	41	33,530	37	23,743	28	9,854	20	4,705	27	3,477	65	8,969	7	5,020
Hillsdale	60,430	79,075	80,516	7	3,129	5	9,966	15	25,421	16	17,722	6	3,982	13	3,989	12	2,446	23	5,984	5	4,630
HOUGHTON	100,858	116,793	115,870	20	8,454	9	4,214	55	36,624	32	17,590	45	15,043	14	4,780	20	3,083	91	11,330	8	3,067
Houghton	25,970	29,341	30,015	5	2,453	2	1,189	6	7,813	8	2,253	8	3,708	6	2,972	3	1,840	12	2,781	2	948
HURON	101,580	138,427	142,199	42	10,696	10	2,817	54	40,443	42	31,094	43	16,072	24	5,476	32	5,321	92	13,446	11	4,903
Bad Axe	29,107	38,170	39,983	7	1,191	3	1,945	6	11,032	7	9,478	5	3,147	9	2,714	4	1,503	8	2,340	3	3,603
INGHAM	1,000,941	1,603,554	1,707,336	80	63,347	31	278,507	213	305,356	122	358,410	171	149,181	131	74,250	136	76,519	362	184,311	55	40,639
East Lansing	97,140	139,770	145,254	2	2,497	1	601	22	27,322	6	16,396	15	15,945	24	19,659	19	8,424	42	26,262	5	4,202
Lansing	628,893	953,750	1,002,490	39	37,164	16	161,573	131	157,127	76	268,979	90	77,421	59	25,898	85	54,951	210	105,611	32	23,179
IONIA	139,309	171,871	172,825	25	12,131	9	23,116	42	52,547	34	30,624	39	17,414	27	4,200	24	3,088	73	12,729	9	3,861
Ionia	40,966	47,587	49,391	9	3,258	4	5,060	10	11,144	10	12,305	7	4,225	13	2,980	9	812	21	4,569	4	2,009
IOSCO	83,191	93,344	91,963	21	8,875	10	2,276	48	25,714	26	15,617	31	11,876	19	1,970	29	3,498	64	9,145	7	4,054

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
IRON	45,716	55,442	55,544	11	1,897	7	2,240	19	16,674	14	6,593	30	17,147	11	1,258	13	1,129	60	4,325	4	1,076
ISABELLA	146,264	247,150	265,999	26	15,331	6	21,096	37	64,700	26	43,396	33	26,913	34	17,370	27	9,836	74	31,707	11	11,630
Mount Pleasant	114,980	186,196	198,446	10	9,769	6	21,096	21	49,854	15	18,842	23	17,580	34	17,370	20	8,799	50	23,462	8	10,517
JACKSON	482,474	689,729	718,107	68	33,212	24	148,218	123	147,022	71	113,095	109	78,125	58	27,780	66	20,724	205	62,190	31	23,557
Jackson	202,542	235,859	234,212	24	9,402	8	21,208	39	33,337	29	50,418	45	27,091	33	17,967	34	12,540	114	26,587	17	10,587
KALAMAZOO	798,370	1,223,840	1,293,605	77	62,707	36	267,535	145	257,877	106	193,192	155	114,882	128	58,654	136	61,625	290	124,863	32	26,286
Kalamazoo	397,155	509,298	516,291	33	31,936	15	61,932	56	69,902	53	121,617	62	41,107	65	30,753	64	24,855	152	57,818	14	11,645
KALKASKA	33,591	47,681	49,404	6	4,004	3	323	14	14,152	9	16,248	11	4,895	5	570	3	360	19	4,206	1	1,827
KENT	1,733,723	2,759,732	2,806,377	170	148,754	53	389,118	347	565,604	263	488,474	282	244,682	220	157,870	308	153,291	608	282,196	78	60,896
Grand Rapids	756,703	1,130,992	1,185,191	65	47,484	27	186,053	182	214,089	78	195,086	114	75,023	118	61,338	164	74,672	385	119,699	35	29,625
KEWEENAW	3,688	3,669	3,525	1	34			11	1,558			6	819					14	670		
LAKE	12,796	14,163	13,917	7	1,053	3	557	24	4,313	3	453	9	1,934	1		1	521	30	3,010	2	291
LAPEER	159,360	187,212	186,417	28	9,156	12	8,583	55	52,998	41	43,597	39	22,685	24	7,926	29	5,519	57	15,064	13	10,287
LEELANAU	26,693	32,425	32,500	8	2,086	4	1,138	25	8,200	11	1,058	21	9,741	4	660	11	562	34	4,767	3	402
LENAWEE	303,537	365,880	366,095	51	16,328	23	30,957	77	91,646	80	79,301	69	36,274	48	14,108	53	11,987	159	30,527	19	11,102
Adrian	126,558	155,015	155,649	13	4,870	7	28,017	20	33,808	19	15,622	24	14,995	19	9,597	20	5,072	48	14,376	7	7,202
LIVINGSTON	225,970	315,294	325,532	45	19,340	12	21,333	74	88,140	45	57,368	17	50,959	30	6,568	49	9,896	92	32,999	12	14,945
LUCE	22,409	20,085	18,864	5	1,043	2	419	14	7,043	7	5,248	7	474	4	554	5	312	21	1,562	2	438
MACKINAC	35,823	50,365	52,092	12	3,688	2	1,862	30	13,899	9	2,651	28	11,676	10	641	6	804	62	8,730	3	684
MACOMB	2,702,797	3,239,540	3,247,486	215	163,172	57	404,408	587	824,740	311	679,522	441	306,514	278	111,966	364	147,124	854	273,168	130	125,542
Mount Clemens	139,325	135,583	129,597	11	1,841	3	12,546	39	39,901	18	25,912	32	14,459	15	5,908	24	4,246	56	7,296	8	4,389
MANISTEE	63,081	76,095	76,163	14	4,291	10	6,547	30	20,722	24	14,420	27	9,747	11	3,029	14	1,884	53	5,939	6	2,930
Manistee	37,144	42,896	44,047	5	1,584	5	5,383	13	9,790	12	8,219	11	4,273	11	3,029	12	[illegible]	30	2,923	5	2,466
MARQUETTE	212,969	304,600	316,153	39	19,035	17	30,334	78	78,492	46	51,002	57	41,215	38	12,316	44	12,679	139	34,787	9	6,110
Marquette	109,182	154,690	160,235	13	5,741	4	3,233	35	41,087	23	29,169	22	19,685	26	7,691	30	9,528	56	18,482	4	3,654
MASON	81,970	106,031	107,731	14	8,594	9	11,161	38	30,086	14	17,490	27	9,283	13	2,252	20	[illegible]	54	12,459	8	4,500
Ludington	35,016	45,550	47,657	8	3,617	5	4,498	18	13,635	6	4,584	15	5,478	8	1,005	14	2,068	27	5,195	5	2,036
MECOSTA	90,783	132,697	138,440	14	6,760	13	12,164	37	33,392	27	24,147	31	18,530	15	5,865	22	5,020	58	15,635	8	3,958
Big Rapids	47,270	64,947	66,837	5	2,343	3	3,564	8	18,026	12	[illegible]	10	6,749	13	4,957	12	3,024	32	9,652	5	2,488
MENOMINEE	64,207	90,489	93,832	14	3,431	9	14,801	30	26,480	30	17,421	23	13,119	8	1,016	16	2,377	55	9,822	2	420
Menominee	50,533	75,818	79,512	2	3,308	4	13,036	12	21,590	23	16,079	12	11,820	5	987	11	1,922	28	7,694	1	373
MIDLAND	212,662	301,942	312,870	35	19,846	8	31,948	59	86,911	45	57,551	45	31,451	41	13,343	40	10,130	61	23,781	13	14,838
Midland	189,158	273,486	283,403	26	17,799	8	31,948	41	78,967	35	54,128	30	25,418	39	12,737	36	9,844	44	20,136	11	12,694
MISSAUKEE	18,644	34,739	38,140	6	1,491	4	806	8	10,891	7	5,267	12	13,509	3	179	2	1,171	16	2,848	2	1,079
MONROE	331,270	408,350	411,202	43	18,892	18	34,540	90	98,705	64	100,011	84	57,362	24	8,822	35	14,181	158	34,416	22	10,640
Monroe	92,173	134,343	140,013	14	6,991	5	11,037	34	40,322	13	12,335	26	21,763	13	7,404	18	11,537	47	11,919	7	3,388
MONTCALM	146,168	191,834	195,496	28	20,098	16	27,707	54	47,096	48	39,790	46	21,780	17	4,239	32	5,668	77	14,603	10	4,626
Greenville	45,837	58,496	61,029	4	831	7	16,298	4	15,271	10	8,013	8	6,233	10	3,897	14	3,029	18	3,842	3	2,057
MONTMORENCY	21,599	20,561	19,563	8	2,739	2	1,415	17	4,217	3	1,030	12	2,378	5	1,165	7	264	27	2,646	2	1,147
MUSKEGON	[illegible]	650,826	673,270	54	30,654	19	153,366	143	144,334	114	118,622	109	53,381	66	21,192	94	24,958	228	62,514	34	20,432
Muskegon	[illegible]	[illegible]	206,954	17	5,573	4	26,802	44	44,154	32	43,027	36	16,827	34	9,957	39	10,511	74	18,933	9	7,948
Muskegon Heights	31,244	[illegible]	[illegible]	3	147	2	2,117	17	6,614	17	8,343	10	3,509	8	1,626	13	3,709	25	4,949	5	1,617
NEWAYGO	67,034	85,249	86,277	21	8,336	10	2,439	34	28,171	20	15,843	21	8,810	12	2,318	24	2,516	52	7,962	6	1,986
OAKLAND	4,528,678	7,190,884	7,480,474	362	282,894	115	1,052,719	897	1,507,595	474	1,473,923	635	623,938	811	563,618	649	347,248	1,302	673,228	225	298,260
Pontiac	305,080	345,890	341,548	16	10,001	9	50,632	47	60,787	46	84,033	55	34,092	19	11,512	33	11,540	108	27,102	16	14,098
Royal Oak	338,555	464,106	477,335	27	20,262	6	17,823	52	90,879	40	130,876	51	51,180	40	12,243	57	28,134	107	49,683	20	17,697
OCEANA	44,700	65,481	68,325	19	5,628	5	1,690	29	25,593	29	11,738	16	5,372	5	877	12	1,285	42	5,465	5	1,894
OGEMAW	55,396	78,350	81,128	21	6,055	8	1,982	33	26,889	18	12,504	19	13,033	8	1,959	11	2,214	29	4,867	5	2,984
ONTONAGON	27,758	31,975	31,678	10	1,796	4	1,126	16	7,812	10	8,675	15	6,033	7	817	6	516	34	3,044	3	818
OSCEOLA	36,530	51,455	53,239	24	5,707	4	1,035	35	17,936	7	4,993	26	7,878	10	1,356	10	575	31	4,066	5	1,782
OSCODA	13,550	13,668	13,168	10	2,069	2	313	13	4,995	6	458	10	1,673	2	327	6	294	21	2,362	2	205
OTSEGO	63,476	97,787	103,118	15	10,956	4	1,162	25	24,854	19	11,968	26	22,623	11	2,333	9	2,364	38	14,404	4	2,323
OTTAWA	408,594	737,870	804,849	62	44,718	24	158,283	107	151,233	108	154,050	97	76,229	60	26,252	103	33,183	155	77,753	25	19,475
Grand Haven	76,007	133,943	145,333	11	2,948	5	38,213	14	18,983	16	31,554	14	10,515	14	7,690	11	6,289	32	13,030	4	4,012
Holland	127,739	229,123	249,552	17	8,522	6	20,469	31	47,407	36	68,882	30	26,292	30	7,302	40	14,127	47	21,533	12	5,851
PRESQUE ISLE	35,706	40,541	40,053	12	5,742	7	1,718	26	12,875	10	6,870	15	3,366	8	912	8	1,647	33	3,130	5	1,248
ROSCOMMON	61,482	70,331	69,591	19	7,314	11	1,123	39	22,853	19	6,637	28	10,090	14	1,693	17	1,393	72	9,423	6	2,569
SAGINAW	848,317	1,186,472	1,230,143	81	53,525	28	189,507	244	299,462	134	191,845	144	107,572	133	78,435	148	61,282	302	139,991	52	32,039
Saginaw	254,217	264,618	256,552	22	2,473	13	15,777	91	64,144	42	52,856	56	24,210	48	16,553	48	7,815	136	28,885	26	11,500
ST. CLAIR	394,258	485,055	487,615	57	23,970	23	49,053	142	120,249	98	76,971	94	50,813	50	20,484	76	19,874	200	53,507	28	18,738
Port Huron	178,775	230,429	233,924	17	9,957	10	23,881	45	43,992	30	30,435	37	28,938	31	17,120	40	15,050	75	24,307	11	6,268
ST. JOSEPH	160,341	204,044	206,635	31	9,975	16	12,777	61	57,474	51	45,998	47	25,703	31	6,536	35	5,591	76	[illegible]	15	6,139
Sturgis	61,069	82,867	85,061	8	2,520	5	7,436	14	21,412	11	14,735	15	14,128	13	3,449	15	3,034	18	5,993	5	3,154
Three Rivers	44,717	53,855	55,683	9	5,022	2	544	18	15,763	15	12,184	14	6,700	11	2,656	8	1,445	23	4,453	5	1,938
SANILAC	95,154	110,367	109,498	49	13,689	13	1,842	55	32,811	42	23,049	39	10,643	22	3,709	25	3,929	62	7,660	10	3,870
SCHOOLCRAFT	26,982	31,380	31,163	10	1,831	2	798	18	10,896	7	4,540	16	2,659	6	1,477	7	669	35	3,813	3	1,102
SHIAWASSEE	203,312	280,277	290,097	42	26,975	16	24,547	71	81,856	54	64,585	45	25,774	27	6,244	38	8,579	80	19,379	16	10,682
Owosso	61,294	59,650	57,011	12	2,460	4	4,019	22	7,850	23	12,389	16	6,481	17	4,467	16	4,849	29	5,765	6	2,812
TUSCOLA	128,391	142,500	140,046	40	12,067	13	3,129	65	35,374	53	34,615	50	19,435	27	4,423	29	2,880	85	10,813	12	4,122
VAN BUREN	159,370	226,602	234,909	44	15,086	13	5,288	68	75,024	53	54,439	55	26,994	20	3,173	32	6,020	94	18,738	12	6,460
South Haven	48,481	66,419	70,007	8	4,980	5	3,616	14	22,944	14	17,636	9	4,980	10	2,114	10	2,900	20	4,363	3	2,205
WASHTENAW	981,126	1,754,561	1,914,473	72	90,147	27	288,847	171	352,222	122	363,641	163	198,141	141	100,264	144	90,623	308	196,422	42	63,631
Ann Arbor	499,241	816,757	872,409	24	40,629	11	151,840	71	172,981	34	80,025	61	61,681	103	78,610	77	55,319	143	91,469	20	29,915
Ypsilanti	70,186	87,206	87,828	6	3,053	1	58	25	13,019	14	15,512	20	15,636	11	4,067	13	5,403	57	16,281	7	4,452
WAYNE	7,834,951	8,630,571	8,311,300	565	248,939	224	1,167,041	2,405	1,995,726	762	1,647,933	1,389	798,569	999	421,375	901	336,365	3,680	832,248	479	357,420
Detroit	2,968,783	2,729,069	2,577,114	217	67,231	98	168,477	1,348	651,473	308	557,223	703	279,228	349	107,519	337	81,410	2,057	307,822	238	119,201
WEXFORD	109,048	161,065	168,427	19	10,593	7	12,493	35	44,121	32	33,553	31	21,708	17	7,325	22	6,407	49	12,554	6	6,166
Cadillac	73,337	102,771	106,193	12	6,890	5	7,248	19	28,286	18	15,567	18	13,029	17	7,325	19	4,631	27	7,615	4	3,386

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate*	E&P 1983 estimate*	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,566,601	19,624,519	20,181,894	2,523	1,450,143	813	2,022,880	3,709	3,961,044	2,339	3,288,515	3,280	2,141,215	2,398	837,486	2,880	765,490	6,315	1,985,022	825	570,288
STANDARD METROPOLITAN STATISTICAL AREAS																					
Duluth-Superior, Minn.-Wis.	916,105	1,049,623	1,029,136	149	67,125	63	128,335	272	226,768	151	132,875	224	110,886	153	48,080	175	39,732	561	105,719	55	27,095
Fargo-Moorhead, N.D.-Minn.	587,087	831,658	843,002	85	65,485	24	105,356	122	136,807	82	163,628	99	77,591	97	42,998	113	40,997	234	88,122	25	23,221
Grand Forks, Minn.-N.D.	366,069	484,590	483,792	69	45,794	20	40,914	79	79,425	66	88,286	89	55,673	70	35,904	74	23,038	178	48,886	22	14,903
Minneapolis-St. Paul, Minn.-Wis.	7,459,945	11,678,930	12,151,597	779	710,417	238	2,096,418	1,508	2,311,508	817	2,068,150	1,307	1,159,651	1,158	503,123	1,342	482,648	2,681	1,173,713	338	318,290
Rochester, Minn.	395,863	524,583	530,707	42	41,895	11	78,362	53	89,222	57	86,921	72	47,741	58	26,442	65	23,095	115	30,176	14	20,481
@St. Cloud, Minn.	651,733	1,041,024	1,097,824	115	86,214	33	97,483	147	121,951	105	114,029	133	89,519	85	32,825	112	26,376	226	76,992	25	21,158
COUNTIES, Cities																					
AITKIN	32,818	36,530	35,533	14	2,675	10	2,226	22	7,745	9	5,408	19	6,984	7	845	6	160	31	3,752	4	1,323
ANOKA	535,319	1,191,595	1,346,923	69	156,801	30	312,816	111	274,018	88	155,158	91	126,837	41	23,674	96	47,410	158	117,986	17	28,343
BECKER	81,202	85,521	82,183	19	9,740	9	5,166	37	17,151	19	11,726	34	11,445	12	5,179	17	2,019	46	6,461	6	2,156
BELTRAMI	107,178	135,407	135,395	23	11,276	9	10,200	33	28,264	25	22,250	31	19,800	19	5,108	25	5,664	60	16,114	5	2,728
Bemidji	87,708	109,331	108,986	17	9,281	5	4,939	17	23,296	17	20,638	20	15,114	17	4,073	15	5,056	37	11,820	4	1,934
BENTON	61,780	90,214	93,108	21	14,527	3	237	26	23,110	13	7,501	25	14,468	9	1,128	15	2,941	35	13,488	5	1,673
BIG STONE	24,812	44,578	48,111	15	4,033	5	1,198	15	5,875	10	6,702	11	13,748	8	1,682	7	619	34	5,227	4	1,738
BLUE EARTH	229,683	204,702	189,792	42	14,198	9	21,077	45	37,470	47	35,794	46	16,547	42	12,751	46	8,257	107	21,475	11	7,191
Mankato	199,978	178,957	166,075	27	9,246	7	20,873	26	33,389	35	32,085	31	12,590	35	12,171	33	7,363	81	18,877	9	6,889
BROWN	92,894	112,114	111,122	32	13,095	6	5,762	24	29,622	36	16,490	31	10,199	21	6,192	20	2,958	64	11,236	10	3,990
New Ulm	61,550	79,391	79,742	12	8,053	3	4,564	10	22,588	23	11,171	14	6,978	14	5,313	13	2,317	32	7,657	5	3,778
CARLTON	89,860	137,158	142,895	21	10,223	7	7,621	32	33,918	24	27,948	32	26,218	13	4,619	24	3,014	62	11,578	6	4,107
CARVER	72,915	97,666	98,881	32	14,712	2	713	27	20,692	14	21,999	33	18,219	8	1,229	24	2,972	55	8,474	7	2,104
CASS	47,758	72,873	75,927	26	9,779	10	1,069	37	19,926	20	8,450	26	13,171	9	1,963	10	618	44	7,902	4	1,226
CHIPPEWA	42,409	47,342	46,074	21	5,048	7	3,531	16	9,653	14	6,984	17	5,287	12	2,868	12	1,310	38	3,457	6	1,755
CHISAGO	59,340	100,105	106,583	26	9,869	4	898	39	24,789	14	22,792	22	22,999	13	2,204	15	1,735	55	9,302	5	1,204
CLAY	147,153	177,216	175,399	29	17,845	5	3,609	41	44,169	30	25,522	35	21,800	23	5,398	30	12,667	77	22,235	8	6,336
Moorhead	116,758	144,398	143,694	13	10,542	3	2,276	20	38,550	19	20,883	18	18,424	21	4,866	22	11,485	41	16,089	5	4,363
CLEARWATER	18,020	21,280	20,965	8	1,911	4	1,499	18	4,268	5	2,080	10	4,872	3	248	7	738	20	1,775	2	1,055
COOK	15,114	17,134	16,734	3	356	5	808	8	4,219	7	1,161	8	3,460	4	957	3	96	18	2,304	1	258
COTTONWOOD	44,565	45,958	43,962	15	3,497	6	2,243	19	9,432	10	10,109	15	4,358	17	2,189	16	1,757	26	2,939	5	1,148
CROW WING	145,618	208,380	214,157	38	16,086	11	16,587	60	47,882	46	38,788	56	28,614	34	6,388	38	7,198	120	23,293	12	5,941
Brainerd	97,607	135,514	138,331	14	7,937	6	13,901	29	33,068	28	23,349	25	14,367	20	4,437	24	5,228	56	11,672	8	4,158
DAKOTA	578,054	1,063,151	988,192	67	87,157	27	98,632	124	231,547	73	176,595	102	100,829	112	38,814	109	32,874	207	99,984	29	32,708
DODGE	31,039	39,216	39,209	19	9,084	3	362	14	10,527	11	7,539	12	2,198	2	644	10	724	20	3,252	4	868
DOUGLAS	93,610	134,788	138,950	31	13,817	6	7,622	37	25,094	26	19,770	31	17,386	23	7,518	30	7,376	57	14,301	8	7,305
FARIBAULT	56,422	60,998	58,956	36	7,768	4	764	27	13,107	17	12,143	34	7,602	19	3,080	25	1,796	51	5,080	10	1,945
FILLMORE	57,540	67,440	66,339	36	7,392	9	861	39	17,091	33	15,892	31	6,819	13	1,413	19	2,954	38	5,117	8	1,911
FREEBORN	175,238	188,720	196,629	21	14,409	11	23,397	36	39,169	30	44,756	39	23,843	19	6,303	29	7,315	71	16,612	8	7,525
Albert Lea	106,971	170,624	179,470	10	8,360	10	23,247	18	37,025	24	42,128	25	22,298	18	6,278	22	6,243	48	14,408	7	7,459
GOODHUE	123,062	152,964	152,416	32	14,223	11	9,737	39	45,530	31	27,022	34	14,874	23	3,183	37	5,331	71	13,984	12	4,733
Red Wing	65,758	82,782	82,715	9	7,497	7	8,799	13	27,691	11	9,060	15	6,924	12	1,808	15	3,672	30	7,198	5	2,750
GRANT	16,472	29,872	32,301	13	5,097	1	454	17	6,948	10	9,595	7	1,696	1	753	2	420	16	3,214	6	1,348
HENNEPIN	3,916,593	5,889,853	6,155,869	308	262,285	97	1,130,331	677	1,057,610	345	1,052,430	601	513,153	642	307,728	712	274,602	1,189	580,164	156	152,741
Minneapolis	1,313,574	1,547,323	1,523,934	102	80,500	30	224,763	320	258,779	114	145,944	242	149,690	243	81,494	265	82,102	637	197,245	76	53,832
HOUSTON	32,873	35,251	34,013	17	3,771	3	780	25	11,239	10	2,274	14	6,283	7	345	15	846	47	3,808	4	513
HUBBARD	43,344	58,705	59,595	14	4,368	8	1,480	22	18,062	13	11,294	10	9,269	5	1,731	14	1,677	36	3,884	4	2,230
ISANTI	47,691	80,316	86,491	17	5,543	10	4,415	19	23,040	11	15,336	15	12,842	7	936	15	3,335	24	5,328	4	4,752
ITASCA	130,190	213,809	226,350	33	21,066	9	12,134	45	53,152	25	32,036	45	40,474	19	10,117	21	4,282	82	19,110	7	7,865
JACKSON	28,210	34,166	33,839	14	4,390	2	333	17	8,379	12	7,830	11	3,610	11	1,210	17	1,516	22	2,644	5	1,249
KANABEC	31,881	40,622	40,690	10	4,198	4	1,091	12	11,355	13	8,121	9	5,829	7	1,181	9	674	19	3,657	3	954
KANDIYOHI	118,541	196,023	207,930	40	23,193	9	25,148	36	37,964	33	25,639	40	18,697	34	17,412	20	7,650	58	18,866	8	7,818
Willmar	95,582	162,316	173,104	21	16,722	8	24,832	11	32,063	16	20,296	18	13,288	32	17,296	17	7,427	31	14,644	7	7,706
KITTSON	17,408	18,864	18,242	9	1,251	2	332	11	4,388	9	2,646	13	4,574	6	246	7	642	16	1,528	2	415
KOOCHICHING	58,162	57,903	54,991	12	4,513	11	2,627	21	10,930	14	6,499	24	11,476	11	3,135	12	1,930	37	5,383	4	2,740
International Falls	42,894	41,913	41,717	8	3,199	4	2,012	10	8,669	5	2,232	15	9,475	11	2,983	10	1,534	21	4,296	4	2,740
LAC QUI PARLE	21,798	19,211	17,768	15	2,389	6	420	13	4,208	12	3,095	15	3,032	8	370	8	872	20	1,270	4	658
LAKE	35,688	38,979	37,750	7	1,422	3	343	15	9,475	5	9,656	15	6,588	5	591	5	308	28	2,892	3	1,217
LAKE OF THE WOODS	10,218	15,923	16,667	4	1,532	1	954	7	2,531	2	1,023	6	3,530	4	290			6	1,576	1	222
LE SUEUR	54,631	69,000	68,996	23	6,231	4	808	29	15,748	17	[illegible]	23	16,407	14	1,375	21	2,070	45	[illegible]	8	2,916
LINCOLN	20,183	25,230	25,168	7	6,221	5	650	14	4,057	11	4,583	9	3,299	3	372	5	956	20	2,396	4	1,011
LYON	83,970	109,060	109,712	27	14,136	10	7,614	24	20,856	20	14,206	29	10,706	[illegible]	[illegible]	23	4,193	44	9,282	10	4,115
Marshall	65,133	81,002	84,177	13	11,045	5	6,478	7	14,813	12	10,909	15	6,706	[illegible]	[illegible]	13	3,389	23	6,856	5	3,411
McLEOD	94,885	122,604	123,185	31	13,308	8	7,284	33	27,882	25	24,690	27	15,354	27	[illegible]	28	4,965	43	8,430	10	3,868
MAHNOMEN	12,004	16,011	16,198	4	1,085	5	944	7	3,452	4	2,377	7	4,559	1	[illegible]	2	186	12	1,184	2	482
MARSHALL	29,347	37,089	37,081	18	6,457	5	708	21	6,495	9	7,127	17	8,724	4	509	8	132	30	3,299	2	742
MARTIN	87,399	130,640	161,419	30	13,069	8	13,955	28	48,010	31	23,729	21	13,784	23	7,005	43	8,959	54	14,419	8	5,179
Fairmont	69,107	125,910	136,327	17	8,902	7	13,524	14	43,360	17	17,155	10	11,534	22	6,921	31	7,229	30	11,039	6	4,851
MEEKER	47,676	65,356	66,515	20	9,138	9	3,523	27	14,030	10	9,208	19	10,867	12	2,156	16	1,874	38	6,219	7	2,067
MILLE LACS	57,987	84,823	87,573	21	7,477	8	1,877	25	20,429	25	16,017	21	14,086	11	2,350	10	1,960	36	5,557	6	2,118
MORRISON	64,156	80,747	80,696	30	7,888	8	4,248	34	15,573	27	10,371	29	12,802	14	4,291	14	1,586	68	9,160	5	3,140
Little Falls	40,763	47,726	49,119	11	4,324	4	3,407	14	9,591	16	8,370	9	4,241	11	3,838	8	843	25	1,816	4	2,922
MOWER	123,891	144,492	142,312	27	7,695	14	13,369	41	34,139	27	23,279	35	15,008	31	7,262	34	8,037	77	13,622	9	7,496
Austin	108,497	132,441	131,442	15	6,347	10	13,125	28	32,159	21	22,721	19	12,834	28	7,146	23	6,936	58	12,111	7	6,944
MURRAY	23,677	27,463	26,956	12	3,014	5	948	12	7,668	9	3,856	15	3,170	8	908	9	1,362	19	2,530	2	391
NICOLLET	48,827	66,575	67,684	20	6,431	4	1,044	23	15,370	14	12,072	21	11,730	6	1,239	12	1,835	33	10,309	5	3,226
North Mankato	7,904	11,046	11,675	3	724	1	198	6	3,577	2	511	4	1,707			3	350	7	2,729	1	491
NOBLES	76,794	93,213	92,451	26	10,954	7	6,717	24	16,779	26	17,910	26	7,500	24	6,657	21	4,704	43	7,960	6	2,948
Worthington	62,679	78,512	78,366	11	9,136	4	6,654	9	14,049	18	15,602	13	5,871	22	6,521	15	4,365	23	6,378	5	2,823
NORMAN	20,606	21,483	20,542	18	3,180	3	129	25	4,648	15	4,438	15	2,151	10	781	6	348	27	1,653	4	892
OLMSTED	395,863	524,583	530,707	42	41,895	11	78,362	53	89,222	57	86,921	72	47,741	58	26,442	65	23,095	115	30,176	14	20,481
Rochester	346,164	475,362	484,050	30	37,051	10	77,774	41	83,338	44	62,534	55	44,805	55	26,110	57	22,614	96	46,621	13	19,501

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OTTER TAIL	143,355	183,493	183,987	34	19,216	17	8,542	72	35,045	36	32,870	50	35,360	32	8,072	39	8,002	96	16,703	14	5,622
Fergus Falls	76,855	100,138	100,790	19	7,980	6	7,652	17	18,976	14	18,761	16	15,478	17	5,005	21	5,718	30	9,633	6	3,937
PENNINGTON	62,432	78,702	78,669	11	9,480	6	7,628	16	15,332	14	9,401	10	9,525	9	3,975	11	3,231	21	5,075	5	2,272
PINE	48,866	60,671	60,420	10	4,054	7	1,816	21	11,854	13	14,408	24	12,920	6	396	9	1,061	40	9,103	3	961
PIPESTONE	37,07	49,838	50,508	17	7,287	3	2,334	19	10,911	11	6,565	23	8,048	7	1,858	15	2,306	24	3,666	5	1,173
POLK	101,815	126,661	126,216	33	16,911	9	4,987	44	20,247	27	14,741	40	20,454	19	2,951	26	4,272	65	13,109	11	6,447
Crookston	41,387	48,478	49,896	10	4,813	5	3,082	9	10,450	11	9,186	11	7,673	9	1,841	7	871	20	5,059	4	1,634
E. Grand Forks	30,145	36,571	37,856	5	6,207			6	10,703	6	1,339	7	3,362	1	495	13	2,601	12	5,057	2	3,748
POPE	20,920	24,500	24,094	12	2,023	4	697	12	6,603	4	2,595	11	2,962	8	625	5	113	25	3,401	3	1,119
RAMSEY	1,714,885	2,440,357	2,517,574	133	92,271	55	439,143	303	490,707	146	439,231	285	218,809	255	110,072	245	102,288	677	265,013	82	70,024
St. Paul	928,564	1,081,486	1,092,610	66	35,119	31	165,284	220	217,489	92	157,548	170	104,427	126	32,247	140	40,285	485	128,150	62	25,699
RED LAKE	12,716	16,756	16,908	7	2,190	3	1,125	8	3,037	6	2,639	8	1,310	3	399	2	1,085	16	2,411	1	772
REDWOOD	52,742	66,900	66,956	24	7,959	5	1,805	27	15,772	16	12,317	22	6,912	15	4,021	16	3,033	43	4,301	8	2,433
RENVILLE	42,008	62,338	64,557	25	6,654	7	1,104	31	14,521	21	16,242	21	7,917	10	1,129	17	1,780	46	4,503	11	2,652
RICE	123,318	183,067	[illegible]	29	16,091	12	8,221	41	44,419	30	28,653	41	26,661	27	8,906	30	6,216	70	23,542	8	4,717
Faribault	76,366	115,906	[illegible]	11	7,448	8	6,369	20	28,903	17	20,098	19	13,047	10	5,881	13	3,193	37	14,145	4	3,153
ROCK	26,169	33,464	33,547	9	2,307	5	1,280	13	6,525	9	8,879	12	3,292	8	2,538	5	935	19	4,449	3	690
ROSEAU	35,114	41,902	41,375	12	3,462	6	2,400	20	9,816	12	6,845	14	6,861	8	1,248	8	1,620	20	2,621	4	1,285
ST. LOUIS	782,653	859,464	833,781	125	51,319	52	116,146	222	185,331	132	107,070	177	83,533	137	41,017	150	36,217	384	77,647	45	21,615
Duluth	403,490	427,397	411,590	39	16,791	18	83,477	96	81,800	47	41,290	79	33,248	79	22,181	78	21,024	169	45,562	22	11,687
Hibbing	90,080	105,196	103,406	17	7,089	5	8,995	21	27,170	19	15,311	18	10,631	17	7,640	15	2,445	33	6,131	6	3,481
Virginia	105,304	118,923	116,024	12	6,423	5	10,796	23	28,217	13	15,881	21	15,298	25	8,460	21	3,102	39	6,759	3	2,110
SCOTT	103,997	147,642	151,432	27	13,493	9	1,943	36	32,471	22	32,618	35	35,511	13	2,348	23	1,472	47	15,834	10	3,641
SHERBURNE	46,550	86,165	93,587	19	10,962	3	1,539	13	7,447	15	22,842	22	21,955	5	3,203	13	1,825	27	10,100	1	749
SIBLEY	29,383	35,552	35,218	15	3,330	8	1,461	17	7,689	5	4,164	17	8,744	4	390	5	789	29	3,373	8	1,063
STEARNS	543,403	864,645	911,129	75	60,725	27	95,707	108	91,394	78	83,686	86	53,096	71	28,494	84	21,610	164	53,404	19	17,726
†St. Cloud	433,617	732,809	780,797	29	37,637	14	93,680	39	59,515	37	51,780	39	35,393	58	26,889	48	14,272	79	44,407	11	14,690
STEELE	92,685	154,027	163,638	24	11,447	10	13,554	26	33,078	17	27,931	25	15,843	30	9,200	27	8,754	50	17,107	4	4,541
Owatonna	78,262	134,992	144,421	14	9,743	7	13,182	15	28,996	13	24,149	18	13,129	23	8,669	23	8,109	37	14,499	3	3,674
STEVENS	34,082	38,528	37,606	11	4,006	4	1,936	12	9,198	11	4,518	8	4,704	11	2,136	11	1,442	21	3,384	3	1,063
SWIFT	33,714	58,214	62,300	16	7,685	6	3,042	18	13,787	16	8,328	20	9,806	10	3,054	10	1,033	11	4,273	5	2,720
TODD	52,327	66,043	66,007	27	8,667	7	2,432	27	15,763	22	12,272	23	10,183	9	1,641	12	713	40	4,642	6	1,921
TRAVERSE	14,516	21,823	22,667	9	4,824	3	509	10	4,851	7	1,267	10	2,750	7	833	5	1,039	18	2,197	3	1,067
WABASHA	41,642	52,717	52,736	18	5,119	5	796	20	11,575	14	8,261	22	11,493	6	1,318	16	1,151	42	5,692	4	2,003
WADENA	55,295	55,683	53,070	19	10,808	4	3,536	20	9,703	16	8,954	22	7,777	11	2,505	10	1,900	28	2,365	4	1,206
WASECA	42,493	43,013	40,980	16	6,187	8	2,155	22	10,356	11	6,479	18	4,429	11	1,642	13	1,106	35	4,119	4	1,374
WASHINGTON	237,780	420,635	452,676	48	41,615	8	13,578	54	107,754	52	88,481	55	69,660	37	9,809	48	10,464	106	46,750	13	16,199
Stillwater	53,174	84,383	88,668	11	6,584	4	2,873	11	27,231	6	12,636	11	10,980	14	4,815	13	3,263	14	3,017	4	5,768
WATONWAN	37,273	49,966	50,612	17	4,910	6	2,084	17	10,543	10	13,296	16	4,895	11	2,441	13	1,789	25	5,371	2	1,728
WILKIN	21,858	31,577	32,196	12	3,933	2	762	14	7,102	6	4,082	9	4,008	3	439	5	773	18	3,350	3	1,622
Breckenridge	19,838	26,494	27,822	9	3,737	1	639	6	5,791	4	3,642	6	3,575	3	439	4	723	13	2,743	3	1,622
WINONA	139,461	149,086	143,756	30	11,076	14	15,087	35	35,189	23	21,764	42	13,849	26	4,269	31	5,114	78	15,178	7	4,028
Winona	110,699	119,507	115,474	19	8,016	9	9,827	22	31,738	17	17,340	26	10,038	24	3,962	26	4,545	57	12,181	5	3,281
WRIGHT	136,301	176,134	176,950	46	19,759	7	2,409	55	37,460	41	45,571	41	25,705	22	4,042	46	5,840	73	13,390	11	4,669
YELLOW MEDICINE	34,407	44,090	44,225	20	5,647	5	1,125	23	10,557	6	6,523	21	8,825	11	1,562	10	1,078	34	3,382	5	1,728

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,184,395	6,835,990	7,035,990	953	437,647	930	1,034,980	4,660	2,483,641	2,049	1,845,496	1,962	808,076	1,640	439,322	1,491	327,749	2,859	606,376	702	292,474
STANDARD METROPOLITAN STATISTICAL AREAS																					
Biloxi-Gulfport, Miss.	515,969	833,970	877,282	94	41,953	46	130,204	249	219,332	148	157,658	109	73,776	103	42,892	108	34,713	312	89,124	41	38,291
Jackson, Miss.	1,156,176	1,569,919	1,618,571	101	56,283	71	240,931	386	369,857	189	333,980	225	136,904	202	76,810	205	67,995	363	152,791	84	42,537
Memphis, Tenn.-Ark.-Miss.	3,949,115	4,616,693	4,818,745	243	161,051	193	679,792	1,062	1,139,697	306	934,698	639	491,847	519	236,282	491	203,368	1,119	392,808	167	150,323
Pascagoula-Moss Point, Miss.	270,018	227,839	206,079	40	13,183	36	26,001	121	69,071	76	29,221	64	18,118	55	6,783	38	6,303	144	15,920	20	7,843
COUNTIES, Cities																					
ADAMS	142,433	224,597	234,326	14	10,905	17	31,282	68	63,962	29	54,020	29	11,136	31	13,492	42	8,697	57	13,639	11	5,611
Natchez	137,042	216,035	225,378	13	10,076	16	29,279	60	60,103	26	55,625	24	10,590	31	13,492	41	8,431	54	13,525	10	5,081
ALCORN	94,025	137,888	141,805	13	10,024	9	13,447	47	28,192	67	28,538	36	16,464	32	9,116	31	5,609	54	9,299	12	3,701
Corinth	90,018	134,868	139,122	13	10,024	8	13,277	36	27,394	64	28,415	28	15,088	32	9,116	29	5,649	50	9,220	11	3,663
AMITE	14,803	17,898	17,614	3	256	6	99	20	6,078	7	3,785	12	2,369	6	790	6	433	14	643	5	708
ATTALA	43,250	37,401	34,207	10	2,112	8	2,937	70	10,386	17	6,104	18	2,563	13	2,488	15	1,497	16	963	6	1,086
BENTON	6,372	7,542	7,391	1	616	4	213	17	3,835	8	751	8	1,343			3	88	6	322	1	85
BOLIVAR	88,132	99,271	96,062	11	2,944	16	6,644	96	30,798	27	18,336	36	6,907	33	4,306	27	3,422	52	6,018	13	3,766
Cleveland	65,242	74,062	71,874	6	2,223	10	5,974	25	18,832	18	16,487	14	4,272	10	2,764	21	2,022	26	5,339	9	2,348
CALHOUN	30,151	33,833	32,754	9	3,260	10	2,192	26	9,872	19	7,885	19	3,357	19	1,586	5	718	10	708	9	1,223
CARROLL	8,614	10,972	10,925	2	199	2	145	21	2,380	1	279	13	6,394	1		2	73	8	224	2	136
CHICKASAW	41,407	53,366	53,273	4	1,733	10	3,049	42	17,211	16	13,040	15	6,316	20	2,242	17	3,231	14	1,362	5	1,470
CHOCTAW	10,817	15,932	16,379	3	391	4	825	15	7,398	6	1,513	6	3,097	4	357	4	658	7	362	3	888
CLAIBORNE	18,169	27,788	28,884	5	1,601	3	751	28	10,946	7	5,369	7	3,251	6	857	3	55	0	2,304	2	776
CLARKE	24,082	32,302	32,770	3	1,396	9	1,822	28	12,386	17	5,946	14	3,639	8	1,399	5	777	7	1,410	3	967
CLAY	40,998	48,958	48,060	6	376	7	3,841	37	14,814	14	9,375	16	5,015	15	2,211	13	2,362	38	2,970	6	1,728
West Point	39,819	45,395	46,511	5	347	7	3,841	29	13,675	14	9,373	15	4,875	15	2,211	13	2,362	26	2,074	6	1,728
COAHOMA	86,300	121,668	123,819	9	4,729	12	6,921	93	40,916	29	23,775	30	10,774	33	9,825	24	4,399	43	3,979	11	3,248
Clarksdale	80,733	113,733	115,777	8	4,586	9	6,767	35	36,245	27	23,329	23	9,879	28	9,742	22	4,299	38	3,799	9	3,087
COPIAH	34,916	75,236	76,131	8	1,979	15	4,003	36	22,998	26	17,734	21	10,019	19	2,426	18	2,789	21	2,101	9	3,048

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1980 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1980 estimate	Lumber/Bldg.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COVINGTON	28,703	37,121	37,074	5	569	12	3,463	30	12,190	12	11,192	15	4,817	6	414	6	621	10	1,101	6	1,360
DE SOTO	86,412	129,154	133,196	17	4,460	10	12,347	69	53,617	35	24,741	36	12,905	12	1,480	22	3,100	39	6,790	8	3,669
FORREST	233,997	387,896	422,345	33	33,144	22	64,957	88	63,371	76	104,488	45	29,773	35	25,142	57	20,261	111	37,332	22	10,369
Hattiesburg	237,237	343,025	351,136	29	26,335	10	56,900	66	61,303	62	77,473	36	19,204	33	23,080	49	18,801	100	33,178	19	12,712
FRANKLIN	12,360	19,498	20,380	3	730	2	348	17	3,027	9	4,965	9	1,797	2	143	3	130	6	307	4	4,148
GEORGE	26,805	36,601	36,997	5	975	8	2,933	27	12,989	16	7,259	11	4,101	7	968	12	973	13	1,336	5	1,074
GREENE	9,218	12,343	12,425	4	625	5	839	19	4,057	6	1,851	11	2,047	4	99	1	439	6	368	3	340
GRENADA	75,760	83,459	80,465	8	1,699	10	5,309	38	19,610	20	28,247	21	7,962	20	3,203	13	2,486	25	2,509	12	2,469
Grenada	73,566	77,122	77,833	8	1,699	9	5,229	42	17,543	19	28,037	18	7,793	20	3,203	13	2,486	25	2,509	12	2,469
HANCOCK	44,775	76,813	81,641	14	4,494	6	3,259	30	31,315	14	15,840	12	7,308	10	1,336	6	765	34	3,411	6	2,710
HARRISON	449,693	731,587	770,967	73	36,630	36	123,616	197	180,961	123	136,446	86	62,444	99	40,690	97	33,623	268	82,463	33	34,653
Biloxi	173,733	308,074	319,747	27	11,403	14	76,908	65	67,663	42	41,873	25	20,453	48	21,366	38	15,337	105	42,117	15	10,387
Gulfport	224,284	370,078	390,017	35	21,618	17	41,678	88	95,515	67	84,364	46	37,703	32	17,734	51	17,602	130	37,382	15	12,034
HINDS	933,243	1,352,172	1,385,650	78	47,676	34	222,576	321	307,737	148	305,270	183	107,374	184	70,958	173	55,944	322	113,566	72	36,266
Jackson	853,801	1,266,400	1,303,777	60	39,894	45	218,807	240	278,981	113	295,154	148	97,709	174	69,656	152	55,277	281	109,134	55	29,425
HOLMES	36,073	51,107	52,092	11	2,548	14	2,800	62	19,111	15	8,677	15	8,080	11	1,326	9	391	26	1,383	7	2,290
HUMPHREYS	21,170	31,856	32,899	7	1,707	10	2,103	26	7,169	14	6,903	16	6,025	10	2,231	9	707	14	1,883	6	1,388
ISSAQUENA	679	843	835					5	809									2	26		
ITAWAMBA	29,949	37,941	37,736	5	1,253	5	1,042	41	12,711	17	10,988	10	3,922	8	841	9	1,190	18	1,348	4	1,348
JACKSON	278,018	227,839	206,079	40	13,183	26	26,001	121	69,071	76	29,221	64	18,118	55	6,782	38	6,303	144	15,920	30	7,843
Moss Point	22,960	18,919	17,130	7	1,032	4	408	23	7,048	8	1,963	12	1,555	6	715	7	733	14	838	3	832
Pascagoula	175,123	139,949	125,893	19	6,765	15	19,380	47	36,020	40	23,024	29	7,980	31	4,739	36	5,015	72	9,349	8	4,889
JASPER	25,146	30,652	30,218	1	2,724	9	1,906	26	7,625	12	7,732	16	3,626	5	885	4	308	8	671	6	2,074
JEFFERSON	9,869	12,613	12,566	3	237	2	131	28	7,314	7	2,368	3	718	2	367	1		11	479	2	848
JEFFERSON DAVIS	19,703	23,467	23,022	6	1,937	8	984	30	9,417	11	4,783	9	2,181	9	702	5	181	4	264	4	688
JONES	166,210	268,596	282,460	25	10,356	16	35,208	102	79,347	42	47,797	68	23,905	39	14,546	35	13,233	75	17,392	30	9,286
Laurel	148,943	251,211	266,023	11	7,903	13	34,567	74	73,872	26	45,977	45	21,313	36	14,498	32	13,091	64	16,640	15	8,368
KEMPER	9,405	12,891	13,041	1	495	8	1,372	29	6,142	3	1,824	7	1,694					4	336		
LAFAYETTE	60,114	84,365	85,820	13	3,104	6	7,099	45	24,131	14	11,838	21	9,223	23	5,801	10	2,204	33	6,943	9	3,354
Oxford	59,263	83,321	85,025	12	3,040	3	6,783	38	23,775	14	11,838	21	9,223	23	5,801	10	2,204	33	6,943	9	3,354
LAMAR	43,438	57,369	57,573	8	3,403	12	1,889	47	24,219	18	13,025	24	8,157	6	326	9	162	19	2,383	7	2,023
LAUDERDALE	281,085	410,285	421,185	27	24,140	30	69,359	156	99,155	63	82,239	67	36,050	57	16,915	49	14,852	108	30,394	14	12,587
Meridian	265,981	394,567	406,219	26	23,973	25	68,726	136	96,169	59	82,071	59	37,227	55	16,811	45	14,746	96	28,694	14	12,587
LAWRENCE	21,047	24,741	24,203	6	2,102	8	961	35	9,389	10	6,551	13	2,061	7	315	9	1,010	10	488	2	439
LEAKE	31,807	43,632	44,179	10	2,807	16	5,141	47	14,512	16	8,479	12	3,163	13	1,972	10	1,548	20	1,919	5	1,789
LEE	234,110	327,081	332,505	24	19,674	24	48,473	109	70,184	75	73,907	54	26,358	54	17,312	47	12,062	88	36,342	10	8,658
Tupelo	201,904	289,273	295,531	20	16,689	20	48,101	39	54,020	49	69,548	36	21,677	46	16,096	36	11,014	63	24,962	13	7,858
LEFLORE	109,366	167,361	173,671	19	8,286	16	15,068	93	47,666	31	32,311	40	18,138	36	9,624	31	7,498	56	10,499	10	5,982
Greenwood	102,801	156,411	161,912	10	8,162	10	14,227	67	43,434	28	31,421	38	17,902	33	9,398	38	7,288	50	10,339	8	5,798
LINCOLN	70,970	136,321	148,530	14	10,028	11	8,941	57	43,683	22	30,145	19	8,835	32	13,081	21	3,712	31	7,194	9	6,667
Brookhaven	70,054	135,495	147,768	14	10,028	9	8,679	49	43,293	22	30,145	19	8,835	32	13,081	20	3,671	30	7,161	9	6,667
LOWNDES	163,158	216,606	217,637	26	11,944	17	24,612	116	50,593	61	39,417	39	14,455	50	22,571	42	8,443	106	17,740	15	5,166
Columbus	158,716	211,136	212,230	23	11,858	14	24,663	95	47,929	60	39,367	37	14,377	50	22,571	39	8,102	98	16,589	15	5,166
MADISON	68,897	113,603	120,154	9	4,214	16	9,274	61	32,865	26	33,025	23	15,609	17	4,669	10	2,399	37	4,013	10	3,289
MARION	58,643	87,809	90,713	11	4,955	9	7,872	48	32,400	17	18,067	18	4,231	16	6,864	16	3,683	26	3,558	7	2,759
MARSHALL	39,149	53,950	54,652	13	2,624	6	1,036	74	22,913	13	8,293	26	8,489	12	1,384	11	802	24	3,047	5	1,608
MONROE	85,093	108,805	108,429	16	6,688	13	9,128	100	34,502	41	23,086	40	8,743	38	3,527	22	3,719	39	4,146	15	4,432
MONTGOMERY	28,708	29,231	27,707	8	967	9	1,393	28	8,066	11	3,915	18	3,097	12	1,221	10	1,301	13	1,238	5	1,175
NESHOBA	49,976	62,519	62,001	10	4,319	12	4,348	62	22,640	27	12,081	15	3,263	20	4,367	12	2,110	16	1,086	7	2,245
NEWTON	31,680	36,967	36,098	10	3,662	11	1,586	55	13,768	13	3,628	20	6,376	7	1,121	11	898	16	1,332	7	1,197
NOXUBEE	21,507	23,681	22,829	9	2,769	9	3,327	36	8,011	8	2,305	12	2,137	6	294	6	390	10	384	5	1,088
OKTIBBEHA	73,050	108,257	111,637	12	9,867	10	10,146	49	31,207	19	15,329	33	12,467	28	6,799	19	3,933	34	8,602	9	2,636
Starkville	67,497	103,273	117,040	10	9,531	9	9,942	35	29,210	15	15,308	27	12,234	27	6,750	18	3,902	28	8,389	7	2,518
PANOLA	50,975	71,048	69,860	11	2,058	9	2,992	54	25,948	20	14,980	27	9,311	15	2,313	9	1,130	32	2,373	12	2,217
PEARL RIVER	66,318	107,300	112,806	12	4,463	14	10,462	55	39,109	21	22,773	24	5,658	21	3,806	23	6,767	35	6,568	9	4,927
Picayune	34,410	62,167	66,817	8	3,319	5	3,976	21	17,950	8	17,769	8	2,150	14	3,067	10	3,834	14	3,489	6	3,726
PERRY	10,877	13,313	13,138			4	2,127	20	5,495	8	2,055	4	827	2	136	2	249	10	371	3	688
PIKE	113,501	171,480	177,590	20	10,400	17	12,591	57	44,510	41	46,278	27	12,049	36	11,343	30	5,224	32	11,313	12	7,037
McComb	92,471	147,477	154,261	12	7,805	11	11,830	31	32,407	21	41,999	17	10,876	31	10,665	24	4,276	33	10,104	9	6,711
PONTOTOC	32,338	42,364	42,318	13	3,853	8	4,740	46	11,862	19	10,076	15	3,496	7	1,359	11	921	13	1,073	6	1,673
PRENTISS	62,503	72,001	70,109	8	4,436	12	6,855	50	25,193	43	17,219	24	4,684	23	1,514	17	2,482	26	2,306	6	1,381
QUITMAN	18,609	21,383	20,696	7	958	8	1,348	41	8,526	9	2,233	8	1,900	9	1,074	10	798	30	594	4	1,149
RANKIN	123,233	217,747	232,913	23	8,607	17	18,355	65	62,120	41	28,710	42	29,530	10	5,833	32	12,051	41	30,235	12	6,271
SCOTT	56,673	76,316	76,913	9	3,175	14	6,911	55	27,073	30	19,042	13	4,753	10	2,421	25	3,448	30	1,954	9	2,388
SHARKEY	12,497	18,476	19,039	6	2,046	7	1,307	19	8,201	2	1,938	5	1,492	4	396	6	571	8	671	5	1,134
SIMPSON	48,234	55,918	54,322	9	1,656	12	4,009	61	15,906	13	13,931	21	3,925	11	4,365	11	1,263	15	1,767	7	2,128
SMITH	22,176	22,735	21,601	4	448	8	896	32	8,384	9	6,309	9	1,214	11	813	5	413	8	389	6	767
STONE	21,301	25,379	25,072	7	839	4	1,329	22	7,056	11	3,372	11	4,027	3	858	5	323	10	1,280	3	921
SUNFLOWER	61,393	83,730	84,323	10	1,376	10	3,454	70	39,212	24	13,411	26	7,988	29	3,839	24	2,048	23	1,898	11	3,062
TALLAHATCHIE	18,532	23,192	23,001	3	985	4	741	43	10,360	17	4,910	19	2,854	7	710	7	229	9	380	3	864
TATE	30,230	67,232	67,673	10	3,036	13	4,938	52	26,127	16	12,014	15	8,873	12	1,952	7	532	17	3,688	7	1,793
TIPPAH	39,866	66,943	70,811	13	8,368	7	4,964	49	20,694	30	14,474	25	9,987	13	1,534	17	2,373	17	1,798	5	2,374
TISHOMINGO	34,376	64,889	70,411	9	3,638	16	6,025	36	17,964	36	18,382	36	10,552	13	1,787	11	2,038	23	2,896	6	3,274
TUNICA	19,838	24,600	24,341	4	1,960	6	1,682	24	7,608	5	5,331	6	2,710	2	170	4	601	15	1,164	3	309
UNION	42,137	57,149	57,692	7	3,210	8	7,132	43	17,840	32	11,969	14	4,442	13	2,385	11	1,469	18	2,481	7	2,389
WALTHALL	25,687	31,775	31,425	3	1,782	5	1,232	26	9,090	14	10,786	10	2,969	9	979	3	348	18	1,088	4	979
WARREN	151,901	247,315	260,154	16	8,343	10	34,654	100	78,046	37	47,582	37	24,495	46	11,039	27	7,038	69	20,060	10	7,301
Vicksburg	149,895	244,884	257,320	16	8,343	10	34,654	97	76,415	37	47,582	36	24,032	45	10,899	27	7,038	68	20,654	10	7,301
WASHINGTON	217,309	338,164	353,214	16	6,388	28	54,295	153	98,738	54	76,091	51	22,549	36	23,677	32	14,670	96	19,388	19	9,372
Greenville	191,385	315,981	333,014	12	6,375	22	53,561	107	91,658	41	72,328	40	18,734	49	23,345	41	13,863	74	18,770	13	8,603
WAYNE	39,351	53,719	54,295	10	5,390	6	2,957	30	13,495	21	12,144	17	4,486	15	2,201	9	2,693	30	2,872	6	2,161
WEBSTER	22,053	29,461	29,410	9	3,081	9	1,074	26	8,490	19	7,238	17	4,002	4	238	6	638	10	1,371	2	171
WILKINSON	16,302	23,174	23,608	6	1,931	5	1,450	29	8,366	5	4,946	8	2,418	5	706	1	487	8	677	6	1,061
WINSTON	37,296	45,232	44,574	6	1,743	9	2,097	49	14,333	21	11,433	10	3,369	21	2,662	13	1,366	16	2,341	9	1,870
YALOBUSHA	21,401	46,090	51,300	6	5,644	8	3,488	43	13,867	11	4,983	16	12,272	6	1,432	9	1,488	8	1,438	3	1,391
YAZOO	58,654	85,588	87,788	10	4,930	14	8,633	62	27,144	19	16,728	22	6,742	20	4,834	14	4,323	28	2,488	7	2,916
Yazoo City	52,713	78,983	81,398	9	4,893	9	8,448	43	24,963	16	15,756	14	4,745	19	4,767	11	4,105	22	2,187	7	2,916

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate*	E&P 1983 estimate*	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,900,007	21,720,073	22,100,068	2,398	1,080,401	1,040	2,054,987	4,010	4,082,982	4,130	4,061,064	5,088	2,516,656	2,990	988,389	3,088	817,241	8,046	2,043,102	1,106	638,646
STANDARD METROPOLITAN STATISTICAL AREAS																					
Columbia, Mo.	320,390	485,453	507,567	49	35,545	26	67,249	55	101,781	57	78,035	80	43,632	74	30,543	61	18,637	136	61,601	15	21,348
Joplin, Mo.	446,904	670,670	700,798	65	41,228	25	83,459	139	140,731	187	151,173	142	76,967	87	37,390	95	25,402	229	59,670	31	27,563
Kansas City, Mo.-Kans.	4,904,070	6,537,201	6,636,667	490	238,201	265	1,076,026	1,035	1,352,060*	845	1,307,419	933	645,062	783	291,698	787	238,179	1,975	629,611	246	175,224
St. Joseph, Mo.	343,179	405,363	401,159	53	19,967	32	65,110	88	87,204	93	71,010	90	42,184	56	15,442	70	17,049	188	35,663	26	12,029
St. Louis, Mo.-Ill.	7,901,020	11,091,489	11,270,025	742	439,976	416	1,706,073	2,093	2,665,896	1,365	1,970,435	1,789	1,202,362	1,235	450,419	1,300	441,8·0	3,841	1,103,845	536	335,436
Springfield, Mo.	792,453	1/138,509	1,173,762	100	84,702	54	168,534	195	219,845	237	227,829	213	102,376	172	55,266	170	56,459	339	115,188	30	32,506
COUNTIES, Cities																					
ADAIR	87,200	109,949	110,682	12	6,331	10	13,372	18	24,537	28	17,626	31	16,521	27	4,688	22	4,783	30	8,949	4	2,637
Kirksville	82,902	93,947	93,192	12	6,331	8	9,484	16	20,315	27	16,549	26	11,672	27	4,688	21	4,416	28	8,431	3	1,700
ANDREW	25,236	27,706	27,080	14	1,883	7	583	9	4,016	14	8,664	16	7,844	3	434	8	124	10	1,623	2	303
ATCHISON	22,113	31,626	32,618	9	1,487	4	2,125	12	8,176	8	4,948	17	8,436	8	605	8	448	19	1,699	4	1,709
AUDRAIN	85,907	116,548	119,280	21	7,835	10	12,519	27	31,808	30	19,742	30	9,003	18	8,012	19	7,353	37	5,593	8	3,482
Mexico	66,220	95,673	98,665	13	3,813	6	12,002	19	27,420	18	15,104	19	7,511	15	6,351	14	5,288	21	4,565	6	3,090
BARRY	61,373	85,974	88,295	21	8,316	9	8,013	29	30,865	40	15,372	36	12,080	31	3,477	16	1,255	45	6,528	7	2,718
Monett	31,985	42,530	44,639	8	4,767	5	5,672	7	7,488	17	9,1°5	12	5,135	14	1,664	7	719	19	3,841	4	2,348
BARTON	24,978	36,872	38,290	11	3,569	6	1,175	10	7,625	12	10,886	16	3,835	9	778	8	1,869	20	2,659	4	1,377
BATES	49,620	73,501	76,389	17	3,742	7	2,290	22	16,073	19	26,861	22	7,603	13	2,663	16	2,045	30	3,053	6	1,648
BENTON	27,045	24,571	22,978	12	2,128	9	982	23	3,133	20	5,150	20	2,579	6	200	9	284	34	1,808	3	193
BOLLINGER	15,923	19,270	19,164	4	1,442	2	824	28	6,043	12	5,677	10	1,354	3	139	2	902	12	516	1	227
BOONE	320,390	485,453	507,567	49	35,545	26	67,249	55	101,781	57	78,035	80	43,632	74	30,543	61	18,637	136	61,601	15	21,348
Columbia	296,317	459,798	482,746	40	31,842	20	66,157	42	94,529	44	72,581	65	40,302	70	30,348	58	18,526	117	60,727	14	21,238
BUCHANAN	317,923	377,477	374,099	39	18,164	25	64,533	79	83,268	79	62,346	74	34,340	53	15,008	62	16,925	178	34,040	24	11,726
St. Joseph	310,452	370,952	368,047	37	17,818	24	63,570	75	81,734	75	62,050	66	32,937	52	14,900	56	16,763	167	33,214	24	11,726
BUTLER	133,094	151,112	148,362	20	9,466	16	22,079	68	29,702	55	31,364	62	13,063	39	9,110	31	5,103	78	9,503	9	5,870
Poplar Bluff	127,159	146,056	143,696	19	9,365	16	22,079	38	27,940	54	31,246	53	12,221	38	9,063	26	4,926	63	8,460	9	5,870
CALDWELL	15,714	19,403	19,379	7	1,388	4	376	13	3,514	11	3,511	14	4,136	4	638	4	109	13	853	1	226
CALLAWAY	77,132	176,963	191,895	13	20,120	10	11,823	25	39,244	32	24,641	38	52,480	6	4,007	10	7,370	41	22,974	3	3,848
Fulton	43,785	94,073	101,925	7	8,569	8	7,384	11	29,396	14	22,530	16	11,820	6	4,307	8	4,725	21	8,157	3	3,135
CAMDEN	67,153	104,466	109,740	22	4,352	15	7,480	35	24,608	38	22,889	37	13,542	17	2,631	18	3,756	70	13,176	6	1,945
CAPE GIRARDEAU	222,365	324,698	336,699	37	18,726	23	53,373	64	63,368	51	56,128	68	33,923	48	20,151	53	18,334	94	28,215	17	13,101
Cape Girardeau	187,951	282,847	295,020	21	12,410	17	49,188	30	32,716	36	49,386	49	29,452	38	18,752	44	17,028	73	26,121	13	12,077
CARROLL	29,044	31,875	31,081	8	1,333	10	3,213	20	8,422	11	4,784	14	3,418	10	1,249	8	532	16	1,631	3	683
Carrollton	23,824	25,299	25,594	6	989	8	2,540	8	6,739	9	3,868	10	2,961	9	1,110	6	394	9	1,433	3	683
CARTER	8,697	12,219	12,551	1	383	5	247	14	3,525	6	2,546	10	2,713	3	129	2	165	10	1,307	2	172
CASS	101,141	135,753	163,215	26	8,820	10	10,903	40	46,428	34	33,106	48	28,131	12	,263	26	3,349	57	13,312	10	4,935
CEDAR	20,949	51,615	55,036	8	2,942	9	4,087	11	17,716	25	11,268	20	5,873	13	1,060	10	1,309	19	3,199	3	1,359
CHARITON	23,899	35,631	37,076	12	1,955	5	1,923	11	8,829	7	7,221	14	7,569	8	1,416	7	1,108	19	3,004	3	580
CHRISTIAN	37,298	56,797	59,377	9	3,789	9	2,781	21	15,695	21	17,538	20	7,598	8	1,194	11	807	23	2,579	3	645
CLARK	[illegible]	20,064	20,244	4	1,517	6	829	7	4,154	9	2,846	13	6,131	1	115	4	203	20	1,414	1	357
CLAY	569,345	932,139	995,333	55	44,590	26	165,289	93	199,404	102	238,156	100	107,594	96	30,649	74	28,653	193	96,687	27	24,444
Excelsior Springs	41,388	74,602	81,266	9	7,814	8	12,982	9	14,832	10	18,714	13	11,042	10	2,435	9	2,608	16	5,052	4	1,773
CLINTON	35,342	46,861	49,628	13	5,503	9	5,161	17	11,404	13	9,177	15	4,561	10	1,351	12	1,983	25	4,636	8	1,257
COLE	205,000	328,884	353,163	22	18,666	21	45,330	33	68,993	42	81,037	49	24,008	37	23,655	52	16,926	70	28,446	11	5,363
Jefferson City	192,347	313,985	337,980	19	17,445	19	43,399	28	63,056	41	79,669	43	23,136	37	23,655	48	16,848	70	27,751	11	3,791
COOPER	38,970	46,648	46,063	8	1,795	11	4,158	13	11,107	16	6,287	28	8,302	13	1,580	7	845	29	3,042	5	1,502
Boonville	33,808	38,099	36,958	5	1,618	8	3,859	6	9,649	13	7,877	14	5,003	12	1,547	6	812	22	2,588	5	1,502
CRAWFORD	48,678	71,263	73,842	10	3,799	16	9,307	22	15,021	24	13,865	26	16,862	6	548	9	890	35	4,369	6	1,246
DADE	12,855	15,112	14,937	8	3,213	6	369	8	4,212	8	1,464	16	2,566	5	642	3	350	11	506	2	232
DALLAS	21,975	137,919	231,040	8	15,689	3	16,785	5	70,929	16	36,163	16	40,388	9	3,021	5	5,238	18	23,244	3	6,002
DAVIESS	16,502	15,958	15,121	10	1,101	11	518	9	3,106	11	4,883	16	2,662	4	129	4	193	12	690	3	428
DE KALB	11,710	12,935	12,140	9	1,366	4	655	13	2,084	6	1,907	9	2,402	2	156	4	664	18	1,031	2	188
DENT	35,287	42,167	41,831	10	2,584	10	5,214	22	11,199	18	5,485	20	4,297	8	775	11	2,745	17	2,199	3	387
DOUGLAS	21,588	31,376	38,899	4	2,389	7	4,786	14	10,181	19	7,868	15	6,151	5	963	5	632	17	2,289	2	1,693
DUNKLIN	115,686	121,840	117,398	23	9,910	16	9,560	61	31,625	60	21,462	59	13,219	30	5,173	31	4,647	70	5,773	14	2,541
Kennett	62,955	66,509	64,241	9	5,166	6	5,835	10	17,838	32	12,518	20	5,103	14	3,566	14	2,770	25	2,617	6	1,244
FRANKLIN	210,570	263,264	263,724	41	19,655	26	20,388	75	69,664	73	44,526	86	41,094	43	9,155	43	7,739	119	19,669	19	4,898
GASCONADE	34,206	47,488	48,647	8	2,845	13	2,256	14	12,702	22	11,031	29	5,977	10	788	11	1,808	32	3,319	2	719
GENTRY	21,979	29,171	30,215	0	3,196	7	881	12	7,389	7	6,139	22	4,357	12	990	7	2,188	16	1,604	5	1,083
GREENE	735,155	1,081,792	1,116,285	94	80,993	45	166,043	174	204,150	216	210,291	193	94,778	164	54,072	159	55,652	316	112,609	27	31,861
Springfield	682,061	969,480	1,023,362	81	78,001	36	136,547	145	192,808	185	172,233	158	78,903	152	52,246	142	54,366	279	107,421	23	30,726
GRUNDY	35,163	41,751	41,373	14	2,257	7	6,564	12	10,611	8	5,644	13	5,592	11	2,810	13	1,045	23	3,583	6	1,594
Trenton	34,145	38,970	39,943	13	2,234	7	6,564	10	10,372	8	5,644	9	5,159	11	2,810	10	919	17	3,397	4	1,524
HARRISON	26,167	28,751	28,016	11	1,290	5	2,209	11	6,245	10	5,185	26	5,433	10	1,089	6	476	25	1,847	1	295
HENRY	64,640	70,462	68,571	19	3,822	11	4,951	26	14,558	30	11,487	36	8,694	18	3,880	16	5,112	46	4,842	10	3,553
Clinton	50,703	52,275	53,789	11	2,494	6	4,744	14	10,525	17	8,553	19	6,141	15	3,557	13	4,633	25	3,735	6	2,843
HICKORY	7,953	14,685	15,982	3	1,820	7	1,021	14	4,138	8	670	12	4,522			4	380	16	1,243	1	376
HOLT	27,515	29,943	30,383	6	1,202	5	207	10	3,929	4	6,433	15	15,023	4	321	3	242	16	1,100	3	268
HOWARD	17,619	18,512	17,862	5	786	4	813	9	4,150	12	3,863	20	2,479	3	263	7	76	13	1,642	3	821
HOWELL	97,467	136,174	139,766	16	8,453	26	15,497	39	34,617	61	31,010	47	12,537	27	3,587	30	5,777	57	9,134	11	4,127
West Plains	68,997	94,342	99,292	10	5,437	14	13,257	25	23,565	43	19,931	29	8,711	20	2,705	23	5,161	39	6,861	7	2,272
IRON	26,080	33,987	34,374	10	2,488	8	2,043	21	12,085	13	5,620	22	4,225	5	580	9	875	15	1,522	2	620
JACKSON	2,453,980	2,750,921	2,896,744	226	83,616	120	649,065	543	604,768	427	528,910	464	267,642	388	147,318	377	94,558	1,093	312,460	129	91,686
Blue Springs	64,014	91,488	96,987	16	8,394	7	179	19	41,888	23	19,983	18	21,897	11	166	15	1,164	26	111	3	1,714
Independence	463,945	386,510	389,101	37	15,518	23	117,920	88	107,157	88	132,532	76	51,414	85	27,355	69	17,300	163	60,491	19	14,389
Kansas City	1,793,843	1,839,941	1,768,951	137	42,868	81	392,225	394	344,262	276	261,845	317	143,291	301	112,360	256	62,328	839	218,215	99	52,015
JASPER	363,925	527,881	547,287	51	33,828	28	70,618	106	101,096	138	114,694	99	53,194	74	31,751	77	21,159	174	47,762	26	25,450
Carthage	52,735	75,749	78,210	14	3,620	5	6,101	16	19,259	33	18,322	15	6,955	14	5,200	13	2,310	26	6,147	5	1,732
Joplin	288,627	453,221	464,074	29	29,743	18	63,349	72	77,123	84	94,015	70	45,469	53	25,524	59	18,462	122	40,641	14	22,794
JEFFERSON	277,134	464,670	489,998	53	23,940	28	42,916	102	130,788	113	74,176	109	73,944	29	5,317	60	14,888	128	27,509	25	13,727
Crystal City	45,428	66,968	71,277	4	4,084	3	13,133	9	16,881	17	17,669	11	5,409	5	703	9	1,745	17	7,997	2	910
Festus	22,107	32,739	34,854	5	1,386	5	3,177	10	10,273	7	4,012	11	2,003	9	2,494	15	3,399	27	2,379	4	1,859
JOHNSON	78,232	165,344	178,487	21	14,735	11	15,567	22	39,483	25	31,930	45	24,217	15	5,678	23	5,334	54	17,917	7	5,186
Warrensburg	61,098	180,640	140,880	12	12,148	4	14,887	9	31,376	16	28,107	23	14,290	12	5,195	17	4,810	29	15,137	5	5,088

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KNOX	9,426	10,742	10,546	5	1,015	7	1,031	7	2,513	4	2,462	7	1,177	2	230	1	460	9	401	2	319
LACLEDE	88,394	147,121	156,789	13	10,838	13	14,450	34	28,816	68	34,775	49	24,211	22	4,855	20	4,176	42	8,380	7	2,460
Lebanon	83,901	140,482	149,895	13	10,838	10	14,167	24	27,498	63	34,441	39	22,266	22	4,855	20	4,176	37	7,387	7	2,460
LAFAYETTE	70,882	75,346	72,877	18	5,603	15	4,900	32	20,512	29	12,447	34	9,321	17	2,793	23	2,635	51	5,377	13	2,636
Lexington	20,961	21,210	21,360	2	766	4	2,727	5	5,765	6	3,559	7	2,112	8	1,660	6	662	21	1,537	3	642
LAWRENCE	64,229	74,745	73,726	18	4,870	15	4,612	26	10,253	25	18,862	31	7,014	14	2,135	21	2,988	42	5,412	6	2,687
LEWIS	24,140	43,442	47,075	9	6,142	10	1,796	12	10,733	8	10,568	16	5,961	5	1,177	4	736	15	2,010	1	656
LINCOLN	42,269	59,949	61,717	11	2,851	11	5,146	31	20,388	19	10,057	27	7,724	9	1,049	13	1,570	37	4,917	2	1,688
LINN	47,985	59,330	59,285	22	4,197	14	5,373	17	12,885	15	12,374	26	7,783	14	1,913	10	2,407	27	3,562	6	2,311
Brookfield	33,341	39,940	41,260	11	1,846	6	3,975	9	9,378	11	8,733	11	5,264	9	1,595	9	2,089	14	2,318	3	1,788
LIVINGSTON	57,459	83,550	86,551	16	6,216	13	11,326	17	17,502	16	17,501	20	8,705	17	4,516	14	2,795	19	4,131	4	1,861
Chillicothe	56,139	82,459	85,552	15	6,149	13	11,326	13	16,876	16	17,501	16	8,459	17	4,516	14	2,795	18	4,091	4	1,861
McDONALD	26,709	40,377	42,150	10	2,854	6	3,709	27	9,548	16	5,247	23	8,294	2	230	3	366	35	3,764	5	669
MACON	38,343	40,773	39,440	14	3,422	5	1,752	20	9,951	16	6,870	28	4,868	12	1,774	13	1,823	36	2,986	6	1,219
Macon	30,125	30,547	30,631	9	2,677	4	1,537	7	7,274	11	5,559	14	3,027	10	1,592	11	1,641	15	2,459	4	971
MADISON	24,748	43,706	47,169	6	1,899	4	1,788	22	17,699	9	4,707	20	9,180	5	342	8	1,888	21	3,610	2	766
MARIES	9,007	7,653	7,056	4	298	3	170	18	1,878	6	1,408	8	939	7	390	3	357	10	520		
MARION	106,271	153,667	163,930	18	11,324	13	18,670	30	38,450	33	25,721	37	23,067	25	6,504	22	3,695	[illegible]	14,620	10	4,190
Hannibal	75,826	100,681	110,814	14	8,328	11	15,097	21	24,246	20	16,881	21	11,382	21	5,211	20	3,022	46	11,364	8	3,180
MERCER	6,575	7,709	7,710	6	678	3		5	3,140	4	1,038	8	785	3	198	2	304	9	388	1	187
MILLER	56,105	76,848	78,532	12	5,164	5	7,321	29	12,235	28	14,869	27	9,537	12	1,906	20	2,701	35	8,996	2	610
MISSISSIPPI	45,195	57,487	57,798	9	3,131	10	1,888	30	10,485	13	9,216	30	20,658	9	1,696	10	1,371	26	1,892	6	1,677
MONITEAU	32,269	47,509	49,398	11	3,384	4	1,699	14	11,719	19	17,430	15	4,724	8	1,482	7	619	18	1,956	3	540
MONROE	18,082	25,680	26,442	10	3,608	6	839	9	5,031	12	6,659	12	2,851	7	1,787	5	714	13	1,714	4	1,208
MONTGOMERY	26,450	34,242	34,551	8	1,573	7	1,249	12	7,252	14	6,031	28	10,607	4	474	10	1,255	22	2,886	3	368
MORGAN	33,723	39,017	38,426	10	4,732	10	963	18	10,505	22	7,025	27	4,983	8	698	11	2,260	34	2,854	4	389
NEW MADRID	60,374	81,135	82,558	13	4,969	9	11,518	37	16,521	24	10,799	49	21,882	27	4,765	14	2,466	30	3,607	7	1,864
NEWTON	82,979	142,877	153,411	14	7,608	7	9,821	35	39,635	69	36,479	43	23,773	13	5,639	18	4,243	55	11,988	5	2,113
Neosho	57,799	96,458	102,851	9	4,470	3	9,272	16	24,628	26	33,157	15	7,934	11	5,126	11	2,859	30	5,655	3	1,968
NODAWAY	60,108	84,393	86,721	26	9,006	12	10,028	27	18,205	12	12,728	28	12,082	15	3,695	14	2,943	39	6,552	5	1,601
Maryville	48,381	64,545	67,779	18	7,109	8	8,733	10	15,419	8	11,083	11	4,593	14	3,600	12	2,780	19	4,557	5	1,601
OREGON	22,478	32,331	33,389	5	3,221	8	1,852	13	6,719	13	7,217	18	4,068	9	1,227	2	865	14	1,657	3	474
OSAGE	16,474	21,830	22,142	6	1,818	3	284	18	5,925	9	4,049	11	3,904	4	266	4	669	18	1,416		
OZARK	17,123	23,548	24,081	4	851	6	1,175	19	5,287	4	5,540	11	3,099	2	262	5	292	11	1,026	1	363
PEMISCOT	53,116	72,459	73,984	16	3,244	10	6,010	71	22,774	24	9,275	42	10,180	21	2,916	14	2,097	37	5,828	7	1,781
PERRY	52,987	75,843	78,254	10	6,543	14	18,440	14	13,370	11	9,997	20	11,470	4	439	10	2,508	35	7,225	4	1,869
PETTIS	125,562	182,733	189,352	29	14,075	13	20,985	31	39,322	48	43,960	36	14,220	25	8,434	28	6,675	69	16,814	8	5,886
Sedalia	122,525	180,274	187,108	25	13,721	12	20,876	27	38,833	47	43,898	31	13,808	25	8,434	27	6,659	62	16,073	8	5,886
PHELPS	114,674	171,034	178,292	18	13,426	13	16,139	37	36,414	37	34,632	51	21,783	22	8,509	26	5,115	55	15,736	5	1,919
Rolla	93,099	148,501	156,124	10	11,540	8	15,964	20	26,595	24	31,355	33	17,337	18	7,834	25	5,030	41	13,621	4	1,752
PIKE	43,207	46,445	45,039	13	2,847	18	5,140	29	12,487	22	5,414	21	7,559	13	1,213	16	1,124	19	2,313	5	1,613
PLATTE	81,320	126,861	133,263	19	8,493	7	11,151	24	40,381	22	12,738	29	20,302	7	599	9	1,156	45	14,247	4	4,269
POLK	49,721	55,208	53,891	17	8,330	12	5,269	21	12,713	14	9,660	23	4,968	12	1,495	13	1,323	25	2,403	7	1,266
PULASKI	69,204	68,379	59,371	11	2,396	13	5,502	23	10,510	52	14,737	42	9,478	12	928	18	2,626	67	4,833	4	797
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	20,914	22,385	22,679	7	746	1	441	8	2,300	16	7,904	28	3,950	8	251	6	770	43	1,978	1	423
PUTNAM	16,499	17,907	16,947	4	946	6	577	11	3,976	6	4,316	9	2,909	9	659	4	220	12	898	1	262
RALLS	9,889	12,710	12,830	5	1,168	4	385	9	3,157	7	3,538	12	2,132	1	346	2	160	10	421	1	147
RANDOLPH	83,416	133,388	141,204	16	6,440	8	12,051	20	34,903	41	31,402	27	11,491	23	8,296	24	7,378	38	9,450	5	3,637
Moberly	79,600	130,458	138,559	13	6,269	6	12,051	12	34,477	34	31,200	18	10,328	21	8,296	21	7,269	31	9,329	5	3,637
RAY	41,639	41,951	40,115	11	3,048	6	1,335	17	10,799	18	9,034	15	4,496	11	1,724	8	753	25	2,036	4	1,642
Richmond	33,095	31,688	31,407	4	1,872	3	929	8	8,677	13	8,186	8	3,469	10	1,627	5	582	14	1,603	4	1,642
REYNOLDS	13,568	17,121	17,185	4	459	7	384	14	5,472	11	5,098	13	3,074			3	48	8	505	1	138
RIPLEY	20,701	25,974	26,046	8	1,584	10	3,757	15	8,460	14	5,219	10	2,057	5	339	3	585	12	961	3	686
ST. CHARLES	384,257	868,461	979,460	39	60,833	17	74,789	93	226,628	87	177,855	110	170,357	55	29,620	88	38,155	158	83,500	18	35,729
ST. CLAIR	18,480	16,625	15,478	7	857	4	185	13	2,275	21	5,787	11	1,720	3	228	5	354	21	1,842	2	90
ST. FRANCOIS	122,954	178,166	184,278	24	12,384	11	23,199	55	48,589	34	29,808	71	29,232	26	6,736	27	6,336	55	9,438	12	4,033
Flat River	31,247	44,096	46,667	5	1,570	4	7,526	8	13,410	8	4,815	14	5,202	9	3,175	13	3,630	9	2,717	4	1,197
ST. LOUIS	3,932,264	5,405,183	5,357,506	286	162,543	156	974,945	755	1,212,087	494	983,520	713	484,557	602	236,763	578	235,377	1,184	493,488	205	152,304
ST. LOUIS CITY	1,409,583	1,546,195	1,506,285	90	32,317	71	198,679	555	345,552	224	205,610	346	155,845	234	72,905	208	51,532	1,197	221,931	128	32,044
St. Louis	1,409,583	1,546,195	1,506,285	112	32,317	94	198,679	792	345,552	234	205,610	482	155,845	358	72,905	270	51,532	1,575	221,931	165	32,044
STE. GENEVIEVE	30,728	27,650	25,807	7	1,321	8	1,579	17	6,475	8	4,899	14	3,844	3	235	8	677	32	2,826	3	878
SALINE	69,494	102,853	106,883	18	7,080	15	12,120	16	23,566	31	15,598	43	17,297	20	4,564	15	3,266	46	7,136	7	4,273
Marshall	48,689	73,690	76,945	10	5,090	10	11,577	8	17,519	21	9,031	23	8,758	14	3,828	12	2,659	33	3,551	5	3,511
SCHUYLER	13,632	16,649	16,582	5	1,698	2	454	8	1,844	7	3,957	9	3,427	2	83			10	854	3	195
SCOTLAND	12,778	13,262	12,880	4	634	6	1,315	4	3,372	11	2,636	11	1,457	3	160	4	636	12	1,018	1	108
SCOTT	130,865	185,085	188,801	29	19,362	10	25,543	63	36,806	42	37,856	32	15,587	30	10,675	30	7,788	74	13,703	13	5,870
Sikeston	117,960	164,625	168,941	17	16,705	12	23,144	40	33,994	31	36,939	27	11,767	34	8,865	26	7,344	35	10,457	7	3,245
SHANNON	9,863	15,248	15,991	2	470	4	287	11	4,941	9	2,548	15	3,356	5	201	4	156	10	1,039	1	298
SHELBY	20,241	16,852	15,466	8	623	9	1,162	12	3,723	7	3,531	15	2,825	2	239	3	100	10	832	2	430
STODDARD	78,193	89,036	87,419	22	9,997	13	6,329	48	16,455	34	22,395	42	7,163	19	2,091	20	2,952	63	7,117	8	2,179
Dexter	56,503	60,300	61,059	10	7,842	6	5,565	11	8,722	18	18,848	17	3,478	11	1,566	14	2,614	26	4,511	3	1,235
STONE	23,340	34,592	35,952	10	2,674	10	1,067	23	11,027	14	6,115	27	4,692	10	1,002	5	215	23	2,665	3	465
SULLIVAN	12,052	13,677	13,414	6	1,429	6	818	8	2,860	10	1,833	11	1,702	8	289	5	464	11	538	3	439
TANEY	64,983	91,559	94,152	11	6,628	12	8,139	34	22,273	25	13,276	29	9,125	13	1,825	13	2,045	73	13,088	8	2,552
TEXAS	56,581	72,582	73,115	13	5,011	15	4,601	31	13,630	26	10,393	34	13,125	17	1,379	12	1,050	34	2,822	6	1,340
VERNON	50,743	62,042	61,871	11	3,186	10	7,892	15	12,595	24	13,269	25	6,518	12	2,374	15	2,351	39	5,942	3	1,231
Nevada	47,404	55,678	57,293	10	3,004	7	7,775	9	12,664	21	13,118	18	5,111	11	2,251	14	3,210	29	5,502	3	1,231
WARREN	29,879	40,914	41,806	9	2,742	7	3,476	13	12,798	12	5,831	17	7,898	2	277	10	405	21	4,265	3	527
WASHINGTON	29,399	39,276	39,906	11	2,540	8	2,465	35	12,667	18	7,471	23	7,632	5	282	6	436	20	2,179	3	577
WAYNE	23,392	25,383	24,657	8	2,363	9	1,620	30	6,744	15	4,987	20	3,366	5	231	4	1,038	27	1,722	2	688
WEBSTER	32,030	49,210	51,552	11	2,860	7	4,445	21	12,497	22	8,547	26	9,640	12	1,338	8	1,399	22	3,390	3	1,316
WORTH	6,111	6,952	6,821	9	714	1	507	7	2,165	3	667	9	1,440	1	73	3	505	6	137	1	232
WRIGHT	37,388	44,670	44,314	14	4,454	18	7,718	19	9,776	27	6,036	34	5,131	12	948	11	1,369	30	2,238	4	818

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,847,520	4,278,240	4,420,927	617	349,327	217	362,312	890	1,009,395	600	770,393	968	309,713	502	200,034	683	168,812	2,083	473,086	215	150,837
STANDARD METROPOLITAN STATISTICAL AREAS																					
Billings, Mont.	513,875	866,685	915,275	71	85,501	17	122,906	90	178,791	83	163,793	109	79,658	94	44,473	100	42,106	209	86,310	19	38,131
Great Falls, Mont.	363,994	457,747	453,230	43	34,351	14	54,009	74	88,197	60	86,802	69	41,294	61	25,401	67	19,240	179	48,185	13	18,401
COUNTIES, Cities																					
BEAVERHEAD	26,422	38,268	39,080	11	2,061	2	1,977	13	10,638	8	6,853	10	4,982	9	2,351	4	1,208	33	5,038	2	713
BIG HORN	25,847	46,881	50,304	4	2,086	3	772	15	13,354	9	9,563	18	10,845	6	2,004	5	523	24	6,093	4	979
BLAINE	14,825	19,202	19,130	5	1,231	5	293	9	3,921	7	6,299	7	1,946	6	1,071	3	170	19	2,219	3	987
BROADWATER	11,606	13,857	13,561	3	933	4	903	7	4,738	3	1,468	6	2,664					10	1,528	1	167
CARBON	16,766	21,547	21,430	13	3,226	5	152	14	5,821	1	1,283	13	2,485	8	905	4	372	39	3,857	3	934
CARTER	1,867	2,826	2,914	1	89	1		1	957			4	637	1				6	555	1	14
CASCADE	363,994	457,747	453,230	43	34,351	14	54,009	74	88,197	60	86,802	69	41,294	61	25,401	67	19,240	179	48,185	13	18,401
Great Falls	331,953	409,150	403,102	35	25,412	13	46,881	55	79,267	53	84,153	59	36,136	60	23,682	62	16,630	139	38,153	13	17,513
CHOUTEAU	9,773	13,386	13,502	6	1,201	2	144	10	3,789	3	3,273	4	629	2	138	3	14	21	2,488	3	692
CUSTER	52,377	63,967	62,902	14	5,090	3	1,729	9	14,935	13	8,815	14	9,999	17	4,424	15	1,261	32	7,438	3	2,229
Miles City	47,646	55,322	56,857	14	5,090	2	1,224	7	12,029	13	8,815	12	8,749	15	3,968	14	1,188	31	7,233	2	1,579
DANIELS	6,421	7,478	7,277	5	891	1	249	4	2,034	2	1,146	1	275	4	384	2	203	12	1,041	2	373
DAWSON	47,185	86,338	92,799	12	8,059	3	3,543	8	21,420	15	12,686	19	21,280	9	4,239	12	3,430	20	8,567	4	3,078
DEER LODGE	35,021	26,197	23,155	9	1,042			16	8,068	14	4,111	14	2,030	6	1,147	6	434	44	3,329	3	1,445
Anaconda	34,242	24,549	22,610	9	1,036			15	7,535	14	4,111	14	2,030	6	1,147	6	434	44	3,329	3	1,439
FALLON	12,313	20,003	20,950	7	1,699	3	891	5	5,950	9	5,946	7	1,814	5	950	5	659	14	2,188	2	264
FERGUS	40,980	57,143	57,859	9	2,609	4	2,195	17	14,826	14	10,655	15	8,862	14	3,497	8	2,323	37	5,961	3	1,314
FLATHEAD	196,332	327,958	345,671	49	24,245	9	22,648	56	92,036	56	58,266	58	25,762	36	17,716	42	12,982	148	39,749	11	7,857
Kalispell	123,516	201,315	211,017	32	18,625	4	10,592	24	60,859	35	42,351	24	11,765	22	13,279	21	8,562	52	17,517	5	4,039
GALLATIN	177,849	295,427	311,099	35	34,633	6	15,653	46	59,[illegible]	28	45,682	56	37,080	33	15,539	39	15,956	114	33,345	17	9,907
Bozeman	148,069	253,547	268,602	25	30,624	4	14,803	25	51,211	20	43,846	34	25,962	28	14,752	33	15,348	64	25,900	8	8,651
GARFIELD	2,042	2,774	2,794	1	92	2	104	1	849	1		3	624	1	96			6	693	1	119
GLACIER	33,509	43,434	43,274	10	2,235	12	4,951	12	11,367	7	5,803	24	5,647	10	2,097	8	995	36	5,188	3	1,119
GOLDEN VALLEY	642	1,245	1,355					1	365			2	265					4	279		
GRANITE	4,750	7,113	7,316	2	96			5	2,516	2	793	8	1,520	2	170			10	1,050	2	460
HILL	69,060	107,339	111,382	19	11,519	8	8,847	20	25,560	22	16,862	14	12,300	16	7,905	20	3,466	37	10,249	5	4,757
Havre	65,046	102,463	106,592	16	10,816	7	8,420	18	24,578	18	15,670	12	11,622	16	7,905	19	3,402	32	9,864	5	4,757
JEFFERSON	6,077	8,360	8,441	2	336	3	112	5	2,956	3	877	5	855			5	161	11	2,184	2	137
JUDITH BASIN	4,661	7,256	7,529	3	186			4	1,864	3	464	9	3,253	1	105	2	130	11	973	1	127
LAKE	44,476	62,417	63,306	12	3,527	2	1,369	28	18,857	14	10,312	25	8,916	14	2,744	9	1,415	47	6,725	7	2,296
LEWIS AND CLARK	172,234	245,360	249,642	27	22,610	11	22,840	45	63,100	38	42,171	43	19,157	25	9,863	38	10,281	101	29,238	9	8,145
Helena	164,135	234,344	238,546	22	21,970	8	22,157	36	60,059	36	41,964	35	16,817	24	9,828	38	10,281	72	25,835	9	8,145
LIBERTY	6,848	9,006	9,003	2	957			7	2,286	2	2,901	2	1,010	1	62	1		6	717	2	385
LINCOLN	40,025	48,379	47,474	11	1,471	8	2,918	21	17,780	16	7,278	15	5,187	11	1,105	6	764	52	5,030	4	1,380
McCONE	4,491	5,072	4,902	4	389	1	350	4	914	2	529	5	2,004			1	151	7	344		
MADISON	8,199	12,591	13,025	7	809	2	335	13	4,134	3	569	12	1,944	2	27			34	3,006	4	679
MEAGHER	4,623	6,170	6,188	4	357			5	2,070	3	354	3	947	2	369			15	1,042	1	543
MINERAL	8,055	9,372	9,117	3	185	1	243	8	2,553	3	996	7	1,937	1	113			14	1,777	2	165
MISSOULA	319,284	515,656	539,407	45	39,330	14	45,578	77	108,377	58	103,831	73	58,034	45	18,249	64	24,939	164	55,445	15	19,947
Missoula	297,903	476,138	496,829	37	37,164	12	42,122	61	102,494	50	98,072	57	46,668	43	17,818	58	23,695	130	49,836	13	18,536
MUSSELSHELL	9,830	13,623	13,776	4	524	4	709	5	3,322	3	1,710	10	2,910			8	472	16	2,100	1	834
PARK	40,131	45,486	44,013	13	2,093	5	792	22	12,957	11	4,167	28	7,337	11	2,477	12	1,102	37	5,574	4	1,103
Livingston	34,054	36,054	36,454	11	1,883	4	691	14	11,356	11	4,167	17	4,630	11	2,477	12	1,102	24	3,979	4	1,103
PETROLEUM	556	684	674					3	209			2	175					2	214		
PHILLIPS	15,121	27,563	29,605	4	3,009	2	702	5	8,170	7	5,768	9	3,311	5	2,012	4	502	21	3,715	2	369
PONDERA	22,854	26,501	25,762	9	1,541	2	1,060	9	6,309	7	8,303	10	2,036	6	1,014	4	958	18	1,884	3	1,283
POWDER RIVER	6,061	10,174	10,732	1	175	2	646	3	2,446	4	2,005	3	2,101	1	90			6	1,391	1	135
POWELL	17,977	18,197	17,175	7	1,026	2	181	6	4,124	5	1,966	7	4,132	2	402			18	2,301	3	646
PRAIRIE	3,619	4,089	3,954	2	322	1		2	983	2	410	4	1,029					8	737	1	216
RAVALLI	64,019	63,000	64,162	17	6,125	6	2,058	18	16,117	11	9,377	19	11,054	9	2,540	9	1,781	55	7,167	7	2,179
Hamilton	NO DATA AVAILABLE FOR THIS CITY																				
RICHLAND	42,549	101,952	116,096	11	10,290	5	7,169	12	35,634	12	25,727	11	7,659	9	5,074	9	4,437	23	8,179	3	5,473
ROOSEVELT	33,019	43,423	43,413	14	2,365	4	1,492	18	11,630	8	7,204	17	8,583	7	2,373	10	740	40	4,844	4	966
ROSEBUD	18,552	33,900	39,058	5	1,683	3	1,221	7	9,628	3	6,174	11	6,058	2	541	2		23	5,561	1	1,649
SANDERS	19,093	19,857	18,615	7	538	6	1,641	17	4,376	9	5,363	16	2,548			4	19	29	2,219	4	354
SHERIDAN	15,779	31,419	34,395	8	4,224	2	2,031	6	6,185	2	1,221	8	7,367	8	3,080	5	1,296	25	6,007	4	881
SILVER BOW	171,197	220,780	219,888	17	9,129	8	21,024	51	53,118	36	35,471	75	36,261	24	6,303	36	11,043	116	20,363	9	9,137
Butte	150,370	199,107	199,315	13	6,941	7	18,466	48	52,612	31	29,504	71	34,302	22	5,524	34	9,916	102	18,448	9	8,598
STILLWATER	10,571	19,498	20,993	9	2,144	3	130	6	5,310	3	1,955	10	4,959	1	273	7	183	19	3,019	4	272
SWEET GRASS	12,534	13,313	12,698	4	810	1	243	8	4,232	2	1,833	8	3,928	2	196	4		8	802	2	261
TETON	15,838	29,233	31,483	6	1,492	3	635	10	6,274	8	12,294	7	2,997	5	1,688	5	509	21	3,499	2	909
TOOLE	18,844	33,980	36,418	7	1,478	3	1,219	9	6,255	1	3,953	12	8,711	8	2,405	3	826	28	5,131	2	1,354
TREASURE	927	939	887	2	401	2		1	174									3	249		
VALLEY	37,852	52,868	53,549	14	4,340	5	3,556	15	11,324	16	11,480	16	8,590	9	2,002	9	1,311	34	4,833	4	2,899
WHEATLAND	5,839	5,998	5,678	5	210	2	112	4	1,468	2	627	9	1,612	1	17	2	11	13	764	1	60
WIBAUX	2,329	3,506	3,610	2	82			3	297	1	1,004	2	513			1	349	4	702	1	311
YELLOWSTONE	513,875	866,685	915,275	71	85,501	17	122,906	90	178,791	83	163,793	109	79,658	94	44,473	100	42,106	209	86,310	19	38,131
Billings	424,264	736,206	769,293	40	53,479	16	121,302	63	138,700	61	152,116	74	57,902	80	37,688	80	38,609	156	68,976	15	36,430
YELLOWSTONE NATIONAL PARK																					

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NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,145,308	7,279,485	7,579,133	1,148	405,709	447	962,442	1,482	1,556,381	1,258	1,327,209	1,732	943,296	980	327,646	1,191	343,703	3,109	776,336	421	210,675
STANDARD METROPOLITAN STATISTICAL AREAS																					
Lincoln, Neb.	673,836	873,133	875,573	82	60,393	35	147,069	90	168,562	115	145,014	167	81,722	83	41,350	137	31,956	272	97,086	40	19,541
Omaha, Neb.-Iowa	1,972,604	2,821,839	2,895,225	[illegible]	96,139	86	457,756	371	609,983	386	507,249	440	276,996	257	116,362	324	162,712	976	337,045	119	101,508
Sioux City, Iowa-Neb.	451,370	560,320	571,032	67	34,414	27	73,468	124	133,764	88	90,738	113	60,932	62	22,492	89	24,035	286	58,611	30	22,609
COUNTIES, Cities																					
ADAMS	123,722	170,346	183,123	26	17,660	10	33,714	21	27,739	33	32,753	33	19,615	27	12,351	28	6,454	54	14,838	7	3,673
Hastings	115,441	160,281	173,174	21	16,379	10	33,714	19	26,772	30	31,644	27	16,039	27	12,351	27	6,369	47	14,025	7	3,673
ANTELOPE	23,366	33,080	33,810	13	3,517	2	465	10	5,764	6	10,049	12	5,454	6	1,074	7	373	24	2,315	3	871
ARTHUR	341	541	566									1	331			1		1	57		
BANNER	96	75	67									1	59			1		2	8		
BLAINE	1,945	3,980	4,415	3	486			1	629	1	1,279	1	1,145					2	316		
BOONE	20,500	31,119	32,300	15	3,548	4	1,541	14	7,095	8	6,699	9	3,927	8	1,708	6	705	20	2,388	3	806
BOX BUTTE	29,386	69,938	75,123	11	5,462	6	6,464	13	22,150	15	13,597	14	7,691	13	3,511	11	1,858	19	5,137	5	2,814
Alliance	37,529	65,847	71,512	10	5,296	5	6,105	11	21,009	13	12,991	12	7,324	13	3,511	11	1,758	15	4,640	4	2,025
BOYD	5,646	8,502	8,908	7	1,165	5	196	7	2,496	3	516	8	2,014	2	89	1	55	14	901	1	48
BROWN	13,410	19,372	19,893	9	1,825	1	422	8	4,408	8	4,318	6	2,037	6	1,020	9	850	14	2,234	2	488
BUFFALO	131,798	215,148	227,509	32	15,504	11	27,860	29	40,165	38	43,955	49	30,937	26	10,510	30	10,845	68	25,609	7	2,791
Kearney	114,954	197,378	210,480	22	15,425	8	26,585	18	36,657	31	42,679	29	25,506	20	10,272	20	10,077	46	23,398	4	2,442
BURT	19,275	28,424	29,336	12	2,958	5	482	11	9,530	7	5,731	13	3,421	7	1,172	3	1,083	24	3,190	4	936
BUTLER	17,518	24,762	25,299	8	1,897	2	801	12	5,348	12	5,186	11	5,508	3	345	8	458	25	3,008	3	488
CASS	38,023	59,961	62,735	15	3,271	9	2,831	21	14,680	13	13,863	28	15,159	4	370	11	474	46	6,517	5	1,125
CEDAR	21,682	34,857	36,628	13	4,752	4	592	21	6,735	7	3,933	17	10,340	4	355	5	591	32	3,836	3	887
CHASE	14,979	24,630	26,013	6	1,000	3	2,415	9	7,116	5	4,832	8	6,168	5	312	3	687	8	1,169	3	947
CHERRY	23,290	34,731	35,906	9	1,943	3	1,183	8	6,935	10	5,763	14	3,789	7	1,700	8	1,302	18	4,349	3	2,444
CHEYENNE	41,500	74,631	80,371	10	2,793	3	2,770	12	15,725	13	11,849	17	9,488	14	4,250	12	1,646	20	4,396	4	2,026
CLAY	13,279	17,204	17,244	8	1,798	2	101	16	4,219	5	2,074	13	4,108	2	68	13	1,088	27	1,668	3	155
COLFAX	24,207	33,299	33,826	10	2,013	4	1,882	19	8,084	7	6,325	12	7,686	7	667	6	975	36	4,505	1	370
CUMING	28,421	41,355	42,529	5	2,413	6	1,524	10	9,642	11	12,162	12	7,703	9	2,082	6	850	30	2,910	3	830
CUSTER	37,950	55,718	57,421	18	3,843	4	2,135	20	15,943	17	10,059	19	6,592	12	2,502	12	2,002	36	3,989	5	1,703
DAKOTA	51,312	94,208	101,891	4	2,602	1	309	14	25,352	26	16,968	20	24,901	2	613	8	3,189	31	13,920	5	4,515
DAWES	32,136	43,884	44,511	10	2,534	5	2,432	13	11,770	12	7,138	12	5,286	13	2,994	9	1,674	24	5,026	3	1,173
DAWSON	78,199	112,177	114,995	26	9,628	15	7,729	24	25,018	26	19,067	27	19,676	23	4,969	24	3,937	42	8,230	7	3,031
DEUEL	8,249	15,085	16,297	3	1,058	1	262	3	1,363	1	2,125	11	8,635	2	223	5	397	5	1,620	1	482
DIXON	8,900	14,109	14,784	7	1,469	2	244	9	3,511	4	2,753	10	3,553	2	78	2	64	20	1,947	4	366
DODGE	129,887	193,816	200,954	25	9,825	13	25,139	31	44,446	31	39,630	37	18,981	21	6,846	35	7,336	81	20,583	11	6,258
Fremont	117,382	182,710	190,698	16	9,215	9	24,659	22	43,002	25	37,836	28	17,094	19	6,560	30	6,974	52	18,799	7	5,869
DOUGLAS	1,560,104	2,221,626	2,275,065	142	76,501	55	355,892	276	465,673	216	392,644	304	189,888	205	102,452	249	145,867	731	267,389	88	81,306
Omaha	1,382,948	1,993,520	2,046,643	121	65,978	48	333,042	241	396,595	189	337,104	273	172,540	182	95,733	218	140,352	652	244,032	79	75,764
DUNDY	5,985	9,396	9,824	3	545	1	457	3	2,827	3	2,363	5	784	4	460	3	257	3	771	1	341
FILLMORE	16,640	19,054	18,590	12	2,724	3	406	12	4,352	5	2,271	17	2,787	6	883	7	181	26	2,927	4	596
FRANKLIN	7,874	11,370	11,674	7	1,825	2	438	12	4,069	3	1,112	7	1,484	3	117	2	371	15	1,386	2	616
FRONTIER	4,943	8,235	8,721	6	822			4	1,420	3	1,110	3	3,266	1		2	195	8	828	1	279
FURNAS	17,734	24,876	25,371	12	1,348	6	740	13	6,186	13	4,705	12	6,930	4	268	9	844	22	1,670	7	955
GAGE	72,499	109,835	114,435	22	5,482	8	11,027	28	27,148	27	18,837	28	17,221	18	6,722	18	4,098	52	8,977	9	2,961
Beatrice	57,941	95,251	100,612	12	4,645	4	8,918	15	24,412	22	16,762	17	14,713	16	6,293	13	3,852	28	7,207	6	2,528
GARDEN	5,718	8,506	8,790	4	957	1	332	4	1,957	3	1,412	11	1,222	3	243	4	185	8	849	1	367
GARFIELD	5,775	7,808	7,901	5	1,010	1	242	4	2,713	2	1,132	2	1,225	2	248			4	279	1	179
GOSPER	2,267	2,975	2,990	2	142	1	56	3	605	1	106	2	912	1		2	65	7	993		
GRANT	1,580	2,194	2,231	2	746	1	92	4	369			4	749	1	78	1	30	3	53		
GREELEY	8,019	13,827	14,730	4	723	1	441	7	2,108	4	503	9	9,169			1	72	12	1,153	2	81
HALL	211,195	304,519	312,726	29	27,216	15	75,731	32	39,156	43	48,906	56	29,192	40	16,732	47	10,603	102	32,329	10	4,283
Grand Island	182,439	269,169	277,699	19	23,257	14	75,612	23	37,364	34	45,486	40	18,674	30	13,185	39	9,574	81	26,448	9	4,270
HAMILTON	24,254	30,617	30,515	8	2,165	4	1,321	8	6,058	8	6,042	12	7,847	7	878	6	641	13	1,844	5	1,319
HARLAN	8,954	18,447	20,450	6	2,184	2	1,187	7	3,825	3	3,361	8	3,152	3	925	4	362	18	3,032	1	778
HAYES	1,968	2,569	2,578					2	372			5	1,551			1		4	115		
HITCHCOCK	4,548	6,973	7,253	2	326			7	2,186	4	384	8	2,080	1	92	1		7	1,285	1	173
HOLT	39,417	52,348	52,774	15	5,769	5	3,548	10	10,827	14	7,991	23	10,205	14	2,122	14	2,332	31	3,363	6	1,516
HOOKER	2,717	3,361	3,335	2	192	1	[illegible]	3	748	5	1,739	1						3	166	2	119
HOWARD	11,834	14,582	14,458	11	1,410	1	588	10	3,432	6	2,329	12	1,962	2	220	7	691	7	1,320	2	984
JEFFERSON	31,847	41,905	42,162	11	3,133	3	2,370	14	9,377	17	9,428	11	3,126	7	2,329	7	2,039	29	3,475	3	1,256
JOHNSON	10,641	14,387	14,430	9	1,633	2	380	10	3,106	5	307	11	4,460	4	377	3	606	10	1,744	3	744
KEARNEY	14,702	19,677	19,873	9	2,770	2	688	7	6,110	10	4,016	5	1,308	3	376	4	521	14	1,615	3	888
KEITH	49,839	74,910	77,582	15	7,429	7	2,084	8	13,728	9	13,275	30	21,692	11	3,217	13	1,916	21	5,368	3	1,322
KEYA PAHA	1,108	1,659	1,716	2		1	159	2	113			1	811			1		4	234		
KIMBALL	22,983	36,438	37,825	4	3,335	3	1,292	6	6,192	12	6,351	19	11,825	6	1,085	6	927	14	2,310	2	891
KNOX	24,239	35,590	36,674	17	5,378	6	713	18	6,051	12	6,504	18	5,880	5	831	10	431	37	3,832	6	1,289
LANCASTER	673,836	873,133	875,573	82	60,393	35	147,069	90	168,562	115	145,014	167	81,722	83	41,350	137	31,956	272	97,086	40	19,541
Lincoln	643,406	833,539	835,843	75	54,675	35	144,974	78	158,889	108	143,563	151	75,687	82	40,294	126	31,068	243	91,335	38	18,885
LINCOLN	144,839	168,525	163,063	25	9,450	11	28,310	36	29,294	27	26,562	43	23,263	38	8,045	33	7,895	59	14,404	6	4,388
North Platte	134,765	156,506	153,232	17	8,548	11	28,310	21	27,536	25	26,309	30	16,969	27	8,088	32	7,861	48	12,891	5	4,471
LOGAN	750	1,148	1,190	2	204			2	367			2	421					2	30		
LOUP	746	1,024	1,039			1	88	1	324			3	210			1	66	3	343		
McPHERSON	423	753	808					1	99			2	505					1	124		
MADISON	132,484	244,289	264,513	39	22,378	11	39,364	32	32,794	28	43,817	30	36,421	37	16,519	32	13,275	74	23,690	9	6,420
Norfolk	101,883	190,477	206,839	16	17,610	7	27,461	19	44,034	19	32,617	22	19,251	30	15,293	26	11,275	44	17,482	5	4,847
MERRICK	16,800	20,712	20,539	10	1,730	1	140	7	5,332	8	3,029	13	6,476			5	720	20	1,875	1	101
MORRILL	13,246	21,428	22,550	4	1,307	3	1,625	7	6,630	7	5,234	11	2,509	4	421	6	1,079	15	1,842	1	308
NANCE	3,829	8,419	8,643	6	1,591	1	411	6	2,885	4	624	7	1,149	2	72	4	497	13	1,073	2	188
NEMAHA	20,517	30,244	31,192	11	2,366	3	1,365	8	7,815	9	5,499	13	5,207	7	932	3	377	28	4,048	2	116
NUCKOLLS	19,796	25,393	25,399	9	1,869	4	1,044	14	5,920	6	3,022	12	6,595	6	713	6	731	22	1,974	3	543
OTOE	53,177	59,500	57,785	15	3,673	6	3,211	19	12,968	14	13,336	24	9,197	16	2,707	18	1,998	45	3,116	4	1,420
Nebraska City	38,118	41,847	42,513	6	2,077	3	1,729	9	10,554	9	8,968	14	7,362	12	2,495	7	1,446	28	3,777	3	1,188

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PAWNEE	7,400	11,786	12,358	6	1,161	1	180	8	2,525	3	3,704	9	2,781	2	152	3	247	11	875	2	396
PERKINS	7,776	11,509	11,874	8	2,972	1	398	3	2,222	4	587	5	4,055	1	135	3		8	596	1	413
PHELPS	37,101	54,441	56,095	14	5,471	3	4,072	12	12,295	10	11,109	13	6,288	9	3,266	15	3,101	19	2,957	3	892
Holdrege	34,966	49,645	52,582	11	5,097	3	4,072	7	11,771	9	10,755	11	5,979	9	3,266	13	2,970	13	2,560	2	797
PIERCE	17,316	31,252	33,674	10	2,652	1	1,558	11	6,306	8	8,736	8	6,641	5	405	6	1,216	21	3,454	4	789
PLATTE	101,578	148,563	153,194	26	9,712	11	24,026	30	31,697	20	25,058	34	16,634	27	7,277	28	6,707	75	15,975	5	3,169
Columbus	93,931	141,358	146,456	18	9,289	9	23,533	20	30,509	18	24,562	24	14,083	26	7,224	22	6,100	59	15,210	5	3,169
POLK	13,242	18,905	19,361	7	1,580	3	353	10	3,142	5	2,952	7	5,240	1	1,055	4	124	11	968	2	1,273
REDWILLOW	56,475	77,358	78,524	15	4,740	9	8,875	11	17,053	16	16,842	15	5,338	23	7,429	15	3,399	26	6,378	4	1,441
McCook	54,565	74,399	75,438	13	4,550	9	8,875	8	15,657	16	16,842	12	4,595	23	7,429	14	3,331	20	6,034	3	1,361
RICHARDSON	34,349	43,335	43,194	14	2,105	6	3,859	16	9,736	17	10,355	13	6,397	11	1,450	13	1,557	29	2,541	5	1,138
Falls City	29,031	34,850	36,014	13	2,015	5	3,474	8	7,956	11	9,260	7	4,838	9	1,293	11	1,415	14	1,474	4	1,001
ROCK	4,734	8,021	8,527	3	801	3	349	4	2,882	1	1,244	5	1,946	1	83	5	233	3	747	1	77
SALINE	38,076	56,444	58,291	9	3,569	8	3,896	19	11,768	13	9,652	12	5,321	6	1,317	6	11,927	36	5,723	6	2,312
SARPY	154,822	238,888	249,316	22	8,614	12	58,633	30	56,918	38	35,361	41	32,050	19	5,575	34	6,709	85	29,092	9	3,766
SAUNDERS	38,631	58,010	60,065	14	2,029	8	2,171	19	14,120	14	10,449	22	12,384	7	1,754	12	5,429	49	5,250	8	1,620
SCOTTS BLUFF	152,613	198,375	199,412	29	13,171	14	24,939	40	47,663	43	36,169	44	20,520	29	9,361	44	10,169	80	14,880	11	4,002
Scottsbluff	117,795	162,835	165,593	12	8,766	11	24,043	22	39,983	28	32,577	19	13,861	22	8,058	31	9,496	45	10,481	6	2,407
SEWARD	44,969	64,353	65,941	13	4,557	5	3,890	14	13,710	14	15,343	21	11,293	9	2,435	8	2,968	33	5,978	4	1,476
SHERIDAN	32,488	50,570	52,769	11	3,365	7	1,023	9	12,012	11	9,107	15	10,001	18	4,499	9	1,794	24	4,336	4	1,588
SHERMAN	7,219	10,921	11,325	5	561			9	2,867	1	410	8	2,911	4	487	4	1,060	11	818	1	1,370
SIOUX	1,582	3,338	2,719	2	116	1	340	2	951	1	323	2	1,406	1	143						
STANTON	4,365	9,175	10,215	4	1,527	1	380	5	2,947	1	812	3	1,572	1		2	303	10	2,272		
THAYER	24,189	30,682	30,619	14	1,562	3	348	15	5,361	10	7,739	11	8,022	6	412	3	564	22	3,378	2	358
THOMAS	4,034	5,718	5,844	1				3	1,554	1		3	3,171					3	197		
THURSTON	11,910	18,912	19,825	7	1,973	1	968	8	4,328	5	3,630	7	4,422	3	343	3	579	13	1,858	2	674
VALLEY	18,812	27,105	27,815	9	2,143	4	1,321	9	5,949	10	3,002	10	8,155	7	604	9	774	14	1,376	3	659
WASHINGTON	39,605	55,538	56,651	16	4,492	3	1,751	14	11,405	13	15,119	20	8,767	14	2,073	7	912	33	5,546	4	1,768
WAYNE	25,988	39,099	40,503	8	4,376	3	3,363	7	6,030	6	11,530	10	3,882	6	1,509	8	882	23	4,112	2	1,060
WEBSTER	9,523	15,441	16,262	6	1,840	2	1,102	8	3,172	5	3,221	9	1,818	4	225	7	1,093	15	1,585	3	863
WHEELER	910	1,276	1,301	1				1	390			3	570					3	341		
YORK	53,853	75,478	76,998	9	2,738	6	7,484	14	17,732	21	16,757	19	11,021	13	4,329	16	1,646	31	7,128	7	1,764
York	48,195	64,599	67,881	6	2,426	6	7,484	10	17,262	17	15,330	13	7,199	13	4,329	11	1,067	18	4,871	6	1,678

NEVADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,069,165	5,288,639	5,569,679	287	312,443	131	623,821	578	1,162,972	476	946,913	641	642,803	515	236,755	468	203,902	1,356	581,450	[illegible]	27[illegible],215
STANDARD METROPOLITAN STATISTICAL AREAS																					
Las Vegas, Nev.	1,708,529	2,996,717	3,168,523	111	144,039	56	413,948	292	701,711	202	532,423	284	315,119	314	159,792	231	110,187	654	344,831	57	119,011
Reno, Nev.	904,814	1,489,807	1,549,594	91	115,217	30	174,950	150	284,671	164	286,649	149	157,790	122	57,749	150	68,470	340	143,997	37	101,621
COUNTIES, Cities																					
CARSON CITY	130,308	211,611	219,373	18	21,854	6	9,728	27	43,586	33	39,875	20	21,829	23	6,300	32	12,181	70	16,791	8	24,991
Carson City	57,974	211,611	219,373	19	21,854	5	9,728	13	43,586	18	39,875	29	21,829	10	6,300	8	12,181	55	16,791	6	24,991
CHURCHILL	43,328	62,051	62,478	11	4,718	1	3,092	13	15,759	12	18,132	13	8,447	12	2,177	7	612	23	3,269	3	1,728
CLARK	1,708,529	2,996,717	3,168,523	111	144,039	56	413,948	292	701,711	202	532,423	284	315,119	314	159,792	231	110,187	654	344,831	57	119,011
Las Vegas	740,089	1,101,569	1,120,095	52	60,963	22	87,324	127	243,457	104	281,516	147	120,111	113	30,499	130	62,243	285	102,222	28	45,301
North Las Vegas	95,356	170,218	180,283	8	3,491	4	36,081	14	63,661	14	6,865	19	21,521	8	2,167	10	3,413	49	22,383	3	10,260
DOUGLAS	46,692	78,299	81,762	7	4,734	2	1,276	8	15,492	7	3,929	13	7,393	13	1,936	16	3,664	31	10,533	5	7,766
ELKO	64,949	133,864	146,323	9	4,384	6	7,035	17	34,608	18	22,490	38	34,305	12	4,038	11	3,555	58	14,129	4	12,093
Elko	53,785	107,120	117,789	9	4,384	2	5,646	9	30,320	15	21,367	25	20,701	11	3,937	11	3,555	37	7,765	4	12,093
ESMERALDA	1,111	3,663	4,393									4	2,714					3	1,580		
EUREKA	1,481	4,739	5,663	1	172			2	775	1	381	5	3,014					5	1,214		
HUMBOLDT	36,380	62,145	65,164	6	4,733	2	1,393	11	14,566	5	4,621	21	23,088	5	2,276	5	927	25	6,765	2	3,315
LANDER	9,139	22,098	26,098	5	3,774			6	5,074	1		8	6,394	1	146			15	5,989	2	2,973
LINCOLN	8,541	10,302	9,991	2	569	5	2,836	5	2,109	1	763	9	1,738			1		14	1,524		
LYON	23,580	39,522	41,264	11	2,475	5	907	13	10,733	7	6,886	21	8,606	2	504	6	1,018	32	4,709	2	864
MINERAL	16,301	22,664	22,690	3	428	4	2,772	7	4,016	7	4,131	9	4,178	1	392	3	1,968	11	5,910	1	485
NYE	15,891	60,083	73,283	4	2,984	7	2,589	8	10,553	6	7,246	16	25,934	2	61	2	376	24	14,547	1	
PERSHING	14,404	20,302	20,390	2	609	1	279	4	3,633	6	1,607	15	10,743	2	361			9	1,353	2	398
STOREY	3,257	8,882	10,307			3	448	5	1,089			1	1,214					15	3,928		
WASHOE	904,814	1,489,807	1,549,594	91	115,217	30	174,950	150	284,671	164	286,649	149	157,790	122	57,749	150	68,470	340	143,997	37	101,621
Reno	689,147	1,124,348	1,166,928	61	92,753	20	131,760	101	176,607	117	264,184	107	104,834	88	47,246	98	54,054	221	97,351	24	72,94
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	16,086	20,718	21,600	3	993	3	1,549	6	5,541	6	5,582	10	2,190	6	623	1	140	14	3,034	4	[illegible]

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Bldg.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,387,452	5,434,458	5,666,589	512	344,188	321	556,232	1,182	1,482,064	661	881,971	704	473,495	538	211,226	660	180,238	1,542	463,660	289	132,537
STANDARD METROPOLITAN STATISTICAL AREAS																					
Lawrence-Haverhill, Mass.-N.H.	896,323	1,313,676	1,417,969	96	57,909	76	153,084	268	374,139	148	193,768	193	117,497	158	87,589	175	59,308	488	138,220	77	42,389
Lowell, Mass.-N.H.	395,002	946,941	1,007,037	53	36,904	59	118,087	183	285,705	98	149,684	141	101,334	70	36,217	102	24,971	277	86,367	63	34,280
Manchester, N.H.	623,410	906,241	923,253	63	53,633	38	144,455	183	200,449	103	152,420	113	78,829	104	36,372	114	31,041	235	74,537	33	20,517
Nashua, N.H.	441,982	715,965	745,287	49	39,420	25	69,958	110	200,907	71	130,787	70	56,801	60	37,528	86	31,684	150	56,873	28	19,477
Portsmouth-Dover-Rochester, N.H.-Me.	613,688	1,257,266	1,361,369		74,625		90,592		304,975		223,515		121,521		45,597		43,874		142,727		35,323
COUNTIES, Cities																					
BELKNAP	183,572	242,364	240,643	33	27,633	20	17,076	77	63,111	50	40,336	39	17,694	33	8,962	47	7,750	82	16,721	11	6,305
Laconia	98,226	118,096	114,685	13	6,636	3	2,764	38	29,287	27	26,579	18	10,089	26	7,159	26	5,154	38	10,287	7	3,353
CARROLL	116,662	166,204	167,640	24	16,993	22	7,218	69	43,598	25	16,341	42	16,071	24	4,848	35	4,618	102	19,437	8	2,760
CHESHIRE	188,331	250,045	248,296	32	11,580	22	21,954	81	71,216	51	36,897	43	20,627	29	6,692	39	7,727	91	20,198	9	4,247
Keene	133,896	180,331	179,693	15	8,525	11	20,122	33	50,009	25	33,294	21	13,580	22	6,482	29	6,406	40	12,730	5	3,602
COOS	117,137	110,344	101,475	25	6,459	22	8,594	59	28,053	28	15,484	35	9,272	23	2,804	20	2,299	71	7,539	13	2,191
GRAFTON	263,124	328,078	321,231	48	16,563	40	32,078	114	88,830	60	35,707	80	32,320	49	9,982	53	9,828	142	25,158	20	6,552
Hanover	25,987	32,143	33,379	1	172	2	1,110	7	9,749	1	303	4	2,522	10	3,192	6	1,121	12	4,064	2	828
Lebanon	95,374	110,415	113,424	10	6,784	9	21,461	20	27,944	11	12,648	20	10,231	10	2,864	13	3,877	21	7,358	4	2,008
HILLSBOROUGH	1,014,337	1,548,492	1,588,109	110	82,948	71	191,659	304	388,168	176	260,663	183	129,887	163	71,475	188	57,271	379	127,649	63	40,334
Manchester	389,715	525,715	523,826	29	22,366	24	55,600	127	105,652	70	107,504	77	50,588	83	23,027	71	16,872	158	52,623	24	18,318
Nashua	338,575	542,856	562,195	24	25,527	18	66,318	67	133,818	40	111,852	43	40,241	43	34,788	61	24,225	99	40,115	19	13,402
MERRIMACK	356,071	545,193	559,236	50	34,604	25	60,802	114	134,658	58	99,330	85	66,774	45	13,226	59	12,857	154	41,182	18	14,497
Concord	197,427	305,189	313,513	22	18,579	11	29,672	48	68,517	31	62,623	40	46,753	26	8,796	33	7,473	65	24,214	8	8,167
ROCKINGHAM	764,620	1,705,072	1,898,430	119	108,713	62	175,871	207	523,228	126	286,295	110	139,401	110	74,623	142	61,015	343	163,649	36	38,008
Portsmouth	178,633	380,658	419,632	17	21,150	7	21,553	44	72,752	21	82,418	26	47,230	27	16,833	31	15,998	68	44,740	8	5,552
STRAFFORD	267,958	362,655	361,708	45	19,594	25	31,779	103	91,547	47	58,368	58	27,921	39	11,163	47	11,273	134	30,443	19	12,931
Dover	99,252	126,534	124,505	11	6,284	4	8,152	25	21,965	17	20,509	16	9,288	12	5,714	24	7,520	43	12,158	6	2,847
SULLIVAN	115,640	175,711	179,821	26	19,101	12	9,201	54	49,655	40	32,550	29	13,528	23	7,451	30	5,600	44	11,684	12	4,712
Claremont	69,219	102,829	104,685	10	7,747	4	2,576	28	31,175	23	21,143	12	7,963	17	4,989	17	4,277	19	4,700	6	2,726

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Bldg.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,206,554	34,057,826	34,870,943	2,220	1,124,273	1,048	4,050,312	9,036	8,957,350	3,131	4,910,239	5,330	3,076,573	3,623	1,919,907	4,031	1,413,050	12,985	3,369,866	1,551	886,679
STANDARD METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem-Easton, Pa.-N.J.	2,106,565	2,869,018	2,936,699	227	112,899	112	416,033	712	735,003	385	415,396	330	255,168	273	109,795	398	117,344	1,187	260,576	120	83,119
Atlantic City, N.J.	746,213	1,868,935	2,162,489	69	82,756	52	239,200	389	514,717	114	221,960	189	169,470	208	113,552	117	73,217	572	281,120	50	55,284
Jersey City, N.J.	1,337,115	1,440,040	1,389,269	122	33,771	88	114,483	1,047	393,607	150	148,295	293	118,390	561	122,823	263	54,822	1,297	137,333	134	43,691
Long Branch-Asbury Park, N.J.	1,681,310	2,665,648	2,801,280	183	96,631	66	299,995	544	732,686	211	430,008	349	238,122	391	134,834	292	118,252	949	292,464	112	80,605
New Brunswick-Perth Amboy-Sayreville, N.J.	1,912,453	2,777,207	2,867,563	133	97,297	60	442,634	574	768,247	201	291,962	408	273,584	330	179,923	280	99,630	966	238,070	108	73,611
New York, N.Y.-N.J.	24,812,378	33,693,173	34,138,663	2,000	472,390	1,443	4,239,846	13,308	8,905,815	1,868	3,014,078	3,372	1,815,777	8,565	2,779,909	4,643	1,525,775	15,822	4,222,230	2,173	1,086,113
Newark, N.J.	6,279,791	8,638,418	8,838,949	545	367,939	226	763,092	2,309	2,378,510	741	1,343,549	1,362	764,255	1,535	583,481	1,123	416,239	3,236	836,309	488	235,509
Paterson-Clifton-Passaic, N.J.	1,524,648	1,992,288	2,017,408	136	57,174	62	352,024	594	430,618	189	242,521	333	142,361	382	143,433	242	82,663	898	176,041	104	41,985
Philadelphia, Pa.-N.J.	14,787,379	20,924,200	21,552,340	1,458	623,564	836	2,733,665	5,730	5,102,156	1,816	3,243,927	2,742	1,748,804	3,515	1,184,547	2,436	836,348	7,790	2,059,773	1,116	616,306
Trenton, N.J.	1,044,368	1,407,498	1,430,878	89	43,429	47	180,000	288	371,478	112	194,480	219	136,246	276	73,884	183	67,178	388	125,399	64	37,938
Vineland-Millville-Bridgeton, N.J.	445,639	466,257	446,928	56	14,536	23	46,337	186	133,034	131	72,031	116	32,381	111	23,360	79	16,645	204	33,371	20	13,382
Wilmington, Del.-N.J.-Md.	1,791,371	2,650,485	2,737,138	177	108,523	99	408,817	514	623,699	283	373,275	370	270,644	274	114,339	268	127,576	719	238,309	107	98,530
COUNTIES, Cities																					
ATLANTIC	746,213	1,868,935	2,162,489	69	82,756	52	239,200	389	514,717	114	221,960	189	169,470	208	113,552	117	73,217	572	281,120	50	55,284
Atlantic City	220,079	481,818	541,735	9	7,251	19	31,968	100	56,884	21	31,486	28	24,569	95	41,542	37	18,974	243	94,941	14	16,017
BERGEN	3,513,554	4,567,832	4,994,174	272	126,389	120	593,450	1,012	1,130,968	378	685,249	733	407,554	741	289,450	542	204,796	1,360	411,334	208	110,023
Hackensack	253,574	286,127	278,746	10	7,552	8	90,079	52	17,604	27	44,131	40	13,655	115	38,366	37	8,156	104	24,335	11	2,288
BURLINGTON	1,118,403	1,840,923	1,949,093	113	63,028	46	347,855	303	421,284	161	370,673	256	184,032	181	82,476	150	51,081	427	185,631	53	37,911
Burlington	87,043	107,977	107,344	4	1,676	2	6,275	14	9,736	14	39,003	14	11,688	22	10,066	18	5,562	31	7,512	2	1,136
Willingboro	130,308	142,683	140,086	5	828	4	51,564	21	53,886	7	2,157	16	11,295	18	5,564	12	2,248	14	4,481	5	5,348
CAMDEN	1,590,013	2,334,344	2,417,111	123	61,352	63	313,844	579	579,296	181	355,821	303	205,523	322	114,691	267	124,763	657	224,540	89	59,639
Camden	150,934	142,981	134,085	17	2,925	16	3,281	123	32,601	16	20,768	26	8,143	32	5,840	26	8,390	157	15,730	20	7,610
Cherry Hill	436,270	648,063	690,432	21	9,841	9	132,724	69	126,140	29	141,503	53	43,353	99	46,077	56	42,751	85	68,711	14	11,961
CAPE MAY	365,305	529,855	545,535	49	24,894	47	37,036	252	149,775	54	72,621	106	49,139	118	19,469	58	11,712	475	108,508	32	15,264
CUMBERLAND	445,639	466,257	446,928	56	14,536	25	46,327	186	133,034	131	72,021	116	32,381	111	23,360	79	16,645	204	33,371	20	13,382
Bridgeton	92,311	93,849	89,355	12	2,519	4	3,160	39	18,862	32	23,999	16	3,780	22	5,255	13	3,575	29	4,077	5	4,279
Millville	74,006	83,683	81,542	9	1,418	3	1,479	29	27,616	24	16,732	24	7,848	14	2,944	19	3,097	55	6,989	4	1,247
Vineland	232,257	246,543	236,939	26	9,830	9	39,109	83	68,044	54	27,829	52	15,593	71	15,115	41	9,305	89	18,975	9	7,333
ESSEX	2,453,240	2,780,490	2,721,095	189	80,457	91	308,079	1,097	694,948	244	348,375	494	209,018	738	205,198	432	127,439	1,463	259,128	187	76,365
Newark	643,286	582,891	541,264	48	7,9[illegible]	31	73,453	456	123,152	71	38,007	138	36,288	224	43,154	121	33,093	718	75,410	63	19,288

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GLOUCESTER	644,216	940,095	969,717	69	27,674	26	154,785	222	194,810	106	137,025	140	87,475	104	38,286	77	22,455	250	69,620	35	19,317
Woodbury	103,859	129,649	129,038	9	5,048	2	1,625	25	38,710	14	51,427	12	6,408	12	3,166	16	3,433	26	5,548	6	1,584
HUDSON	1,337,115	1,440,043	1,389,269	122	33,771	85	114,483	1,047	393,607	150	148,295	293	118,350	561	122,823	263	54,822	1,297	137,333	134	43,691
Jersey City	502,273	505,264	479,984	42	9,767	28	44,629	385	130,781	51	55,631	91	39,050	197	42,778	90	17,843	470	52,909	52	17,645
Union City	149,562	166,904	162,192	15	4,600	16	22,057	162	39,660	24	26,381	22	7,654	87	12,103	39	7,781	161	12,305	20	6,036
HUNTERDON	280,098	456,450	482,347	42	29,391	20	22,296	91	133,055	56	72,821	71	38,462	43	24,397	53	20,035	135	37,968	12	8,371
MERCER	1,044,368	1,407,498	1,430,878	89	43,429	47	180,000	350	371,478	112	194,450	219	136,246	276	73,884	183	67,178	558	125,399	64	37,938
Trenton	175,700	160,956	149,889	18	4,946	18	13,877	145	26,880	18	8,123	56	14,453	87	10,069	54	6,943	250	22,968	19	4,410
MIDDLESEX	1,912,453	2,777,357	2,867,563	153	97,297	63	442,654	574	760,247	201	291,962	408	273,584	353	179,925	263	99,630	966	258,070	103	73,611
New Brunswick	149,096	160,183	154,381	10	3,976	4	37,936	48	13,022	14	27,329	26	10,666	28	5,438	28	14,270	119	16,010	8	1,884
Perth Amboy	132,408	139,546	133,875	11	2,155	3	4,160	67	31,641	23	31,478	23	8,826	46	8,153	30	6,009	123	13,640	14	4,144
Woodbridge	403,339	558,946	569,565	14	6,610	11	136,174	95	133,962	37	51,006	74	54,912	86	62,819	42	22,683	128	39,446	14	9,625
MONMOUTH	1,681,310	2,665,648	2,801,288	183	96,621	66	299,995	544	752,686	211	420,008	349	258,122	391	134,824	292	118,252	949	292,464	112	80,605
Asbury Park	67,164	72,043	69,412	6	839	4	17,480	32	8,794	10	7,682	13	5,637	23	4,969	14	2,421	74	8,740	6	1,446
Middletown	144,070	217,909	226,308	17	10,224	6	34,010	47	84,039	13	12,650	26	17,113	23	5,400	24	11,100	50	13,578	8	9,476
Red Bank	111,169	159,929	164,248	14	5,062	6	10,139	24	22,218	19	40,015	22	17,792	47	17,341	26	8,184	43	12,390	9	5,139
Shrewsbury	51,501	79,534	85,142	6	4,784	1	7,726	4	21,380	5	23,096	3	2,375	3	3,038	4	1,522	7	5,990		
MORRIS	1,383,797	2,609,310	2,842,691	138	102,379	45	217,231	417	867,527	169	427,907	323	263,990	235	116,331	245	106,195	605	260,787	83	70, 31
Dover	95,845	162,442	172,846	6	7,820	2	10,527	21	13,783	18	66,321	20	11,114	14	11,345	19	7,424	45	11,476	4	2,267
Morristown	161,366	275,901	294,171	13	10,654	5	47,629	31	40,777	17	78,177	23	21,208	30	13,659	25	8,038	52	22,343	7	3,993
Parsippany	142,214	275,470	302,127	7	9,052	4	17,468	65	112,521	13	41,111	26	35,450	19	4,260	20	13,055	52	30,392	10	7,392
OCEAN	1,115,210	1,248,350	1,061,252	116	57,305	50	88,091	417	320,572	206	161,066	232	102,539	187	28,485	177	27,404	584	123,668	53	28,870
Brick Township	96,780	112,324	112,652		8,624		18,866		37,692		9,325		9,998		2,014		4,284		9,201		2,037
Point Pleasant	43,916	54,900	61,803	9	2,474			29	17,175	20	13,828	13	7,554	5	1,449	13	831	30	6,603	2	1,690
Toms River	NO DATA AVAILABLE FOR THIS CITY																				
PASSAIC	1,324,648	1,992,288	2,012,908	126	57,174	62	352,024	594	430,618	189	242,521	333	142,361	362	143,433	242	82,663	850	176,041	104	41,985
Clifton	256,717	414,837	330,594	27	18,252	4	14,815	97	106,507	23	58,152	42	28,488	28	12,443	33	3,872	141	35,758	16	7,023
Passaic	163,789	160,935	152,095	13	1,848	7	5,468	102	23,002	21	10,665	35	9,683	97	20,320	42	6,855	140	14,507	12	4,517
Paterson	333,865	220,355	206,389	31	3,849	19	15,652	194	46,987	46	27,959	78	16,889	82	10,472	56	16,514	256	18,647	35	7,457
SALEM	154,154	146,958	137,973	27	5,713	12	6,456	66	34,064	54	30,788	60	15,211	29	3,646	33	5,571	84	13,770	10	3,061
Salem	29,515	28,179	27,912	4	98	4	1,287	14	7,988	12	3,145	11	1,367	10	1,432	9	1,262	21	2,232	2	908
SOMERSET	719,918	1,114,315	1,163,663	68	36,627	22	124,235	181	279,804	95	209,772	162	111,705	135	50,244	122	50,890	314	111,727	47	36,706
Bridgewater	46,762	69,930	74,565	6	8,817	1	3,975	11	9,527	10	10,470	12	7,523	9	6,634	6	1,491	39	17,725	2	2,327
Somerville	108,790	176,521	188,687	7	3,092	4	11,811	29	34,946	10	36,404	25	18,265	31	13,265	24	15,489	44	13,847	10	9,013
SUSSEX	275,326	410,572	425,029	45	20,313	21	28,715	83	157,826	53	52,933	89	40,202	64	14,464	60	8,576	180	33,924	19	12,303
Newton	98,054	146,007	151,061	7	3,640	7	16,416	19	54,269	15	30,381	18	8,075	15	4,922	18	2,319	32	4,502	5	4,079
UNION	1,722,836	2,124,303	2,111,500	150	78,481	68	113,547	614	536,231	233	357,495	383	179,542	427	131,708	324	131,715	874	194,867	118	52,307
Elizabeth	292,473	348,692	343,770	25	8,623	15	11,873	188	101,244	51	66,850	59	26,262	113	27,926	60	17,888	261	32,298	30	11,141
WARREN	258,738	335,995	338,448	36	14,691	17	19,409	88	100,803	53	36,476	91	51,669	40	9,261	52	8,011	181	30,596	18	9,915
Phillipsburg	86,815	199,084	143,327	9	7,374	4	4,681	35	48,026	18	10,795	22	24,535	9	3,400	15	2,764	65	16,284	5	4,530

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,021,781	6,296,690	6,543,235	517	352,983	399	699,568	1,254	1,484,754	890	1,251,838	1,389	720,793	817	287,853	799	264,043	2,061	624,083	252	183,844
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albuquerque, N.M.	1,556,536	2,442,215	2,534,201	142	110,272	86	338,128	355	495,743	269	521,416	336	231,302	272	114,300	286	139,003	659	262,797	65	78,839
Las Cruces, N.M.	241,323	358,584	368,193	30	23,047	19	41,745	78	85,665	68	74,350	72	46,720	42	11,406	42	12,935	128	34,152	12	8,003
COUNTIES, Cities																					
BERNALILLO	1,535,196	2,413,537	2,505,453	137	108,798	79	336,028	329	488,505	264	521,132	304	224,161	268	114,058	283	138,353	618	257,911	61	78,220
Albuquerque	1,440,704	2,247,577	2,328,958	113	99,869	67	329,437	285	424,202	233	506,042	256	193,774	256	110,529	264	136,730	552	234,693	50	73,488
CATRON	2,331	2,138	1,959	1	11	1	276	8	947			12	458					8	242		
CHAVES	176,666	297,571	313,686	29	15,618	15	39,071	47	61,485	59	61,752	61	39,593	33	11,849	33	11,260	70	23,953	16	8,009
Roswell	171,458	291,231	307,469	24	14,304	15	39,071	40	60,746	58	60,940	58	38,247	33	11,849	32	11,157	65	23,644	16	7,991
COLFAX	43,776	61,153	61,838	11	3,336	13	2,726	19	12,929	13	9,954	35	14,294	15	2,906	11	1,234	45	7,189	7	1,527
Raton	36,717	48,777	51,190	4	2,188	6	1,941	9	11,777	12	9,536	21	10,984	14	2,801	7	1,110	29	5,390	3	1,055
CURRY	142,594	156,135	149,566	22	9,804	11	21,231	37	27,812	38	38,557	42	10,786	45	7,829	47	7,157	54	10,892	9	4,537
Clovis	136,892	150,404	144,179	17	8,599	9	20,374	31	27,148	37	38,240	31	9,903	42	7,666	45	7,063	49	10,574	8	4,025
DE BACA	5,844	8,095	8,173	3	586	1		4	2,824	2	1,570	6	1,146	1	163			5	634	1	619
DONA ANA	241,323	358,584	368,193	30	23,047	19	41,745	78	85,665	68	74,350	72	46,720	42	11,406	42	12,935	128	34,152	12	8,003
Las Cruces	217,775	335,156	346,226	24	22,335	15	41,095	59	83,714	61	65,423	59	43,819	40	11,134	40	12,849	98	30,247	11	7,560
EDDY	138,378	199,955	203,842	28	10,633	15	18,469	51	55,423	43	37,949	55	14,615	29	13,170	38	7,794	77	17,295	19	5,931
Artesia	40,305	51,885	51,518	7	1,662	4	1,819	14	15,764	16	11,096	20	4,603	12	3,573	11	1,412	23	4,891	5	1,163
Carlsbad	97,225	147,017	151,286	20	8,874	11	16,650	32	39,528	26	26,754	31	9,533	17	9,597	27	6,382	51	12,353	14	4,768
GRANT	67,755	113,749	119,791	16	7,918	11	12,389	34	36,982	20	19,247	23	9,624	9	5,072	13	4,048	41	6,957	5	3,253
Silver City	57,300	92,821	99,926	13	6,841	11	12,389	19	28,727	18	17,850	12	7,281	8	4,663	11	3,598	19	3,807	4	2,782
GUADALUPE	21,313	25,758	25,221	2	89	2	685	11	2,665	6	765	37	12,812	2	218	2	89	24	4,732		
HARDING	1,933	4,692	5,348			4	1,225	2	1,188	1	216	2	1,917					5	480		
HIDALGO	19,030	26,595	26,892	7	1,051	3	1,132	15	4,740	4	2,760	23	11,726	2	325			13	2,606	1	1,064
LEA	189,948	361,045	390,772	30	24,069	14	33,286	64	95,570	55	88,228	73	28,322	51	25,720	48	16,051	98	29,613	18	9,782
Hobbs	135,099	249,434	268,202	20	18,462	8	18,015	32	63,670	40	75,104	42	15,391	36	20,686	31	11,210	60	21,852	7	2,940
Lovington	31,628	64,081	70,573	4	3,303	4	4,701	18	18,876	13	10,116	13	7,146	11	3,288	10	2,538	18	3,756	7	3,876
LINCOLN	37,160	67,148	71,860	10	3,543	6	4,856	26	20,649	9	12,560	20	4,993	12	2,049	12	1,631	45	10,814	3	773
LOS ALAMOS	37,909	45,996	45,087	6	1,731	4	4,254	17	17,705	5	447	10	6,683	9	2,188	8	551	18	3,791	4	2,299
Los Alamos	26,655	57,465	63,629	2	1,863	5	8,538	13	18,577	6	6,913	12	6,353	7	1,944	4	2,525	14	6,209	6	2,599
LUNA	45,850	56,421	55,475	11	2,270	4	2,840	14	15,410	12	6,356	31	14,665	14	1,393	7	2,339	26	3,493	4	1,405
Deming	44,654	52,466	54,029	11	2,270	4	2,840	13	14,433	12	6,356	31	14,665	14	1,393	7	2,339	24	3,254	4	1,405
McKINLEY	194,217	294,890	303,828	13	12,571	33	26,196	66	74,171	24	47,551	66	49,268	27	11,263	30	12,444	81	27,050	5	2,863
Gallup	176,465	272,030	281,128	12	12,495	24	20,760	47	67,243	24	47,551	52	43,312	27	11,263	28	12,289	72	26,683	5	2,863
MORA	2,424	3,611	3,704			4	753	12	697			6	1,383	1		1	73	8	231	1	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OTERO	109,804	124,229	119,893	17	8,199	12	14,302	44	27,966	32	20,250	45	10,498	28	3,688	33	6,006	63	14,682	7	1,887
Alamogordo	101,001	114,809	110,914	11	7,879	8	14,191	31	26,003	29	19,822	28	8,117	23	3,572	30	5,952	45	12,555	6	1,828
QUAY	39,920	64,394	67,267	10	2,388	7	3,751	21	13,838	9	7,469	51	21,016	9	1,964	5	468	37	8,103	4	1,476
RIO ARRIBA	59,330	79,978	80,241	9	9,067	12	5,451	39	27,834	11	12,345	29	10,051	10	1,998	6	1,322	45	6,039	4	1,898
ROOSEVELT	36,776	50,761	51,267	8	3,875	7	4,379	17	14,513	15	8,948	21	5,831	12	2,376	10	1,064	22	6,088	7	1,409
Portales	33,741	47,961	48,684	6	3,535	7	4,379	14	13,635	14	8,750	18	5,265	12	2,376	10	1,064	19	6,060	7	1,409
SANDOVAL	21,340	28,678	28,748	5	1,474	7	2,100	26	7,238	5	264	32	7,141	4	242	3	650	41	4,886	4	619
SAN JUAN	258,762	449,559	476,965	32	26,926	41	45,714	64	119,134	59	106,990	69	49,099	55	23,597	40	11,670	84	33,339	9	14,246
Farmington	206,696	361,123	383,595	22	17,119	23	37,073	40	90,792	42	96,313	36	26,809	49	22,881	30	11,200	59	27,273	8	11,664
SAN MIGUEL	44,096	78,862	84,203	6	4,491	7	7,036	31	26,660	17	8,757	31	13,358	11	4,065	11	3,258	35	7,481	5	1,544
Las Vegas	42,002	73,404	79,686	5	4,388	7	7,036	19	24,644	15	8,617	24	11,824	11	4,065	10	3,216	29	7,037	5	1,544
SANTA FE	266,479	413,039	427,550	26	26,071	17	41,349	64	86,780	45	68,599	64	38,239	70	26,900	64	15,381	149	52,821	[illegible]	16,813
Santa Fe	253,505	387,435	399,622	25	23,822	16	41,251	57	84,893	36	65,191	53	31,214	67	24,917	59	14,186	135	47,773	19	16,813
SIERRA	19,204	40,655	45,032	9	3,366	6	1,810	14	18,358	5	2,024	17	6,439	4	1,258	5	760	30	5,085	3	525
SOCORRO	29,338	52,663	56,279	4	1,101	5	1,586	11	14,066	10	9,378	30	9,250	9	1,639	1	370	24	5,377	2	848
TAOS	51,088	86,091	90,733	13	5,884	15	6,685	20	23,243	16	11,186	31	9,751	16	3,800	11	1,128	63	11,697	4	1,491
TORRANCE	23,620	41,641	44,320	1	862	1	969	8	5,089	6	15,916	21	14,498	1		1		14	2,972	2	270
UNION	12,432	23,724	25,692	3	1,268	5	2,278	9	8,793	6	1,792	8	3,975	3	391	4	1,013	15	2,419	4	999
VALENCIA	145,945	265,350	284,357	18	32,936	18	14,996	44	85,815	31	54,526	62	28,470	25	6,326	30	4,994	75	21,059	12	11,534
Grants	62,619	110,572	120,165	8	22,269	6	4,655	17	25,082	13	22,940	23	12,786	16	4,522	9	1,470	24	10,384	4	7,050
Milan	5,587	18,788	18,490				906		5,059		761		5,314						2,343		885

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,697,785	74,619,018	76,910,054	5,449	2,237,144	2,973	9,410,976	22,873	20,355,898	6,808	9,183,919	9,245	5,354,967	13,261	4,687,742	9,255	3,004,392	32,997	8,174,726	4,027	2,493,849
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albany-Schenectady-Troy, N.Y.	2,496,129	3,196,143	3,110,208	284	117,674	144	339,697	886	818,704	640	440,180	552	268,375	415	161,469	384	105,210	1,712	310,890	184	93,911
Binghamton, N.Y.-Pa.	917,867	1,244,774	1,257,917	129	50,795	60	132,037	326	337,599	286	201,598	248	125,946	171	55,840	171	47,811	587	113,498	67	49,614
Buffalo, N.Y.	3,836,993	5,382,317	5,387,051	430	162,801	179	846,814	1,337	1,422,130	586	883,653	777	387,836	621	268,099	673	191,481	2,779	568,565	307	211,952
Elmira, N.Y.	313,549	400,679	400,623	35	13,734	33	69,913	115	105,165	64	58,428	60	31,532	54	17,715	71	13,747	190	35,662	16	16,153
Glens Falls, N.Y.	341,533	463,738	470,020	55	21,323	31	49,229	180	135,188	85	65,389	96	45,096	71	19,146	55	10,732	341	49,812	30	16,613
Nassau-Suffolk, N.Y.	9,166,174	15,705,427	16,712,862	914	693,270	309	2,135,688	3,107	4,193,895	1,142	2,042,490	1,851	1,350,629	1,918	870,945	1,425	693,342	4,227	1,432,622	397	416,545
New York, N.Y.-N.J.	24,812,378	33,693,175	34,138,663	2,000	672,550	1,443	4,239,846	13,502	8,905,815	1,868	3,014,078	3,372	1,815,777	8,545	2,779,909	4,645	1,525,775	15,822	4,222,230	2,173	1,006,113
Newburgh-Middletown, N.Y.	808,521	1,335,249	1,408,297	108	69,961	38	150,106	296	468,775	141	195,292	178	117,054	142	59,859	137	42,539	536	114,687	48	35,644
Poughkeepsie, N.Y.	744,701	1,473,355	1,617,614	103	68,628	44	211,214	240	492,680	131	215,600	153	123,792	118	59,230	129	41,621	415	121,937	52	67,966
Rochester, N.Y.	3,230,500	5,061,463	5,294,344	382	190,203	136	639,350	865	1,351,433	555	910,166	613	422,825	464	212,805	499	182,168	1,582	472,883	170	189,974
Syracuse, N.Y.	1,979,079	3,189,290	3,350,946	230	110,950	83	373,322	680	939,480	398	537,082	415	279,859	335	163,614	370	121,049	1,333	333,836	118	177,951
Utica-Rome, N.Y.	913,651	1,249,840	1,266,032	134	47,831	67	147,753	385	333,623	198	188,473	256	116,543	189	58,999	219	36,695	791	127,713	82	64,110
COUNTIES, Cities																					
ALBANY	1,112,142	1,533,551	1,471,082	108	49,662	45	162,970	310	351,802	133	209,887	280	109,331	170	101,883	142	57,131	660	162,478	64	36,725
Albany	348,268	450,866	450,377	26	6,238	10	11,537	138	105,602	47	89,338	98	27,492	93	40,631	47	19,263	386	59,432	29	9,208
ALLEGANY	92,782	130,901	133,223	32	5,579	22	9,741	58	40,838	53	25,651	40	17,245	22	2,885	30	4,026	83	10,847	12	5,738
Wellsville	31,638	41,754	43,778	8	2,805	3	1,756	17	11,221	8	10,741	6	3,700	16	2,316	10	2,554	19	2,625	2	1,941
BRONX	1,940,776	2,287,461	2,238,455	173	28,191	139	192,019	1,624	842,315	173	195,604	268	120,026	677	151,978	377	98,509	1,294	166,118	258	72,978
BROOME	737,145	1,020,329	1,034,800	91	41,539	40	124,842	224	266,566	139	158,783	161	94,983	141	51,456	134	43,620	460	98,975	50	42,024
Binghamton	280,839	372,117	373,581	24	11,354	11	46,397	88	84,946	47	74,533	51	30,149	58	17,835	57	20,334	187	34,005	13	11,461
CATTARAUGUS	215,696	305,002	310,861	61	20,894	34	40,551	90	86,602	70	46,511	70	24,612	64	13,988	62	9,106	212	31,298	20	13,009
Olean	98,856	151,814	157,435	14	8,732	13	[illegible]	27	42,390	17	18,445	19	8,174	39	11,064	26	5,960	70	14,121	7	6,109
Salamanca	23,669	31,235	32,749	3	1,375	4	3,202	11	8,276	6	3,841	9	6,097	6	899	7	809	26	2,455	2	1,742
CAYUGA	202,532	320,733	335,056	41	14,884	17	32,011	91	97,918	60	58,804	50	40,474	35	10,523	39	8,640	138	26,004	13	17,242
Auburn	121,846	203,697	215,242	15	5,829	8	19,016	57	69,393	19	24,077	22	23,222	26	9,526	29	7,695	79	20,000	11	16,417
CHAUTAUQUA	434,421	712,140	749,868	79	34,716	45	98,137	182	183,310	119	128,201	123	68,423	104	32,066	98	27,485	359	85,826	34	22,762
Dunkirk	52,006	84,273	88,437	9	2,181	6	7,369	34	18,810	16	12,738	15	8,336	16	8,445	15	3,350	42	13,190	4	2,728
Fredonia	40,705	77,216	83,839	7	3,184	1	438	11	27,133	8	16,989	11	7,258	5	975	9	5,711	31	14,086	5	2,843
Jamestown	156,713	230,422	236,650	15	4,265	11	24,957	52	59,839	41	55,745	33	16,547	26	11,284	34	11,026	122	19,651	12	10,734
CHEMUNG	313,549	400,679	400,623	35	13,754	23	69,912	115	105,165	64	58,428	60	31,532	54	17,715	71	13,747	190	35,662	16	16,153
Elmira	153,265	161,653	154,336	13	5,161	11	22,216	57	48,558	27	20,951	22	9,244	33	8,674	40	5,496	101	11,122	10	7,836
CHENANGO	133,272	184,977	187,957	29	7,880	12	7,817	52	50,363	46	35,149	47	19,133	25	6,856	34	6,707	101	12,972	10	6,848
Norwich	55,502	88,414	92,414	6	1,949	2	3,464	12	19,009	11	20,947	14	8,640	13	5,072	12	3,451	33	6,144	3	3,531
CLINTON	241,793	432,860	464,220	33	19,101	21	58,664	100	113,494	51	69,204	51	32,703	33	25,537	47	15,910	148	50,337	20	15,708
Plattsburgh	128,337	228,797	245,189	12	6,087	8	24,288	34	53,431	18	36,001	24	17,660	17	17,219	30	12,053	73	33,290	11	12,725
COLUMBIA	151,042	211,646	215,170	34	15,569	16	15,607	82	65,797	42	30,540	51	25,738	44	[illegible]	35	5,610	140	15,185	12	4,864
Hudson	80,531	116,994	119,866	11	3,522	6	13,905	33	35,248	16	22,384	12	11,887	30	5,599	20	4,583	47	3,966	7	3,861
CORTLAND	148,071	184,221	182,371	21	6,926	13	22,221	53	49,946	45	31,267	34	17,722	32	9,609	30	6,082	112	15,655	10	9,179
Cortland	104,350	129,295	127,888	11	4,385	7	17,832	32	36,975	21	14,715	21	13,253	26	5,542	25	5,493	70	[illegible]	7	8,641
DELAWARE	119,004	195,389	205,597	36	11,596	17	8,239	74	64,921	47	31,843	51	23,779	28	4,472	28	4,643	106	12,231	15	8,724
DUTCHESS	744,701	1,473,355	1,617,614	103	68,628	44	211,214	240	492,680	131	215,600	153	123,792	118	59,230	129	41,621	415	121,937	52	67,966
Beacon	34,021	68,635	75,518	7	862	2	1,893	17	13,943	9	22,804	7	4,305	4	819	10	3,146	32	3,901	4	3,728
Poughkeepsie	175,197	270,318	280,703	9	1,714	8	13,281	64	56,880	37	34,555	38	19,437	56	34,914	33	8,196	101	30,799	10	27,414
ERIE	3,198,371	4,473,847	4,563,180	340	133,174	140	732,598	1,139	1,202,607	443	746,621	603	319,784	511	239,370	541	167,818	2,230	475,346	252	178,469
Buffalo	950,881	1,080,342	1,013,198	108	34,738	44	115,546	551	318,976	129	113,061	187	62,276	190	56,112	184	43,056	1,051	129,835	107	46,964
Tonawanda	72,693	86,734	85,082	5	2,282	2	1,246	27	31,617	12	17,012	15	5,218	12	2,269	8	1,520	53	11,008	6	6,143

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ESSEX	98,797	145,545	149,559	30	10,507	10	5,169	57	47,171	35	19,609	51	19,917	30	5,029	16	1,457	138	17,606	16	3,541
Lake Placid	17,008	25,696	27,434	2	480	1	375	9	3,723	1	429	6	3,295	11	3,050	3	355	26	6,519	4	1,080
FRANKLIN	111,856	135,723	133,646	27	7,735	12	8,718	77	47,916	35	15,176	43	12,616	25	4,762	30	3,588	117	10,781	13	4,564
Malone	34,593	40,772	39,886	6	1,940	1	1,400	25	10,732	9	4,846	11	5,746	14	2,512	8	1,277	24	3,025	4	3,531
Saranac Lake	24,753	25,955	26,195	4	3,091	2	912	11	9,178	6	917	6	1,092	7	1,287	11	892	26	4,497	4	112
Tupper Lake	17,631	20,694	21,307	7	1,541	3	534	8	8,483	7	2,363	7	2,076	3	489	5	409	19	2,028	2	352
FULTON	147,668	168,771	164,279	28	8,119	18	13,619	77	46,506	44	32,082	47	16,450	32	7,052	25	4,014	142	11,261	14	11,080
Gloversville	70,824	84,163	82,497	10	2,244	7	6,188	37	21,752	16	11,527	21	9,526	17	6,266	14	2,448	51	8,895	7	5,543
Johnstown	52,529	46,493	46,267	11	4,029	2	63	19	20,094	13	15,378	14	172	14	32	6	1,092	40	48	4	5,174
GENESEE	167,208	277,057	292,563	28	18,896	16	37,044	63	74,460	52	51,494	42	28,026	33	6,158	34	8,664	125	29,422	10	11,582
Batavia	79,736	116,841	119,931	8	4,436	6	12,856	21	36,511	7	12,613	16	8,674	21	5,250	18	6,709	42	12,321	5	3,705
GREENE	123,523	159,276	158,971	34	8,145	10	8,623	56	55,042	34	27,166	45	14,643	18	3,019	22	3,508	171	15,863	11	4,411
Catskill	54,067	63,347	65,704	9	2,014	3	7,666	15	22,804	10	16,673	5	1,059	8	2,284	9	2,315	36	2,921	4	2,072
HAMILTON	12,825	18,267	18,634	7	2,919	8	1,265	14	5,227	9	1,864	11	1,344	1	501	4	136	40	3,281	2	305
HERKIMER	155,210	173,944	168,365	35	7,346	15	25,880	84	49,129	48	18,430	57	14,020	34	4,763	47	6,579	168	15,468	15	8,236
Herkimer	46,678	55,907	54,902	5	1,879	3	9,296	16	18,269	9	6,078	12	3,650	13	1,671	16	3,535	33	5,678	3	1,978
Ilion	24,893	25,921	26,127	3	962	3	4,030	14	8,337	7	2,503	5	1,566	4	411	9	1,041	11	650	3	1,686
Little Falls	20,617	21,741	21,966	5	1,018	2	1,928	10	8,550	6	1,065	6	1,284	8	1,718	9	652	19	1,615	3	1,053
JEFFERSON	284,253	388,972	393,352	54	23,979	28	40,104	124	101,390	87	70,694	92	35,333	46	12,393	53	10,433	247	35,198	18	20,478
Watertown	154,204	201,246	201,366	20	9,888	14	36,911	52	55,097	29	21,424	34	13,590	26	10,314	29	7,143	85	15,663	10	14,812
KINGS	3,734,825	4,270,948	4,152,429	423	87,636	377	489,604	3,737	1,379,276	343	295,176	619	221,988	1,783	349,642	957	200,198	2,822	358,903	445	139,189
LEWIS	44,961	61,480	62,140	8	1,079	8	3,601	38	19,009	16	9,940	23	8,329	8	1,330	11	646	68	6,684	6	3,167
LIVINGSTON	133,481	177,788	178,700	34	9,968	13	11,589	59	52,351	53	25,862	51	25,718	22	2,443	34	4,834	125	16,453	15	7,098
MADISON	157,746	246,131	256,350	29	7,769	11	12,395	60	77,412	56	51,845	48	23,687	33	7,069	45	8,648	165	25,946	15	18,300
Oneida	64,[illegible]	111,866	118,945	4	3,286	4	8,808	13	34,035	19	33,224	8	5,176	17	4,132	15	6,452	31	6,081	4	9,670
MONROE	2,333,301	3,711,940	3,899,259	214	135,700	83	498,912	601	1,053,837	318	716,175	391	306,225	316	154,272	335	151,605	1,070	373,021	118	150,455
Rochester	774,945	893,632	870,193	60	26,107	24	105,756	305	169,495	122	172,146	161	67,816	115	36,052	118	37,590	563	93,841	53	38,388
MONTGOMERY	141,889	162,052	157,498	22	4,358	17	14,399	70	41,886	42	19,168	47	22,993	34	4,961	34	3,983	158	13,731	19	11,159
Amsterdam	79,782	94,346	92,392	11	1,566	5	6,629	38	27,089	19	10,832	22	10,648	19	4,236	21	2,977	85	7,957	12	7,380
NASSAU	5,454,611	8,780,592	9,215,984	449	189,534	205	1,234,626	1,707	2,179,806	547	1,101,939	1,025	717,076	1,209	517,766	816	406,871	2,283	782,135	347	218,519
Bethpage	NO DATA AVAILABLE FOR THIS CITY																				
Garden City	138,818	261,101	283,131	7	3,017	6	87,936	23	33,953	3	157	11	9,885	35	51,647	12	32,148	22	12,218	8	3,231
Hempstead	262,883	397,768	411,164	7	5,687	9	116,540	37	29,105	21	101,054	27	15,086	33	17,253	50	38,102	69	20,742	13	4,591
Hicksville	351,190	545,012	583,786	15	5,087	8	131,348	56	107,499	28	78,572	45	39,425	43	19,298	30	13,111	102	28,203	13	7,704
NEW YORK	7,110,480	10,063,929	10,256,748	311	87,166	387	1,509,269	2,688	1,767,773	120	243,217	158	108,273	3,074	1,285,335	1,245	530,620	5,415	2,067,447	495	300,674
NIAGARA	658,222	829,270	823,871	84	29,627	34	114,216	198	219,513	143	137,032	174	68,052	110	28,729	132	23,663	549	93,219	55	33,483
Lockport	81,744	103,954	103,423	15	4,516	4	15,009	33	21,404	32	16,090	28	8,545	25	6,164	21	4,480	74	13,767	8	4,483
Niagara Falls	208,697	236,877	229,815	22	5,024	14	21,778	66	68,579	30	33,636	51	17,057	42	6,968	50	7,248	251	33,847	20	11,603
North Tonawanda	89,161	160,752	116,651	14	5,867	2	7,027	39	43,258	19	18,229	26	12,665	10	2,111	19	3,526	74	9,831	9	5,833
ONEIDA	758,441	1,075,896	1,097,687	99	39,685	52	121,873	271	284,494	150	170,043	198	102,523	155	54,236	172	30,116	623	112,245	67	55,874
Rome	164,323	263,894	276,383	16	8,440	17	33,444	38	67,761	35	43,238	41	19,596	32	13,347	33	6,594	106	23,625	12	17,564
Utica	241,243	300,891	298,082	21	5,297	11	25,718	128	97,695	44	21,521	62	28,085	81	23,904	68	10,599	222	29,497	28	17,031
ONONDAGA	1,543,676	2,434,736	2,546,690	151	76,805	56	328,448	462	693,849	244	382,879	298	211,520	258	142,881	269	97,564	930	260,795	85	125,761
Syracuse	568,360	747,492	749,154	32	14,911	16	47,189	231	215,561	86	156,778	105	49,960	88	38,715	111	44,127	425	86,406	31	27,478
ONTARIO	331,409	536,312	562,780	44	22,707	16	102,597	93	117,278	67	79,770	68	47,261	76	43,271	52	14,013	180	52,788	16	17,102
Canandaigua	71,060	115,112	120,778	5	3,016	1	4,485	17 •	37,863	12	21,097	15	11,289	13	4,076	13	3,151	39	17,161	[illegible]	2,602
Geneva	54,534	79,754	81,845	10	1,315	2	6,533	28	26,023	6	2,995	11	8,543	17	5,032	14	3,557	39	10,158	[illegible]	[illegible]315
ORANGE	808,521	1,335,249	1,408,297	108	69,961	58	150,186	256	468,775	141	195,292	178	117,054	142	59,859	137	42,539	536	114,687	48	35,644
Middletown	136,544	195,566	199,779	13	4,313	8	28,834	50	37,980	23	26,542	30	17,793	38	19,818	40	11,729	96	21,130	6	5,231
Newburgh	143,006	247,911	224,471	15	10,626	7	14,626	61	58,487	28	52,780	39	23,768	27	8,076	28	11,959	108	20,218	7	4,519
Port Jervis	50,449	75,865	78,323	7	2,241	4	7,664	17	24,932	14	14,081	9	4,120	12	[illegible],523	12	3,748	29	4,019	5	5,871
ORLEANS	84,575	[illegible]	97,835	18	3,718	5	6,259	36	33,414	30	15,646	29	7,420	15	3,922	21	4,186	56	6,465	8	3,839
Medina	40,297	45,417	46,441	7	1,724	3	4,733	9	12,128	13	6,068	9	2,221	11	3,284	6	2,330	23	3,041	4	2,670
OSWEGO	277,657	[illegible]	547,906	50	26,376	16	34,679	108	168,219	98	102,328	69	44,652	44	13,664	56	14,837	238	47,095	18	33,890
Fulton	82,595	145,198	155,075	13	4,949	3	15,618	27	46,436	21	26,284	16	11,780	15	4,972	16	5,460	52	9,612	4	11,749
Oswego	85,826	164,109	178,481	6	6,936	4	15,385	27	47,964	21	34,112	15	15,701	18	7,470	16	6,573	75	22,01[illegible]	4	13,174
OTSEGO	171,879	198,125	193,278	39	10,675	24	24,057	73	49,232	51	31,126	46	11,722	29	4,869	35	3,689	147	19,876	15	8,873
Oneonta	70,115	92,332	92,594	7	3,447	5	16,095	22	19,237	15	12,943	11	3,806	18	4,087	17	2,753	55	11,957	7	5,619
PUTNAM	177,238	249,981	254,452	40	16,395	13	13,955	68	70,268	38	43,048	52	26,835	28	6,370	29	5,838	154	21,196	15	8,069
QUEENS	3,728,384	4,633,804	4,588,345	351	92,625	242	454,346	2,566	1,471,613	320	476,714	668	313,763	1,186	248,896	686	168,771	2,547	523,494	392	160,932
RENSSELAER	327,813	416,717	415,865	42	13,673	22	31,037	164	137,708	80	48,672	97	46,678	46	11,635	55	11,193	271	33,888	33	13,083
Troy	148,273	162,037	155,940	13	2,841	6	7,844	78	46,725	23	19,134	30	12,133	30	8,401	24	7,528	132	16,020	17	7,539
RICHMOND	709,910	1,004,564	1,023,182	77	25,970	30	144,919	377	367,671	86	120,761	120	55,647	153	49,918	126	32,515	402	75,884	61	30,554
ROCKLAND	743,386	1,123,382	1,163,337	75	42,737	27	149,464	271	336,5[illegible]7	95	161,040	157	96,036	187	63,067	144	41,997	370	103,576	58	34,256
Nyack	36,205	36,519	34,522	6	852	2	1,166	11	6,215	9	12,218	8	2,465	12	1,207	6	504	24	4,290	2	420
ST. LAWRENCE	292,959	367,330	364,465	55	21,579	28	29,295	169	109,272	98	55,979	73	23,656	65	13,746	73	11,911	229	30,719	15	3,131
Ogdensburg	33,813	67,916	67,459	7	4,482	3	5,279	21	15,235	17	8,002	8	2,555	13	2,285	13	2,385	31	5,753	2	415
SARATOGA	415,816	459,157	442,745	68	26,016	33	42,550	144	113,114	96	85,118	105	44,903	74	14,127	59	10,652	308	46,396	28	13,651
Saratoga Springs	114,763	127,851	123,557	16	3,526	7	10,959	34	25,211	19	26,212	17	7,233	24	5,311	21	5,498	91	18,048	9	7,886
SCHENECTADY	498,469	624,666	623,018	52	23,965	27	88,741	168	174,194	89	77,343	100	44,470	91	28,863	94	22,251	315	54,397	40	19,293
Schenectady	232,708	228,395	214,643	25	6,836	11	19,612	100	50,354	61	36,250	50	17,414	56	11,499	53	10,973	208	23,950	23	8,744
SCHOHARIE	65,905	85,243	85,131	20	3,796	8	5,453	23	26,441	20	15,023	30	8,032	9	1,601	16	1,857	58	6,293	3	676
SCHUYLER	32,536	38,568	37,776	8	2,707	3	1,274	18	12,354	16	6,845	14	3,953	8	714	10	970	40	2,916	4	1,399
SENECA	73,158	112,887	117,178	17	5,079	3	9,159	34	36,954	23	15,806	30	15,136	14	2,337	22	4,265	68	11,535	9	9,154
STEUBEN	286,316	431,493	445,798	54	24,701	20	44,994	122	117,209	88	72,865	79	52,574	58	18,037	76	13,842	191	38,765	22	16,133
Corning	56,279	76,786	77,594	6	6,147	4	7,147	26	15,896	13	7,678	12	8,090	18	6,123	23	4,510	52	9,463	4	3,144
Hornell	59,277	85,641	87,636	5	7,144	5	9,331	20	24,206	15	17,266	9	5,160	13	6,166	13	[illegible]	33	7,625	6	4,022
SUFFOLK	3,711,563	6,924,835	7,496,878	465	303,736	164	901,062	1,400	2,014,089	595	940,551	826	633,553	709	353,179	609	286,[illegible]	1,944	650,487	250	198,026
SULLIVAN	206,570	316,500	328,112	44	16,969	22	17,520	90	90,942	47	41,934	95	34,265	46	6,280	26	5,894	253	37,580	29	10,321
TIOGA	[illegible]	136,794	137,190	16	5,756	6	5,947	46	46,056	31	24,622	38	17,182	17	3,187	24	2,118	64	7,279	7	5,266
Waverly	24,056	30,752	32,092	4	1,535	1	1,418	17	15,220	6	3,357	7	1,509	6	491	6	751	15	1,682	2	1,208
TOMPKINS	242,106	366,597	379,259	35	16,314	17	37,697	72	99,714	63	53,373	48	29,964	55	19,760	50	13,170	172	43,313	18	18,078
Ithaca	138,245	[illegible]	200,560	17	7,236	10	20,826	37	43,493	24	28,516	26	15,898	40	14,644	35	8,746	92	24,595	11	9,059
ULSTER	470,751	815,941	869,680	67	35,350	29	81,661	224	248,484	89	123,772	125	83,903	75	25,038	93	18,070	382	90,400	37	22,173
Kingston	151,926	231,828	240,138	11	14,902	5	30,670	62	60,419	20	28,308	24	13,451	38	16,040	28	7,408	97	22,396	11	7,385
WARREN	238,330	334,033	341,329	27	16,594	20	46,034	91	86,311	56	52,614	51	28,530	52	16,994	38	9,442	217	40,073	16	11,652
Glens Falls	103,299	177,978	189,295	6	3,331	9	32,020	31	47,868	23	34,192	17	11,141	28	11,306	19	5,999	61	14,868	8	9,575
WASHINGTON	103,205	129,705	128,691	28	4,731	11	3,195	89	48,877	29	12,695	45	16,566	19	2,152	17	1,290	124	9,739	14	4,961
WAYNE	347,734	535,493	535,770	58	18,110	19	19,993	76	94,553	87	72,713	74	36,201	35	8,897	57	7,530	151	24,156	13	11,480

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WESTCHESTER	3,153,823	5,491,272	5,867,341	278	165,441	108	692,820	1,159	1,539,384	315	793,269	597	465,655	716	335,253	339	242,531	1,498	494,278	241	149,438
Mamaroneck	90,837	149,319	157,198	9	5,247	3	8,375	35	55,680	22	22,436	24	14,162	16	4,220	11	4,155	42	14,946	6	1,599
Mount Kisco	112,809	215,661	234,538	7	9,077	2	9,277	28	43,199	11	71,262	15	10,628	26	20,186	23	15,921	30	13,835	5	2,569
Mount Vernon	192,150	324,078	343,097	15	4,022	9	6,834	102	79,800	23	56,749	37	25,663	36	14,497	41	12,329	97	14,055	19	12,735
New Rochelle	202,626	443,541	469,480	15	11,109	12	51,904	109	86,178	37	90,460	40	24,748	38	35,829	65	20,512	112	43,171	24	12,220
North Tarrytown	27,964	52,830	57,804	3	6,240	1	9,218	14	4,576	3	14,198	7	3,606			3	107	23	4,880	2	5,007
Ossining	60,638	105,302	112,521	7	6,483	3	11,693	26	25,726	9	18,142	18	11,325	15	3,305	6	4,459	35	7,911	7	2,322
Peekskill	129,968	189,671	194,516	10	5,429	7	33,814	50	76,204	13	19,056	27	15,001	21	3,987	22	7,907	56	8,390	5	2,881
Port Chester	86,431	137,359	143,572	6	1,458	1	13,573	45	28,909	19	9,579	26	13,655	23	7,979	16	8,519	70	15,275	13	7,237
Tarrytown	43,853	70,082	73,308	2	855	4	13,832	17	25,121	3	6,074	5	3,492	7	2,354	5	396	20	9,681	5	1,716
White Plains	422,601	677,424	709,351	20	18,499	11	251,261	63	103,025	24	87,126	42	29,394	89	64,834	52	25,142	130	55,837	16	11,684
Yonkers	542,454	866,498	906,610	38	21,550	21	117,459	258	287,870	54	86,451	99	58,513	120	65,068	103	47,901	260	73,543	51	29,009
WYOMING	85,976	114,974	115,662	25	6,777	8	4,713	41	40,753	39	19,120	28	11,624	23	3,545	15	3,097	78	9,743	7	4,392
YATES	49,859	78,430	81,747	13	5,630	3	1,471	21	26,101	29	15,996	15	9,722	10	1,777	18	1,671	40	7,378	6	2,118
New York City	17,224,375	21,948,505	22,259,159	1,335	321,588	1,175	2,790,157	10,992	5,828,648	1,042	1,331,472	1,833	819,697	6,873	2,085,769	3,391	1,030,613	12,480	3,191,846	1,651	704,327

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,842,308	25,201,730	26,031,066	2,352	1,467,684	1,889	2,945,347	9,206	[illegible]	4,891	4,812,021	5,775	2,548,327	3,873	1,178,738	3,903	1,142,272	7,123	2,027,860	1,348	892,086
STANDARD METROPOLITAN STATISTICAL AREAS																					
Asheville, N.C.	578,825	838,874	858,825	75	50,617	43	124,515	198	200,783	135	149,903	157	92,824	107	32,659	103	26,964	231	72,212	46	31,142
Burlington, N.C.	321,379	470,862	483,293	44	24,475	33	59,236	159	119,353	78	90,315	118	48,375	87	26,464	84	19,382	124	37,667	28	19,766
Charlotte-Gastonia, N.C.	2,173,878	3,522,466	3,700,137	191	164,498	148	512,751	736	865,735	428	775,388	512	301,092	483	185,212	416	141,933	863	304,072	132	132,982
Fayetteville, N.C.	668,123	973,178	998,776	74	55,028	48	163,225	262	205,772	146	188,819	166	104,147	124	35,358	129	55,552	280	89,371	29	17,888
Greensboro-Winston-Salem-High Point, N.C.	2,676,256	3,970,327	4,089,091	315	196,607	167	471,300	1,027	915,119	723	777,005	765	398,879	590	196,439	635	189,205	1,035	353,115	186	155,125
Hickory, N.C.	429,626	676,338	705,670	69	42,777	32	77,867	187	159,353	120	136,076	117	32,369	88	34,029	120	27,080	168	60,067	39	20,961
Jacksonville, N.C.	254,684	351,388	356,135	31	18,945	24	44,983	94	62,815	77	89,525	74	26,758	47	15,399	47	23,861	167	35,900	12	8,042
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	2,343,241	3,787,545	3,959,021	167	139,249	134	560,746	683	923,057	350	746,190	428	368,119	345	196,873	346	167,722	1,058	376,694	115	106,820
Raleigh-Durham, N.C.	1,735,010	2,688,428	2,794,685	166	104,362	129	393,642	686	665,714	283	478,151	436	283,374	330	132,053	355	105,326	714	260,666	106	75,635
Salisbury-Concord, N.C.	495,740	727,679	747,490	71	33,751	40	77,015	227	186,978	155	139,288	162	66,165	134	45,401	127	33,816	211	51,402	45	28,483
Wilmington, N.C.	643,434	761,835	809,883	48	51,765	43	114,286	227	218,980	104	125,613	129	58,831	101	32,456	99	30,071	265	75,567	34	25,104
COUNTIES, Cities																					
ALAMANCE	321,379	470,862	483,293	44	24,475	33	59,236	159	119,353	78	90,315	118	48,375	87	26,464	84	19,382	124	37,667	28	19,766
Burlington	230,422	347,280	358,581	33	21,173	20	56,386	83	79,968	47	59,649	63	28,292	63	23,011	59	14,382	79	28,379	20	16,550
ALEXANDER	40,934	54,783	55,100	13	6,718	5	1,768	44	16,587	19	8,014	24	5,676	8	1,579	16	1,000	18	4,618	6	2,522
ALLEGHANY	21,908	28,706	28,734	6	4,285	4	821	26	8,990	11	4,029	15	4,237	5	1,192	2	330	10	1,849	2	437
ANSON	43,261	69,536	72,825	8	1,387	9	3,211	47	25,479	20	13,958	23	8,570	14	3,132	10	3,493	24	4,943	5	2,882
ASHE	56,796	74,513	74,618	18	5,941	12	4,990	40	17,859	15	17,993	29	9,821	20	3,393	16	3,435	15	2,451	5	2,146
AVERY	26,957	42,696	44,562	14	7,073	5	663	34	11,036	6	7,611	21	6,193	14	2,012	10	838	19	3,326	4	5,206
BEAUFORT	136,489	199,221	204,327	24	17,614	15	15,054	94	55,493	44	46,524	41	20,217	34	5,947	27	6,944	47	9,715	9	6,042
Washington	100,383	142,373	145,058	12	15,365	7	11,075	47	31,468	30	36,415	20	12,235	28	5,261	22	5,930	29	6,301	5	4,739
BERTIE	32,011	43,794	44,269	4	1,872	10	1,377	50	15,171	15	12,813	24	4,605	8	629	8	934	24	1,369	4	1,186
BLADEN	55,158	71,244	71,099	16	4,110	12	4,381	52	21,372	27	16,299	32	7,380	16	2,387	14	2,164	29	2,825	8	2,841
BRUNSWICK	63,470	106,837	113,024	15	11,396	18	7,234	75	48,128	27	10,129	40	10,182	8	668	12	2,450	64	9,917	8	3,685
BUNCOMBE	558,876	811,986	831,735	69	49,474	37	122,639	169	192,424	127	144,681	139	88,454	103	32,150	99	26,496	224	70,292	41	30,024
Asheville	381,762	553,785	567,047	39	31,579	20	115,154	86	94,908	80	98,400	78	52,770	75	26,854	63	17,388	161	54,735	25	24,218
BURKE	151,502	231,170	239,530	24	18,253	17	16,101	103	69,814	61	34,759	58	17,525	46	15,854	49	11,063	60	15,609	16	9,219
Morganton	104,050	166,374	174,055	10	12,810	10	14,763	41	50,817	33	28,950	19	9,119	28	12,368	22	6,277	27	10,660	8	5,365
CABARRUS	263,324	388,519	399,741	38	17,079	16	49,709	105	89,524	86	89,399	81	29,765	73	24,940	69	21,593	104	24,450	23	15,242
Concord	123,332	183,415	188,852	16	8,042	7	9,699	53	47,398	34	46,513	36	12,497	36	14,180	33	7,853	45	11,950	12	9,291
Kannapolis	122,641	171,014	173,601	20	6,773	9	24,221	36	41,737	44	38,771	35	12,706	31	9,356	31	10,290	55	11,874	12	5,684
CALDWELL	170,580	238,694	242,653	35	13,162	23	19,349	102	68,157	47	62,460	58	18,276	34	6,310	59	11,414	65	13,234	13	6,873
Lenoir	125,727	184,026	188,798	24	9,647	16	18,909	66	50,384	33	51,511	33	11,597	24	4,379	35	8,625	47	10,687	9	5,359
CAMDEN	4,192	6,637	6,925			1		17	1,579	2	146	10	4,145	1		1		2	257		
CARTERET	116,060	199,743	212,301	25	16,858	12	17,573	84	65,606	41	23,669	56	19,753	21	3,678	31	8,769	73	25,801	7	7,471
CASWELL	19,608	25,305	25,253	2	706	17	2,704	29	7,865	12	5,943	17	2,960			5	403	7	463	2	446
CATAWBA	388,692	621,555	650,570	56	36,059	27	76,099	143	142,768	101	128,062	93	46,693	80	32,450	104	26,080	150	55,449	33	18,439
Hickory	198,073	295,751	304,778	14	17,077	13	42,243	53	70,992	36	42,944	37	21,343	52	21,472	53	15,979	80	31,293	16	10,479
Newton	57,740	97,766	105,773	14	4,827	7	21,158	26	28,788	20	15,571	17	10,965	14	3,904	17	4,038	22	6,515	6	3,224
CHATHAM	59,822	67,250	68,098	13	2,509	16	2,819	54	17,041	34	15,934	34	7,571	22	3,151	22	2,996	32	3,720	6	2,125
CHEROKEE	45,207	71,478	74,579	7	3,209	13	8,075	42	26,316	22	8,363	26	8,728	16	3,398	8	2,640	22	2,767	9	3,780
CHOWAN	30,312	44,041	45,114	5	1,849	5	3,652	20	15,386	12	7,249	15	5,099	8	1,316	6	1,342	8	1,345	2	930
CLAY	13,531	23,162	24,586	3	3,305	3	345	13	6,097	7	7,981	13	4,107	4	399	4	696	3	721	2	648
CLEVELAND	211,080	312,224	322,034	23	15,525	28	35,997	127	85,547	91	59,188	95	38,084	41	13,064	58	11,536	90	23,936	26	13,068
Shelby	117,150	148,992	148,180	10	2,906	13	21,854	52	36,045	30	25,315	36	11,338	23	8,566	35	6,108	44	11,368	13	7,899
COLUMBUS	143,100	201,128	204,510	27	14,325	26	23,545	117	46,470	67	44,398	70	16,946	37	10,777	27	5,893	60	9,812	15	6,882
CRAVEN	199,029	305,029	316,192	24	22,478	25	37,092	124	76,690	61	62,959	73	34,547	38	10,488	46	15,723	83	21,788	11	7,479
New Bern	114,614	170,772	175,916	15	14,978	12	30,820	65	40,903	24	18,060	40	18,271	32	9,825	23	6,257	51	12,611	10	6,725
CUMBERLAND	668,123	973,178	998,776	74	55,028	48	163,225	262	205,772	146	188,819	166	104,147	124	35,358	129	55,552	280	89,371	29	17,888
Fayetteville	445,864	601,116	605,655	35	42,989	25	133,151	132	115,234	66	94,106	76	48,302	92	27,351	64	21,635	195	56,632	20	14,909

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CURRITUCK	12,445	13,776	15,682	6	989	5	1,032	25	5,325	2	276	16	3,473	1	52	4	236	14	968	1	44
DARE	57,940	109,256	118,451	8	10,471	6	5,249	48	39,070	8	6,913	21	7,390	17	6,213	8	5,363	69	21,769	5	1,911
DAVIDSON	256,059	355,928	361,109	54	20,971	16	20,208	134	83,772	128	76,800	97	45,202	65	12,755	88	19,903	103	28,469	26	13,438
Lexington	140,386	187,412	188,413	21	13,477	7	10,816	61	45,240	64	35,625	45	18,075	36	9,342	43	7,847	61	15,839	13	7,468
Thomasville	80,480	118,013	121,119	20	6,361	8	8,849	43	29,825	38	30,516	28	12,273	18	2,650	32	7,148	24	8,411	9	5,126
DAVIE	46,405	72,189	75,050	8	7,513	11	2,811	37	17,810	21	12,828	32	14,273	6	1,333	14	6,959	19	4,456	3	2,612
DUPLIN	98,221	128,315	128,393	22	4,673	22	6,755	99	39,884	45	21,978	60	17,270	30	4,715	31	3,681	43	5,449	12	3,839
DURHAM	506,755	762,351	787,465	46	26,034	28	116,546	194	189,636	76	144,352	129	83,198	112	37,653	100	30,266	208	63,706	27	26,198
Durham	448,452	654,408	670,892	33	23,688	20	115,916	157	165,246	67	103,611	111	73,220	96	32,451	82	24,461	182	56,664	25	15,898
EDGECOMBE	140,693	202,309	206,722	16	8,563	22	21,787	108	59,064	47	38,431	48	16,807	22	5,380	34	23,159	38	9,831	12	4,208
Tarboro	62,275	86,468	91,308	9	7,152	11	10,669	47	27,073	16	18,316	17	7,103	9	2,276	15	3,631	18	3,677	6	2,429
FORSYTH	914,445	1,351,083	1,388,977	87	71,423	51	175,899	284	303,669	207	271,247	209	114,788	201	77,542	176	60,967	354	125,893	54	56,766
Winston-Salem	759,984	1,129,289	1,162,351	59	47,416	42	169,163	191	239,018	141	225,590	151	93,007	174	73,380	141	50,522	298	108,726	39	45,384
FRANKLIN	49,976	66,717	67,074	8	2,934	11	3,874	62	22,697	17	11,565	31	11,081	18	4,808	11	1,249	21	2,501	8	2,500
GASTON	471,112	631,741	635,700	49	25,333	46	82,510	218	177,238	141	133,952	145	48,615	103	25,252	101	20,619	165	42,192	40	25,769
Gastonia	315,026	417,576	419,099	21	15,842	20	67,917	110	89,274	68	105,106	69	29,108	65	18,871	51	13,326	86	30,867	19	14,845
GATES	9,325	13,870	14,282	1		8	2,337	22	4,613	3	4,277	9	1,752					4	296		
GRAHAM	13,120	19,782	20,427	4		5	989	21	7,833	6	297	10	4,076	7	914	5	353	4	637	2	3,257
GRANVILLE	54,865	78,477	80,091	14	2,583	14	5,978	52	25,833	21	13,996	43	10,185	12	2,616	14	2,132	24	3,475	8	6,741
GREENE	14,468	23,184	24,263	4	1,207	14	2,034	28	8,304	9	3,452	12	3,653	2	41	5	1,213	16	1,527	1	204
GUILFORD	1,210,058	1,831,336	1,895,892	107	62,880	65	253,667	362	405,626	197	344,489	304	185,608	248	94,146	265	90,891	452	170,451	75	68,587
Greensboro	826,603	1,243,360	1,283,334	54	42,749	43	195,855	193	250,215	105	242,996	164	114,502	170	69,485	134	40,788	294	125,216	45	41,438
High Point	313,004	423,604	428,392	27	12,128	17	56,105	83	96,340	63	86,378	71	37,952	61	18,839	97	36,532	116	32,819	22	18,668
HALIFAX	151,859	208,883	211,759	22	9,493	29	20,655	166	62,253	51	28,646	73	30,149	45	10,253	37	10,402	65	16,164	18	6,401
Roanoke Rapids	91,765	138,096	142,532	14	7,339	8	17,377	63	43,405	27	19,392	25	13,546	24	7,504	26	8,296	33	10,372	9	4,351
HARNETT	125,588	185,463	190,650	24	15,808	32	14,635	110	56,235	52	32,013	58	18,805	34	5,918	38	7,118	65	14,361	13	6,817
Dunn	85,341	124,463	127,594	13	13,515	15	12,695	49	36,331	29	21,281	24	8,294	23	4,073	24	4,130	38	10,835	5	4,623
HAYWOOD	130,843	184,359	187,637	28	17,978	15	13,603	61	50,676	39	32,266	55	19,872	32	7,500	33	4,662	60	12,516	14	8,203
HENDERSON	165,366	275,780	291,844	26	27,871	12	19,667	78	82,765	45	61,776	43	34,589	40	11,213	41	7,505	56	14,080	14	10,884
Hendersonville	124,020	189,841	196,707	18	24,417	8	17,707	44	57,149	29	25,991	27	18,133	32	6,810	33	6,689	41	11,965	12	8,708
HERTFORD	74,875	97,713	97,730	15	8,185	12	10,253	56	27,481	15	13,135	29	9,817	17	3,007	19	4,822	28	7,009	10	5,448
HOKE	25,885	34,882	35,144	6	1,106	5	2,443	31	14,427	12	6,139	15	4,073	7	1,096	6	1,423	7	611	3	1,444
HYDE	6,950	10,863	11,309	3	150	5	1,517	18	3,990	2	276	6	1,778	1	51	3	509	9	2,793	1	
IREDELL	226,390	337,644	349,470	43	23,997	22	22,825	132	94,175	70	66,760	93	28,054	56	19,017	63	22,398	93	24,995	21	15,892
Statesville	152,608	196,634	196,144	20	12,952	12	17,851	52	48,426	33	45,332	41	12,403	32	9,261	30	16,253	49	10,669	12	8,607
JACKSON	47,209	76,533	80,301	13	4,006	9	2,377	36	22,921	28	18,546	33	13,909	16	3,314	16	2,256	21	4,515	4	2,956
JOHNSTON	165,533	264,838	277,346	31	21,843	28	11,235	146	78,369	94	47,064	96	36,254	35	13,662	45	15,664	83	17,324	19	9,988
JONES	10,016	15,267	15,801	2	378	6	1,027	26	5,576	5	3,710	11	1,891			1		8	790	3	668
LEE	121,943	182,976	188,749	18	9,611	14	15,432	79	50,364	49	37,258	33	15,325	35	9,583	32	7,404	40	11,146	9	7,379
Sanford	118,852	178,808	184,549	17	9,532	14	15,432	68	47,234	47	37,030	28	14,943	34	9,542	31	7,370	38	11,060	8	7,254
LENOIR	204,350	249,359	245,877	20	16,785	22	29,060	147	59,604	55	48,293	70	19,556	43	14,205	48	11,912	65	12,629	18	11,048
Kinston	146,412	184,517	183,182	14	10,152	16	27,581	93	46,518	30	26,777	45	13,627	38	13,318	37	10,993	42	10,250	13	8,200
LINCOLN	98,364	123,812	122,856	23	10,837	14	8,058	69	39,894	44	21,747	39	11,336	29	4,094	26	6,121	41	7,306	8	3,783
MCDOWELL	84,657	121,760	124,415	15	8,241	7	7,483	52	36,150	38	20,502	48	21,403	17	8,383	16	3,109	34	7,328	9	4,887
MACON	59,340	98,722	104,165	10	18,187	13	7,825	24	27,731	24	11,380	26	9,471	25	5,125	17	2,507	27	5,029	9	4,683
MADISON	19,949	26,888	27,090	6	1,143	6	1,876	29	8,159	8	5,222	18	4,370	4	509	4	468	7	1,920	5	1,118
MARTIN	62,496	76,239	75,148	9	1,963	16	8,562	54	19,108	18	13,292	34	6,690	15	2,504	12	2,229	21	7,505	4	1,716
MECKLENBURG	1,551,726	2,623,157	2,778,084	122	112,282	86	412,617	419	610,329	225	573,127	312	233,311	343	149,494	275	107,919	643	244,205	80	95,626
Charlotte	1,150,383	1,900,437	2,002,336	77	65,787	60	306,698	304	420,903	162	371,486	215	161,880	268	113,654	209	88,881	522	195,128	66	80,826
MITCHELL	42,476	59,280	60,176	13	3,894	15	5,804	23	16,831	24	13,624	22	5,021	13	2,721	8	2,070	[illegible]	4,040	7	1,943
MONTGOMERY	42,720	49,627	48,377	10	3,872	8	2,368	63	18,973	24	7,884	25	4,660	16	1,008	11	380	27	2,880	8	1,979
MOORE	124,428	189,215	195,752	29	17,588	16	8,249	86	58,684	42	28,397	57	18,223	43	12,048	36	7,463	75	14,233	12	6,614
NASH	241,882	409,753	438,720	30	24,938	36	70,843	196	78,422	67	49,707	84	55,426	60	16,268	51	62,907	114	38,076	15	9,317
Rocky Mount	249,939	324,726	324,506	26	18,212	21	52,208	121	70,637	61	44,502	72	30,312	61	12,845	50	23,615	100	34,770	16	8,209
NEW HANOVER	379,964	654,998	696,859	33	40,369	25	107,052	152	170,852	77	115,484	89	48,649	93	31,788	87	27,621	201	65,650	26	21,419
Wilmington	275,334	454,539	478,730	25	20,614	18	68,015	105	95,279	60	90,494	66	35,122	83	28,723	70	22,355	134	41,898	23	19,937
NORTHAMPTON	25,860	37,155	37,964	9	1,871	13	760	65	12,233	9	4,270	28	10,426	4	454	4	294	14	1,863	6	1,690
ONSLOW	254,684	351,388	356,135	31	18,945	24	44,983	94	62,815	77	89,525	74	26,758	47	15,359	47	23,861	167	35,900	12	8,042
Jacksonville	157,868	231,539	237,646	14	14,830	14	41,895	47	37,813	32	44,225	33	16,277	37	14,740	26	17,637	100	22,195	8	7,411
ORANGE	163,806	262,837	275,200	17	14,337	15	20,216	73	76,883	26	24,845	52	30,406	41	14,546	40	10,308	91	35,209	13	9,158
Chapel Hill	114,483	187,588	197,292	8	9,331	9	17,602	35	46,417	12	15,160	23	18,688	37	14,154	25	6,236	68	30,656	8	6,332
PAMLICO	13,723	20,281	20,849	2	1,683	2	2,629	23	6,662	8	3,147	12	2,958	2	211	3	501	4	1,073	1	251
PASQUOTANK	112,093	154,929	156,972	24	15,763	10	17,771	51	42,137	28	28,582	31	9,828	23	7,239	19	6,381	34	9,640	7	4,920
Elizabeth City	109,555	151,609	153,649	23	15,469	10	17,771	49	41,483	27	28,128	27	8,594	23	7,239	19	6,381	33	9,513	6	4,608
PENDER	30,666	43,621	44,467	7	1,469	7	1,509	56	18,142	9	7,504	28	6,429	6	469	5	237	29	3,942	4	700
PERQUIMANS	19,262	23,139	22,721	8	1,379	4	958	13	5,076	8	5,498	12	5,249	5	542	4	490	13	1,075	2	210
PERSON	68,580	97,678	99,654	14	4,285	26	9,394	56	28,412	21	19,404	29	9,227	19	4,533	19	2,900	26	6,381	8	3,947
PITT	279,704	441,500	461,563	38	32,480	53	52,814	173	105,937	68	87,554	117	39,965	50	20,703	54	18,636	115	38,558	21	15,467
Greenville	215,119	363,223	384,517	26	29,117	18	46,784	89	82,835	43	70,759	60	30,582	39	19,677	39	16,329	81	35,334	10	13,656
POLK	27,724	35,496	35,364	2	2,086	7	3,737	19	11,501	7	4,760	18	4,680	4	597	7	894	19	2,873	4	1,474
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	192,541	280,707	287,749	35	29,906	21	17,661	124	71,696	95	47,838	96	35,119	54	8,768	81	13,198	80	18,526	18	11,084
Asheboro	119,283	168,666	171,710	14	11,074	10	16,448	49	41,607	50	32,482	45	18,297	33	6,728	39	8,343	41	11,342	11	8,881
RICHMOND	124,870	163,209	163,497	22	12,735	17	16,098	76	42,265	50	22,784	51	19,853	32	6,595	39	10,088	65	11,888	13	6,219
Rockingham	102,418	127,669	126,408	13	9,701	11	14,966	49	31,199	36	20,142	35	15,568	18	4,041	26	6,773	42	9,766	9	4,708
ROBESON	246,607	340,153	344,467	39	25,207	35	31,435	225	91,284	80	59,993	88	37,270	60	14,324	54	16,092	88	16,774	25	12,262
Lumberton	136,962	188,134	190,334	22	19,708	10	22,457	83	44,825	37	25,727	41	16,899	33	9,495	37	11,977	46	12,303	9	6,862
ROCKINGHAM	213,314	286,942	289,118	38	14,439	31	18,577	155	89,539	66	46,567	100	28,049	68	16,205	77	19,084	96	18,304	28	12,145
Eden	79,340	98,016	99,112	13	3,228	7	6,226	44	29,995	20	17,157	28	6,807	30	5,684	30	10,993	35	6,047	11	5,700
Reidsville	79,828	117,113	120,204	15	8,392	11	7,806	44	36,595	20	16,932	32	11,929	25	7,776	25	5,685	29	7,349	8	3,554
ROWAN	232,416	339,160	347,749	33	16,672	24	27,306	122	97,454	69	49,889	81	36,400	61	20,461	58	12,223	107	26,952	22	13,241
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	7,906	10,877	11,472			1	790	6	4,676	2	570	3	1,149	1	100	5	1,676	3	609	1	600
Salisbury	169,613	230,576	237,608	16	7,880	12	23,865	63	60,714	36	43,846	43	26,941	46	17,390	31	6,937	64	21,162	14	10,772
RUTHERFORD	131,641	205,848	216,226	21	10,486	23	15,655	63	56,612	108	52,897	56	22,232	37	7,250	40	11,422	47	12,095	11	9,649
Forest City	80,496	98,580	97,248	10	7,432	10	11,212	21	22,847	52	22,441	23	4,059	22	4,618	20	7,003	20	5,001	6	5,205
SAMPSON	99,225	161,105	170,036	20	16,795	33	11,594	103	46,527	58	32,917	52	8,763	31	10,988	26	6,444	54	8,033	13	7,741
Clinton	63,885	119,620	129,580	14	15,010	7	6,737	27	34,030	36	27,524	12	2,716	27	10,620	15	4,349	19	5,817	9	6,294
SCOTLAND	84,816	111,449	111,660	11	6,444	8	8,632	78	38,540	26	25,631	24	7,375	23	5,282	14	3,677	24	5,489	10	3,945

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STANLY	127,710	168,061	168,476	23	9,903	16	10,593	77	40,414	62	36,053	60	23,275	43	8,897	39	5,896	62	10,864	13	7,394
STOKES	34,854	56,824	59,689	16	6,069	4	612	57	18,642	28	11,723	27	8,982	6	1,362	9	1,168	19	4,361	4	1,731
SURRY	207,421	284,295	268,465	40	19,935	26	24,248	142	65,721	114	66,561	66	23,147	55	14,751	53	11,043	75	14,879	26	16,433
Mount Airy	121,453	188,592	196,012	23	14,624	15	18,419	65	41,972	45	48,847	27	14,542	26	8,534	33	7,529	34	10,265	14	10,438
SWAIN	34,482	54,954	57,450	5	1,826	7	2,827	22	17,482	9	4,170	22	9,581	6	1,213	7	1,745	37	6,657	4	1,741
TRANSYLVANIA	54,998	75,814	76,772	13	5,288	12	5,979	40	26,737	17	9,135	17	7,147	11	2,811	16	3,052	18	4,351	5	3,677
TYRRELL	7,525	12,645	13,372	4	2,280	4	995	11	4,429	10	2,684	4	555	1	232	4	160	5	1,443	1	282
UNION	151,040	267,568	286,353	20	26,883	16	17,624	99	78,168	62	68,309	55	19,166	37	10,466	40	13,395	55	17,675	12	11,587
Monroe	109,900	202,992	219,092	10	11,159	9	15,412	63	65,100	42	50,777	37	13,701	26	9,645	31	6,857	40	16,157	8	9,769
VANCE	113,367	172,750	178,910	17	10,642	10	16,331	75	57,532	41	28,146	54	19,116	25	8,421	26	7,480	41	9,068	10	7,039
Henderson	97,083	151,803	158,021	16	10,153	8	14,298	61	44,909	35	25,201	50	18,485	24	8,160	26	7,480	34	7,773	9	6,483
WAKE	1,064,449	1,663,240	1,732,020	103	63,991	86	256,880	419	399,195	181	308,954	255	169,770	177	79,854	215	64,752	415	161,751	66	40,279
Raleigh	693,745	1,037,465	1,069,547	40	29,994	37	170,936	182	195,350	77	209,453	134	103,630	120	64,576	124	36,456	268	104,652	34	24,462
WARREN	20,020	30,621	31,714	8	1,022	10	1,668	42	11,514	8	1,360	27	7,998	3	1,202	7	2,215	6	598	4	1,112
WASHINGTON	37,475	44,770	43,926	8	3,960	14	3,607	35	14,358	12	8,666	17	3,201	9	1,218	13	1,634	17	2,066	4	1,200
WATAUGA	92,013	164,612	176,445	21	17,190	8	9,720	43	38,655	23	28,960	33	16,519	31	8,511	27	6,494	55	18,233	9	7,173
WAYNE	273,249	345,073	342,745	37	23,912	33	53,732	162	73,240	103	63,443	95	34,927	65	16,415	69	16,657	93	20,618	13	7,995
Goldsboro	188,725	244,273	243,892	28	22,796	15	44,554	87	41,472	57	39,652	62	21,250	55	15,379	53	13,820	66	15,835	7	5,287
WILKES	137,879	173,080	171,642	32	19,761	17	12,454	96	43,461	54	28,282	62	21,527	36	6,214	24	4,360	54	12,027	11	7,344
WILSON	204,676	295,807	303,063	29	17,762	28	35,891	150	76,649	58	48,267	76	37,311	53	13,129	48	12,828	85	25,599	14	7,909
Wilson	172,696	260,228	268,694	20	15,783	17	35,141	92	69,345	48	42,440	45	27,218	52	12,963	41	12,252	65	22,893	12	7,538
YADKIN	68,299	94,449	95,675	16	5,358	10	3,253	66	31,714	68	24,908	32	9,180	16	1,866	16	3,078	27	5,415	9	3,519
YANCEY	29,222	36,934	36,681	14	4,131	18	2,401	22	13,546	18	5,999	18	3,879	7	723	2	359	12	1,240	4	2,011

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,249,761	3,574,101	3,721,876	634	356,067	178	347,838	693	675,462	462	772,939	687	409,201	484	206,149	500	145,604	1,493	354,257	169	119,447
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bismarck, N.D.	314,382	477,216	489,037	61	42,649	10	67,793	57	90,808	44	98,848	58	45,633	67	26,398	69	20,158	119	43,223	17	17,313
Fargo-Moorhead, N.D.-Minn.	587,007	831,658	843,002	85	64,485	24	105,356	122	136,807	82	163,628	99	77,591	97	42,998	113	40,997	234	88,122	25	23,221
Grand Forks, Minn.-N.D.	366,069	484,590	483,792	69	45,794	20	40,914	79	79,425	66	88,286	89	55,673	70	35,904	74	23,038	178	48,886	22	13,903
COUNTIES, Cities																					
ADAMS	10,540	14,445	14,463	6	2,112	1	365	3	3,296	4	3,993	6	915	5	1,040			9	976	2	356
BARNES	46,594	71,163	73,019	18	7,021	5	3,161	15	15,007	10	14,424	20	8,471	12	5,113	9	2,789	40	7,647	3	2,524
Valley City	41,096	60,420	64,286	11	6,258	3	2,857	11	13,218	9	13,090	16	7,505	12	5,113	6	2,102	22	5,735	2	1,870
BENSON	7,738	9,479	9,260	9	1,285	3	221	13	2,581	1	65	13	1,707	1	246	4	30	17	1,212	2	252
BILLINGS	893	1,681	1,807					2	87			3	439					3	1,079		
BOTTINEAU	24,616	33,522	33,526	12	3,782	4	1,393	15	6,190	10	6,070	14	6,057	7	1,116	3	1,215	29	3,044	3	845
BOWMAN	16,769	23,764	23,978	6	2,221	2	586	6	5,233	5	5,101	10	3,956	3	820	4	451	13	3,153	2	581
BURKE	7,078	10,144	10,259	5	1,234	1	44	6	2,868	4	1,033	10	2,941	1		2	67	17	1,541	1	34
BURLEIGH	237,952	360,509	369,314	33	21,217	9	65,959	38	69,064	23	65,469	40	30,543	53	22,121	53	16,455	73	30,655	12	15,035
Bismarck	234,441	355,635	364,418	30	20,961	9	65,959	32	68,443	23	65,469	34	28,134	53	22,121	53	16,455	60	29,427	12	15,035
CASS	439,854	654,442	667,603	56	47,640	19	101,747	81	92,638	52	138,106	64	55,791	74	37,600	83	28,390	157	65,887	17	16,885
Fargo	368,340	542,621	552,268	26	36,210	15	84,958	58	72,699	42	121,693	41	36,840	67	31,986	70	26,471	98	49,176	12	15,255
CAVALIER	21,992	27,063	26,460	12	2,204	3	317	14	6,531	3	3,315	14	3,455	5	1,429	10	1,264	33	2,391	3	1,558
DICKEY	16,657	24,552	24,995	5	2,162	6	813	10	7,183	6	4,862	10	2,138	8	1,395	8	1,219	17	2,928	4	1,321
DIVIDE	9,802	15,999	16,658	5	1,498	1	934	7	5,588	4	3,123	6	920	6	1,403	4	332	15	1,478	2	1,070
DUNN	5,867	16,197	18,885	5	2,042			5	3,106	5	7,109	4	3,280					11	2,187	1	191
EDDY	9,086	14,592	15,140	8	2,505	1	187	6	2,730	1	2,165	7	3,769	3	484	3	236	11	1,456	2	502
EMMONS	11,851	23,902	26,074	7	6,328	1	1,078	9	6,288	6	5,180	11	2,261	3	358	2	520	19	2,502	1	473
FOSTER	19,375	27,357	27,578	5	3,018	3	776	10	6,553	7	7,883	10	4,041	4	940	5	370	15	1,445	2	670
GOLDEN VALLEY	9,439	23,060	26,212	6	2,142			4	5,827	4	6,313	5	8,244	3	664	4	644	7	1,213	1	469
GRAND FORKS	264,254	357,929	357,576	36	28,883	11	35,927	35	51,178	39	73,545	49	35,219	51	32,953	48	18,766	113	35,697	11	7,456
Grand Forks	239,288	321,734	320,864	26	26,142	9	34,944	20	45,490	28	59,115	40	30,610	47	32,362	43	18,634	78	31,649	8	6,799
GRANT	7,444	10,644	10,761	6	1,278	1	130	6	2,902	3	2,316	4	1,982	1				9	1,043	2	581
GRIGGS	5,646	8,503	8,677	6	1,024	2	151	5	2,287	3	1,401	5	1,198	1	551	1		9	1,344		
HETTINGER	9,204	15,875	16,733	5	2,808	1	273	5	2,906	6	4,893	4	2,550	2	620	3	251	12	1,618	2	467
KIDDER	3,846	4,120	3,905	3	348			7	891	1	254	7	1,648	2	38	1		10	311	1	158
LA MOURE	11,552	15,942	15,990	9	2,944	3	73	9	3,331	4	2,502	9	3,572	4	290	3	75	19	1,559	2	626
LOGAN	7,248	9,854	9,851	6	917			6	3,106	3	1,978	3	1,314	2	288	1	618	11	1,039	1	345
MCHENRY	13,343	18,042	18,012	15	2,948	4	736	14	3,543	6	2,749	10	3,898	4	556	1	166	21	2,054	4	747
MCINTOSH	10,740	21,776	23,781	9	2,566			8	7,512	5	4,069	8	3,296	2	222	4	243	17	2,110	3	1,362
MCKENZIE	9,505	29,294	34,938	3	2,935	1	1,214	6	8,167	4	4,822	5	4,617	6	1,607	3	532	16	4,812	2	1,924
MCLEAN	20,235	31,256	32,149	15	4,939	5	1,817	14	7,632	6	4,325	13	5,191	4	628	3	191	32	4,375	3	1,279
MERCER	16,008	35,483	39,509	10	6,758	2	1,347	12	9,842	4	9,425	7	3,452	5	956	4	679	19	4,056	2	1,413
MORTON	76,430	116,707	119,723	28	21,432	1	1,834	19	21,744	21	33,379	18	15,090	14	4,277	16	3,703	46	12,568	5	2,278
MOUNTRAIL	21,344	37,649	39,888	17	3,867	4	855	14	9,814	9	7,459	12	8,362	5	1,342	6	557	27	4,164	5	1,885
NELSON	16,385	25,208	25,906	10	5,860	7	1,732	7	3,422	5	3,738	14	5,598	1	88	3	120	27	3,127	2	511
OLIVER	1,252	1,456	1,406	3	116	1	97	3	175			1	319					4	258		
PEMBINA	32,570	46,936	47,530	13	4,853	6	932	19	12,588	14	10,526	17	7,178	7	1,351	9	351	35	5,753	3	1,383
PIERCE	23,956	34,143	34,491	8	3,527	2	906	10	7,240	5	10,469	5	2,675	5	1,835	6	1,016	18	2,623	3	1,453
RAMSEY	68,189	99,509	101,075	16	10,698	3	3,351	18	17,598	10	20,601	14	12,978	16	8,194	15	3,437	31	7,696	5	6,031
Devils Lake	63,613	92,759	94,204	11	7,701	3	3,351	12	16,564	10	20,601	13	12,146	16	8,194	14	3,232	22	6,880	5	6,031

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RANSOM	17,479	20,979	20,398	10	3,149	3	245	10	5,333	4	3,270	11	1,929	7	985	5	228	27	2,816	3	1,047
RENVILLE	6,400	10,959	11,533	6	1,636			8	1,976	3	1,118	7	2,420	2	166	2	87	14	1,131	1	897
RICHLAND	53,462	90,177	94,589	21	8,526	5	6,054	26	16,064	16	21,462	19	8,399	15	5,610	13	5,431	46	7,795	5	3,473
Wahpeton	39,384	63,613	68,460	8	5,587	3	5,266	6	12,060	7	16,551	6	3,701	12	5,384	7	4,384	13	4,727	3	1,454
ROLETTE	26,138	33,483	33,027	10	3,053	6	1,341	10	8,549	6	4,720	13	7,838	7	1,906	5	430	22	2,861	3	986
SARGENT	7,709	11,778	12,086	5	789	2		10	3,652	2	804	8	2,543	1	173			22	2,153	1	93
SHERIDAN	4,484	5,574	5,460	2	1,060			2	1,122	1	251	5	2,054			2	101	6	434	1	255
SIOUX	1,993	3,842	4,150			2	113	2	1,311			5	1,106	1	110	1		7	1,017		
SLOPE	261	613	691					1	79			1	165					2	447		
STARK	82,904	203,290	231,408	19	25,499	2	14,949	17	45,036	27	44,655	18	24,097	15	15,295	27	13,686	43	20,835	4	7,892
Dickinson	74,400	176,018	198,714	14	24,176	2	14,949	13	38,925	22	37,283	14	13,484	14	15,034	27	13,686	26	14,603	3	7,384
STEELE	6,130	6,872	6,580	3	642	5	1,062	3	1,120	4	1,559	3	323					6	276		
STUTSMAN	91,475	96,447	91,093	24	9,184	5	5,971	16	16,077	21	18,108	25	10,965	21	5,816	17	3,068	52	8,274	3	3,640
Jamestown	88,454	93,397	88,241	18	8,729	5	5,971	10	15,555	19	17,909	22	10,586	20	5,786	16	3,048	32	7,390	2	3,501
TOWNER	8,149	13,444	14,035	8	1,732	2	216	6	3,286	4	2,651	6	1,680	2	408	3	278	15	1,864	3	845
TRAILL	29,432	38,443	38,084	19	5,181	3	252	21	8,149	7	8,151	13	7,020	4	836	9	675	30	3,977	4	1,664
WALSH	50,534	69,917	70,164	18	7,421	8	5,660	25	15,063	14	15,692	26	8,328	11	3,525	13	1,311	46	5,967	5	1,826
WARD	248,036	442,418	469,933	41	39,832	11	61,169	36	76,177	36	115,520	47	46,676	46	22,576	50	19,049	116	43,288	10	14,044
Minot	233,952	413,576	438,366	32	36,824	8	59,061	25	69,067	31	109,953	35	42,297	41	21,225	45	18,312	90	38,948	9	13,866
WELLS	17,697	30,993	32,782	8	2,210	2	985	17	8,657	7	3,832	9	1,857	10	2,616	4	2,041	24	3,664	3	1,388
WILLIAMS	82,224	222,675	258,711	24	29,007	9	20,865	22	47,661	17	58,484	19	22,746	22	15,602	28	14,532	53	20,437	7	8,532
Williston	71,390	197,088	229,833	17	23,810	5	17,970	13	40,251	14	55,331	14	19,704	20	15,171	24	14,461	34	15,496	5	8,015

OHIO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	35,563,455	48,310,322	49,262,406	4,082	2,033,058	1,917	7,193,389	10,834	11,788,233	5,819	8,788,653	8,820	5,211,738	5,187	1,781,195	6,201	1,910,129	17,982	4,774,803	2,086	1,487,911
STANDARD METROPOLITAN STATISTICAL AREAS																					
Akron, O.	2,249,315	2,965,570	2,911,300	245	175,955	103	360,935	556	752,938	346	512,956	536	299,354	326	87,011	340	98,821	1,024	299,374	123	87,707
Canton, O.	1,403,336	1,835,267	1,863,126	173	82,833	60	259,467	357	445,375	249	358,612	346	170,448	229	81,070	267	72,719	700	184,387	69	50,185
Cincinnati, Ohio-Ky.-Ind.	4,754,713	6,956,102	7,251,826	440	236,947	204	1,209,120	1,661	1,713,142	547	1,142,062	1,030	788,806	639	250,373	706	284,834	2,341	772,224	311	226,951
Cleveland, O.	6,685,192	9,250,289	9,429,868	526	288,073	288	1,486,057	2,036	2,202,482	698	1,690,054	1,498	896,168	1,074	406,703	1,112	364,980	3,336	888,544	367	335,441
Columbus, O.	4,008,710	5,332,081	5,424,053	350	201,502	138	848,798	947	1,151,409	514	999,019	854	522,108	461	208,640	558	225,608	1,795	590,799	232	149,858
Dayton, O.	2,880,110	3,572,594	3,488,641	289	129,480	125	525,495	695	802,177	406	624,008	650	395,939	351	107,234	469	149,022	1,267	360,076	146	78,760
Hamilton-Middletown, O.	678,846	854,266	860,209	77	33,987	34	98,331	240	242,058	126	144,773	165	99,869	91	21,652	131	33,087	394	85,884	44	25,499
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,277,119	1,295,972	106	77,264	69	188,797	388	340,338	212	208,810	261	126,624	137	58,468	178	64,866	369	92,000	69	42,954
Lima, O.	714,826	948,503	965,530	107	56,233	45	144,262	229	211,622	187	167,990	211	120,524	121	30,684	163	34,593	360	87,669	48	29,875
Lorain-Elyria, O.	844,101	1,003,058	995,896	97	38,711	46	162,639	220	248,233	142	184,133	214	104,804	95	33,185	116	36,003	408	80,011	33	31,082
Mansfield, O.	502,466	770,996	812,247	46	43,069	32	140,290	134	179,945	88	144,715	109	101,835	80	26,037	102	27,780	252	68,016	26	18,291
Newark, O.	355,824	391,618	382,456	48	19,833	23	40,670	106	95,057	84	76,937	88	51,212	52	14,020	60	11,296	185	34,405	23	11,517
Parkersburg-Marietta, W.Va.-O.	568,088	733,239	737,590	74	36,555	51	128,612	173	176,868	126	124,059	165	78,870	79	31,174	95	28,949	248	55,106	28	20,116
Springfield, O.	561,623	594,477	576,694	62	23,295	36	96,236	179	150,795	100	104,006	126	58,234	83	19,495	91	18,047	289	46,507	39	15,205
Steubenville-Weirton, O.-W.Va.	480,398	626,925	636,892	48	33,972	35	89,464	221	178,687	100	101,256	139	63,770	80	23,609	92	26,857	355	50,515	34	29,720
Toledo, O.-Mich.	2,709,772	3,738,332	3,841,872	263	131,302	120	522,177	688	885,958	381	742,021	619	443,950	348	130,885	409	144,598	1,385	400,834	158	118,794
Wheeling, W.Va.-O.	601,633	898,425	952,650	70	38,327	46	116,571	215	262,616	101	155,292	148	113,373	89	26,686	111	37,635	369	94,079	37	25,894
Youngstown-Warren, O.	1,785,679	2,750,611	2,899,680	164	91,553	84	539,948	529	664,205	368	466,232	424	308,785	247	122,207	333	124,944	931	249,065	116	87,537
COUNTIES, Cities																					
ADAMS	58,746	92,857	97,994	15	5,378	9	4,085	36	34,016	22	28,948	27	12,272	12	1,247	14	2,064	26	3,941	5	2,541
ALLEN	439,645	569,751	577,104	46	32,749	28	131,318	108	110,775	94	81,908	113	62,787	65	19,893	94	19,992	198	51,005	27	17,336
Delphos	29,478	42,385	44,967	4	3,232	3	943	12	12,873	11	6,842	11	5,399	7	1,701	15	2,231	18	7,347	2	598
Lima	173,593	194,713	190,820	19	15,449	6	12,056	32	44,176	24	32,246	46	22,481	20	4,264	29	7,537	119	25,130	14	6,099
ASHLAND	115,636	142,083	142,091	25	7,573	12	9,843	44	40,867	25	21,723	45	21,633	22	4,186	28	5,952	70	14,490	9	5,271
Ashland	90,407	114,344	115,027	14	3,408	10	9,352	27	34,209	18	17,388	25	17,774	16	3,844	21	5,000	44	10,761	7	4,606
ASHTABULA	284,962	325,416	320,267	51	11,629	25	44,664	121	80,478	79	61,736	101	47,214	45	8,377	53	10,593	195	26,587	17	7,725
Ashtabula	99,607	106,320	103,111	13	4,842	9	21,520	38	14,665	20	21,046	23	10,014	15	4,138	18	4,037	62	9,821	7	3,727
Conneaut	35,493	39,639	38,808	9	1,165	3	2,660	26	11,220	14	7,726	14	4,775	10	1,948	11	1,137	25	4,055	2	1,566
ATHENS	133,320	191,622	198,113	21	4,947	14	17,833	70	56,375	39	38,115	53	22,561	25	4,158	37	7,126	101	20,180	8	5,621
Athens	97,238	142,047	147,403	10	2,843	7	17,370	25	35,131	23	33,519	17	12,883	16	3,275	18	4,660	56	16,585	6	4,186
AUGLAIZE	116,379	165,601	170,882	19	8,303	4	7,103	51	45,304	46	33,276	39	27,530	28	4,940	32	7,741	67	17,235	9	4,854
St. Marys	31,638	42,779	45,008	3	1,546	2	3,822	8	12,856	13	8,881	8	3,299	11	1,944	8	1,943	20	4,575	4	1,587
Wapakoneta	43,113	58,579	61,673	7	3,209	2	2,466	24	17,899	16	13,390	10	6,865	12	2,483	12	2,637	20	7,339	3	1,456
BELMONT	217,936	501,588	573,214	36	24,571	19	56,586	100	186,615	42	90,609	79	71,966	33	9,783	41	10,553	152	55,294	15	14,092
Bellaire	29,237	70,368	78,396	4	1,351	1	2,912	18	30,592	11	14,071	7	8,950	7	2,389	8	3,069	29	7,147	3	2,260
Martins Ferry	36,745	78,897	88,865	3	2,095	2	6,015	16	33,746	4	10,411	11	7,071	7	1,331	7	1,649	15	3,673	3	3,935
BROWN	51,265	77,363	80,850	19	3,450	12	2,755	51	27,976	14	8,590	39	14,357	12	1,286	11	808	53	11,250	6	1,935
BUTLER	678,846	854,266	860,209	77	33,987	34	98,331	240	242,058	126	144,773	165	99,869	91	21,652	131	33,087	394	85,884	44	25,499
Hamilton	252,292	296,309	293,300	21	9,551	9	37,976	94	77,294	51	50,423	53	27,934	41	9,437	45	13,714	162	29,929	19	9,065
Middletown	202,638	230,313	236,403	18	7,485	12	40,943	48	64,614	33	31,440	42	23,384	24	7,173	32	7,993	89	21,632	9	6,142

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OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CARROLL	64,506	102,548	108,430	16	3,018	4	9,054	23	24,409	13	36,946	20	11,565	8	3,379	11	2,481	30	8,147	2	152
CHAMPAIGN	74,773	96,653	97,722	19	4,839	12	7,119	31	31,667	16	18,370	23	12,232	16	2,314	18	2,421	46	8,880	8	3,346
Urbana	53,647	71,610	72,882	10	2,577	4	6,904	19	24,768	14	15,345	13	7,384	12	2,044	12	1,578	28	5,391	4	2,890
CLARK	486,850	497,824	478,972	43	18,456	24	89,117	148	119,128	84	85,636	103	46,002	67	17,181	73	15,626	243	37,627	31	11,859
Springfield	243,937	224,111	210,394	29	13,082	11	17,609	100	51,133	50	35,248	57	26,440	26	2,845	56	10,545	173	24,334	24	8,174
CLERMONT	276,712	643,364	736,635	44	36,587	15	71,102	113	203,261	61	166,917	85	102,849	12	5,113	39	17,469	111	34,971	18	17,714
CLINTON	106,619	139,177	140,940	27	6,779	8	8,410	40	37,533	36	35,282	40	19,526	13	3,456	17	4,369	54	10,373	9	3,771
Wilmington	69,820	88,750	89,349	16	3,683	3	5,901	20	21,301	17	20,418	23	12,167	11	2,986	12	3,998	32	7,437	5	2,746
COLUMBIANA	307,249	414,468	422,865	55	20,828	27	39,971	135	116,448	102	88,576	121	54,458	52	14,188	65	12,962	208	29,119	24	16,662
East Liverpool	90,047	111,861	112,090	11	4,463	8	19,150	41	25,490	24	18,719	27	15,295	17	3,249	17	4,937	49	6,795	8	4,560
Lisbon	22,814	30,845	32,452	3	762	2	1,647	13	14,667	13	6,091	11	3,047	3	271	4	272	21	2,340	2	516
Salem	86,581	120,876	124,207	10	6,202	7	13,950	23	25,176	27	33,300	20	10,902	17	7,416	22	3,139	45	9,039	5	5,390
COSHOCTON	90,685	124,946	128,077	21	8,933	13	12,216	32	34,924	32	23,197	35	14,002	15	5,287	18	3,543	56	9,505	6	4,297
Coshocton	73,030	103,103	106,220	12	7,634	7	11,642	17	30,717	21	13,981	25	11,570	15	5,287	13	3,435	45	8,560	6	4,297
CRAWFORD	14[illegible],191	206,506	212,441	31	13,234	12	13,059	51	58,911	47	39,709	39	21,456	32	6,729	32	7,508	88	20,187	12	8,319
Bucyrus	67,305	92,899	95,231	10	4,921	6	9,272	20	26,252	20	15,937	15	9,821	16	3,611	15	4,538	35	9,004	5	3,636
Galion	58,770	85,556	88,704	10	4,058	4	2,881	20	24,459	13	17,382	16	9,688	14	2,841	12	2,849	37	8,343	5	3,725
CUYAHOGA	5,411,982	7,353,730	7,446,312	372	202,920	220	1,190,192	1,709	1,718,159	500	1,282,094	1,089	677,714	907	355,343	901	301,777	2,801	735,284	304	272,457
Cleveland	1,640,384	1,860,170	1,827,844	131	29,402	98	259,255	941	464,799	196	186,492	445	191,567	241	72,553	276	70,886	1,515	259,409	118	73,691
DARKE	145,264	173,023	172,236	32	13,356	15	20,034	56	41,263	39	37,433	43	18,579	31	6,623	46	6,084	84	12,615	8	4,683
Greenville	87,522	116,000	117,864	10	7,571	9	15,447	21	30,731	16	22,885	18	12,377	20	6,090	24	4,144	31	7,594	3	3,881
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	138,399	152,265	148,604	29	6,112	10	18,244	37	33,777	33	27,497	39	15,222	30	5,842	39	5,519	65	12,194	7	3,522
Defiance	103,578	112,945	110,019	17	2,924	7	17,180	23	28,156	21	19,043	28	10,807	24	5,500	34	4,558	43	7,862	6	2,480
DELAWARE	114,667	159,838	164,284	20	6,249	5	7,080	38	41,660	28	30,994	47	32,365	19	5,224	20	2,411	64	18,416	7	6,019
Delaware	81,146	107,934	109,752	13	3,782	3	3,922	19	30,154	18	21,088	25	16,522	16	4,242	16	2,139	33	12,400	5	4,049
ERIE	297,582	312,690	302,250	35	13,684	18	32,427	78	65,835	55	46,522	70	27,625	53	13,296	55	10,587	189	35,864	17	10,110
Sandusky	170,773	180,980	175,280	20	6,835	9	31,082	40	37,012	28	20,804	39	16,322	47	12,029	32	9,147	110	16,476	13	7,137
FAIRFIELD	228,046	300,528	304,766	35	13,476	17	35,279	67	83,395	56	54,769	65	38,327	29	6,318	59	12,996	139	29,635	16	11,580
Lancaster	175,671	233,688	237,665	21	9,800	12	34,691	43	64,225	38	31,115	42	29,696	25	5,624	44	11,514	94	25,418	11	8,823
FAYETTE	90,600	100,605	98,396	16	4,453	8	10,852	33	22,744	16	11,575	27	23,639	10	4,066	14	2,929	44	8,155	4	3,472
Washington	72,408	79,431	77,486	13	3,819	6	10,762	26	20,996	15	11,496	17	7,331	10	4,066	14	2,929	37	6,365	3	3,441
FRANKLIN	3,486,482	4,653,182	4,736,631	251	164,542	104	797,856	753	966,297	372	871,132	658	408,503	393	192,542	446	205,839	1,485	524,368	196	124,580
Columbus	2,250,825	2,979,355	3,022,459	146	95,037	58	561,790	510	562,158	219	543,247	415	244,485	240	128,015	270	142,315	1,041	357,091	128	74,152
FULTON	117,815	162,518	166,548	29	15,309	15	2,771	43	41,041	41	46,671	35	15,907	20	3,067	35	9,284	63	12,420	10	5,095
GALLIA	85,336	115,689	118,127	15	6,495	8	7,016	40	30,732	24	19,000	35	15,535	20	6,250	34	6,907	47	10,907	5	4,932
Gallipolis	59,194	81,241	83,166	13	5,029	4	3,224	18	17,799	15	15,805	23	11,643	17	4,751	26	6,442	33	6,991	5	4,932
GEAUGA	161,458	268,896	286,959	32	18,999	16	14,337	54	81,019	39	63,865	49	36,349	24	4,784	32	5,196	81	19,268	10	8,937
Chardon	41,821	70,283	75,977	5	3,206	4	6,106	9	25,404	4	11,145	7	5,598	5	444	6	945	12	5,375	3	4,148
GREENE	330,321	431,834	437,572	44	17,900	19	34,848	80	122,625	64	101,081	105	62,549	34	7,386	61	12,106	141	34,842	20	9,493
Beaver Creek	NO DATA AVAILABLE FOR THIS CITY																				
Fairborn	114,152	149,837	151,896	7	3,573	7	15,948	20	32,175	23	45,403	27	15,162	7	1,689	19	4,703	49	13,573	7	4,768
Xenia	109,655	135,002	135,016	10	1,345	5	11,339	29	37,808	20	33,001	29	17,720	18	4,386	23	5,438	42	9,535	8	3,192
GUERNSEY	113,896	131,889	130,208	20	3,711	11	17,991	56	34,423	23	17,059	47	19,857	17	5,405	24	3,075	92	14,481	5	3,188
Cambridge	90,076	102,308	100,572	10	2,506	7	17,707	26	27,158	15	15,672	20	9,818	14	4,533	18	2,552	53	8,814	4	2,605
HAMILTON	3,354,090	4,477,292	4,574,867	272	127,731	133	903,087	1,091	1,016,712	296	735,094	649	389,558	473	184,602	478	204,785	1,583	496,453	203	124,693
Cincinnati	1,377,676	1,498,911	1,459,368	88	37,155	52	174,522	557	309,416	115	235,774	300	144,941	242	76,432	188	69,614	862	216,523	104	55,029
HANCOCK	227,116	397,809	431,169	53	27,102	12	73,645	65	91,465	56	68,539	56	44,798	35	11,772	52	17,582	96	38,791	11	11,694
Findlay	175,547	338,249	372,442	31	19,379	11	73,540	44	83,993	40	45,834	37	39,618	32	11,295	35	11,953	70	33,844	11	11,694
HARDIN	67,992	97,711	101,034	18	5,168	6	1,651	44	33,103	31	17,175	33	11,527	18	3,130	26	4,351	48	11,008	6	4,955
Kenton	44,582	62,833	66,484	8	2,821	5	1,509	21	20,402	16	11,880	18	7,751	12	2,544	10	1,346	21	6,643	4	4,099
HARRISON	33,488	43,942	44,541	17	4,895	10	1,166	22	15,115	13	9,225	21	6,448	8	1,142	13	1,074	33	3,506	4	849
HENRY	70,491	89,176	89,698	18	6,213	6	1,966	22	24,651	20	18,735	36	14,128	12	1,966	15	2,716	51	7,299	5	2,284
Napoleon	49,236	59,641	61,723	8	2,454	4	1,786	12	13,730	9	16,163	16	10,444	8	1,647	9	2,417	22	6,153	3	2,032
HIGHLAND	81,493	123,116	128,680	22	7,582	8	4,702	46	42,182	31	24,563	33	13,996	20	4,262	18	3,127	47	9,159	10	7,589
Greenfield	22,803	34,395	36,714	7	1,703	1	577	8	14,658	9	5,972	9	4,316	3	824	4	1,236	18	2,234	3	2,172
Hillsboro	50,042	72,842	77,403	10	4,553	4	3,901	22	22,637	15	16,963	16	7,394	13	3,380	10	1,485	20	6,653	7	5,417
HOCKING	61,678	101,121	107,582	12	6,197	5	8,531	34	24,596	18	22,415	25	12,152	6	5,009	13	1,932	34	11,467	3	3,056
Logan	57,028	91,567	98,476	11	5,225	4	8,248	24	22,293	15	21,794	15	9,037	5	4,871	11	1,083	25	10,135	3	3,056
HOLMES	55,132	97,261	105,057	17	23,765	8	2,657	28	23,777	20	24,516	19	7,917	10	1,414	15	3,253	23	8,183	5	3,124
HURON	176,796	217,461	217,426	31	10,406	12	11,243	67	61,770	54	47,905	53	22,406	39	9,371	40	10,056	97	17,513	14	7,366
Bellevue	38,720	45,707	47,105	2	712	2	1,956	12	13,964	11	13,142	11	4,910	10	1,245	8	1,489	22	3,714	3	3,231
Norwalk	71,266	88,682	88,895	12	4,110	2	2,973	23	26,303	20	16,058	17	9,512	17	6,796	20	4,835	28	6,063	4	3,787
JACKSON	75,820	163,050	183,692	13	3,379	19	20,464	40	62,001	21	32,551	38	24,217	12	2,647	13	5,172	41	10,814	8	12,013
JEFFERSON	306,285	350,262	345,394	32	19,975	21	59,114	142	94,042	61	47,660	86	34,040	53	15,702	58	12,797	196	25,723	18	13,707
Steubenville	185,944	192,712	185,729	9	6,511	10	43,453	53	32,869	22	26,612	26	14,173	42	14,415	30	9,924	74	12,042	8	9,826
KNOX	108,300	139,998	141,519	21	3,088	20	18,666	40	38,856	36	23,525	34	13,904	18	5,200	32	4,030	66	14,466	8	5,808
Mount Vernon	87,008	113,657	115,149	14	2,827	14	17,840	23	30,023	28	19,906	21	9,952	15	5,142	25	3,742	45	10,566	4	3,851
LAKE	785,612	1,215,505	1,282,103	77	46,107	34	249,699	186	300,793	103	239,349	171	112,383	109	40,133	129	47,944	321	103,312	36	38,782
Mentor	268,333	440,035	468,199	19	20,769	12	172,326	45	83,672	21	43,147	35	26,899	48	24,773	44	18,805	78	37,127	7	7,912
Mentor-On-The-Lake	13,261	22,673	22,022					4	7,281	2	5,279	2	2,875					7	3,234	2	2,245
Painesville	69,682	73,916	71,578	10	7,192	7	9,888	25	15,397	5	6,844	23	8,818	13	2,206	12	3,712	39	7,191	5	1,396
Willoughby	93,929	111,953	111,122	13	5,484	1	2,739	20	21,334	17	41,770	23	12,831	8	1,130	20	3,833	32	7,600	5	2,792
LAWRENCE	156,927	222,450	229,878	19	10,016	8	16,218	78	64,853	43	39,598	49	28,360	21	7,074	28	14,958	66	13,495	8	6,140
Ironton	75,683	92,104	91,871	10	3,553	4	3,430	21	23,052	20	19,186	19	8,607	14	6,227	10	3,449	32	5,645	4	2,058
LICKING	355,824	391,618	382,456	48	19,833	23	40,670	106	95,057	84	76,937	88	51,212	52	14,020	60	11,296	185	34,405	23	11,517
Newark	186,892	218,970	216,623	21	9,500	11	19,028	64	56,404	41	46,294	37	22,508	29	11,471	26	5,945	104	19,327	14	8,751
LOGAN	111,308	127,468	125,485	30	7,259	11	11,593	49	31,964	37	24,817	48	13,426	21	4,500	30	4,716	79	12,895	10	3,642
Bellefontaine	68,700	79,998	79,039	10	3,374	7	11,321	14	17,340	18	14,813	20	7,302	15	3,932	14	3,638	32	7,380	3	2,279
LORAIN	844,101	1,003,058	995,896	97	38,711	46	162,639	220	248,233	142	184,133	214	104,804	95	33,185	116	36,003	408	80,011	33	31,082
Elyria	247,547	290,026	287,033	22	6,400	12	85,706	41	58,109	23	35,808	49	18,840	41	20,871	34	12,713	84	18,510	7	8,134
Lorain	196,425	219,204	214,722	18	6,271	12	28,032	71	58,136	31	38,221	55	24,157	19	7,311	33	9,473	127	20,982	9	6,936
LUCAS	1,802,517	2,497,762	2,568,835	122	76,484	63	406,814	423	589,015	191	477,764	341	245,648	229	98,833	251	94,217	917	282,918	99	84,526
Toledo	1,266,511	1,616,483	1,629,402	89	45,515	44	305,693	337	380,873	133	185,542	248	150,912	190	86,731	194	59,667	752	197,700	80	66,853
MADISON	75,413	95,002	95,497	21	3,261	6	1,261	46	28,416	25	17,902	41	24,860	9	991	13	1,394	48	8,319	8	3,350
London	39,502	43,886	47,163	8	1,209	3	986	16	11,333	16	13,885	14	8,385	7	654	7	632	25	4,570	5	2,175
MAHONING	964,056	1,475,548	1,554,413	76	40,017	41	298,986	300	340,694	206	266,760	234	179,615	130	69,104	186	76,007	518	124,969	60	45,164
Youngstown	362,446	423,487	418,002	23	8,315	14	42,326	152	103,269	109	85,399	101	41,479	57	17,187	73	13,081	275	41,762	29	17,639

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MARION	225,869	243,173	236,284	32	13,705	17	41,753	61	52,871	43	43,329	48	22,791	32	8,540	41	8,795	111	20,156	14	7,593
Marion	126,932	141,740	138,775	21	9,154	10	19,873	44	23,940	27	34,550	32	12,186	26	5,473	33	6,182	67	12,223	10	4,798
MEDINA	326,140	412,158	414,494	45	20,047	18	31,829	87	102,511	56	104,746	99	69,722	34	6,443	50	10,063	135	30,680	17	15,265
Medina	89,549	110,516	110,580	9	5,608	6	10,202	16	35,876	14	21,843	28	12,843	10	2,303	13	1,515	35	6,394	5	4,904
MEIGS	54,907	85,498	89,867	12	4,253	10	5,289	38	31,564	16	[illegible]	21	9,852	12	1,419	12	7,028	36	6,328	5	3,122
Middleport	[illegible]	20,836	22,320	3	1,201	2	1,127	9	6,754	5	[illegible]	5	3,339	5	590	6	2,730	7	970	3	975
Pomeroy	[illegible]	45,689	48,842	5	1,889	3	2,030	12	20,669	7	[illegible]	[illegible]	3,456	6	582	3	1,750	24	4,647	3	1,739
MERCER	103,394	150,069	156,297	26	11,387	13	13,919	34	34,482	40	33,488	[illegible]	14,985	18	6,013	27	5,200	73	15,465	5	3,202
Celina	62,492	105,197	112,532	10	5,822	5	9,348	14	21,465	26	27,574	15	10,497	9	5,082	13	3,258	37	11,255	4	2,869
MIAMI	261,809	331,930	334,252	35	10,354	21	39,153	88	84,382	75	73,910	70	35,179	49	15,155	55	15,493	112	30,315	18	9,987
Piqua	112,031	148,976	151,516	10	4,931	10	30,056	25	34,244	26	30,761	24	12,596	18	8,543	19	4,560	44	14,060	5	3,805
Troy	84,196	108,856	110,020	11	1,962	6	5,049	22	29,300	21	28,013	21	12,619	16	5,639	15	5,400	36	11,581	8	3,838
MONROE	31,858	49,501	53,045	11	3,302	5	2,684	28	19,550	14	13,640	13	4,759	7	1,002	8	674	21	2,597	3	642
MONTGOMERY	2,200,996	2,690,833	2,596,353	190	91,549	79	450,943	491	370,984	239	424,840	433	261,838	257	83,177	329	118,916	953	284,923	99	56,618
Dayton	623,337	647,963	624,678	51	28,674	17	98,250	189	108,124	62	101,598	147	66,285	60	15,478	103	33,911	410	75,587	39	16,839
MORGAN	20,802	32,518	34,238	10	5,240	7	1,405	18	9,902	8	5,604	8	4,549	3	369	6	1,377	13	1,937	2	1,186
MORROW	43,612	63,266	65,525	15	5,754	6	1,943	14	17,918	12	13,879	26	16,988	5	347	12	1,176	22	4,037	4	1,287
MUSKINGUM	259,078	307,958	305,692	44	26,332	21	39,874	82	74,847	65	50,646	86	29,157	34	12,679	56	9,992	154	26,289	23	9,967
Zanesville	193,090	233,903	233,115	28	19,083	17	32,739	53	49,672	52	42,396	52	18,343	31	12,215	39	8,223	108	20,137	[illegible]	8,338
NOBLE	24,998	36,426	37,768	8	5,060	3	1,001	20	9,346	8	12,531	14	4,214	5	652	7	928	17	2,481	2	1,009
OTTAWA	110,643	177,001	187,281	31	10,087	14	3,410	50	50,165	32	44,271	45	29,677	14	3,251	18	4,343	86	23,012	8	3,972
Oak Harbor	10,722	29,552	31,519	5	1,764	1	672	6	5,578	4	11,952	6	4,578	2	396	3	463	14	3,953	3	899
Port Clinton	50,439	78,590	84,321	11	4,486	3	1,621	14	22,871	15	20,749	17	11,301	9	2,319	7	2,388	29	8,821	3	2,890
PAULDING	35,843	45,315	45,574	15	3,870	3	368	20	12,962	12	7,684	20	8,949	4	615	19	3,330	31	4,634	4	913
PERRY	49,055	74,306	77,704	17	3,681	8	1,780	35	26,482	17	16,658	38	12,890	6	1,329	12	2,050	51	6,580	4	1,149
PICKAWAY	104,102	123,731	122,875	22	13,974	6	7,322	43	31,641	33	24,221	43	18,053	11	3,565	20	2,968	59	9,861	5	4,329
Circleville	72,825	90,790	91,035	14	6,805	3	4,892	24	24,552	27	18,712	17	13,207	10	3,362	15	2,492	34	7,275	4	3,775
PIKE	47,796	104,805	118,550	13	11,964	4	1,995	31	36,237	20	19,904	24	22,359	6	2,496	9	3,041	28	8,868	4	3,237
PORTAGE	330,883	438,438	445,964	69	32,109	16	28,514	97	111,523	74	95,959	117	70,875	37	6,953	58	11,821	170	44,378	15	10,449
Kent	114,607	166,521	172,569	11	7,200	4	21,265	23	20,218	19	49,607	34	22,701	15	3,590	17	6,062	63	23,622	4	2,737
Ravenna	69,951	76,848	74,985	14	4,484	4	2,064	17	24,784	10	12,192	25	11,137	10	1,972	13	1,745	31	4,316	6	3,282
PREBLE	86,984	117,997	120,464	20	9,677	6	551	36	24,266	28	24,177	42	36,373	11	1,516	24	2,507	61	9,996	9	2,662
PUTNAM	73,361	102,964	105,910	22	10,720	6	1,252	36	26,829	25	24,151	34	17,222	14	2,128	22	3,382	50	9,190	7	3,378
RICHLAND	502,466	770,996	812,247	46	43,069	22	140,290	124	179,945	88	144,715	109	101,835	80	26,037	102	27,780	252	68,016	26	18,291
Mansfield	314,265	409,357	414,321	17	7,343	15	53,131	75	70,683	46	97,872	63	56,886	58	20,737	57	15,651	164	[illegible]	15	10,096
Shelby	35,161	68,316	74,948	6	4,581	4	3,032	10	26,565	10	14,425	11	8,028	10	3,059	13	2,995	23	5,910	4	3,153
ROSS	193,786	272,585	280,692	28	8,908	11	53,179	76	70,054	53	41,731	59	27,532	26	7,546	36	9,100	101	28,491	14	9,048
Chillicothe	177,502	253,621	261,958	18	8,103	11	53,179	56	62,654	44	38,866	45	25,236	25	7,468	34	8,961	79	27,289	11	8,506
SANDUSKY	182,494	298,845	317,799	37	17,423	15	23,807	60	80,601	50	64,314	48	38,102	34	10,713	39	12,966	116	30,525	10	9,623
Fremont	104,220	171,400	182,434	17	8,554	8	17,591	33	32,686	26	31,387	20	15,275	24	8,290	25	8,015	63	16,084	5	5,888
SCIOTO	244,538	444,263	463,113	41	16,635	18	65,773	109	130,034	70	80,591	94	54,988	38	15,139	55	22,758	127	41,908	16	16,479
Portsmouth	150,421	267,118	289,051	25	11,121	11	35,267	49	57,292	47	48,121	55	32,795	31	13,515	38	18,137	88	31,542	11	13,147
SENECA	155,305	217,804	228,549	37	18,694	13	21,502	57	54,056	30	36,034	53	25,091	34	9,336	43	8,419	104	23,148	8	10,901
Fostoria	54,758	88,936	91,31[illegible]	8	2,740	3	6,322	18	24,670	12	18,064	13	13,873	10	3,041	11	2,193	29	9,784	3	3,996
Tiffin	89,957	110,083	109,968	18	7,112	7	12,320	26	28,932	13	12,800	23	9,127	21	5,499	24	5,127	53	10,859	5	4,971
SHELBY	98,660	111,083	108,976	23	5,834	6	10,074	35	27,717	26	22,957	35	14,556	15	2,318	26	4,047	61	11,322	5	2,893
Sidney	69,826	80,179	78,997	15	3,298	4	9,486	20	23,538	17	8,578	23	11,413	13	2,263	21	3,725	31	8,341	5	2,893
STARK	1,339,030	1,732,719	1,754,696	157	77,815	56	250,413	334	420,966	236	321,666	326	158,883	221	77,791	256	70,238	670	176,240	67	50,033
Alliance	120,814	142,324	141,000	16	5,288	11	15,125	43	33,685	25	29,318	33	14,157	23	7,273	26	7,073	67	12,341	8	6,124
Canton	463,382	541,533	535,535	35	20,857	16	66,079	115	133,607	64	98,089	106	48,786	92	28,992	72	18,731	235	44,851	24	15,046
Massillon	161,892	181,124	177,445	18	4,514	12	29,739	34	51,002	24	33,823	36	16,640	25	6,775	24	6,707	88	12,009	9	6,864
SUMMIT	1,918,432	2,527,132	2,465,336	176	143,846	87	332,421	459	641,415	272	416,997	419	228,479	289	80,058	282	87,000	854	254,996	108	77,258
Akron	960,258	1,202,621	1,207,299	59	60,996	40	223,677	215	256,234	143	212,032	183	87,704	155	50,584	127	38,613	464	132,279	45	34,004
TRUMBULL	821,623	1,275,063	1,345,267	88	51,536	43	240,962	229	323,511	162	199,472	190	129,170	117	53,103	147	48,937	413	124,096	56	42,373
Niles	154,897	318,684	355,905	2	4,117	8	123,734	35	82,715	14	13,576	17	21,337	37	34,282	29	18,697	54	24,482	6	8,034
Warren	209,078	264,519	266,084	20	7,366	12	22,294	57	53,260	46	65,579	51	24,469	37	9,347	49	14,783	126	35,306	19	11,531
TUSCARAWAS	267,209	298,360	292,262	44	14,619	28	36,017	93	70,941	74	51,958	87	33,516	39	12,437	71	14,016	180	28,232	15	7,469
Dennison	5,176	5,589	5,672	3	638			4	1,021	1	630	5	939	2	476	3	827	10	562	1	329
Dover	66,097	67,402	64,721	9	4,503	7	8,826	17	18,633	20	8,559	11	4,690	13	3,041	15	3,369	33	7,249	5	2,326
New Philadelphia	97,935	115,263	114,149	9	4,800	7	20,540	18	24,682	19	21,681	25	11,075	12	7,032	26	4,621	46	7,885	3	3,145
Uhrichsville	25,878	28,253	28,728	2	359	3	1,312	11	10,906	8	4,932	11	2,532	2	401	9	780	19	2,791	1	272
UNION	62,121	92,866	96,830	22	6,760	7	4,497	21	27,280	20	24,347	21	10,422	15	2,679	18	2,683	32	8,673	5	3,198
Marysville	46,906	68,804	73,185	15	5,827	5	3,622	11	20,349	12	17,603	13	8,099	14	2,558	11	1,894	17	5,486	4	2,763
VAN WERT	85,441	110,187	111,634	20	4,461	7	4,589	34	28,714	22	28,655	25	12,985	14	3,723	15	[illegible]	45	10,239	5	4,307
Van Wert	67,432	93,617	96,074	11	3,063	5	3,932	18	25,487	17	23,639	16	9,628	12	3,710	12	3,138	30	9,326	5	4,307
VINTON	13,396	19,682	20,442	6	2,407	2	803	15	5,114	10	5,010	9	3,555	1	379	3	289	17	2,154	1	215
WARREN	223,681	360,539	382,304	32	19,705	14	45,288	91	90,255	34	41,762	73	59,967	40	16,404	63	16,928	101	53,048	16	12,695
WASHINGTON	188,994	235,663	236,423	39	15,715	23	25,245	68	65,990	52	34,974	85	31,489	26	8,163	34	9,222	99	19,066	10	7,999
Marietta	114,523	149,406	151,301	11	6,502	10	21,180	29	38,016	26	21,243	42	17,790	18	7,419	22	6,098	49	13,297	5	5,960
WAYNE	277,353	428,193	449,846	52	38,691	20	46,799	81	111,392	55	98,738	84	49,351	32	8,651	47	18,878	116	32,691	13	11,608
Wooster	145,099	209,278	216,544	16	17,210	9	26,565	23	51,347	24	48,267	35	18,257	16	6,578	21	8,022	50	18,470	7	6,507
WILLIAMS	105,072	164,553	173,358	24	11,788	10	13,367	39	42,325	28	26,864	42	27,061	22	6,507	30	5,665	67	16,661	9	4,208
Bryan	59,054	88,511	94,404	7	3,947	4	12,272	11	20,565	10	18,309	13	9,365	16	5,305	12	1,260	26	8,027	4	2,474
WOOD	347,527	492,701	508,006	38	10,560	23	74,642	82	107,032	53	73,304	114	95,356	61	16,912	70	22,573	161	48,068	19	14,561
Bowling Green	87,134	118,544	121,123	9	3,586	8	11,120	15	31,155	13	16,489	24	13,737	16	2,991	21	4,993	40	16,521	7	4,703
WYANDOT	56,590	80,131	82,578	23	9,901	9	2,251	29	21,499	11	15,105	28	10,119	19	2,378	13	5,250	41	7,472	4	2,362
Upper Sandusky	33,333	45,788	48,280	8	3,062	3	1,382	14	12,128	7	10,545	14	4,847	10	1,782	9	3,909	21	5,102	2	1,383

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,228,116	16,061,587	16,942,615	1,369	872,806	782	1,934,325	3,503	4,227,045	2,843	3,489,354	3,063	1,469,128	2,195	962,928	2,134	700,254	5,101	1,474,033	747	404,070
STANDARD METROPOLITAN STATISTICAL AREAS																					
Enid, Okla.	232,163	585,901	649,975	31	41,169	15	69,738	56	142,237	68	136,505	64	42,745	58	50,074	60	33,803	122	68,261	15	39,340

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fort Smith, Ark.-																					
Okla.	595,140	949,566	992,951	94	61,836	54	128,553	273	245,952	206	192,523	204	95,902	152	45,224	143	40,319	326	77,687	54	25,514
Lawton, Okla.	293,033	388,715	385,546	31	20,182	15	18,207	105	85,382	72	89,466	71	26,990	46	51,240	65	21,815	175	34,673	17	5,935
Oklahoma City,																					
Okla.	3,059,722	5,373,387	5,589,467	292	256,524	150	759,386	663	1,255,902	686	1,155,715	711	412,780	581	331,717	598	250,304	1,397	566,970	188	119,347
Tulsa, Okla.	2,329,103	3,649,821	3,763,338	280	189,416	139	461,363	670	910,166	601	802,746	576	303,088	475	206,134	502	171,429	1,104	312,166	139	83,200
COUNTIES, Cities																					
ADAIR	27,583	36,113	35,718	17	1,882	6	5,883	37	13,944	16	6,113	20	2,838	9	855	9	842	18	922	5	730
ALFALFA	14,143	17,249	16,786	10	1,309	2	386	18	4,599	4	1,763	21	4,467	5	330	8	328	20	1,238	3	694
ATOKA	25,243	36,292	36,660	6	1,915	4	4,554	24	11,410	7	6,200	20	5,185	11	1,546	7	654	21	2,301	5	1,700
BEAVER	9,983	18,560	19,849	4	1,560			9	6,143	5	2,968	8	2,728	5	2,605	2	149	14	1,850	3	853
BECKHAM	69,544	217,577	259,283	12	14,471	10	24,754	30	73,835	31	38,394	35	42,658	22	15,265	17	6,473	51	22,671	10	7,441
Elk City	47,026	147,872	168,046	8	9,451	5	23,196	14	53,414	21	28,184	20	8,297	17	11,237	12	5,209	25	14,436	4	4,739
BLAINE	34,847	58,497	61,160	13	4,105	5	1,210	31	19,089	16	8,858	22	9,463	13	2,951	14	1,450	30	4,094	6	2,473
BRYAN	67,865	93,314	93,315	11	4,695	13	10,318	59	25,258	41	18,069	26	4,826	24	5,096	21	3,713	55	7,247	7	2,336
Durant	56,391	78,047	78,161	7	3,045	8	9,980	22	20,716	28	17,607	19	3,505	21	4,846	18	3,627	27	5,013	7	2,274
CADDO	71,851	117,526	122,170	18	4,593	12	8,378	51	36,454	24	27,234	39	12,710	27	6,774	22	4,416	51	7,074	15	3,768
Anadarko	31,181	49,885	53,627	4	2,918	3	5,433	11	18,743	9	6,594	13	5,382	13	4,546	7	2,460	18	3,011	3	1,725
CANADIAN	165,522	200,671	101,947	20	4,450	10	9,781	31	27,042	40	21,095	38	13,586	23	4,900	22	2,450	61	9,109	9	2,779
El Reno	52,479	82,936	85,551	7	3,398	5	7,868	14	22,906	17	20,665	21	11,389	15	4,131	7	2,136	26	6,332	5	2,417
CARTER	139,818	322,803	361,961	21	16,388	12	41,932	80	100,989	59	63,015	60	34,699	33	18,660	41	14,523	89	28,896	13	9,078
Ardmore	119,612	271,382	303,108	18	15,869	9	39,607	53	76,576	47	53,963	39	23,896	28	17,571	33	13,547	59	25,351	9	6,439
CHEROKEE	60,276	83,533	83,678	7	7,135	8	9,416	44	27,959	25	10,466	28	5,297	15	3,020	21	1,749	46	9,653	6	1,851
Tahlequah	50,728	66,537	69,700	6	6,785	5	8,619	26	24,663	17	8,435	20	3,276	15	3,020	18	1,723	33	5,990	4	1,570
CHOCTAW	36,696	51,364	51,586	7	704	5	6,973	34	16,003	21	13,291	22	4,146	13	2,243	8	822	34	2,764	5	423
Hugo	28,894	37,580	39,318	5	679	3	6,621	15	6,198	18	13,050	17	3,282	12	2,222	7	809	24	2,343	5	423
CIMARRON	9,468	11,157	10,773	3	423	2	990	4	1,743	6	2,138	5	2,584	2	548	2	18	9	1,018	1	198
CLEVELAND	295,196	561,915	604,084	29	22,360	16	67,907	82	138,506	64	149,900	75	45,623	85	34,229	76	25,638	155	66,317	22	14,055
Norman	222,413	419,400	449,922	18	18,326	10	57,967	54	88,460	47	116,479	45	30,397	71	28,122	53	19,345	116	49,939	15	11,297
COAL	6,649	9,939	10,126	2	991	3	2,065	11	4,203	2	367	2	680	2	318	1		7	444	1	314
COMANCHE	293,033	388,715	385,546	31	20,182	15	18,207	105	85,382	72	89,466	71	26,990	46	51,240	65	21,815	175	34,673	17	5,935
Lawton	276,868	367,708	364,803	23	18,685	14	17,918	87	75,511	64	88,075	58	25,077	42	50,505	54	21,317	150	32,618	15	5,299
COTTON	16,642	20,660	20,190	5	693	2	1,028	11	6,666	7	5,718	15	2,233	6	830	5	370	10	1,212	3	521
CRAIG	46,062	72,309	74,519	12	2,949	7	6,746	17	17,517	20	14,513	21	14,241	11	2,804	10	1,484	30	6,622	3	2,470
Vinita	37,708	55,346	58,875	7	2,488	5	6,018	10	14,921	16	13,414	15	6,942	10	2,707	6	1,337	19	4,008	3	2,470
CREEK	119,072	229,588	247,521	28	14,358	11	19,285	69	89,057	62	51,752	52	22,012	32	9,350	28	5,827	84	17,783	15	5,996
Sapulpa	63,634	120,525	129,432	14	5,276	4	16,847	24	50,236	23	22,921	19	8,682	15	5,739	11	3,236	33	7,838	7	2,800
CUSTER	89,379	231,085	265,351	17	10,475	10	19,686	42	72,343	40	52,154	48	28,499	39	14,808	28	12,693	51	21,314	9	8,360
Clinton	46,096	122,725	138,055	8	4,748	5	11,369	19	34,401	18	27,705	23	17,661	14	6,806	12	5,395	23	10,946	5	5,219
Weatherford	38,465	100,403	112,794	6	4,990	3	7,033	14	32,098	16	22,204	16	9,605	23	7,755	13	6,770	20	9,226	3	2,838
DELAWARE	38,918	55,763	56,284	14	3,757	8	5,640	33	20,627	14	5,636	30	7,197	8	1,314	12	1,804	32	4,353	5	1,518
DEWEY	9,293	18,410	19,966	5	1,835	4	738	13	6,124	7	1,453	10	4,354	1	1,068	6	186	11	1,803	3	575
ELLIS	13,320	22,846	23,996	5	1,848	2	1,803	7	3,107	7	7,586	12	3,848	4	1,129	7	363	12	1,221	4	1,431
GARFIELD	232,163	585,901	669,975	31	41,169	15	69,738	56	142,237	68	136,505	64	42,745	58	50,074	60	33,803	122	68,261	15	29,540
Enid	223,100	572,215	656,001	27	40,804	14	68,775	45	138,627	63	134,429	55	38,320	57	49,899	56	33,667	107	67,474	14	29,137
GARVIN	67,719	117,034	123,148	14	6,111	11	7,667	42	35,925	41	25,942	44	15,049	30	6,393	20	3,809	49	9,044	8	3,841
Pauls Valley	33,579	55,623	60,033	7	3,226	5	5,578	16	19,509	19	11,520	15	4,449	17	3,841	10	1,936	18	4,406	3	1,277
GRADY	93,715	173,787	185,987	19	15,460	11	19,058	41	48,872	47	37,843	35	13,022	29	10,705	27	6,253	50	15,556	9	3,972
Chickasha	77,757	150,416	162,284	11	13,578	8	18,086	25	42,745	35	30,655	18	9,055	27	10,569	25	6,167	37	14,562	6	3,723
GRANT	11,173	18,755	19,608	7	709	4	269	9	5,875	9	5,175	7	3,183	3	781	5	516	20	2,180	3	341
GREER	13,233	16,074	15,632	4	399	2	473	14	6,092	5	2,213	9	1,959	4	1,195	6	707	14	685	4	443
HARMON	8,408	10,527	10,308	3	240	1	547	13	4,050	6	1,598	5	607	2	981	3	225	10	372	2	74
HARPER	10,479	14,699	14,760	5	955	1	703	7	3,851	9	2,255	10	3,584	6	421	5	158	10	988	3	813
HASKELL	22,774	35,741	36,813	4	807	6	1,831	16	12,528	8	10,030	12	2,225	4	2,925	6	1,319	21	1,291	4	1,156
HUGHES	27,151	47,242	49,805	11	2,220	9	1,256	29	17,590	16	10,403	18	5,555	10	2,455	8	786	20	3,004	7	1,765
Holdenville	18,655	30,341	32,679	6	1,151	4	525	12	12,179	12	8,845	7	1,279	10	2,455	6	567	9	1,535	4	957
JACKSON	86,874	120,388	120,600	16	4,553	11	12,015	32	27,738	39	28,103	35	7,120	29	8,729	30	5,504	68	10,033	9	4,503
Altus	78,335	109,464	109,852	12	4,118	7	10,058	23	25,915	32	25,869	30	6,542	28	8,597	24	5,016	56	9,540	8	4,283
JEFFERSON	17,274	23,419	23,344	9	2,669	3	240	16	7,087	13	3,624	13	2,213	7	922	3	192	16	2,616	4	1,115
JOHNSTON	13,152	29,110	32,338	6	2,306			20	13,090	9	4,070	9	3,431	6	1,308	4	521	10	1,842	2	1,724
KAY	170,747	264,057	271,133	34	11,385	17	24,969	49	75,956	64	51,747	67	28,056	60	14,725	41	11,016	100	23,604	16	8,225
Blackwell	31,099	43,417	45,881	8	889	4	4,673	12	13,448	14	9,221	12	4,222	13	2,130	7	904	17	4,102	4	2,515
Ponca City	119,743	188,191	193,909	19	8,301	9	19,464	27	55,870	43	38,093	38	15,790	40	11,163	29	9,016	59	15,342	8	5,262
KINGFISHER	44,281	124,490	145,465	11	8,726	5	2,253	18	40,521	15	58,290	21	11,923	12	2,959	7	1,458	24	7,481	7	3,320
KIOWA	32,974	48,125	48,769	7	2,472	8	3,036	25	12,880	25	14,578	18	5,263	14	2,188	11	1,088	24	1,872	8	2,369
Hobart	19,466	27,464	29,064	4	1,762	4	2,022	12	9,463	17	6,305	9	2,494	9	1,819	7	1,034	8	891	6	1,974
LATIMER	14,063	28,648	31,262	3	1,091	8	1,857	12	15,750	8	3,661	12	3,817	5	878	2	137	11	1,137	3	468
LE FLORE	67,943	94,205	94,381	15	4,875	13	7,410	70	36,305	43	19,384	39	6,151	25	3,247	16	2,137	51	5,065	12	3,895
LINCOLN	50,595	105,477	115,671	13	10,953	12	2,797	42	27,522	25	25,994	50	20,790	12	3,411	13	4,504	40	7,605	5	2,431
LOGAN	46,068	72,533	74,768	9	2,639	8	7,443	31	22,799	25	15,896	29	7,487	16	2,725	8	1,141	44	6,666	9	2,285
Guthrie	38,111	57,676	61,590	7	2,448	5	6,530	17	19,138	18	12,552	18	5,288	14	2,613	6	1,047	29	4,911	7	2,119
LOVE	10,680	25,654	28,999	6	2,202	4	701	15	11,629	4	819	12	7,875	4	754	5	1,001	15	2,225	2	309
McCLAIN	43,636	87,789	95,519	10	3,507	5	6,961	26	31,540	24	25,426	26	11,445	10	2,491	14	776	31	7,361	5	2,119
McCURTAIN	79,324	101,608	100,025	21	6,517	19	11,536	88	32,832	28	22,120	34	4,911	18	3,110	8	2,406	67	6,293	7	2,988
Idabel	43,889	51,710	53,274	5	2,739	8	6,633	24	14,679	16	17,426	11	1,901	12	2,060	4	363	22	3,034	2	847
McINTOSH	33,208	51,863	53,353	8	4,450	5	973	28	17,718	14	10,257	23	7,006	12	2,313	8	1,515	28	3,025	5	1,235
MAJOR	26,470	86,801	104,141	4	4,828	3	3,481	15	20,552	10	36,726	18	22,051	4	3,211	1	72	17	6,129	3	956
MARSHALL	23,800	36,916	37,921	12	2,717	5	2,385	26	13,366	13	8,516	11	2,526	7	1,354	6	549	23	2,839	3	1,112
MAYES	72,718	110,109	112,526	18	8,136	11	9,305	50	34,696	34	22,322	36	10,992	28	4,473	17	2,624	60	8,483	8	2,775
Pryor	52,901	75,226	79,812	9	4,869	7	8,506	19	24,069	18	18,374	21	5,541	21	4,065	10	2,103	25	5,106	5	2,192
MURRAY	32,576	48,737	49,669	6	1,835	7	3,366	20	16,931	9	12,259	13	5,604	18	2,035	9	1,233	23	2,763	3	657
MUSKOGEE	207,550	265,397	261,112	34	12,306	16	33,130	115	73,164	82	48,132	80	21,359	65	16,402	48	9,803	133	21,108	16	3,083
Fort Gibson	NO DATA AVAILABLE FOR THIS CITY																				
Muskogee	190,753	244,997	241,274	25	11,084	15	32,916	82	62,756	72	47,255	56	17,608	63	16,362	45	9,535	102	19,851	13	4,704
NOBLE	33,070	65,153	70,574	9	3,702	3	5,504	15	15,738	12	12,136	16	11,950	7	2,377	8	852	27	5,667	4	1,214
Perry	28,813	55,389	60,706	5	1,798	3	4,936	11	14,230	12	12,136	13	8,618	7	2,133	7	665	21	5,091	3	805
NOWATA	18,916	35,456	37,990	8	2,962	5	1,022	12	11,407	9	7,808	12	5,025	7	1,096	7	1,025	16	2,444	3	1,388
Nowata	17,166	31,400	34,247	5	2,541	4	945	8	9,965	9	7,808	9	4,680	6	1,038	5	914	9	1,590	3	1,388

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OKFUSKEE	16,383	24,827	25,371	7	2,323	5	1,764	20	9,378	13	3,419	18	5,155	7	983	4	173	15	770	2	255
OKLAHOMA	2,407,461	4,254,528	4,502,279	205	203,000	99	632,326	470	980,940	501	921,092	508	317,106	428	277,534	442	211,797	1,029	452,863	137	93,347
Edmond	119,569	219,228	233,737	14	18,310	7	16,276	23	55,821	24	78,204	26	16,497	20	8,314	16	5,178	35	18,508	6	3,017
Midwest City	208,887	436,220	478,586	14	18,671	12	60,215	36	149,245	37	137,941	39	22,208	32	19,895	27	7,083	65	33,555	12	8,494
Oklahoma City	1,822,426	3,115,576	3,273,061	142	155,778	61	511,248	340	613,422	348	616,599	360	225,109	322	228,974	332	173,459	797	347,155	95	59,201
OKMULGEE	97,787	160,600	167,475	20	8,491	12	20,433	52	49,366	38	27,653	52	22,339	31	8,540	17	3,311	59	12,607	6	3,871
Henryetta	33,384	60,035	65,367	4	1,987	4	1,395	17	18,157	9	17,107	22	9,600	16	4,441	5	983	20	5,556	3	2,051
Okmulgee	48,398	68,898	69,427	9	3,585	4	8,582	22	20,281	23	9,886	22	8,490	15	4,099	10	1,970	31	5,143	3	1,820
OSAGE	52,075	128,851	146,588	12	5,721	8	4,388	43	51,003	25	29,187	30	17,832	19	7,698	15	4,504	58	8,706	10	5,319
Pawhuska	18,131	46,640	52,343	4	1,712	3	1,476	11	17,594	6	8,371	11	8,761	10	4,098	4	1,341	23	3,047	2	956
OTTAWA	86,503	106,757	104,196	22	7,028	11	13,626	41	22,194	43	24,025	38	11,098	21	5,527	19	3,173	48	8,222	9	2,409
Miami	73,559	91,738	89,741	14	5,392	7	13,463	22	18,347	26	22,654	19	6,341	19	5,384	15	3,020	29	7,123	6	2,300
PAWNEE	30,550	51,808	54,287	7	2,007	6	2,362	21	18,522	15	11,374	18	6,442	8	3,180	6	1,844	22	3,450	5	963
PAYNE	154,286	233,117	238,161	27	18,564	13	27,345	65	62,015	60	33,910	65	21,776	48	12,278	38	9,386	102	26,044	11	4,189
Cushing	37,510	50,383	52,959	8	8,860	5	5,458	15	12,333	20	8,601	15	3,364	12	3,383	7	1,007	16	3,754	3	1,546
Stillwater	111,212	171,705	176,241	16	9,549	6	21,610	42	46,804	29	24,085	42	15,788	34	8,811	31	8,379	74	21,133	5	2,598
PITTSBURG	101,635	153,007	156,194	17	6,486	14	21,547	74	45,099	38	27,036	49	15,963	26	7,449	33	6,134	65	10,682	10	2,546
McAlester	85,527	125,970	127,926	12	5,483	12	20,158	34	33,531	34	24,866	26	8,965	23	7,060	30	5,821	36	7,452	8	2,377
PONTOTOC	101,407	164,384	170,554	16	9,715	9	14,034	47	50,640	29	34,976	35	10,687	41	11,971	28	6,517	65	11,932	12	3,907
Ada	95,516	155,908	161,992	12	8,570	7	13,511	32	46,991	37	34,573	29	9,219	40	11,923	27	6,480	56	11,276	10	3,857
POTTAWATOMIE	147,907	268,484	285,638	28	23,207	20	42,411	54	77,874	57	38,202	64	25,020	35	12,563	44	9,643	121	31,320	15	7,047
Shawnee	116,724	214,419	228,698	18	21,805	17	38,447	30	51,188	49	37,002	35	14,549	30	12,278	31	6,894	89	25,484	11	5,848
PUSHMATAHA	24,363	36,999	37,827	7	1,128	6	1,362	30	12,647	8	11,563	19	4,288	7	693	6	741	17	2,258	2	606
ROGER MILLS	6,562	13,600	14,906	1		2	3,006	9	3,588	4	2,098	4	2,083	2	849	2	329	7	583	1	368
ROGERS	91,806	155,483	163,011	22	11,438	7	12,637	48	42,923	35	34,948	38	28,526	28	6,024	22	3,531	57	13,395	4	1,431
Claremore	72,116	113,435	121,701	11	9,627	5	11,209	28	34,153	26	32,793	15	9,005	22	5,236	16	2,290	37	9,455	2	1,150
SEMINOLE	58,906	154,162	177,491	10	5,557	11	16,513	38	56,166	28	34,488	37	22,387	24	9,623	18	4,671	46	13,270	10	5,594
Seminole	37,132	97,937	110,101	6	3,989	8	13,298	14	33,386	16	20,199	17	10,093	15	7,051	9	3,326	26	10,358	5	3,598
Wewoka	15,207	39,762	44,674	2	1,469	2	3,056	12	14,158	9	11,522	11	4,532	8	2,530	6	566	14	2,549	4	1,936
SEQUOYAH	54,998	84,178	86,231	14	3,085	9	7,720	41	29,473	24	15,333	31	12,544	12	2,158	15	2,366	43	8,083	5	921
STEPHENS	144,374	377,766	434,884	20	18,251	15	48,963	52	113,899	48	117,754	51	32,917	43	20,634	39	16,061	67	23,451	13	12,024
Duncan	117,235	307,236	353,814	14	14,548	10	47,581	29	84,264	35	97,936	29	23,847	31	17,808	30	11,975	45	19,554	8	8,695
TEXAS	49,844	64,112	63,154	17	4,589	5	7,480	21	20,938	17	10,608	22	3,806	15	3,146	13	2,276	32	5,297	5	562
Guymon	42,025	51,007	52,804	7	2,810	4	6,876	13	17,308	13	9,601	15	2,663	14	3,062	11	2,135	20	4,253	4	518
TILLMAN	25,455	33,919	33,678	11	2,028	9	1,734	19	10,950	11	7,489	17	3,141	9	1,658	10	,358	23	1,670	4	839
Frederick	21,712	27,187	28,282	7	1,887	5	1,533	12	9,111	9	6,867	10	2,094	7	1,490	8	1,234	13	1,043	3	744
TULSA	1,960,253	2,976,068	3,042,998	188	145,669	95	411,879	431	673,968	430	657,849	394	216,924	359	177,548	404	153,609	811	259,737	98	66,542
Broken Arrow	78,246	130,762	136,568	14	3,153	3	11,893	30	39,961	22	45,722	23	12,212	11	2,891	31	3,171	29	9,352	3	2,303
Tulsa	1,705,935	2,580,738	2,636,496	139	125,196	76	375,301	338	549,499	338	547,824	302	170,513	313	167,409	330	142,898	710	236,156	80	58,830
WAGONER	33,179	49,722	50,694	12	4,094	7	3,869	29	18,519	15	6,688	26	6,802	9	1,041	16	1,334	34	4,062	4	1,137
WASHINGTON	166,053	527,952	631,174	26	51,829	9	96,616	38	132,030	43	111,809	31	46,186	35	32,957	51	34,439	85	59,876	13	14,980
Bartlesville	153,590	503,682	604,913	21	47,387	8	90,842	30	128,431	36	110,974	23	39,386	33	32,794	45	34,118	73	58,167	8	14,739
WASHITA	22,698	75,579	90,848	7	5,090	3	4,047	23	28,666	20	20,272	13	10,201	10	3,925	14	4,173	16	5,380	4	2,924
WOODS	34,370	52,058	53,200	7	850	6	4,353	16	15,193	12	9,321	20	5,095	11	4,544	13	4,545	32	4,207	3	887
Alva	30,700	44,310	47,033	4	442	4	3,865	11	13,600	10	8,798	14	3,989	10	4,406	11	4,309	22	3,566	2	786
WOODWARD	86,124	192,037	213,711	12	16,677	6	24,304	27	36,813	25	36,279	25	25,000	19	11,884	27	9,442	37	13,950	5	3,767
Woodward	83,058	186,387	207,681	12	16,677	4	23,569	21	35,170	23	36,018	19	22,818	18	11,832	24	9,374	30	13,266	5	3,767

OREGON RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,347,998	13,399,878	13,762,184	1,439	807,507	481	1,773,744	2,729	2,931,281	1,747	2,539,443	2,185	1,171,415	1,382	546,183	1,915	635,602	4,578	1,446,676	492	468,354
STANDARD METROPOLITAN STATISTICAL AREAS																					
Eugene-Springfield, Ore.	1,021,743	1,286,980	1,286,101	150	97,578	32	170,519	319	266,972	182	260,728	209	100,531	146	56,037	206	57,564	414	119,314	51	44,582
Medford, Ore.	492,661	683,385	697,728	87	50,750	32	71,656	147	147,291	74	120,853	113	58,993	64	27,079	111	32,715	210	62,533	20	16,967
Portland, Ore.-Wash.	4,516,528	7,112,773	7,422,611	464	306,257	176	1,202,379	1,069	1,497,039	689	1,301,479	808	604,816	606	311,817	828	353,292	1,982	814,393	179	216,314
Salem, Ore.	785,140	1,089,570	1,111,726	142	92,234	37	175,430	190	227,837	151	207,310	183	88,636	95	30,688	171	55,141	362	112,991	45	41,883
COUNTIES, Cities																					
BAKER	45,578	59,327	59,705	8	4,296	8	1,873	27	16,580	16	12,061	26	3,988	13	3,605	13	1,600	38	7,323	4	2,715
Baker	41,550	55,402	56,000	8	4,296	4	1,681	21	15,702	15	11,917	15	3,331	12	3,551	10	1,540	23	5,947	4	2,715
BENTON	186,958	252,231	255,646	29	11,956	11	29,429	56	57,721	45	36,823	53	25,608	27	10,994	46	14,856	83	27,481	9	12,715
Corvallis	171,256	231,888	235,206	22	9,776	8	28,463	43	52,533	38	35,275	38	20,670	26	10,964	37	14,514	65	23,876	7	12,499
CLACKAMAS	644,617	1,244,975	1,364,023	117	84,138	37	136,912	209	381,081	133	280,543	116	120,210	74	31,417	119	47,755	263	122,054	34	38,725
Oregon City	104,622	195,287	212,389	12	14,121	7	16,833	19	44,809	12	56,868	17	17,856	14	7,383	20	8,143	34	13,286	6	12,940
CLATSOP	111,573	147,623	149,057	30	11,751	12	3,882	49	40,485	20	15,205	38	11,486	34	7,683	22	6,965	104	24,323	10	7,562
Astoria	58,414	73,438	73,304	8	4,543	4	1,294	21	17,797	14	11,853	16	5,144	20	4,942	12	3,624	45	10,017	4	2,846
COLUMBIA	79,699	101,075	101,068	27	8,556	8	3,780	37	30,192	24	16,448	24	8,957	18	2,973	19	6,918	62	9,656	9	3,977
COOS	234,043	248,764	239,363	42	20,441	10	14,072	87	59,091	58	49,942	54	16,739	31	7,557	49	10,670	130	22,937	14	12,623
Coos Bay	108,256	111,118	106,085	15	11,440	4	5,274	32	22,360	34	30,887	22	7,328	9	1,149	21	4,240	43	8,338	4	3,365
North Bend	68,637	71,819	72,456	10	5,083	2	7,665	19	17,448	8	6,446	11	3,702	12	5,232	17	4,418	33	6,589	3	8,006
CROOK	28,435	34,097	33,683	9	3,435	2	359	14	9,393	8	5,695	14	3,095	9	2,184	9	1,046	16	2,540	5	1,603
CURRY	45,949	52,501	51,316	17	2,634	3	1,395	22	15,467	22	6,241	24	6,814	15	1,691	18	1,852	52	6,921	5	2,196
DESCHUTES	234,503	418,813	451,187	46	53,913	15	17,911	61	107,416	53	81,968	59	38,318	45	22,355	59	17,981	110	41,929	14	23,690
Bend	146,415	266,625	288,404	24	20,520	11	13,911	31	64,643	29	62,415	31	13,826	32	18,438	35	14,722	56	25,688	9	22,933
DOUGLAS	283,440	305,490	294,826	55	13,891	19	22,987	113	74,827	67	55,117	102	36,125	36	6,922	68	10,494	172	34,211	21	15,342
Roseburg	177,102	191,098	184,459	19	9,029	6	21,175	34	39,887	31	36,308	45	18,024	23	5,719	42	8,716	67	18,605	10	11,882
GILLIAM	5,359	7,512	7,677	6	482	2	188	5	2,942	2	700	5	1,530	3		1		5	923	1	71
GRANT	21,572	26,237	26,003	8	1,521	3	911	14	12,385	6	3,468	10	1,496	5	439	6	809	24	1,801	3	942

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OREGON RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HARNEY	27,444	24,493	22,695	6	1,270	4	348	12	6,652	8	4,839	13	2,472	7	562	3	689	21	2,727	3	366
HOOD RIVER	52,273	67,736	68,060	10	3,620	4	2,882	23	22,954	16	11,938	17	4,882	11	2,213	16	3,402	31	6,636	3	1,794
JACKSON	492,661	683,385	697,728	87	50,750	32	71,656	147	147,291	74	120,853	113	58,993	64	27,079	111	32,715	210	62,533	20	16,967
Ashland	39,357	54,636	55,722	9	2,450	5	4,716	23	19,234	3	3,535	14	5,138	13	2,917	15	4,260	33	6,633	3	501
Medford	340,901	444,685	447,391	32	20,248	12	49,422	60	39,765	50	103,378	55	29,847	40	2~020	64	22,656	102	38,556	9	14,811
JEFFERSON	31,582	43,589	44,398	12	3,346	4	1,974	17	14,327	8	8,388	10	3,696	4	1,028	2	314	21	5,108	3	1,217
JOSEPHINE	214,665	247,167	242,143	45	18,225	8	14,122	85	53,614	52	58,447	51	26,082	33	8,961	46	12,665	98	20,756	9	10,674
Grants Pass	176,241	196,885	191,514	25	8,458	6	12,214	50	38,215	37	51,682	35	19,164	23	8,858	35	9,990	63	17,578	7	10,275
KLAMATH	225,036	274,808	272,547	39	22,597	14	35,185	81	62,384	48	54,004	80	23,843	30	7,468	53	12,543	112	22,374	7	11,872
Klamath Falls	163,533	201,917	200,735	21	14,304	10	34,745	42	37,442	34	47,134	35	11,097	28	7,238	45	10,841	61	12,148	6	11,080
LAKE	24,591	35,951	37,082	5	3,258	1	968	17	9,169	7	9,642	16	4,178	7	1,343	3	939	18	3,646	3	1,067
LANE	1,021,743	1,286,980	1,286,101	150	97,578	32	170,519	319	266,972	162	260,728	209	100,531	146	56,037	206	57,564	414	119,314	51	44,582
Eugene	502,778	681,410	570,215	63	43,694	11	37,088	130	111,938	74	128,853	92	41,926	72	21,247	108	37,968	218	63,062	23	25,101
LINCOLN	125,643	175,016	178,634	32	15,512	10	5,058	63	48,424	29	28,245	48	17,399	19	5,319	33	4,133	140	31,427	11	3,850
LINN	276,588	317,823	311,438	54	21,031	15	43,242	85	58,811	61	64,861	77	30,316	47	12,410	54	15,113	132	34,029	19	9,815
Albany	178,711	219,752	218,279	25	13,644	4	41,012	29	30,025	32	44,869	34	20,069	23	10,923	38	13,304	64	24,991	7	4,988
MALHEUR	108,485	139,299	139,723	22	9,014	12	6,837	40	35,186	34	29,020	33	13,232	24	5,708	18	4,406	50	14,030	8	7,936
Ontario	82,970	109,967	111,013	14	6,432	7	6,565	17	24,450	22	24,398	20	10,199	18	4,554	15	4,336	31	11,015	4	7,807
MARION	703,866	989,556	1,012,388	117	75,917	32	173,268	157	193,261	135	195,667	156	76,943	81	28,245	154	51,826	305	103,716	33	39,311
†Salem	481,848	653,365	662,984	50	36,750	19	173,264	77	79,699	87	126,764	78	38,432	62	24,818	94	40,914	182	71,941	23	33,154
MORROW	10,241	16,263	17,080	6	967	1	898	11	3,880	4	1,759	11	4,281	5	609	4	908	13	2,121	1	260
MULTNOMAH	2,484,624	3,152,135	3,062,260	192	86,539	91	519,490	574	486,341	362	501,575	432	250,199	316	123,102	439	187,683	1,240	418,112	87	62,423
Portland	1,730,811	2,102,997	2,083,365	130	52,407	56	298,641	369	320,541	238	344,511	290	148,713	213	92,350	328	157,152	934	287,622	72	24,952
POLK	81,274	100,014	99,338	25	16,317	5	2,162	33	34,576	16	11,643	27	11,693	14	2,443	17	3,315	57	9,275	12	2,572
SHERMAN	6,701	8,219	8,161	2	110	1	17	6	586			10	4,683	1	56	2	16	8	2,239	1	24
TILLAMOOK	60,483	78,869	79,347	15	4,291	6	2,319	37	20,183	14	15,349	37	9,888	17	3,322	16	2,439	65	11,409	8	2,924
UMATILLA	210,616	279,060	281,711	46	23,708	11	9,308	58	71,109	53	56,250	63	29,700	39	11,002	44	10,422	122	28,817	15	15,112
Pendleton	86,462	113,870	114,806	10	8,571	4	4,179	19	24,836	10	22,930	28	12,558	17	6,515	20	3,965	49	12,991	5	6,996
UNION	74,016	88,652	87,840	22	4,820	4	773	35	21,579	16	15,235	25	13,034	18	3,341	35	4,538	49	9,295	9	6,052
La Grande	65,922	75,008	76,826	17	3,592	3	749	21	16,361	16	15,235	19	11,511	16	3,293	30	4,405	34	7,687	7	5,886
WALLOWA	21,213	28,575	28,959	9	2,362	6	1,206	12	6,510	6	7,182	8	3,593	7	1,172	4	273	19	2,770	6	755
WASCO	88,599	150,309	160,402	16	8,871	4	7,496	26	29,730	17	41,164	28	14,240	18	9,796	21	7,267	42	16,520	7	8,304
The Dalles	84,891	147,275	157,642	12	8,246	3	7,330	17	28,897	17	41,164	23	13,882	18	9,796	21	7,267	32	15,934	6	8,399
WASHINGTON	936,066	2,057,042	2,316,018	94	98,075	35	457,357	185	456,966	111	410,690	146	167,991	142	129,010	169	94,087	264	194,655	33	86,545
WHEELER	2,988	2,556	2,347	1		5	351	5	294	2	841	4	439			1	20	4	149		
YAMHILL	144,874	253,736	272,230	38	22,315	14	12,609	57	72,902	38	66,912	46	24,741	27	8,137	35	7,376	84	22,919	14	11,551

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	37,244,196	50,672,022	51,694,928	4,615	2,054,622	2,357	6,692,386	14,515	12,426,182	7,087	8,373,688	8,994	4,753,430	7,640	2,382,869	6,810	1,986,059	21,361	4,577,503	2,705	1,548,966
STANDARD METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem-Easton, Pa.-N.J.	2,106,565	2,869,018	2,936,699	227	112,899	112	416,033	712	735,003	385	415,396	520	255,168	373	109,795	398	117,344	1,187	260,576	120	83,119
Altoona, Pa.	462,184	587,733	590,345	67	32,270	32	98,128	172	148,560	128	95,866	109	42,044	65	24,832	83	25,704	234	45,465	27	18,088
Binghamton, N.Y.-Pa.	917,867	1,244,774	1,257,917	129	50,795	60	132,037	326	337,599	206	201,598	248	125,946	171	55,840	171	47,811	587	113,498	67	49,614
Erie, Pa.	875,556	1,190,517	1,217,121	119	59,867	56	189,015	264	239,891	200	216,363	232	144,822	166	52,921	161	48,476	513	104,782	58	40,943
Harrisburg, Pa.	1,655,848	2,154,391	2,067,420	170	74,997	84	243,310	488	487,607	269	324,892	371	219,019	266	90,358	285	76,389	728	191,355	97	68,832
Johnstown, Pa.	797,146	996,472	997,832	127	53,309	56	145,060	320	241,921	208	191,724	242	88,407	108	31,635	150	40,773	482	74,191	45	27,719
Lancaster, Pa.	1,166,508	1,678,017	1,731,198	157	119,933	76	195,027	514	393,370	293	271,702	248	156,357	201	77,055	270	82,506	518	148,696	58	45,606
Northeast Pennsylvania, Pa.	1,990,711	2,432,609	2,427,113	282	102,813	152	337,394	1,017	619,865	436	338,781	580	217,329	461	98,640	428	87,870	1,726	224,324	165	79,643
Philadelphia, Pa.-N.J.	14,787,379	20,924,200	21,552,340	1,458	623,564	826	2,733,665	5,730	5,102,156	1,816	3,243,927	2,742	1,748,804	3,515	1,184,547	2,426	836,348	7,790	2,059,773	1,116	616,306
Pittsburgh, Pa.	7,526,765	10,595,348	10,938,023	789	396,888	334	1,795,909	2,519	2,585,783	1,140	1,883,615	1,713	1,011,853	1,304	489,276	1,182	420,367	4,084	978,147	549	340,187
Reading, Pa.	1,024,758	1,354,762	1,280,507	126	42,382	62	157,020	413	307,018	194	233,496	219	112,688	190	39,799	204	46,619	583	121,128	38	25,002
Sharon, Pa.	407,008	598,004	621,745	61	33,118	23	77,282	142	155,524	112	138,351	129	59,900	88	24,676	82	24,594	218	50,147	28	15,497
State College, Pa.	354,181	450,967	453,213	47	25,501	20	49,321	102	127,285	80	70,653	85	33,984	67	20,979	82	17,820	148	38,778	19	12,484
Williamsport, Pa.	384,638	560,958	657,744	47	25,824	33	92,536	138	132,373	91	119,383	96	59,144	68	41,128	75	37,746	235	38,360	37	15,011
York, Pa.	1,133,027	1,743,717	1,825,919	154	86,168	69	233,157	416	447,331	327	281,697	282	159,653	196	66,363	274	82,466	533	156,768	66	41,195
COUNTIES, Cities																					
ADAMS	147,969	208,565	214,214	27	9,851	7	9,785	80	56,321	64	35,440	58	23,989	35	4,294	49	9,657	117	26,285	9	4,632
Gettysburg	44,604	110,605	113,338	9	3,933	11	7,981	25	27,867	23	21,153	25	10,198	18	3,630	13	3,121	38	14,887	4	3,909
ALLEGHENY	5,090,376	7,039,764	7,250,129	436	208,719	199	1,226,440	1,583	1,693,434	620	1,239,610	989	605,427	840	331,668	769	280,607	2,767	690,133	380	241,587
Brackenridge	8,620	13,707	14,725	1	278			7	8,309	3	2,877	1	247	1	61			6	613	1	330
Clairton	27,511	37,117	37,766	5	2,882	3	1,361	24	13,561	11	4,121	9	4,095	4	879	6	120	42	5,428	3	1,766
Duquesne	30,691	39,568	39,867	2	571	2	4,216	11	16,793	4	3,489	7	4,104	3	296	3	1,122	23	3,595	4	2,967
McKeesport	128,065	154,355	108,862	15	4,659	6	7,383	59	30,697	19	19,196	25	6,763	25	11,125	19	5,728	87	9,015	8	4,076
Monroeville	427,683	791,134	817,478	15	16,419	14	224,441	32	83,205	26	190,558	38	39,843	70	76,745	48	41,883	63	51,965	9	12,629
Pittsburgh	1,515,615	1,490,741	1,416,355	96	19,518	54	243,603	528	270,687	131	182,283	209	88,075	342	104,010	225	59,626	1,051	188,379	131	55,390
Tarentum	27,423	41,033	43,756	8	6,703	1	1,131	15	10,431	9	11,267	9	3,345	8	1,696	7	1,994	15	1,952	4	2,982
ARMSTRONG	197,015	238,143	236,533	41	14,173	21	18,057	93	73,436	58	46,584	95	27,086	42	3,867	51	9,899	136	19,305	18	8,505
Kittanning	72,483	87,384	86,749	7	2,760	7	12,451	17	21,756	18	16,702	20	6,830	13	3,008	19	4,993	37	8,763	6	3,717
BEAVER	596,239	829,352	851,222	79	29,441	33	178,898	211	216,741	118	111,964	152	83,588	115	37,407	92	27,655	359	65,058	42	25,496
Aliquippa	67,293	78,576	77,479	10	1,792	2	4,680	43	38,507	12	7,545	18	8,407	11	2,024	11	588	57	5,687	7	3,610
Ambridge	50,588	56,210	54,810	7	4,249	1	2,242	20	11,221	16	18,306	10	3,508	14	2,111	13	1,955	52	4,871	6	2,227
Beaver	29,929	44,162	47,009	4	1,154	1	4,104	10	9,272	9	14,138	12	7,975	7	1,077	5	680	9	1,424	4	2,757
Rochester	34,810	54,735	58,309	3	655	1	20,215	11	10,809	8	4,965	7	7,308	3	924	5	2,354	25	5,189	2	2,707

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BEDFORD	140,682	170,753	169,743	21	7,267	19	7,655	61	30,310	47	23,266	74	55,018	26	3,005	27	3,860	87	21,617	10	3,008
Bedford	44,294	52,037	53,586	6	1,000	4	4,248	8	15,476	8	4,180	11	12,674	12	1,264	10	1,893	16	3,762	5	1,534
BERKS	1,024,758	1,354,762	1,280,507	126	42,382	62	157,020	413	307,018	194	233,496	219	112,688	190	39,799	204	46,619	583	121,128	38	25,002
Reading	260,298	270,602	260,241	25	4,808	24	21,830	138	43,129	45	43,105	57	25,827	84	29,230	53	11,797	221	22,843	12	4,816
BLAIR	462,184	387,733	390,345	67	32,270	32	98,128	172	148,560	128	95,866	109	42,044	65	24,832	83	25,704	234	45,465	27	18,088
Altoona	223,077	284,721	286,246	30	16,709	12	23,924	97	77,973	36	36,705	45	19,171	36	15,940	42	18,002	138	29,801	14	12,281
Tyrone	24,858	31,782	33,167	5	1,641	4	1,483	11	11,241	8	6,068	7	2,653	6	1,651	4	1,193	11	1,923	3	1,468
BRADFORD	167,519	225,808	229,695	30	14,918	16	16,650	66	58,143	62	58,521	42	18,841	36	7,888	31	7,198	100	12,984	18	8,467
Athens	18,077	21,244	21,877	1	702			3	105	7	15,557	3	2,381			2	739	8	781	1	1,048
Sayre	29,612	38,838	40,684	4	1,945	1	1,669	7	6,000	7	10,276	4	2,539	13	3,949	9	2,585	19	2,786	4	1,902
Towanda	16,674	22,360	23,498	5	1,030	2	2,538	3	6,618	4	3,972	2	1,342	5	966	6	846	11	1,092	6	1,228
BUCKS	1,788,843	2,774,991	2,911,761	195	111,922	67	400,095	463	663,176	251	565,993	314	227,264	319	115,894	243	101,027	667	242,138	91	62,054
Bristol	42,739	176,115	176,176	12	9,786	2		17	73,519	9	30,747	14	20,551	10	1,204	10	4,846	39	17,647	3	4,623
Doylestown	66,823	96,894	100,163	11	2,198	5	7,663	15	27,007	8	10,528	13	8,250	24	5,052	18	4,475	20	7,494	5	4,485
Langhorne	NO DATA AVAILABLE FOR THIS CITY																				
Levittown	NO DATA AVAILABLE FOR THIS CITY																				
Quakertown	108,381	185,100	198,179	11	5,008	6	24,512	35	46,181	23	45,319	13	12,234	22	8,432	23	12,938	39	15,485	4	7,656
Warminster	70,710	179,439	201,190	5	11,803	6	10,296	29	70,522	11	41,676	18	23,298	8	3,413	10	2,063	28	15,632	6	2,933
BUTLER	417,494	726,690	782,838	81	53,565	26	85,663	145	184,848	114	149,454	134	112,701	57	26,762	80	29,740	215	65,622	27	20,935
Butler	105,670	142,372	144,798	20	8,878	8	8,782	48	26,674	38	25,094	29	14,474	30	16,368	32	8,380	62	13,165	10	5,382
CAMBRIA	603,504	721,503	715,002	79	41,327	39	126,983	224	172,505	126	122,392	158	52,057	80	24,681	105	29,358	345	49,859	35	20,467
Johnstown	162,210	194,968	193,450	18	7,598	8	20,879	75	45,810	29	51,780	32	10,127	26	6,034	29	11,396	105	14,772	8	6,389
CAMERON	15,801	18,698	18,488	5	596	2	1,261	10	6,861	5	2,214	12	2,362	7	621	4	316	21	1,357	3	288
CARBON	132,706	144,645	142,042	23	6,679	15	9,166	73	43,232	39	25,252	59	16,453	23	2,774	34	5,242	127	8,560	12	5,461
Jim Thorpe	8,859	10,156	10,416	2	276	2	264	6	4,519	1	162	6	2,691			5	176	11	430	1	222
Lansford	14,891	14,748	14,719	2	1,496	3	1,595	8	4,738	3	2,610	6	454	4	348	3	1,005	13	351	3	442
Lehighton	59,435	60,842	61,123	7	1,913	4	3,166	22	22,487	15	12,513	19	8,234	8	853	14	2,265	38	3,921	4	3,878
Mauch Chunk-East Mauch Chunk																					
Palmerton	16,341	24,098	25,650	6	1,278	1	2,903	16	7,239	6	5,297	15	1,991	7	1,573	1	635	23	1,182	3	863
CENTRE	354,181	450,967	453,213	47	25,501	20	49,321	102	127,285	80	70,653	85	33,984	67	20,979	82	17,820	148	38,778	19	12,484
Bellefonte	46,769	59,573	62,134	8	4,268	2	2,127	17	18,600	13	14,158	10	4,173	7	394	10	3,700	19	2,588	4	2,552
State College	140,091	168,169	166,827	9	9,940	7	15,408	25	41,433	20	21,199	18	8,150	42	13,012	32	6,208	54	23,034	6	6,151
CHESTER	892,494	1,548,687	1,666,686	133	92,944	38	129,080	321	440,949	169	306,696	215	144,419	170	58,418	170	56,214	366	139,941	48	50,400
Coatesville	46,465	54,037	53,237	9	2,452	4	3,394	38	12,544	10	4,370	16	7,080	17	4,202	12	3,144	25	2,516	7	2,967
Phoenixville	62,038	105,722	113,116	14	7,319	3	709	25	29,602	12	21,094	17	8,870	23	3,899	15	4,151	26	13,235	5	8,776
West Chester	81,090	103,945	104,592	10	2,381	3	2,931	46	14,508	14	23,919	18	7,002	19	5,760	28	7,703	48	11,882	5	2,130
CLARION	129,334	146,824	143,864	29	10,218	11	7,982	59	36,386	37	28,235	57	21,562	24	6,591	34	4,427	67	10,996	8	3,782
CLEARFIELD	286,299	421,987	438,584	46	28,705	15	31,874	80	99,316	83	87,016	105	79,336	47	17,494	46	12,373	112	22,248	17	10,371
Clearfield	78,383	109,356	112,053	10	2,596	6	12,366	13	19,037	24	23,243	16	17,308	16	7,227	11	3,266	24	5,328	6	4,046
Curwensville	15,691	27,210	29,514	4	4,496			3	7,710	5	2,189	5	8,644	2	1,121	1	859	7	1,279	3	1,442
Du Bois	87,941	108,719	108,512	12	7,805	4	16,937	14	27,012	21	20,695	20	7,761	19	5,703	14	2,809	24	6,303	5	3,795
CLINTON	128,475	162,784	163,847	17	6,192	13	8,126	39	32,973	33	38,327	37	33,072	22	6,240	21	5,106	76	9,649	10	4,036
Lock Haven	65,959	71,278	69,114	6	3,210	4	1,756	20	20,999	14	17,475	10	3,051	16	5,428	9	3,063	37	4,847	6	1,936
Renovo	9,801	13,388	14,105	1	305	1	777	6	3,816	4	3,322	6	2,180	3	405	1	194	10	690	2	1,046
COLUMBIA	184,791	249,585	254,208	25	12,297	19	29,855	87	63,714	65	35,521	64	32,307	55	11,300	37	7,006	117	17,420	15	9,115
Berwick	64,029	78,576	78,329	9	4,336	6	4,362	25	23,063	19	15,200	12	6,059	22	3,523	10	1,086	37	3,458	4	2,378
Bloomsburg	90,329	131,518	136,042	9	4,537	7	22,692	29	28,588	28	17,423	26	17,677	25	7,210	17	4,263	44	10,580	6	5,550
CRAWFORD	253,887	331,309	335,039	58	22,091	25	34,180	100	78,808	85	63,735	90	34,067	57	14,183	51	11,304	160	31,906	25	11,813
Meadville	97,442	136,147	139,569	19	6,124	6	7,372	29	34,396	21	25,506	28	13,580	28	11,214	19	4,825	63	17,708	9	4,899
Titusville	47,467	50,205	48,443	9	2,018	5	6,464	13	11,715	16	9,126	20	4,814	18	1,721	8	2,064	21	2,888	3	1,729
CUMBERLAND	736,017	968,904	869,131	80	33,126	30	97,381	184	180,926	113	150,491	156	91,918	112	39,688	120	38,266	229	78,277	37	29,852
Carlisle	134,326	183,058	186,667	13	9,137	8	23,605	46	45,877	29	22,070	37	16,675	33	9,717	26	6,586	63	16,508	9	4,209
DAUPHIN	847,841	1,108,055	1,123,288	78	39,608	44	143,884	264	286,601	121	155,386	185	117,180	148	50,427	152	35,906	448	107,919	54	37,123
Harrisburg	223,792	217,791	206,476	11	2,794	13	29,015	88	33,771	18	39,006	53	14,684	47	16,022	34	5,304	181	24,366	23	12,175
DELAWARE	1,841,079	2,686,829	2,784,957	172	59,213	76	433,352	605	687,452	204	398,734	351	237,675	347	136,406	269	88,753	843	235,657	131	86,067
Chester	97,957	103,735	100,157	10	4,002	9	1,510	70	27,228	15	18,585	18	6,942	22	4,157	13	3,096	109	10,434	9	2,666
ELK	87,398	113,195	114,151	19	6,312	7	8,920	47	34,148	25	19,096	39	11,585	30	4,238	24	4,378	62	6,490	8	4,141
Ridgway	17,413	22,042	22,968	4	880	1	1,027	12	7,423	6	4,042	8	3,168	10	1,337	4	577	14	1,878	2	752
St. Marys	49,163	60,652	62,950	7	4,797	5	7,603	18	17,484	13	10,168	14	4,035	14	2,410	13	2,374	19	2,628	4	2,246
ERIE	875,536	1,190,517	1,217,121	119	59,867	56	189,015	264	239,891	200	216,363	232	144,822	166	52,921	161	48,476	513	104,782	58	40,943
Corry	30,245	46,571	49,837	6	3,055	4	8,387	11	13,679	11	6,180	10	5,782	9	1,065	6	477	19	3,317	4	3,900
Erie	372,012	415,818	406,141	37	23,796	21	25,391	138	106,748	60	67,367	89	34,945	70	15,840	70	25,965	256	40,615	28	18,452
FAYETTE	524,027	660,736	662,730	70	30,306	44	111,733	213	175,083	140	109,144	163	62,996	76	18,003	88	20,400	327	44,830	30	18,328
Brownsville	21,071	26,706	27,833	4	192	2	1,345	7	5,205	6	8,182	7	3,326	6	1,492	6	1,148	22	1,659	3	1,913
Connellsville	63,952	77,986	77,629	10	3,121	8	13,677	19	19,960	19	14,257	16	5,717	12	1,794	14	3,833	33	5,158	5	4,798
South Connellsville	NO DATA AVAILABLE FOR THIS CITY																				
Uniontown	201,363	237,596	234,824	15	14,681	14	66,212	54	36,290	40	27,322	34	13,767	38	11,383	39	9,333	83	13,080	9	10,002
FOREST	12,063	17,279	17,806	7	2,003	1	501	11	5,391	4	2,987	11	2,093			3	230	20	2,416		
FRANKLIN	315,485	426,496	434,257	47	24,547	18	45,318	128	109,538	98	76,656	78	41,899	59	17,193	61	11,932	152	36,926	21	17,231
Chambersburg	172,344	230,656	234,292	16	11,649	8	36,682	49	52,537	42	38,615	29	19,051	33	11,020	29	6,501	72	17,899	10	9,031
Waynesboro	52,351	64,832	64,740	7	1,480	6	5,307	18	15,245	27	14,927	14	5,340	18	5,047	10	1,758	29	6,767	5	2,573
FULTON	23,382	40,361	43,299	5	1,095	3	1,422	20	10,675	12	11,369	14	8,236	3	612	8	1,012	18	4,436	1	825
GREENE	84,794	92,771	90,204	17	4,643	13	5,861	51	30,325	39	18,545	41	11,743	13	1,968	20	2,047	63	5,269	6	2,275
Waynesburg	51,806	53,012	53,253	10	2,264	3	3,599	10	18,091	24	13,880	8	3,683	12	1,891	13	847	19	2,653	5	2,084
HUNTINGDON	95,577	116,780	116,287	23	5,394	11	6,157	45	32,904	33	22,754	43	12,183	24	4,296	13	2,242	62	8,902	8	3,478
Huntingdon	56,113	65,468	67,339	7	3,529	6	3,775	14	18,867	12	12,713	12	3,132	16	3,603	7	1,108	28	6,037	6	2,751
Mt. Union	18,891	21,907	22,510	4	603	1	1,153	8	8,992	8	4,830	5	757	3	461	2	644	14	1,078	2	727
INDIANA	253,842	353,810	362,494	43	17,235	21	45,801	85	86,067	68	84,361	85	33,144	34	14,899	53	12,538	132	29,431	13	8,138
Indiana	101,925	139,206	141,984	12	2,570	7	11,582	20	25,239	24	38,782	20	9,214	20	12,725	27	7,047	43	16,631	6	5,913
JEFFERSON	134,727	175,260	177,211	35	8,289	19	10,677	63	39,332	68	35,423	63	33,848	34	6,698	40	5,806	67	13,689	13	6,826
Punxsutawney	51,176	56,802	55,404	7	2,554	4	6,089	20	15,205	29	8,475	21	4,793	18	4,086	17	2,216	20	1,807	4	2,696
JUNIATA	36,921	46,267	46,315	13	5,032	7	1,661	20	12,808	14	12,115	13	5,829	7	655	16	1,611	24	2,873	4	571
LACKAWANNA	714,471	892,070	893,013	104	36,385	50	136,642	377	229,876	156	126,792	187	74,059	174	38,765	136	30,170	608	76,377	62	31,544
Carbondale	34,629	43,278	43,305	7	2,329	4	6,019	22	16,026	4	1,502	14	3,381	15	1,678	5	845	25	2,046	5	2,078
Scranton	367,305	435,644	430,950	37	12,722	22	83,152	167	88,192	64	70,850	60	26,337	95	25,976	73	19,605	235	31,183	29	13,289
LANCASTER	1,166,508	1,678,017	1,731,198	157	119,933	76	195,027	514	393,370	293	271,702	248	156,357	201	77,055	270	82,506	518	148,696	58	45,606
Columbia	27,913	39,773	40,945	4	1,638	4	2,991	22	12,213	9	2,989	15	5,361	7	1,676	9	2,657	24	2,868	3	2,997
Lancaster	248,876	376,599	392,861	19	9,838	11	55,004	116	77,310	49	35,437	48	38,143	74	35,678	65	27,317	127	34,985	11	9,281

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	313,239	427,430	436,331	56	16,551	24	47,310	134	126,608	88	86,093	95	47,559	75	14,971	54	13,754	173	30,611	29	16,699
Ellwood City	55,099	84,063	86,680	12	3,474	3	6,693	30	24,564	17	10,754	22	9,919	18	4,342	10	1,734	31	5,981	7	3,022
New Castle	111,958	135,188	134,265	19	5,644	8	9,355	56	37,825	40	24,169	37	16,843	39	7,366	29	7,278	79	10,009	18	7,805
LEBANON	360,484	462,282	465,180	42	26,708	21	62,626	147	113,385	95	87,579	90	41,702	59	13,093	68	18,983	168	32,105	11	10,982
Lebanon	106,354	134,804	135,297	13	6,086	5	7,419	61	35,898	25	14,270	41	14,287	33	7,103	31	8,073	67	9,063	8	5,745
LEHIGH	1,118,312	1,639,082	1,705,553	102	68,278	44	310,222	303	381,044	161	227,364	205	120,108	199	67,762	177	75,434	458	156,479	45	41,644
Allentown	468,004	545,031	537,183	30	11,990	18	84,468	139	113,349	61	84,983	88	40,507	89	21,477	81	22,696	227	49,425	19	11,340
LUZERNE	1,022,374	1,202,433	1,189,876	141	48,280	82	161,031	566	311,390	229	165,602	308	97,282	245	54,036	237	51,128	944	103,926	86	39,138
Hazleton	133,256	122,303	114,495	12	1,615	10	13,964	64	36,440	31	13,738	29	6,754	49	7,336	43	6,035	104	11,099	11	4,122
Pittston	39,690	44,121	43,040	8	6,315	1	1,342	21	16,574	10	1,521	11	2,546	17	1,949	8	1,454	29	2,211	4	915
West Hazleton	38,393	45,578	47,015	2	1,485	4	8,254	16	12,060	4	12,812	9	4,053	4	1,371	4	1,972	19	2,015	2	1,435
Wilkes-Barre	188,182	200,717	194,119	17	6,095	17	25,055	[illegible]	59,105	26	5,797	46	12,005	68	16,926	43	12,418	173	20,117	18	7,648
LYCOMING	384,638	560,958	657,744	47	25,824	33	92,336	138	132,373	91	119,383	96	59,144	68	41,128	75	37,746	235	38,360	37	15,011
Jersey Shore	15,582	196,703	232,936	6	7,252	3	34,601	16	38,499	10	35,671	10	11,028	3	13,979	5	[illegible]	15	15,014	3	7,461
Williamsport	180,929	200,673	195,649	9	6,093	13	29,061	58	49,141	27	29,965	26	9,262	43	11,736	38	11,635	109	12,610	18	6,266
McKEAN	136,588	181,895	184,583	28	7,144	17	15,438	48	50,235	49	37,762	61	18,861	43	7,876	33	5,232	100	12,924	18	8,022
Bradford	78,148	100,175	100,788	10	3,380	9	13,226	13	25,966	16	21,037	22	7,789	24	5,214	13	2,446	42	7,126	8	4,067
Kane	24,176	33,279	35,100	8	1,349	3	1,373	11	10,806	13	4,910	13	3,278	11	1,841	9	1,768	18	2,250	3	1,366
MERCER	407,008	598,004	621,745	61	33,118	23	77,282	142	155,524	112	138,351	129	59,900	88	24,676	82	24,594	218	50,147	28	15,497
Farrell	12,374	14,733	14,590	2	314	1	249	16	5,535	3	76	9	3,078	1	16	3	104	23	1,740	2	222
Greenville	52,061	85,341	91,999	9	4,733	1	3,757	21	33,052	15	14,875	15	9,484	17	5,372	16	2,822	27	6,652	6	2,907
Sharon	88,207	100,803	90,130	13	2,948	5	7,782	30	17,248	18	22,793	29	5,997	25	7,896	12	4,773	44	7,247	7	4,817
Sharpsville	10,668	16,935	18,189	2	1,881	1	1,246	8	2,769	4	4,317	5	1,598	2	205	2	396	19	2,571	1	705
Wheatland	NO DATA AVAILABLE FOR THIS CITY																				
MIFFLIN	128,186	138,441	158,168	16	7,259	13	17,381	59	39,447	46	22,572	36	23,022	24	8,718	29	4,765	74	11,119	8	5,956
Lewistown	73,721	88,158	87,362	9	4,719	10	10,743	31	18,707	33	13,227	17	11,692	16	7,508	13	1,924	37	5,774	6	3,584
MONROE	253,866	338,106	344,224	37	18,148	20	39,721	74	78,599	51	46,387	85	45,988	42	5,839	55	6,572	174	44,021	17	8,961
East Stroudsburg	44,850	65,028	69,065	8	6,043	2	8,277	11	11,130	9	5,497	18	11,135	4	292	8	901	34	14,777	5	3,792
Stroudsburg	89,795	93,766	90,263	10	1,733	7	26,020	16	15,870	21	13,037	12	4,325	23	4,760	17	2,410	28	5,115	4	2,370
MONTGOMERY	2,585,121	3,697,095	3,812,883	275	116,887	112	499,711	648	836,551	343	586,882	503	331,430	600	242,834	471	163,435	1,038	340,423	166	101,525
Hatboro	49,162	69,302	71,186	14	2,961	3	4,308	10	13,732	4	12,986	15	9,359	10	8,608	11	6,902	21	5,604	6	3,580
Jenkintown	115,936	139,601	144,335	3	540	7	45,395	14	8,626	6	43,882	10	4,275	29	7,606	18	9,041	14	8,997	3	621
Lansdale	95,665	134,431	137,998	16	6,157	3	7,394	20	32,604	17	20,377	21	13,055	29	7,378	16	5,512	26	7,731	6	3,123
Norristown	114,381	130,115	127,592	13	3,365	6	28,698	48	29,961	16	8,591	25	12,113	23	5,175	26	5,001	86	9,153	17	7,045
Pottstown	135,182	186,944	191,253	15	7,248	9	16,830	42	34,667	34	38,683	32	13,413	40	11,699	33	10,270	71	15,634	11	7,631
MONTOUR	39,191	55,836	57,465	5	1,800	4	2,104	19	13,182	15	13,617	19	6,665	17	1,654	12	2,118	34	7,052	3	2,674
Danville	36,961	51,003	53,812	5	1,800	3	1,706	15	11,071	15	13,617	16	5,864	17	1,654	12	2,118	33	6,894	3	2,674
NORTHAMPTON	596,809	749,296	750,656	66	23,251	36	77,236	248	209,923	132	126,304	165	66,938	111	29,998	135	28,657	421	64,941	45	26,099
Bangor	29,778	35,784	36,985	6	2,455	3	4,249	12	11,423	9	9,205	12	2,298	12	1,346	9	1,853	10	1,120	5	2,087
1Bethlehem	243,395	308,794	310,047	18	10,790	14	40,075	79	97,238	32	34,638	51	27,184	43	8,929	41	8,919	131	26,189	17	12,553
Easton	103,211	188,611	122,380	9	2,489	6	5,346	49	51,146	17	4,781	22	12,546	23	9,396	32	7,943	88	8,170	9	4,015
Wilson	36,801	49,070	51,524	2	2,449	1	1,354	6	6,033	4	4,677	4	1,624	3	4,283	6	2,306	20	5,751	4	2,307
NORTHUMBERLAND	272,576	296,887	288,355	52	22,291	27	25,832	183	67,620	80	44,127	91	31,154	91	15,781	71	8,748	231	19,802	28	12,400
Milton	38,837	39,380	39,489	9	5,219	2	1,118	18	10,173	8	8,550	7	4,371	11	963	5	790	25	2,058	3	1,577
Mount Carmel	19,910	21,304	21,583	7	1,719	4	1,101	23	5,426	3	536	9	2,468	20	2,809	6	462	32	2,030	6	2,507
Shamokin	56,216	59,799	57,792	6	2,454	5	6,736	34	13,864	17	6,279	19	7,413	24	4,115	23	2,949	49	3,747	7	2,817
Sunbury	83,671	94,194	92,142	11	5,007	6	15,829	27	21,312	18	12,740	16	5,318	28	6,123	19	3,102	35	4,372	5	3,881
PERRY	71,990	77,432	75,001	12	2,263	10	2,045	40	20,080	35	19,015	30	9,921	6	243	13	2,217	51	5,159	6	1,857
PHILADELPHIA	4,327,210	5,101,236	5,040,132	378	90,544	398	454,943	2,589	1,278,638	401	522,103	660	330,986	1,472	395,542	779	228,620	3,542	621,803	503	199,393
Philadelphia	4,327,210	5,101,236	5,040,132	378	90,544	398	454,943	2,589	1,278,638	401	522,103	660	330,986	1,472	395,542	779	228,620	3,542	621,803	303	199,393
PIKE	30,531	44,017	45,436	10	5,409	8	1,172	27	6,305	8	3,739	24	8,374	6	962	6	2,164	67	11,002	1	258
POTTER	33,721	42,596	42,728	15	2,182	4	458	32	18,531	18	4,269	29	6,232	8	1,418	16	526	35	2,142	5	1,948
SCHUYLKILL	390,937	399,366	382,853	71	12,563	46	44,504	289	112,430	127	55,225	181	36,457	100	11,863	96	13,005	453	26,350	47	14,178
Ashland	16,034	16,122	16,140	2	716	4	558	12	5,563	9	3,080	10	1,132	8	638	4	183	19	1,520	2	906
Mahanoy City	13,606	14,191	14,308	4	1,099	2	912	16	4,656	4	948	10	1,880	6	194	5	644	28	755	5	1,890
Pottsville	120,630	110,396	103,288	9	2,057	10	26,034	39	26,096	31	13,058	18	4,909	23	4,549	21	4,071	62	6,117	9	5,032
Shenandoah	22,718	23,147	23,233	5	467	5	813	35	7,739	7	2,207	7	825	20	2,237	11	2,177	45	1,479	7	2,345
SNYDER	96,637	121,127	121,278	21	9,736	8	13,931	37	22,495	33	25,381	24	8,904	11	1,895	19	3,163	58	11,916	5	1,502
SOMERSET	193,642	274,969	282,830	[illegible]	11,982	17	18,077	96	69,416	82	69,332	84	36,350	28	6,954	45	11,415	137	24,332	10	7,252
Somerset	47,625	70,132	72,717	7	1,302	3	2,755	12	16,093	12	7,402	14	15,728	12	5,282	6	1,998	20	9,748	4	4,883
SULLIVAN	9,089	9,562	9,219	5	371	3	644	12	3,274	2	1,373	7	844	2	122	4	200	26	1,491	1	298
SUSQUEHANNA	77,051	87,651	85,927	22	3,500	14	1,248	56	24,977	36	18,193	49	13,781	13	1,197	13	2,073	63	7,244	10	2,324
TIOGA	98,146	99,782	95,450	38	7,446	16	5,830	54	24,862	43	20,372	45	13,538	21	3,309	16	2,877	66	7,567	12	3,408
UNION	81,397	104,184	104,779	9	4,541	6	5,996	41	31,147	24	17,238	26	12,352	16	3,298	14	3,040	41	10,376	9	5,394
VENANGO	164,484	181,446	176,773	29	7,565	12	18,632	57	47,240	63	32,659	58	23,318	30	9,674	36	5,879	74	12,775	10	5,313
Franklin	60,431	65,590	63,666	13	3,547	4	5,636	15	18,545	22	9,456	16	6,452	11	4,401	13	2,087	25	4,758	1	1,052
Oil City	60,814	64,523	62,324	5	678	6	8,656	20	19,204	11	9,887	20	3,512	16	5,029	14	2,251	25	3,308	5	3,234
WARREN	299,539	367,539	366,785	27	4,708	10	8,937	50	27,988	34	22,910	45	15,417	29	6,936	24	2,848	76	9,211	9	4,446
Warren	250,187	313,682	315,165	11	3,092	4	3,809	20	15,978	12	8,743	19	6,940	23	6,531	13	2,251	38	5,673	6	3,075
WASHINGTON	678,395	884,765	893,725	88	40,220	40	104,438	270	215,151	143	183,701	228	123,185	125	38,775	119	34,995	361	62,269	42	19,328
Charleroi	59,115	76,517	77,158	6	697	5	11,061	19	16,144	10	17,584	12	3,925	29	10,590	15	3,577	22	3,439	5	1,410
Donora	10,715	14,833	15,657	3	517	2	707	19	5,967	2	1,110	7	2,281	3	243	6	796	19	1,445	4	1,179
Monongahela	35,506	45,771	47,824	2	634	1	789	20	18,002	13	13,251	11	3,320	8	1,460	10	1,201	23	2,568	3	1,049
Washington	187,764	243,222	245,269	20	7,239	8	29,305	57	71,408	29	30,632	40	25,191	31	11,717	25	12,442	84	22,989	13	8,837
WAYNE	96,480	125,591	126,806	33	9,295	20	8,702	56	37,631	35	16,038	49	17,368	11	2,922	27	2,633	90	8,502	10	5,168
WESTMORELAND	1,161,755	1,841,467	1,942,947	186	118,508	62	286,133	455	460,457	259	348,340	344	199,653	224	81,426	202	77,110	597	160,687	85	53,776
Arnold	10,989	19,025	20,633	2	1,027	1	343	15	9,105	3	2,790	5	2,372			3	515	15	1,480	2	722
Greensburg	171,047	291,008	311,285	30	19,324	8	39,407	52	79,373	31	30,153	37	19,161	54	23,649	40	23,140	89	32,764	13	8,269
Irwin	62,983	77,862	77,718	6	509	3	4,026	13	28,791	9	16,658	14	8,894	12	3,244	11	1,728	22	3,907	3	1,828
Latrobe	82,146	128,789	135,374	16	8,530	5	14,570	35	40,981	25	16,134	25	11,787	26	7,226	16	6,992	38	12,065	8	6,428
Monessen	31,600	38,869	38,762	4	2,568	3	2,925	24	13,750	8	5,755	9	3,271	8	2,419	5	2,177	21	1,907	3	1,134
New Kensington	95,302	118,934	118,979	7	2,661	5	21,249	30	21,570	16	21,547	23	12,880	19	8,422	16	7,137	55	7,089	9	7,097
Vandergrift	31,443	49,506	53,119	7	4,991	2	927	16	5,508	11	16,723	6	3,626	13	4,698	10	3,762	19	3,647	7	2,877
WYOMING	65,503	85,508	86,369	14	7,787	9	5,323	36	30,267	23	13,367	27	7,511	10	1,177	10	1,914	50	4,845	4	3,013
YORK	985,058	1,535,152	1,611,705	127	76,317	62	223,372	336	391,010	263	246,257	224	135,664	161	62,269	225	72,809	416	130,483	57	36,563
Hanover	159,842	247,158	259,037	10	12,709	10	14,981	32	53,753	40	39,006	21	11,714	37	13,483	30	11,575	57	15,847	5	5,206
York	157,659	236,291	245,967	26	18,921	14	24,992	70	46,688	46	41,952	31	20,134	39	14,184	60	13,002	119	23,163	12	9,133

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RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,802,147	3,781,457	3,852,605	323	160,813	184	433,029	1,107	936,037	538	523,824	697	352,563	567	183,586	513	127,032	1,829	382,508	232	133,326
STANDARD METROPOLITAN STATISTICAL AREAS																					
Fall River, Mass.-R.I.	442,822	551,977	543,305	48	21,135	66	70,458	212	138,103	119	52,286	115	45,532	84	27,187	82	22,073	291	54,893	46	19,675
New London-Norwich, Conn.-R.I.	880,311	1,368,287	1,456,746	102	52,377	55	178,426	260	363,041	143	234,284	206	137,624	182	48,847	181	56,760	482	124,456	63	45,829
Providence-Warwick-Pawtucket, R.I.-Mass.	2,769,505	3,660,236	3,636,902	320	133,777	165	454,802	1,054	900,480	530	505,918	672	325,847	526	168,026	495	121,022	1,716	341,175	225	120,343
COUNTIES, Cities																					
BRISTOL	96,335	123,926	124,744	22	6,648	6	1,892	52	38,574	28	23,310	26	9,612	27	7,073	32	4,047	68	10,806	13	5,964
KENT	605,187	758,156	759,286	54	22,514	21	180,357	167	167,330	96	97,165	111	57,391	98	42,066	84	16,037	268	65,617	30	20,020
West Warwick	68,787	97,795	100,574	5	5,529	4	3,441	34	35,303	13	17,804	22	13,146	7	1,412	10	2,207	55	7,717	5	1,044
NEWPORT	216,733	351,861	372,951	27	23,501	18	27,045	75	83,413	54	46,816	49	28,616	51	10,739	40	7,694	177	56,317	20	14,647
Newport	87,009	157,920	171,198	11	12,821	11	14,413	27	35,623	9	12,839	13	9,120	35	15,428	21	3,636	91	34,970	11	7,599
PROVIDENCE	1,607,816	2,117,981	2,143,655	189	77,062	118	195,990	706	531,833	305	299,070	433	203,309	334	102,612	302	83,797	1,114	195,887	151	78,792
Central Falls	28,847	35,096	34,891	3	504	3	227	28	12,281	9	2,085	9	2,792	3	119	9	2,184	53	6,968	7	1,953
Pawtucket	233,759	313,296	296,418	27	9,888	12	19,795	78	65,000	45	49,170	50	21,283	37	13,289	34	16,349	120	16,449	30	11,537
Providence	464,217	633,560	645,765	44	35,361	40	63,346	249	119,321	68	86,193	117	52,540	126	41,714	96	24,961	387	60,617	46	28,508
Woonsocket	125,742	151,077	149,797	16	6,134	13	11,857	53	36,275	24	21,972	27	8,701	29	8,792	29	7,062	91	14,126	9	6,559
WASHINGTON	276,076	429,533	451,969	31	31,088	21	27,745	107	114,087	55	57,463	78	53,635	57	13,106	55	15,437	202	53,881	18	13,903
Westerly	91,240	146,780	155,041	13	10,992	6	10,818	36	41,072	14	10,523	19	13,504	34	7,455	25	5,158	61	13,712	8	6,777

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,350,289	12,766,171	13,226,305	1,180	735,745	1,020	1,490,867	5,008	3,476,622	2,545	2,299,324	3,001	1,379,378	1,999	619,658	1,929	519,312	3,796	1,031,285	740	430,395
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anderson, S.C.	409,415	554,607	567,050	46	32,683	45	77,096	226	142,278	147	111,729	158	52,185	100	21,496	100	25,272	146	35,549	33	17,441
Augusta, Ga.-S.C.	927,931	1,262,011	1,279,555	115	64,018	59	176,589	377	310,952	233	236,929	242	118,383	160	63,922	177	45,833	390	104,883	68	37,768
Charleston-North Charleston, S.C.	1,122,329	1,657,853	1,510,642	126	83,311	93	207,156	490	401,039	252	265,547	296	142,529	244	68,337	230	54,902	454	124,243	82	47,892
Columbia, S.C.	1,245,430	2,092,290	2,254,528	151	115,378	98	317,996	511	544,537	210	399,818	321	233,487	230	104,351	227	83,129	491	193,096	72	59,668
Florence, S.C.	352,246	513,225	533,073	55	35,742	44	72,018	253	119,576	104	98,466	114	60,441	98	32,673	87	24,247	135	32,182	29	14,518
Greenville-Spartanburg, S.C.	1,743,806	2,682,702	2,831,232	229	156,472	151	336,066	680	713,459	584	477,172	580	310,004	362	117,326	381	111,505	752	241,356	156	87,560
Rock Hill, S.C.	263,596	429,435	456,970	29	23,588	35	52,832	158	126,691	90	77,779	89	42,479	60	21,170	66	17,211	102	42,702	24	17,091
COUNTIES, Cities																					
ABBEVILLE	33,713	44,494	45,233	4	1,048	11	2,678	38	19,657	20	6,781	29	3,911	11	1,327	16	1,479	23	2,143	7	2,621
AIKEN	257,254	382,071	398,545	41	16,900	20	37,271	161	122,860	91	72,284	106	48,353	49	18,948	56	11,052	108	22,029	23	15,774
Aiken	83,538	115,973	119,205	14	5,479	9	7,739	42	32,658	31	20,203	30	8,905	23	11,762	17	4,092	36	7,700	8	6,250
ALLENDALE	19,646	35,813	39,019	4	1,221	7	799	16	12,761	7	4,556	27	8,393	7	1,544	6	1,305	16	2,788	4	2,179
ANDERSON	409,415	554,607	567,050	46	32,683	45	77,096	226	142,278	147	111,729	158	52,185	100	21,496	100	25,272	146	35,549	33	17,441
Anderson	259,795	344,315	350,382	25	17,742	21	66,131	102	67,441	82	67,331	61	23,035	71	18,880	62	15,804	83	24,070	19	7,191
BAMBERG	29,905	41,057	42,097	6	3,206	17	4,754	40	15,008	13	4,832	24	3,806	9	2,445	9	1,457	25	2,026	4	1,623
BARNWELL	43,240	62,498	64,786	10	2,352	10	2,755	35	25,040	17	14,107	18	5,745	15	2,757	21	3,090	21	2,235	6	1,920
BEAUFORT	154,413	353,710	404,254	24	21,666	20	32,945	78	97,410	34	57,224	45	37,143	51	22,496	50	27,859	82	38,624	10	11,187
Beaufort	64,401	147,073	163,611	11	7,169	7	26,501	22	38,827	15	26,122	18	7,418	22	8,966	20	7,131	29	14,103	7	6,907
BERKELEY	85,488	136,689	144,825	19	6,347	17	6,694	88	65,406	40	14,057	45	17,537	19	3,121	24	4,540	52	8,183	9	5,050
CALHOUN	14,639	21,815	22,767	3	1,777	2	514	26	7,446	6	4,824	10	1,204	3	1,734	6	1,144	8	780	3	1,163
CHARLESTON	932,939	1,298,878	1,115,367	86	64,469	60	181,434	337	256,145	183	192,655	206	96,999	204	59,600	178	40,446	371	104,880	64	34,957
Charleston	376,055	510,545	522,198	18	24,035	28	81,675	124	109,593	43	82,484	61	41,513	106	38,658	74	26,633	151	56,608	28	14,174
CHEROKEE	103,972	191,834	209,532	16	10,666	23	11,915	80	61,584	35	33,450	37	22,017	27	25,494	22	5,975	60	16,737	8	8,281
CHESTER	65,006	83,112	83,913	8	2,456	15	5,143	54	26,975	17	14,951	39	11,059	18	4,711	18	2,912	28	5,811	8	4,138
CHESTERFIELD	78,152	126,076	133,829	16	5,653	17	8,287	115	45,850	60	25,065	46	10,869	27	4,426	25	4,181	49	6,263	16	7,011
CLARENDON	57,354	88,254	92,722	14	6,988	14	5,784	66	27,689	20	13,025	39	19,036	15	2,733	13	1,657	36	5,312	8	3,408
COLLETON	58,888	78,299	79,745	10	4,562	10	7,665	57	28,032	23	6,983	39	8,967	19	3,629	12	3,070	30	5,033	9	3,821
DARLINGTON	127,119	183,939	190,807	22	6,624	26	16,267	139	58,460	79	24,260	57	22,320	30	7,616	32	6,244	84	13,131	16	7,872
DILLON	69,904	103,852	108,308	13	4,969	15	6,502	93	32,644	26	13,977	34	17,467	27	4,284	22	3,613	33	3,548	11	4,322
DORCHESTER	103,902	222,286	250,450	21	12,495	16	19,028	65	79,488	29	58,835	45	27,993	21	5,616	28	9,916	31	11,180	9	7,885
EDGEFIELD	36,046	58,562	62,245	7	2,552	5	1,380	27	13,329	13	26,975	21	5,611	13	2,614	9	2,969	16	910	4	2,194
FAIRFIELD	36,474	40,620	39,811	5	771	13	2,497	48	15,670	14	5,679	22	5,495	7	1,532	5	753	24	1,685	4	1,619
FLORENCE	352,246	513,225	533,073	55	35,742	44	72,018	253	119,576	104	98,466	114	60,441	98	32,673	87	24,247	135	32,182	29	14,518
Florence	216,572	320,530	334,039	18	12,002	16	48,233	89	68,478	43	65,188	50	31,422	69	28,510	50	15,850	79	22,162	19	11,183
GEORGETOWN	107,241	165,743	174,379	21	10,919	17	10,694	76	49,012	39	33,273	38	16,444	36	10,168	24	6,601	65	14,751	14	6,220
GREENVILLE	952,164	1,610,643	1,734,624	130	100,658	73	229,277	328	428,774	302	277,794	289	176,930	195	64,418	214	67,389	397	142,934	81	49,238
Greenville	445,880	607,139	621,533	50	24,445	24	127,026	113	102,482	91	101,168	96	41,053	109	37,659	104	35,742	183	54,368	30	22,223
GREENWOOD	178,976	216,263	215,749	30	12,533	20	20,770	93	55,030	48	29,943	66	21,188	51	8,920	40	11,162	74	13,039	17	7,586
Greenwood	146,945	175,041	174,076	22	11,940	15	20,423	59	34,176	38	23,453	48	17,245	41	8,256	33	8,424	56	10,867	13	6,139
HAMPTON	43,080	70,789	75,140	15	6,246	13	6,296	34	25,350	20	11,915	33	9,608	15	3,444	17	3,213	17	2,287	4	2,078
HORRY	397,573	619,529	653,185	48	46,410	61	85,969	199	131,923	88	104,215	102	39,965	122	37,495	78	24,010	281	91,809	26	21,556
Myrtle Beach	195,527	323,080	344,799	17	22,472	21	61,459	50	61,641	35	36,018	28	18,735	64	23,300	36	11,452	160	63,361	10	10,773
JASPER	31,353	57,625	62,891	8	7,844	2	68	25	13,086	9	6,796	20	15,099	4	319	9	1,066	17	6,666	2	2,451
KERSHAW	96,041	130,895	134,040	21	9,402	17	12,500	91	42,678	46	24,212	47	15,344	20	2,160	29	5,492	71	8,069	12	3,168
Camden	67,915	89,790	91,324	12	7,910	7	10,861	41	23,017	27	20,695	25	7,566	16	2,061	15	4,223	37	4,215	8	1,923
LANCASTER	112,081	158,765	163,932	17	10,574	16	17,283	102	50,564	54	27,011	43	15,349	31	6,619	36	7,997	45	8,308	12	6,851

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAURENS	105,064	141,577	144,615	18	6,034	19	16,630	79	41,786	42	29,222	57	15,781	20	5,111	26	4,109	55	9,298	15	4,917
LEE	23,103	34,083	35,490	6	992	10	2,231	34	14,184	21	6,144	11	2,536	6	1,382	6	882	14	3,298	3	607
LEXINGTON	324,517	584,784	635,612	64	36,427	38	45,250	184	198,584	97	118,532	120	74,737	50	17,840	62	19,051	138	57,521	25	15,284
MCCORMICK	9,174	11,354	11,383	3	174	1	14	42	6,584	5	942	7	1,636	2	59	5	201	10	456	2	925
MARION	73,339	100,340	102,792	10	2,198	18	8,382	99	37,085	36	16,290	37	9,830	29	3,517	22	4,970	34	3,968	9	4,626
MARLBORO	54,260	75,065	77,090	7	2,952	14	5,355	88	28,480	28	14,917	34	7,427	15	2,359	19	2,699	38	4,366	7	3,000
NEWBERRY	83,961	116,337	119,519	14	5,148	14	8,116	69	33,158	31	28,078	47	16,014	23	4,547	19	5,525	33	5,420	10	4,704
OCONEE	111,773	181,822	193,363	22	11,982	14	13,880	94	60,718	46	33,501	47	16,678	37	8,924	33	8,532	57	9,626	14	9,054
ORANGEBURG	222,009	308,742	317,683	38	21,949	37	29,811	149	75,566	58	61,348	97	41,689	54	12,828	37	10,913	118	21,617	21	10,603
Orangeburg	140,636	207,071	215,534	19	16,433	14	20,181	53	54,141	41	46,009	40	11,847	34	11,573	32	7,952	65	17,194	10	7,919
PICKENS	179,186	212,906	211,650	30	13,153	20	13,880	94	63,605	65	38,106	77	22,737	43	10,240	47	8,360	91	21,846	18	8,898
RICHLAND	920,913	1,307,506	1,618,916	87	78,951	60	272,746	327	345,953	113	281,266	201	138,750	180	86,511	165	64,078	353	135,575	47	44,384
Columbia	487,526	600,316	601,350	37	28,151	30	106,131	147	81,422	58	133,486	90	42,600	107	34,918	91	33,632	196	52,805	29	22,872
SALUDA	24,025	34,834	36,139	7	2,280	6	1,491	36	14,104	15	6,173	17	4,840	7	698	9	972	14	1,089	5	1,998
SPARTANBURG	612,456	859,153	884,958	69	42,661	58	92,909	258	221,080	217	161,272	214	110,337	124	42,668	130	35,756	264	76,574	57	29,424
Spartanburg	380,586	535,866	552,400	26	14,337	24	61,163	86	121,122	85	108,974	94	61,957	77	34,187	61	22,311	153	54,743	34	20,391
SUMTER	225,804	355,600	375,846	33	28,635	25	31,781	141	89,251	61	74,922	71	37,732	50	26,290	53	18,830	70	22,285	13	9,992
Sumter	185,743	303,242	322,741	27	25,600	17	31,029	100	80,965	45	49,823	57	29,912	48	26,221	49	18,429	54	19,671	12	9,692
UNION	64,992	71,191	69,540	12	5,839	10	4,078	49	23,385	16	8,686	37	8,562	26	3,882	15	1,742	31	3,652	10	3,705
Union	54,048	58,430	56,909	10	5,692	8	3,761	30	15,016	13	8,283	24	6,717	21	3,840	13	1,649	22	3,179	8	3,419
WILLIAMSBURG	63,093	89,499	92,401	11	3,049	15	5,198	77	26,583	20	22,252	39	11,133	29	5,093	19	3,370	29	3,098	7	3,051
YORK	263,596	429,435	456,970	29	23,588	35	52,832	158	126,691	90	77,779	89	42,479	60	21,170	66	17,211	102	47,702	24	17,091
Rock Hill	187,999	316,119	338,563	15	15,685	15	47,065	94	91,769	54	53,259	45	27,577	41	17,628	48	12,663	58	32,019	11	12,280

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,184,066	3,061,945	3,134,898	598	251,841	201	263,908	776	632,725	531	564,351	861	417,242	319	143,162	323	120,322	1,580	302,932	206	121,764
STANDARD METROPOLITAN STATISTICAL AREAS																					
Sioux Falls, S.D.	494,101	700,017	717,858	65	45,679	15	87,044	81	109,166	69	126,297	97	106,506	91	34,255	108	27,089	230	66,060	28	40,247
COUNTIES, Cities																					
AURORA	4,225	5,505	5,536	6	511	2	118	7	1,228	1	140	7	1,572			2	105	6	506		
BEADLE	68,213	97,206	99,713	19	6,227	5	6,268	25	19,292	21	24,728	23	11,639	19	6,367	22	3,852	48	7,369	4	7,389
Huron	62,515	92,627	94,943	15	5,786	4	5,989	19	18,610	21	24,728	18	9,746	19	6,367	20	3,776	41	7,135	4	7,389
BENNETT	8,099	10,896	11,036	5	268	2	78	5	2,375	3	3,166	5	2,088	2	153	2		6	801	2	1,247
BON HOMME	17,371	21,002	20,788	12	1,906	5	333	19	4,939	9	3,285	12	4,048	6	272	8	1,085	24	1,757	2	751
BROOKINGS	70,553	102,608	105,765	20	10,495	6	4,179	18	23,436	15	16,180	24	11,866	22	6,660	16	3,811	58	12,746	6	5,909
Brookings	65,410	94,800	97,926	12	8,986	4	3,706	10	21,570	13	15,460	17	10,671	22	6,660	14	3,653	39	11,766	6	5,909
BROWN	157,250	215,395	219,115	26	16,137	9	26,863	36	44,451	34	41,559	35	18,567	32	11,580	35	12,710	80	22,031	12	8,261
Aberdeen	142,001	192,926	195,905	19	11,834	8	26,592	27	41,245	26	33,969	22	14,784	30	11,514	32	12,611	61	19,689	10	8,135
BRULE	23,939	34,237	35,143	8	2,525	2	851	9	4,669	5	5,283	17	11,384	6	1,126	4	443	26	3,720	2	961
BUFFALO	221	661	792					1	301			3	378					2	63		
BUTTE	28,726	38,040	38,407	7	2,610	4	2,112	12	10,650	10	6,050	14	5,603	15	2,956	5	302	21	2,612	3	1,000
Belle Fourche	24,358	30,844	32,141	5	2,210	3	1,829	8	8,747	8	5,400	9	4,531	15	2,956	4	270	19	2,478	3	1,000
CAMPBELL	2,684	4,684	5,021	1	278	1	132	5	1,744	1	992	2	636	1	34	1		9	853		
CHARLES MIX	17,780	25,591	26,307	14	2,792	2	542	14	7,706	6	3,530	15	3,212	4	377	5	595	25	3,162	4	1,146
CLARK	8,645	12,088	12,348	6	1,307			11	2,026	5	4,101	7	749	3	254	3	317	14	1,731	2	1,037
CLAY	26,959	31,471	30,914	5	1,561	4	1,340	9	6,067	6	4,480	14	2,213	9	1,645	9	2,965	31	4,354	4	1,508
CODINGTON	91,227	126,495	129,018	15	8,819	8	14,259	13	26,140	19	26,297	25	13,100	17	6,786	26	6,421	45	10,683	5	4,202
Watertown	90,242	124,577	126,914	14	8,769	8	14,259	11	25,802	18	26,181	21	12,241	17	6,786	24	6,379	36	10,046	5	4,202
CORSON	5,756	7,774	7,883	3	735	2	152	4	2,246	2	162	4	978	1	217	2	184	10	787	2	42
CUSTER	13,484	17,797	17,955	3	930	1	230	7	3,997	2	2,811	8	2,771	1	374	3	95	29	3,894	2	25
DAVISON	87,477	108,236	107,699	19	11,832	7	10,646	17	24,543	22	17,617	30	10,943	20	6,917	10	3,456	40	9,397	5	1,818
Mitchell	86,008	105,626	104,891	17	10,925	6	10,606	14	24,358	21	17,582	26	10,204	20	6,917	10	3,456	36	9,355	5	1,818
DAY	14,919	20,542	20,917	6	749	4	609	9	4,953	7	6,362	12	1,688	4	745	6	449	21	2,108	4	1,233
DEUEL	5,433	8,386	8,754	2	1,169	3	345	9	1,360	2	1,461	6	1,095	4	415	4	409	18	1,925	2	78
DEWEY CO	8,793	11,681	11,799	3	228	3	402	9	4,794	3	1,494	9	2,828	2	146	1	455	9	1,047		
DOUGLAS	7,133	10,607	10,981	6	1,169	1	593	7	2,783	5	2,485	8	2,096	2	127	2	233	9	789	1	106
EDMUNDS	9,002	12,954	13,315	7	1,561	2	110	11	3,874	4	3,588	5	1,078	3	171	4	520	13	1,144	3	450
FALL RIVER	26,493	31,496	31,061	7	1,981	4	1,311	12	6,850	15	5,462	14	4,469	9	1,296	6	1,279	25	3,307	3	892
FAULK	4,950	5,654	5,528	3	559	1	116	7	1,663	5	1,040	6	542	2	43	1	26	11	614	2	399
GRANT	22,450	33,174	34,304	9	1,716	2	1,071	9	5,435	6	6,904	11	7,624	9	1,497	8	1,630	20	3,455	3	1,097
GREGORY	17,135	23,538	23,954	12	1,906	3	1,260	12	6,590	6	3,912	9	5,393	5	492	3	555	20	1,559	3	860
HAAKON	8,955	17,037	18,604	3	613	1	624	6	3,526	3	7,871	5	1,569	2	764	2	455	10	2,239	2	169
HAMLIN	8,051	12,405	12,941	10	1,771			11	3,069	2	324	10	5,395	1	57	3	84	13	1,011	2	391
HAND	14,445	19,369	19,603	7	2,101	2	356	9	4,912	3	4,977	5	3,638	9	869	5	288	9	1,102	3	313
HANSON	2,937	4,271	4,398	1	389	1	6	3	545	1		6	2,450			3	177	8	574		
HARDING	2,523	3,567	3,652	2	318	2	121	3	822	1	630	2	827	1	332	1	290	6	251	1	61
HUGHES	59,041	75,074	75,131	10	4,533	5	2,233	9	20,277	10	12,548	16	8,049	17	5,883	13	3,154	31	6,579	4	1,492
Pierre	56,704	69,254	71,765	9	4,214	3	1,611	9	20,277	10	12,548	11	6,720	16	5,638	13	3,154	29	6,278	4	1,492
HUTCHINSON	21,314	28,385	28,695	12	3,434	3	575	15	5,577	9	2,743	17	6,582	5	639	4	416	21	1,909	6	3,441
HYDE	3,149	4,726	4,903	3	664			4	1,645	1	388	3	1,134	2	226	2	409	6	157		
JACKSON	7,608	12,366	13,052	3	396	1	399	7	1,129	1	727	10	7,774			1		5	883		
JERAULD	4,388	6,933	7,274	3	686	2	84	5	2,116	2	155	3	1,692	2	201			5	543	2	356
JONES	9,494	10,762	10,501			1	468	4	1,508	4	2,940	9	4,609	1		1		4	688	1	
KINGSBURY	13,902	19,210	19,578	11	1,720	5	310	16	5,725	8	2,915	11	2,556	3	318	5	1,021	20	1,741	4	1,154
LAKE	32,147	39,347	39,045	11	3,013	4	1,434	9	7,949	13	10,307	17	4,589	13	2,355	6	971	28	3,627	3	1,777
Madison	30,470	35,789	36,853	5	2,164	4	1,434	7	7,807	12	10,243	13	4,053	13	2,355	5	958	23	3,327	3	1,777

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	53,926	103,011	112,598	19	10,192	7	4,426	21	29,530	12	18,964	24	9,475	23	7,514	12	2,770	58	15,193	6	2,843
Deadwood	14,542	27,639	30,239		2,869		2,503		3,473		10,376		2,919		1,257		953		2,344		642
Lead	8,713	17,106	18,785	2	893	2	1,402	7	6,354	4	837	5	780	6	1,408	3	682	16	3,985	2	726
LINCOLN	21,439	39,698	30,276	16	2,908	2	574	16	6,458	10	4,070	16	6,288	9	1,041	10	767	22	3,994	6	1,605
LYMAN	8,503	10,800	10,804	3	325			7	4,224	2	1,010	12	3,895	1				11	689	1	332
MCCOOK	12,712	17,206	17,449	9	2,693	1	181	13	2,497	6	2,589	13	6,135	2	125	1	60	14	1,557	1	283
MCPHERSON	6,185	8,049	8,093	4	1,010	1	132	6	2,475	2	880	7	884	4	283	2	99	5	523	3	326
MARSHALL	12,247	16,128	16,260	10	2,308	5	548	10	3,064	7	4,087	10	2,201	3	275	3	195	19	1,980	3	549
MEADE	39,280	53,995	54,939	10	4,614	5	2,433	21	20,101	12	7,563	13	8,784	11	2,357	9	727	23	3,161	4	1,673
MELLETTE	1,456	2,068	2,121			2	78	1	448			3	444	1		4	85	3	52	1	498
MINER	7,007	11,984	12,791	5	2,131	2	91	8	2,773	2	2,329	6	1,600			2	131	17	1,612	1	109
MINNEHAHA	494,101	700,017	717,858	65	45,679	15	87,044	81	109,166	69	126,297	97	106,506	91	34,255	108	27,089	230	66,060	28	40,247
Sioux Falls	420,344	575,490	585,348	45	27,926	12	85,140	59	89,118	58	86,378	64	76,839	79	28,260	100	26,079	193	58,372	23	39,280
MOODY	13,677	25,220	27,354	7	3,221	2	461	6	5,007	5	9,268	10	2,680	5	668	4	171	16	2,036	4	1,029
PENNINGTON	323,573	466,105	479,475	48	45,625	13	65,848	51	83,095	66	93,919	76	34,401	39	19,647	51	27,736	154	51,406	12	8,416
Rapid City	304,343	443,424	457,142	45	45,083	11	62,725	39	80,034	64	93,896	60	30,087	57	19,588	50	27,654	120	47,034	10	7,407
PERKINS	13,495	16,237	16,052	9	1,963	1	251	8	4,270	4	1,298	8	1,919	6	1,001	4	787	11	1,230	1	537
POTTER	8,984	13,428	13,921	6	1,663	3	931	8	4,355	3	2,161	4	630	1	478	4	494	14	1,398	3	1,089
ROBERTS	20,660	28,175	28,626	11	4,074	3	2,360	17	5,038	4	3,276	19	7,063	2	218	7	698	31	3,304	3	1,255
SANBORN	2,590	3,704	3,803	3	344	1	49	4	733	2	230	4	381	1	32	2	232	7	509		
SHANNON	4,863	4,910	4,671					8	3,001			5	1,477						44		
SPINK	20,036	25,212	25,168	7	1,373	2	867	13	3,343	7	4,645	11	4,854	5	795	7	507	27	2,747	2	901
STANLEY	4,815	5,606	5,504	1	567			5	2,539	1	324	1	747	1	37			5	811		
SULLY	7,872	8,210	7,866	2	750			3	1,177	2	2,293	5	1,271	1	53	1	104	3	741	1	43
TODD	8,476	13,770	14,535	2	726	1	285	3	7,094			5	3,890	1		1		6	617		
TRIPP	26,157	34,159	34,384	10	2,047	4	2,081	10	7,204	8	6,138	10	6,185	7	1,870	6	1,511	12	2,014	3	1,189
TURNER	17,851	33,516	36,494	9	3,072	7	1,973	21	8,167	6	9,199	14	3,456	5	398	15	967	21	2,460	5	1,751
UNION	15,221	21,818	22,406	7	2,192	3	289	9	3,181	5	1,519	13	7,708	2	142	6	1,067	20	3,373	2	505
WALWORTH	31,614	36,502	35,761	13	3,679	2	1,202	8	5,156	10	10,657	10	4,272	9	2,087	12	815	21	2,674	4	1,593
1WASHABAUGH																					
YANKTON	68,453	99,044	101,945	21	8,784	7	11,094	17	23,446	14	11,821	25	10,433	15	7,592	20	4,148	41	8,842	7	4,595
Yankton	63,085	91,139	93,774	18	7,451	6	9,409	15	20,473	14	11,821	22	9,481	15	7,592	20	4,148	37	8,426	6	3,899
ZIEBACH	2,000	2,203	2,292	1	90	2		1	251			1	239					2	187	1	671

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,709,641	20,096,897	20,703,821	1,793	1,073,707	1,325	2,557,657	6,849	4,968,716	3,702	4,139,935	4,090	2,114,362	2,927	877,233	2,801	813,445	5,884	1,672,742	1,125	645,471
STANDARD METROPOLITAN STATISTICAL AREAS																					
Chattanooga, Tenn.-Ga.	1,339,964	1,819,137	1,839,595	156	89,994	107	244,193	523	440,276	313	342,530	432	212,921	220	76,169	262	67,105	539	144,452	109	54,928
Clarksville-Hopkinsville, Tenn-Ky	453,433	498,782	482,957	47	32,600	43	69,520	160	94,437	121	115,931	140	40,026	91	16,435	103	21,774	196	37,849	28	12,330
Johnson City-Kingsport-Bristol, Tenn.-Va.	1,267,612	2,020,098	2,080,693	171	138,470	117	261,072	628	474,209	352	401,650	367	184,493	251	81,852	261	72,490	429	137,888	85	90,684
Knoxville, Tenn.	1,655,467	2,307,199	2,346,603	188	144,562	101	364,064	565	508,942	399	437,335	391	230,352	260	90,759	318	94,830	611	189,548	113	74,425
Memphis, Tenn.-Ark.-Miss.	2,949,115	4,616,693	4,818,745	243	161,051	193	679,792	1,062	1,139,697	506	934,698	639	491,847	319	236,282	491	203,568	1,119	392,808	167	150,323
Nashville-Davidson, Tenn.	2,897,312	4,194,282	4,304,127	291	172,918	175	540,599	992	965,994	564	933,690	675	443,440	542	175,367	498	165,407	1,110	394,264	219	127,041
COUNTIES, Cities																					
ANDERSON	214,187	302,352	308,348	25	14,425	24	48,394	77	80,491	48	68,167	56	29,588	33	6,723	40	8,848	75	17,572	19	10,371
Oak Ridge	144,870	196,253	198,716	12	6,616	12	44,150	27	46,389	18	41,739	22	11,755	18	4,661	23	6,665	43	11,735	9	6,223
BEDFORD	65,701	81,772	81,115	9	3,616	5	6,276	45	22,815	29	17,034	28	6,959	19	3,070	18	4,797	32	5,280	7	2,702
Shelbyville	63,820	79,851	79,292	9	3,616	4	6,221	34	21,500	28	16,992	25	6,768	19	3,070	18	4,797	30	5,168	7	2,702
BENTON	33,805	48,954	50,200	9	2,751	4	1,663	33	14,202	15	13,050	19	8,602	16	1,846	13	1,923	19	2,378	4	1,597
BLEDSOE	12,652	15,182	14,939	4	648	8	568	15	3,994	5	3,450	7	1,666	3	855	6	616	10	661	2	677
BLOUNT	230,180	328,072	335,380	26	35,522	15	46,242	93	77,133	72	85,310	56	24,217	28	8,543	49	11,243	88	21,290	15	12,813
Alcoa	114,056	167,849	172,469	10	24,030	8	33,201	11	35,456	15	49,189	7	3,074	13	5,507	11	2,035	28	12,337	3	4,462
Maryville	96,596	138,105	141,229	12	8,004	6	12,712	56	37,491	43	28,970	36	18,671	12	3,026	35	8,523	44	7,063	11	7,220
BRADLEY	233,184	306,400	307,572	28	24,491	19	36,732	89	73,349	83	81,460	57	26,432	51	9,386	52	10,334	75	21,865	12	7,512
Cleveland	220,393	290,887	292,271	25	24,090	19	36,732	82	66,087	76	80,696	48	23,041	49	9,281	49	9,859	71	19,423	12	7,512
CAMPBELL	84,880	129,649	134,499	12	4,639	13	6,275	69	37,821	26	26,109	38	23,187	13	3,497	18	3,443	54	13,222	9	4,037
CANNON	18,380	23,705	23,694	3	591	4	1,314	29	9,203	6	7,093	4	526	5	501	6	1,072	4	575	3	489
CARROLL	63,560	82,402	82,472	18	5,094	15	6,370	61	20,781	31	20,004	39	11,573	32	3,218	18	3,661	39	3,963	11	2,572
CARTER	91,131	120,841	121,625	14	8,660	18	14,852	67	38,017	50	19,197	34	11,490	24	4,702	24	4,298	37	9,051	11	4,371
Elizabethton	81,315	110,258	111,452	9	8,300	12	12,486	49	33,545	36	18,109	28	10,314	22	4,641	19	4,125	34	8,237	10	4,349
CHEATHAM	29,734	38,706	38,771	6	3,296	4	893	34	16,240	10	7,870	12	4,441	6	556	7	268	19	2,077	3	786
CHESTER	28,539	34,483	33,978	5	2,370	4	735	27	10,270	12	10,000	9	2,081	10	2,079	7	1,288	22	2,483	4	972
CLAIBORNE	39,815	56,099	57,181	12	6,151	12	2,629	51	14,832	24	7,462	27	7,013	9	824	17	3,344	21	2,847	4	3,690
CLAY	7,853	11,355	11,640	4	1,273	9	480	15	4,305	5	245	9	2,002	4	137	3	282	9	802	2	296
COCKE	70,770	101,836	104,268	14	6,277	10	9,351	73	33,251	40	15,482	37	17,893	17	3,046	14	3,043	45	6,610	8	3,932
COFFEE	112,408	223,144	233,343	20	13,109	17	24,195	70	38,037	44	49,623	40	28,510	34	13,763	29	10,155	67	29,171	14	11,648
CROCKETT	25,649	36,144	36,839	9	2,264	7	806	47	12,858	11	9,924	19	3,235	12	841	10	1,097	13	1,069	6	1,509
CUMBERLAND	69,891	125,384	134,704	15	10,083	11	8,984	53	34,262	29	24,470	39	24,060	17	5,196	14	2,550	42	9,601	7	3,476
DAVIDSON	2,032,062	2,880,145	2,940,354	141	81,623	86	465,188	498	595,870	309	625,357	381	276,098	315	118,570	320	124,221	746	296,889	130	81,816
Nashville	1,941,226	2,775,917	2,838,809	134	78,210	80	432,723	480	590,611	290	623,163	360	264,409	274	101,133	298	119,855	719	286,042	126	79,062
DECATUR	23,608	33,394	34,063	4	2,502	9	1,838	19	9,642	10	9,133	14	3,971	12	916	9	2,032	23	1,640	2	669
DE KALB	29,591	45,087	46,751	14	1,781	6	1,154	34	15,122	12	15,835	15	3,750	14	1,608	9	2,330	13	2,037	3	1,619

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS*)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DICKSON	81,776	122,693	139,508	13	5,703	8	8,710	65	45,861	23	25,269	37	12,664	24	6,311	15	6,603	48	7,919	9	3,013
DYER	107,833	140,400	140,984	18	8,070	10	10,691	67	33,261	36	35,230	40	13,562	34	8,578	25	5,102	38	8,195	11	3,719
Dyersburg	88,172	121,998	123,835	13	7,773	6	10,414	48	29,057	26	26,383	28	12,411	30	8,454	24	5,034	29	7,230	9	3,495
FAYETTE	26,858	42,918	44,971	6	1,230	11	3,433	61	20,223	15	6,338	16	4,261	5	965	6	1,239	17	2,518	6	2,107
FENTRESS	28,294	45,716	48,012	6	2,927	8	4,252	40	17,309	16	3,864	14	7,006	10	3,630	10	1,669	9	1,045	2	1,712
FRANKLIN	71,469	103,648	108,823	16	16,999	11	6,388	66	29,463	29	17,467	31	9,850	17	2,854	21	4,120	44	6,489	10	2,796
GIBSON	120,335	155,986	156,133	30	8,037	26	13,830	114	41,363	51	38,241	58	19,373	61	7,330	32	5,197	71	6,867	17	6,034
Milan	32,439	39,724	41,181	7	2,337	6	4,389	18	8,722	12	10,011	16	5,682	21	2,176	5	1,185	17	2,590	4	2,118
GILES	61,659	99,638	104,639	12	5,301	13	4,002	64	28,079	21	15,971	37	16,430	26	5,193	13	5,223	46	6,304	9	4,641
GRAINGER	19,123	27,718	28,424	5	443	3	379	40	12,765	11	6,047	15	5,404			10	696	9	1,438	2	270
GREENE	126,593	181,822	186,108	18	14,065	17	20,627	95	48,673	37	28,204	48	19,139	20	6,799	24	6,032	54	13,921	13	7,134
Greeneville	114,615	165,513	169,608	15	13,768	14	20,207	62	42,694	31	26,242	36	12,746	19	6,575	22	5,702	48	13,277	13	7,134
GRUNDY	22,624	30,451	30,728	8	3,965	7	724	33	9,184	11	3,725	24	6,130	4	69	5	341	19	2,411	5	1,011
HAMBLEN	166,731	219,551	220,473	24	17,706	14	32,811	71	53,532	63	42,422	48	20,875	36	10,473	45	6,372	52	13,959	15	7,181
Morristown	163,106	215,420	216,453	24	17,706	14	32,811	60	50,416	63	42,422	43	20,504	35	10,374	45	6,372	50	13,776	15	7,181
HAMILTON	1,069,884	1,447,075	1,462,224	112	74,215	66	215,064	344	303,482	210	291,949	291	147,813	160	61,489	197	54,618	430	126,609	80	43,673
Chattanooga	766,891	1,005,349	1,008,425	57	48,264	40	141,249	201	168,432	134	267,969	160	80,452	95	47,004	115	36,259	305	84,676	55	29,161
HANCOCK	6,843	9,335	9,473	4		4	468	23	4,485	9	557	4	757	5	571	2	1,344	1	115	4	757
HARDEMAN	49,524	71,539	73,303	10	7,093	15	7,770	77	22,545	22	13,911	27	8,994	15	1,407	11	1,652	24	2,629	8	3,052
HARDIN	51,587	77,237	79,782	13	8,542	12	8,181	56	22,652	25	13,241	25	8,061	22	2,003	15	3,067	39	5,709	5	2,194
HAWKINS	58,303	104,219	111,889	14	5,826	10	5,717	64	45,279	22	19,802	32	11,115	12	3,035	13	3,284	32	6,738	10	4,303
HAYWOOD	41,745	59,734	61,085	6	2,798	14	6,027	43	18,833	14	11,766	16	6,870	19	1,875	18	3,407	27	5,146	5	1,715
HENDERSON	49,784	67,634	68,392	10	4,539	9	4,462	63	21,708	25	14,520	20	9,846	19	2,238	14	2,667	32	3,435	8	2,096
HENRY	74,548	110,877	114,361	12	8,909	11	12,465	52	27,389	23	19,098	24	9,773	29	5,970	18	3,725	54	9,343	10	4,552
Paris	70,620	101,808	108,047	10	8,582	9	11,965	30	24,691	21	18,732	22	9,594	29	5,970	17	3,680	41	8,132	8	4,352
HICKMAN	19,205	28,450	29,317	3	1,162	5	668	37	11,949	10	6,741	15	3,485	11	907	7	845	18	1,420	2	424
HOUSTON	8,135	13,329	14,039	3	1,507	2	194	10	7,423	8	719	4	1,836	2	381	5	181	13	1,089	2	330
HUMPHREYS	44,127	64,965	66,863	10	3,816	9	6,231	27	18,049	11	15,018	24	10,438	13	1,813	13	2,810	36	5,053	6	1,729
JACKSON	16,981	20,140	19,764	3	1,224	4	322	17	9,212	6	4,611	5	972	4	172	4	692	9	756	4	473
JEFFERSON	54,854	93,017	98,735	14	4,912	11	4,871	55	39,986	25	14,121	27	13,899	14	1,635	15	2,965	27	3,090	8	4,269
JOHNSON	23,134	36,842	38,574	10	2,766	9	3,141	29	14,442	8	6,719	13	5,277	4	753	9	1,224	10	1,434	3	1,320
KNOX	1,200,366	1,661,925	1,687,803	133	94,183	58	268,834	374	344,623	265	280,339	270	175,422	198	75,222	226	74,278	437	150,139	78	50,849
Knoxville	1,032,557	1,449,376	1,476,179	101	81,259	48	260,472	297	274,243	214	252,659	207	129,878	168	70,615	190	67,717	380	136,433	64	42,898
LAKE	14,984	17,552	17,179	5	805	4	476	21	6,522	5	1,330	12	2,573	4	241	4	343	16	1,738	4	943
LAUDERDALE	45,737	61,254	61,731	9	4,186	10	4,571	52	19,415	22	13,327	21	5,065	21	3,282	12	2,226	31	2,586	7	2,786
LAWRENCE	91,384	113,021	111,930	16	7,477	15	9,145	79	28,789	57	31,793	32	6,651	19	3,831	25	5,540	34	4,127	7	4,371
LEWIS	16,885	23,645	24,089	5	699	6	1,066	18	7,324	12	5,766	13	2,702	4	554	7	1,198	12	766	1	1,101
LINCOLN	61,174	88,479	90,701	16	6,658	12	4,369	75	27,862	28	19,426	27	9,833	25	3,846	13	2,551	38	4,911	6	4,227
LOUDON	61,513	120,928	132,515	10	10,608	7	5,401	55	39,318	35	30,185	31	21,854	14	4,985	17	4,294	32	6,283	7	4,042
McMINN	99,014	140,604	143,632	18	15,419	12	12,445	66	33,320	53	22,087	52	15,318	31	8,146	31	5,471	55	9,760	11	6,227
Athens	73,119	107,451	110,549	10	14,002	8	11,401	38	26,729	33	17,470	25	7,653	24	7,064	19	4,380	34	7,641	4	4,643
McNAIRY	46,109	68,819	71,023	17	5,365	9	1,856	55	16,897	42	18,972	22	10,318	19	2,300	17	2,579	33	3,965	5	1,932
MACON	32,373	47,366	48,675	15	5,113	7	1,292	28	21,583	8	5,354	21	4,861	12	1,295	10	1,261	18	1,659	4	1,879
MADISON	281,749	451,277	473,215	32	23,672	24	80,493	122	100,415	58	88,846	74	50,660	56	22,561	51	17,812	108	35,446	18	10,959
Jackson	271,843	438,936	460,971	29	22,986	22	77,721	98	97,527	58	88,846	68	46,031	56	22,561	49	17,492	104	34,811	17	10,717
MARION	54,265	89,929	94,989	9	3,462	12	5,678	53	33,852	22	14,787	34	16,668	11	3,045	13	5,011	34	4,186	5	1,346
MARSHALL	53,163	87,632	92,160	7	3,019	10	2,833	41	25,229	21	27,076	28	14,486	21	2,543	10	2,655	18	3,136	6	4,072
MAURY	142,013	197,290	200,640	25	11,732	22	17,776	93	63,209	40	26,649	51	17,611	38	10,709	41	7,415	80	15,406	13	6,620
Columbia	125,356	178,958	182,944	19	11,046	17	17,324	60	56,861	34	24,305	38	15,673	36	10,408	30	5,674	62	13,996	10	6,044
MEIGS	7,185	13,286	14,369	1		2	1,172	22	7,007	6	1,140	5	1,252	3		2	525	10	1,322	1	953
MONROE	63,568	101,103	105,814	17	8,562	13	6,375	68	29,061	51	24,042	37	11,758	18	2,349	17	4,383	45	9,887	7	2,972
MONTGOMERY	260,909	325,188	322,708	26	23,804	21	49,118	79	60,743	68	83,214	66	25,462	45	9,234	67	15,374	117	26,628	14	7,954
Clarksville	253,299	317,405	315,314	24	22,418	19	48,768	65	57,725	65	83,137	63	24,661	44	9,081	62	14,601	112	26,247	12	7,519
MOORE	3,022	5,121	5,435	1	169	1	25	8	2,560	1		3	621	1	78	2	130	1	7	1	211
MORGAN	13,405	22,712	24,098	3	656	3	134	22	11,373	11	3,273	13	6,386	4	365	6	542	8	514	1	83
OBION	101,379	123,431	121,903	19	10,954	14	11,076	61	26,113	31	29,667	33	7,221	36	5,701	21	3,941	49	9,020	8	2,833
South Fulton	5,993	6,161	6,195	2	859			2	398	5	1,005	5	628	4	225	2	183	10	1,249	1	137
Union City	79,332	100,103	99,577	11	7,617	8	10,515	26	19,986	16	25,633	16	4,980	26	5,071	15	3,403	29	7,159	4	2,301
OVERTON	28,247	42,065	43,401	6	2,977	12	2,721	42	15,833	18	5,993	16	5,668	9	1,082	7	1,949	11	1,092	4	1,859
PERRY	8,629	13,308	13,835	4	770	1	312	17	5,079	5	3,232	8	1,992	4	281	3	671	7	812	2	380
PICKETT	5,425	8,111	8,376	1	923	3	249	7	2,654	6	1,042	5	1,486	2	200	4	112	8	877	1	29
POLK	16,653	26,994	28,370	6	1,734	8	786	31	10,449	16	3,721	13	3,353	7	743	5	749	16	2,451	7	1,625
PUTNAM	136,430	215,996	225,907	30	17,163	18	23,370	65	47,220	62	34,280	57	30,381	47	14,403	39	8,036	71	21,883	13	6,854
Cookeville	123,239	198,046	207,754	23	14,997	10	22,216	51	40,457	52	33,701	40	26,280	43	14,239	33	7,675	59	21,063	10	6,170
RHEA	31,841	67,874	68,080	11	6,474	8	3,226	40	22,396	18	14,111	23	8,019	23	2,791	10	1,818	27	3,223	8	3,056
ROANE	113,150	147,894	148,300	26	10,919	11	5,394	64	43,087	36	38,131	51	16,179	20	4,727	26	5,223	38	10,180	16	7,179
Harriman	60,172	73,669	76,369	14	5,247	3	3,610	25	19,291	16	25,105	20	5,160	12	2,397	13	2,739	24	4,460	7	3,693
ROBERTSON	84,625	114,162	115,242	11	3,953	11	6,942	43	26,808	21	38,406	35	11,713	22	3,924	14	3,806	27	6,265	11	4,278
RUTHERFORD	227,554	336,900	347,137	33	[illegible]	18	27,578	104	84,636	58	63,749	61	40,606	58	17,992	53	11,345	94	32,991	19	8,191
Murfreesboro	196,934	290,164	298,653	26	21,749	12	25,326	77	68,342	45	59,117	44	31,822	54	17,696	41	9,490	73	29,400	15	7,329
SCOTT	36,339	70,283	76,948	7	1,465	10	5,292	45	28,093	19	13,140	24	10,514	9	1,312	7	1,817	28	3,875	6	3,842
SEQUATCHIE	12,919	20,387	21,306	2	1,416	8	1,117	10	9,982	12	2,861	9	2,581	2	406	4	600	8	870	3	1,084
SEVIER	123,915	231,286	250,650	11	11,236	17	13,087	78	54,811	36	21,782	42	18,368	50	10,857	33	9,243	106	57,712	13	7,429
SHELBY	2,639,189	4,164,124	4,353,778	201	137,609	149	643,322	831	1,003,786	391	831,986	529	414,917	437	226,984	436	193,434	1,000	370,323	140	135,710
Memphis	2,451,457	3,925,779	4,115,168	166	124,841	132	626,915	719	944,547	341	775,192	472	380,696	418	216,898	396	186,943	917	351,366	129	131,392
SMITH	30,402	39,809	39,929	10	3,461	12	3,077	29	9,563	9	7,932	15	4,162	8	870	9	4,959	18	1,940	5	1,115
STEWART	13,548	18,641	18,898	1	2,261	3	1,104	17	5,554	6	4,187	5	1,454	3	705	2	129	14	1,194	1	
SULLIVAN	335,924	782,732	805,006	51	38,897	34	142,786	177	179,870	127	186,059	115	65,241	93	32,528	93	29,697	143	61,193	31	20,479
Bristol, Tenn.- Bristol, Va.	327,994	602,634	612,625	22	27,551	17	67,927	95	102,690	63	119,957	62	51,251	65	23,001	60	18,731	100	34,267	15	48,733
Kingsport	265,970	445,179	455,831	30	26,536	20	96,905	99	95,665	55	80,964	54	32,584	56	24,137	48	16,724	72	35,317	16	10,802
SUMNER	189,416	275,785	283,111	43	32,717	14	12,617	109	87,325	72	58,354	54	27,783	49	9,996	41	6,096	73	17,201	21	11,178
TIPTON	62,847	83,083	83,515	8	8,532	15	8,622	80	24,791	32	18,003	24	6,098	20	2,587	13	2,009	30	2,573	8	2,795
TROUSDALE	22,082	29,844	30,136	4	1,330	2	212	10	7,870	5	12,716	5	2,381	6	633	3	1,178	6	590	3	609
UNICOI	25,512	45,949	49,036	2	319	5	2,748	33	18,249	12	8,969	11	4,343	8	1,092	7	2,317	16	2,892	3	1,371
UNION	10,734	14,850	15,072	4	432	4	594	21	6,695	14	3,519	9	1,125	1	271	3	461	11	547	1	392
VAN BUREN	3,377	4,575	4,623	1	486	1	405	15	2,171	2	448	3	311	1	207	2		4	185	1	111
WARREN	86,414	106,971	105,982	24	9,110	9	8,953	36	29,737	43	19,373	32	8,667	31	6,330	12	4,240	38	6,198	9	4,231

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdw.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WASHINGTON	281,005	451,671	474,333	46	42,300	17	64,359	114	100,299	73	103,359	87	36,786	54	21,648	64	19,454	100	35,236	13	11,901
Johnson City	254,516	420,046	443,254	35	37,627	14	64,118	68	93,047	63	101,311	58	28,969	45	21,241	53	16,209	81	33,359	12	11,092
WAYNE	21,765	33,338	34,611	10	2,456	11	1,186	38	13,011	10	7,511	20	3,138	9	553	6	422	16	1,113	5	1,628
WEAKLEY	68,720	93,635	94,726	19	7,688	14	7,101	55	24,528	40	17,540	40	12,469	30	4,764	24	3,266	35	6,673	12	3,543
WHITE	51,118	68,115	68,579	11	3,949	5	922	51	19,905	30	26,545	22	4,626	16	2,294	11	1,497	24	2,328	7	2,184
WILLIAMSON	144,293	267,472	289,497	20	8,381	16	10,187	78	72,665	32	80,516	45	45,203	36	11,008	18	7,102	53	18,752	14	11,062
WILSON	107,852	148,419	150,507	24	9,627	18	8,484	61	36,589	39	34,169	50	24,932	32	7,010	30	5,966	50	12,170	12	4,717
Lebanon	95,787	131,383	133,132	18	8,775	13	7,218	37	31,291	32	33,669	41	20,835	26	4,220	25	5,735	40	11,336	9	4,135

TEXAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	45,816,345	85,706,713	91,317,232	5,176	3,997,652	2,992	11,267,556	17,011	21,252,131	11,388	18,615,179	12,747	8,357,823	8,968	4,636,722	8,850	3,663,672	22,246	8,208,153	3,102	2,712,298
STANDARD METROPOLITAN STATISTICAL AREAS																					
Abilene, Tex.	463,856	903,548	1,063,292	47	51,759	30	116,721	152	209,772	166	223,285	200	128,964	92	56,898	117	77,223	177	79,295	32	25,263
Amarillo, Tex.	773,362	1,277,205	1,314,747	89	84,413	34	148,272	177	278,185	197	286,574	194	99,525	144	81,090	155	63,923	355	125,207	43	29,877
Austin, Tex.	1,719,703	2,778,747	2,846,708	174	147,938	76	325,940	508	649,794	344	489,983	382	271,016	303	157,142	317	116,855	993	340,398	104	69,429
Beaumont-Port Arthur-Orange, Tex.	1,329,457	2,441,817	2,575,205	146	140,848	68	310,656	324	635,760	283	511,193	332	219,745	172	138,465	247	109,172	593	213,883	90	76,994
Brownsville-Harlingen-San Benito, Tex.	540,121	1,528,107	1,770,022	62	70,224	52	290,585	304	477,521	136	243,083	132	124,031	154	122,590	99	104,535	324	150,164	35	33,660
Bryan-College Station, Tex.	250,817	508,172	547,771	29	37,258	12	73,471	89	112,690	51	93,151	53	43,122	48	30,395	56	17,796	114	56,107	18	34,509
Corpus Christi, Tex.	1,048,762	2,477,263	2,766,120	91	94,104	54	353,493	416	708,962	264	561,027	256	269,553	157	122,304	173	109,158	595	263,494	75	74,142
Dallas-Fort Worth, Tex.	10,298,358	18,396,361	19,358,320	901	579,169	545	2,516,397	2.645	3,877,699	2,378	4,125,350	2,215	1,595,962	2,173	930,200	2,050	770,359	4,296	1,926,284	570	778,304
El Paso, Tex.	1,356,543	1,887,140	1,867,800	96	52,134	81	305,924	472	402,953	235	332,555	327	162,909	251	98,335	247	106,075	696	181,319	70	61,035
Galveston-Texas City, Tex.	628,447	838,052	821,495	74	33,704	31	75,512	253	236,924	126	160,195	127	74,455	96	38,218	99	21,998	420	80,515	42	27,509
Houston, Tex.	10,490,570	21,223.132	22,906,253	913	964,493	368	3,175,393	2,842	5,348,996	1,639	4,863,038	1,847	1,888,358	1,349	1,063,447	1,636	856,337	4,266	2,148,734	504	613,079
Killeen-Temple, Tex.	513,895	669,087	652,198	63	33,065	48	71,839	212	147,403	175	137,864	160	69,208	119	29,676	120	24,781	255	59,469	27	11,485
Laredo, Tex.	356,179	1,244,501	1,[illegible]65,951	32	221,500	29	246,698	177	271,643	69	257,118	82	100,864	119	138,711	60	126,088	140	67,352	22	3,677
Longview-Marshall, Tex.	571,533	967,353	1,004,025	78	51,825	43	103,714	228	247,315	178	196,819	172	99,240	137	60,353	127	47,357	258	77,273	31	31,262
Lubbock, Tex.	866,427	1,565,364	1,643,669	78	73,795	41	214,741	217	330,360	235	366,932	198	108,044	172	84,441	188	82,198	313	149,498	49	31,913
McAllen-Pharr-Edinburg, Tex.	694,716	1,431,570	1,550,704	110	82,326	60	264,478	439	383,032	218	238,660	198	107,049	176	123,168	138	67,530	363	110,542	53	42,415
Midland, Tex.	324,239	904,226	1,043,957	28	46,606	14	101,308	72	224,431	67	247,321	76	106,706	62	71,744	62	49,042	113	79,353	15	26,310
Odessa, Tex.	492,833	1,158,654	1,290,092	36	55,073	23	185,275	129	282,424	131	272,061	113	90,320	100	87,888	88	47,265	224	126,196	19	21,287
San Angelo, Tex.	312,517	790,070	893,360	33	52,302	16	110,929	102	203,249	88	209,466	81	61,702	67	50,116	73	34,425	151	78,864	18	15,156
San Antonio, Tex.	3,094,146	5,558,442	5,841,830	271	165,617	182	918,433	1,279	1,361,789	725	1,042,924	801	634,205	507	272,919	520	237,239	1,898	612,366	205	125,051
Sherman-Denison, Tex.	297,391	460,860	467,440	44	24,869	31	64,843	129	109,829	105	97,141	115	35,229	65	25,488	70	16,314	122	34,320	19	18,345
Texarkana, Tex.-Ark.	387,708	723,813	775,464	46	27,152	31	102,984	198	186,598	125	174,571	145	71,564	99	37,721	85	27,139	161	59,050	29	19,040
Tyler, Tex.	463,517	1,129,920	1,268,104	50	78,738	21	172,913	133	294,700	137	213,987	148	128,321	111	80,729	98	67,679	165	88,102	38	16,830
Victoria, Tex.	269,497	552,160	596,329	33	38,103	18	80,243	96	133,051	65	127,926	69	56,213	34	28,699	43	24,791	119	46,954	15	16,453
Waco, Tex.	587,678	871,375	874,784	59	27,134	32	106,998	223	202,489	189	184,352	152	73,169	98	33,740	117	37,265	327	84,037	40	22,377
Wichita Falls, Tex.	482,679	767,198	783,391	45	39,177	28	101,693	139	159,945	143	177,745	136	62,017	100	40,829	115	36,831	225	63,735	31	22,243
COUNTIES, Cities																					
ANDERSON	92,507	246,706	282,291	16	12,785	11	17,852	57	82,378	39	60,253	31	26,441	24	14,754	19	8,504	37	16,678	10	11,601
Palestine	79,050	215,496	247,651	13	11,878	6	10,644	38	72,880	35	54,415	24	22,247	23	14,250	18	8,138	31	15,243	8	9,644
ANDREWS	36,951	60,345	61,922	5	2,839	7	2,617	13	15,216	11	15,680	19	9,538	12	2,309	10	2,030	24	4,216	3	1,593
ANGELINA	195,599	272,761	270,065	28	19,326	11	17,478	85	77,222	56	50,895	70	24,940	40	18,826	44	9,956	60	16,690	19	9,756
Lufkin	168,308	238,400	236,848	23	14,585	9	17,044	55	65,120	47	49,708	49	19,029	37	15,397	34	7,982	51	15,851	14	8,578
ARANSAS	35,633	54,808	55,487	6	6,501	2	941	24	19,855	11	6,208	16	9,014	9	940	8	948	37	4,637	3	1,636
ARCHER	12,810	28,169	30,900	3	772	1	268	15	9,168	7	8,508	13	6,052	3	429	2	139	11	1,916	1	892
ARMSTRONG	2,644	5,352	5,765	2	145	2	685	2	1,031	4	891	5	1,645	1	172	2	151	2	350	1	342
Poteet	3,999	6,841	7,410			2	809	12	2,541	5	385	6	1,380	1	531	2	188	11	373	1	272
ATASCOSA	48,056	80,227	82,742	12	6,191	10	4,953	49	25,200	23	13,911	32	12,686	9	5,719	11	1,173	52	5,638	7	2,073
AUSTIN	42,720	81,425	86,515	11	7,203	17	5,345	40	27,935	19	16,129	20	11,431	6	2,133	14	3,008	39	6,067	6	2,488
BAILEY	23,057	30,092	29,339	4	963	2	676	15	9,516	10	8,096	8	1,552	9	1,609	5	875	14	1,875	2	1,004
BANDERA	9,456	13,198	13,066	9	1,363	2	542	11	3,956	3	1,871	10	3,229	4	254	3	501	15	705		
BASTROP	40,716	62,488	63,227	13	2,372	9	2,161	41	25,991	19	8,597	31	10,780	7	877	15	1,596	46	4,880	8	2,350
BAYLOR	13,973	20,579	20,629	4	422	2	284	10	5,463	11	4,691	18	4,314	8	1,371	5	188	7	1,333	3	1,056
BEE	60,164	145,593	163,194	11	11,571	4	7,742	38	40,606	22	35,807	23	19,458	13	13,027	12	5,805	35	11,961	6	4,040
BELL	452,915	590,705	575,974	52	29,065	33	65,845	172	124,116	148	126,130	127	56,783	96	28,441	97	20,387	234	[illegible]4,811	19	9,558
Belton	27,781	30,601	31,165	7	2,319	3	840	22	11,330	14	5,387	12	4,949	6	1,022	4	314	21	2,607	2	1,126
Killeen	200,452	270,245	265,437	19	15,184	11	23,087	59	44,314	67	74,524	50	24,565	33	9,120	39	10,519	90	25,654	7	[illegible]
Temple	201,113	257,892	250,482	20	10,686	14	41,069	64	59,231	57	43,352	47	19,289	53	17,684	47	9,300	100	23,935	10	6,357
BEXAR	2,883,174	5,057,776	5,277,830	233	142,499	167	885,717	1,130	1,197,170	653	916,840	726	374,824	466	247,177	484	213,270	1,736	556,590	188	112,307
San Antonio	2,611,714	4,505,926	4,682,774	210	137,694	139	801,781	996	1,000,841	561	882,875	637	494,171	392	217,224	410	186,569	1,554	488,758	170	101,657
BLANCO	11,112	19,702	20,596	5	2,754			12	7,490	5	791	15	3,936	1	58	4	396	18	2,331	3	474
BORDEN	293	1,685	2,149									1	2,149							1	
BOSQUE	25,812	53,502	57,931	14	4,718	6	3,485	29	17,240	18	13,999	25	6,664	10	1,494	9	793	17	2,433	6	3,622
BOWIE	254,022	541,592	590,746	35	22,959	17	91,715	116	122,567	92	158,308	87	51,926	60	23,090	65	24,537	84	45,852	17	14,760
†Texarkana	332,681	568,686	.616,040	33	20,288	27	97,087	128	135,652	73	146,513	125	66,378	72	33,922	51	23,980	122	49,067	25	13,625

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRAZORIA	424,456	1,058,472	1,194,573	74	90,897	34	125,117	173	380,195	122	191,661	117	99,572	73	57,534	79	37,507	221	90,026	32	36,664
Alvin	81,490	229,380	261,409	14	22,148	7	27,012	23	81,432	23	39,908	22	20,948	15	9,807	18	3,985	27	12,685	5	7,237
Angleton	56,983	137,110	133,139	8	8,712	4	8,218	18	50,768	11	26,331	21	22,047	9	6,511	6	4,629	34	9,921	4	5,233
Clute	71,905	174,838	195,429	5	11,610	4	34,406	14	34,631	27	33,879	11	6,862	9	7,831	12	12,218	24	15,572	4	10,580
Freeport	58,541	136,257	151,348	8	11,874	3	4,525	24	46,220	24	22,189	17	16,301	9	8,688	11	3,421	53	13,642	3	3,218
Lake Jackson	55,176	135,726	132,610	8	2,484	4	32,598	18	42,818	4	3,236	11	8,052	17	20,781	13	5,549	21	14,270	5	9,458
BRAZOS	250,817	508,172	547,771	29	37,258	12	73,471	89	112,690	51	93,151	53	43,122	48	30,395	56	17,796	114	56,107	18	34,509
Bryan	180,805	350,808	374,260	21	26,887	8	44,540	70	78,743	38	85,214	37	27,060	36	24,902	46	16,488	71	29,637	13	9,254
College Station	69,440	156,567	172,721	8	10,371	3	28,477	16	33,611	13	7,937	16	16,062	12	5,493	10	1,308	43	26,470	5	25,255
BREWSTER	25,236	36,579	36,655	3	1,092	3	1,210	14	9,396	7	5,121	18	4,816	10	2,462	3	491	18	2,823	4	1,783
BRISCOE	5,079	8,173	8,358	2	520	2	279	9	3,678	4	1,653	5	678					7	319	2	217
BROOKS	23,482	38,711	39,814	4	1,793	4	1,323	21	12,193	6	8,500	13	4,837	7	1,943	5	1,605	19	2,910	3	970
BROWN	102,867	149,761	149,690	12	9,433	12	16,713	46	39,425	31	30,687	43	11,817	20	7,344	31	4,824	39	9,790	12	5,862
Brownwood	95,293	139,753	139,931	11	9,214	10	16,378	34	36,109	28	29,866	31	8,722	20	7,344	29	3,999	30	9,030	10	5,591
BURLESON	21,674	79,555	95,717	6	9,585	5	3,131	32	28,324	12	18,877	14	13,965	5	3,266	5	2,610	35	9,143	3	3,48[illegible]
BURNET	43,301	88,168	95,068	15	13,104	11	7,251	38	26,812	19	16,280	25	9,990	14	2,056	8	2,702	22	4,570	6	3,464
CALDWELL	48,441	85,425	89,214	11	2,732	10	4,006	29	24,742	20	24,146	16	10,313	19	4,753	9	1,672	43	5,644	7	2,353
CALHOUN	53,810	108,428	116,681	11	5,186	6	8,655	29	37,641	16	19,209	27	14,058	5	4,396	7	3,872	45	8,094	3	4,703
Port Lavaca	48,036	97,790	105,463	9	3,825	6	8,655	24	32,960	15	19,070	18	11,380	5	4,396	7	3,872	31	6,868	3	4,703
CALLAHAN	17,893	42,836	47,868	5	842	3	1,785	28	17,021	9	9,524	19	8,270	4	589	7	279	9	2,329	4	1,556
CAMERON	540,121	1,528,107	1,770,022	62	70,224	52	290,585	304	477,521	136	243,083	132	124,031	154	122,590	99	104,535	324	150,164	35	33,660
Brownsville	278,169	775,122	895,033	17	21,354	31	183,951	131	234,998	57	102,559	44	48,084	94	84,399	49	70,314	140	68,289	16	17,565
Harlingen	179,876	517,718	601,755	27	40,579	16	100,821	71	137,772	40	110,188	47	48,422	40	29,654	34	25,231	89	56,300	9	10,537
CAMP	23,992	37,675	38,320	4	2,594	5	1,145	12	10,198	13	10,764	15	4,493	8	1,261	6	2,481	8	1,876	4	1,565
CARSON	13,132	24,486	25,864	4	298			9	6,157	3	4,521	20	10,132	2	243	2	92	12	2,170	3	961
CASS	71,466	94,649	92,600	16	8,139	10	5,328	71	31,605	26	18,708	40	8,008	23	4,571	15	2,088	30	6,086	9	2,764
CASTRO	26,147	48,166	50,797	3	2,095	3	1,028	8	15,441	10	12,587	12	5,504	5	2,060	3	885	10	1,984	3	1,494
CHAMBERS	42,616	86,740	93,533	11	3,414	4	1,993	33	27,045	15	24,789	20	18,753	6	1,457	4	1,057	28	7,436	4	2,660
CHEROKEE	92,241	137,541	138,243	24	10,083	12	8,540	56	38,795	33	35,273	48	16,563	25	6,754	24	3,086	31	5,505	10	4,055
Jacksonville	55,195	79,695	84,596	14	3,718	5	7,466	30	26,147	17	15,809	30	10,241	18	5,585	16	2,806	20	4,243	5	2,656
CHILDRESS	21,873	36,167	37,224	7	2,513	4	2,429	8	9,375	9	6,291	17	6,482	15	2,647	10	1,258	16	2,465	5	1,384
CLAY	13,868	32,279	35,853	5	1,247	3	778	13	9,685	9	5,683	17	9,805	5	833	3	672	9	2,660	2	2,625
COCHRAN	9,994	15,538	15,767	3	388	1	241	9	4,130	4	5,492	7	1,634	2	684	1	410	3	191	2	989
COKE	9,944	13,913	13,780	2	131	2	348	7	2,289	3	6,715	4	978	2	489	1	265	5	541	2	815
COLEMAN	25,265	47,151	49,864	8	1,449	2	1,214	23	16,220	15	9,732	21	8,300	8	2,681	2	286	12	3,077	6	2,600
COLLIN	249,406	728,067	847,643	47	35,734	25	42,704	108	239,460	82	173,556	88	74,810	96	43,000	58	25,341	104	63,331	24	64,193
McKinney	85,232	261,296	307,436	12	7,824	6	21,922	20	52,680	35	104,174	22	15,471	25	19,006	15	11,849	36	24,179	11	17,25[illegible]
Plano	107,487	276,005	313,163	19	17,835	13	18,954	28	100,350	21	27,812	27	37,504	44	13,344	23	7,097	45	29,327	6	40,355
COLLINGSWORTH	11,375	18,184	18,571	6	785	4	1,352	11	4,624	6	1,290	10	4,029	5	547	2	382	5	540	3	2,241
COLORADO	63,496	91,427	91,160	17	4,811	7	3,586	44	21,103	22	25,461	29	14,472	16	3,183	12	1,474	62	7,721	8	2,310
COMAL	105,275	157,788	159,082	18	11,291	5	9,268	77	52,565	32	31,175	33	16,759	20	5,844	18	3,003	66	13,321	9	3,060
New Braunfels	93,434	145,517	147,731	18	11,291	4	8,410	68	43,055	29	31,000	32	16,454	20	5,844	18	3,003	61	13,273	8	2,858
COMANCHE	33,268	42,409	41,133	3	826	9	3,568	24	16,946	19	8,278	28	3,730	11	877	8	879	16	1,610	4	1,312
CONCHO	15,004	14,983	13,737	5	1,043	3	56	6	1,538	4	7,535	15	1,884	2	108			9	730	2	216
COOKE	99,601	206,302	223,624	14	9,284	10	10,451	33	49,605	36	38,867	49	31,635	27	11,322	28	6,799	44	15,612	8	6,079
Gainesville	83,261	179,847	196,528	10	7,322	9	9,970	23	43,837	28	32,964	42	29,164	23	9,639	21	6,481	30	12,380	7	5,850
CORYELL	60,980	78,382	76,224	11	4,000	15	5,994	40	23,287	27	11,734	33	12,425	23	1,235	26	4,394	21	4,658	8	1,927
COTTLE	7,337	11,954	12,263	3	797	2	432	5	4,092	6	2,599	4	1,522	4	535	2	164	4	632	2	681
CRANE	8,595	16,790	17,942	1	200	1	357	5	5,244	5	3,101	9	3,504	5	1,825	2	35	11	2,112	1	800
CROCKETT	14,095	25,024	26,171	3	1,189	2	912	11	7,201	5	3,423	12	6,299	4	1,076	2	290	9	1,366	2	2,078
CROSBY	13,420	18,677	18,476	4	771	5	1,219	11	5,731	9	4,938	14	2,401	2	389	3	530	11	627	5	1,104
CULBERSON	12,154	20,974	21,793	3	619	1	92	7	2,672	5	1,945	21	12,529	4	529	2	139	14	2,113	3	790
DALLAM	32,744	57,997	72,965	6	2,164	4	1,197	10	11,831	13	14,646	20	12,358	10	2,310	4	420	22	5,683	5	1,016
Dalhart	32,779	36,753	37,548	7	1,733	4	1,187	10	3,272	13	3,207	20	11,221	11	1,969	4	420	22	3,979	4	1,016
DALLAS	6,102,992	9,890,091	10,153,666	422	255,940	263	1,337,536	1,320	1,910,117	1,178	2,073,439	1,091	802,507	1,249	539,137	1,194	466,974	2,418	1,054,10[illegible]	282	382,318
Dallas	3,967,217	5,953,370	5,993,078	239	117,200	161	794,760	817	1,029,954	683	1,120,069	665	459,383	821	327,403	734	282,122	1,741	739,483	171	183,454
Garland	336,524	533,843	544,292	41	25,420	19	44,664	99	157,788	125	126,356	80	52,965	58	17,597	78	23,814	127	44,270	17	20,819
Grand Prairie	128,383	217,340	222,551	9	2,216	6	2,277	56	64,290	49	40,922	37	22,029	13	5,844	33	6,751	69	35,361	10	22,785
Irving	405,067	689,114	713,784	30	16,188	21	119,060	84	156,240	94	196,873	81	50,681	65	21,133	89	23,194	109	56,849	19	22,123
Mesquite	289,181	548,767	582,702	7	9,995	17	215,211	44	67,090	41	57,301	54	41,539	87	49,761	53	17,857	76	36,523	11	43,319
Richardson	264,435	465,208	485,553	29	21,519	6	68,827	44	87,274	51	79,861	44	37,968	71	34,081	76	25,986	92	43,995	14	43,680
DAWSON	52,455	87,526	90,306	6	2,949	5	4,240	20	21,692	19	19,000	35	11,869	21	6,982	13	3,656	28	9,564	6	3,017
DEAF SMITH	61,668	56,991	51,364	9	1,813	7	3,248	27	15,387	26	11,406	20	3,473	25	2,741	22	2,150	27	5,175	4	1,025
Hereford	61,620	56,947	51,325	9	1,813	7	3,248	26	15,361	26	11,406	19	3,465	25	2,741	22	2,150	27	5,175	4	1,025
DELTA	8,318	8,046	7,334	2	789	2	138	13	2,661	5	1,773	10	631	1	251	1	172	5	68	2	132
DENTON	316,937	676,288	737,169	51	50,330	27	72,627	116	197,409	115	165,226	93	60,988	75	30,435	84	26,187	143	70,250	21	22,893
Denton	188,261	405,431	442,772	19	12,946	11	52,818	51	106,094	54	96,279	51	37,016	42	23,195	49	18,266	78	44,523	11	14,250
Lewisville	86,678	173,984	187,016	12	9,841	8	12,828	27	57,378	34	47,670	18	13,053	27	6,886	17	4,873	31	17,369	6	6,924
DE WITT	48,241	86,427	90,841	13	6,365	10	5,617	38	26,717	22	17,214	26	12,136	18	5,369	10	1,401	53	5,389	9	4,701
DICKENS	11,288	13,725	13,169	1	384	1	139	8	2,748	7	2,752	5	873	3	317	2	67	5	515	1	565
DIMMIT	18,920	45,856	51,423	2	2,640	4	4,297	21	19,345	4	2,270	18	9,345	5	1,382	4	773	11	3,806	3	2,418
DONLEY	15,744	21,987	21,768	5	504	3	944	8	3,335	5	9,042	13	1,995	8	1,230	5	465	11	1,666	1	1,545
DUVAL	15,482	24,252	24,651	4	713	3	482	46	10,207	8	2,873	16	6,266	3	378	6	370	32	1,827	5	762
EASTLAND	43,336	100,345	111,331	11	3,878	9	6,926	34	29,529	36	17,350	40	23,489	20	4,115	18	2,805	36	7,750	12	6,306
ECTOR	492,833	1,158,654	1,290,092	36	55,073	23	185,275	129	282,424	131	272,061	113	90,220	100	87,888	88	47,265	224	126,196	19	21,287
Odessa	480,029	1,120,486	1,245,405	32	44,665	23	185,275	117	274,811	125	271,371	106	81,201	99	87,316	86	44,275	206	121,939	19	21,287
EDWARDS	2,699	3,664	3,605	3	465	1		7	2,027			3	346	1	23			6	194	1	269
ELLIS	135,475	209,782	212,801	23	6,846	12	13,601	81	69,216	55	51,127	64	23,692	42	7,646	29	5,102	53	12,695	12	8,961
Ennis	40,831	64,548	65,764	6	2,194	5	6,377	22	24,118	18	11,545	19	9,291	18	2,627	10	1,002	15	3,462	3	1,732
Waxahachie	60,785	98,381	100,626	9	2,450	6	9,124	22	28,998	20	28,770	21	8,336	14	3,389	13	2,740	21	5,331	6	5,311
EL PASO	1,336,543	1,887,140	1,867,800	96	52,134	81	305,924	472	402,953	235	332,555	327	162,909	251	98,335	247	106,075	696	181,319	70	61,035
El Paso	1,320,420	1,825,884	1,804,400	89	51,041	79	305,422	428	383,774	216	319,986	294	152,330	249	98,151	240	105,922	655	172,347	63	58,867
ERATH	66,642	117,226	122,362	13	9,370	12	13,144	24	29,221	29	24,899	34	11,217	19	4,081	19	2,551	29	8,196	7	7,517
Stephenville	57,919	96,708	104,468	9	9,276	9	11,331	16	23,492	26	23,653	24	8,430	15	3,794	14	1,908	23	7,900	5	6,481
FALLS	41,611	54,110	52,719	13	2,857	8	2,082	44	16,609	17	8,186	18	6,042	15	6,819	10	1,596	40	5,187	6	1,555
Marlin	28,268	34,090	36,215	7	1,468	5	1,243	21	13,123	11	5,060	9	3,011	10	4,342	7	1,067	25	2,229	3	743
FANNIN	68,835	122,566	128,290	16	5,212	7	3,126	44	32,808	28	49,142	47	11,812	21	4,253	17	2,512	28	4,087	7	3,538
Bonham	52,270	87,488	94,773	10	3,368	5	3,980	21	21,657	21	42,631	24	6,864	14	3,895	12	1,100	17	2,894	4	2,179
FAYETTE	86,477	141,152	159,237	16	8,387	18	5,720	65	32,196	22	27,454	33	18,239	18	5,063	15	2,946	68	22,461	9	4,138
FISHER	10,677	12,214	11,532	5	536	3	382	12	3,783	5	2,689	16	1,265	1	431	3	261	7	868	5	682

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FLOYD	23,844	28,542	27,280	5	1,253	4	691	14	6,191	10	6,419	17	7,835	6	1,158	6	157	11	925	5	1,177
FOARD	3,724	4,795	4,659	2	493			3	1,236	2	896	6	1,515	1	50	2	59	2	234		
FORT BEND	216,635	654,425	765,858	40	65,905	11	31,609	105	225,537	63	174,119	58	82,976	28	34,738	39	48,099	126	48,515	16	19,636
Richmond Rosenberg	114,190	313,948	361,410	12	22,413	9	30,974	29	95,538	31	120,578	20	21,646	17	18,112	17	6,983	39	19,566	8	10,646
FRANKLIN	13,748	23,485	24,348	4	2,666	2	737	13	4,636	6	4,378	13	4,206	7	509	5	1,529	6	1,171	2	1,036
FREESTONE	36,952	75,019	80,847	8	1,550	11	3,239	31	21,628	8	16,823	17	20,032	9	1,386	7	1,161	13	6,772	7	4,135
FRIO	27,622	39,871	39,774	4	2,420	2	790	27	16,425	7	6,852	16	4,736	7	1,277	3	1,435	26	3,311	4	1,852
GAINES	25,511	43,950	45,653	4	1,707	2	651	24	16,350	10	9,090	24	6,020	12	2,401	4	450	18	3,225	3	1,601
GALVESTON	628,447	838,052	821,493	74	33,704	31	75,512	253	236,924	126	160,195	127	74,455	96	38,218	99	21,998	420	80,515	42	27,509
Galveston	266,115	348,982	340,620	21	9,559	10	47,013	101	79,326	37	53,097	46	27,023	35	18,891	36	12,863	227	41,708	15	9,252
League City	32,848	49,686	50,103	6	5,400	1	1,208	16	16,019	10	7,051	13	8,475	6	1,571	10	785	13	3,613	4	2,639
Texas City	149,382	187,595	181,289	19	7,373	7	15,893	36	43,157	27	50,227	25	17,659	33	9,473	19	4,605	68	13,116	13	8,527
GARZA	13,586	21,977	22,503	5	1,023	2	632	10	8,017	5	2,401	13	3,917	7	564	4	418	14	2,027	2	896
GILLESPIE	42,542	61,915	61,886	8	8,304	9	4,391	26	14,888	11	9,618	25	5,821	8	1,791	13	2,269	31	6,626	4	1,701
GLASSCOCK	920	1,167	1,130					2	341									1	252		
GOLIAD	9,547	15,601	16,012	4	1,122	2	736	8	5,384	4	1,944	5	1,767	1	329	3	121	21	1,526	1	902
GONZALES	35,852	67,001	70,888	8	4,808	9	3,574	40	22,391	18	13,316	22	8,755	14	2,898	8	1,987	32	5,372	7	3,030
Gonzales	28,111	50,459	54,930	4	4,697	4	1,738	27	19,166	13	10,595	12	5,251	11	2,374	6	1,306	21	3,894	4	1,776
GRAY	92,281	207,965	229,471	12	6,316	9	17,511	38	63,983	46	51,740	39	17,220	35	17,568	27	9,431	55	21,180	10	6,759
Pampa	88,326	201,183	222,433	11	6,247	8	17,245	33	61,640	43	51,470	25	14,500	22	17,219	24	9,291	50	20,556	9	6,664
GRAYSON	297,391	460,850	467,440	44	24,869	31	64,843	129	109,829	105	97,141	115	35,229	65	25,488	70	16,314	122	34,320	19	18,345
Denison	102,489	153,405	154,351	14	6,284	6	12,202	40	45,273	37	30,387	36	12,395	21	8,927	23	4,583	41	11,023	5	8,041
Sherman	155,626	247,290	252,255	18	12,677	10	51,382	40	44,478	43	52,556	36	14,370	35	15,536	34	10,907	51	20,057	9	8,488
GREGG	445,060	689,199	698,893	66	43,297	31	73,715	158	164,491	137	142,615	114	56,588	103	43,680	99	29,106	213	57,078	39	23,612
Kilgore	79,069	120,567	123,304	12	7,874	5	4,524	40	38,465	25	27,009	19	9,532	18	10,307	10	2,940	43	8,353	5	3,975
Longview	331,924	516,207	323,897	45	34,670	23	62,556	102	122,507	96	101,880	84	41,258	75	32,148	77	24,031	147	46,136	27	17,776
GRIMES	26,717	78,722	91,959	10	11,037	9	4,810	28	27,963	10	12,802	20	9,931	10	4,791	7	1,580	41	8,199	2	4,499
GUADALUPE	105,607	342,878	404,918	20	11,827	10	23,448	72	112,054	40	94,909	42	42,622	21	19,898	18	20,966	96	42,255	8	9,684
Seguin	89,741	284,003	335,474	15	9,637	7	14,920	50	85,696	31	91,539	32	36,305	21	19,898	15	16,015	69	32,185	7	7,741
HALE	122,778	142,912	135,763	17	5,171	13	12,257	56	37,679	50	31,328	46	7,500	28	9,285	36	5,498	46	8,140	14	5,008
Plainview	108,353	128,209	122,214	11	4,474	9	11,822	40	31,940	42	29,229	32	5,946	23	8,915	29	4,874	40	7,672	11	4,763
HALL	13,298	14,828	13,947	4	896	2	932	11	3,831	10	3,238	11	1,428	8	895	8	263	9	841	3	988
HAMILTON	19,496	23,732	22,767	8	1,405	4	872	12	5,692	10	3,284	22	3,403	12	1,405	10	1,647	12	1,335	3	1,024
HANSFORD	23,534	36,996	37,382	5	1,040	3	1,864	7	8,825	8	13,804	8	4,400	6	1,141	7	874	7	1,666	4	1,415
HARDEMAN	12,784	17,681	17,472	3	604	4	387	10	7,122	11	2,351	13	2,571	10	984	4	188	8	1,417	2	976
HARDIN	110,206	201,598	212,199	21	29,705	11	7,129	70	56,884	34	57,693	38	23,067	13	4,408	23	2,668	48	8,439	10	7,483
HARRIS	9,367,110	18,239,767	19,492,422	711	648,928	288	2,962,413	2,338	4,312,254	1,344	4,118,998	1,540	1,575,735	1,174	932,801	1,416	738,493	3,697	1,931,620	420	522,917
Baytown	276,361	523,503	555,540	24	18,078	9	94,054	80	128,565	56	149,142	48	45,576	29	22,274	40	13,474	96	40,904	8	10,626
Houston	7,129,019	13,422,290	14,215,884	459	454,297	203	2,415,701	1,683	2,783,365	893	2,785,409	1,144	1,066,555	920	776,511	1,037	633,406	2,901	1,497,368	298	353,881
Pasadena	429,088	824,934	878,453	40	39,345	12	251,371	97	165,392	89	153,776	66	63,407	44	21,563	65	30,067	122	66,411	20	20,898
HARRISON	126,473	278,154	305,132	12	8,528	12	29,999	70	82,824	41	54,204	58	42,652	34	16,673	28	18,251	45	20,195	12	7,690
Marshall	113,081	249,521	273,914	9	7,143	7	28,011	51	75,784	33	50,296	41	33,410	31	16,307	26	17,928	33	18,399	10	7,642
HARTLEY	4,411	8,185	8,645	2	546			2	1,852	1	960	5	4,058	1	384	2	208	4	398		
HASKELL	22,139	30,569	30,194	5	640	3	864	15	7,512	7	7,995	17	2,650	11	3,072	11	1,728	11	1,784	3	1,120
HAYS	85,400	164,988	175,900	12	7,263	9	8,390	40	43,348	28	28,061	44	26,408	23	8,186	19	4,570	80	29,047	7	3,310
San Marcos	77,522	151,763	162,241	7	6,491	7	7,361	30	39,715	23	26,817	29	23,048	21	8,089	18	4,497	63	27,617	6	3,225
HEMPHILL	14,991	43,925	51,248	4	4,158	1	1,132	6	17,067	6	9,898	5	7,296	7	2,786	3	101	7	3,989	2	3,796
HENDERSON	97,071	197,857	213,420	21	14,202	13	16,584	48	51,571	34	47,754	29	29,449	21	5,023	23	4,105	52	11,690	10	5,156
Athens	63,251	125,640	138,121	13	7,323	6	10,571	21	36,858	21	34,059	23	20,837	16	3,476	14	3,053	24	7,122	5	2,558
HIDALGO	694,716	1,431,570	1,550,704	110	82,326	60	264,478	439	383,032	218	238,660	198	107,049	176	123,168	138	67,530	363	110,542	53	42,415
Edinburg	66,032	120,147	126,363	14	5,804	4	4,898	65	38,511	23	23,327	29	16,364	13	8,102	14	6,923	47	11,640	7	4,502
McAllen	372,343	823,323	904,437	29	39,749	25	192,433	89	179,257	74	140,643	31	38,622	109	93,044	70	44,585	123	63,886	19	23,614
HILL	62,973	84,083	82,414	20	3,726	10	2,710	54	27,028	43	18,919	46	11,156	20	1,985	21	1,875	41	5,676	15	3,817
Hillsboro	40,183	50,121	52,109	11	2,420	5	1,997	24	17,409	27	9,370	20	5,569	13	1,674	10	565	16	3,082	7	2,327
HOCKLEY	61,231	96,251	97,979	10	4,126	8	3,615	26	26,429	26	21,794	31	16,089	16	7,244	12	3,117	29	6,985	6	2,935
HOOD	43,640	62,839	62,653	11	3,565	5	3,165	18	11,514	13	26,074	14	3,729	10	1,909	11	905	25	4,411	5	1,526
HOPKINS	74,666	104,261	103,261	13	2,873	8	6,832	37	25,980	35	30,416	30	9,175	29	6,182	17	2,663	29	6,016	6	3,723
Sulphur Springs	72,121	100,890	99,938	11	2,821	5	6,326	28	24,517	35	30,416	24	8,118	29	6,182	17	2,663	26	5,774	6	3,723
HOUSTON	50,466	97,183	103,501	16	4,322	6	2,078	43	31,924	22	31,601	23	7,362	16	4,859	13	3,533	19	3,584	5	3,034
HOWARD	154,075	300,636	321,183	15	9,764	11	26,190	48	66,031	49	87,129	57	34,898	33	17,463	29	6,940	77	26,334	11	5,774
Big Spring	150,325	293,259	313,287	14	9,634	11	26,190	42	63,374	47	85,994	52	32,178	31	17,124	29	6,940	75	26,190	11	5,774
HUDSPETH	4,105	4,893	4,672	1	151	2	173	5	1,205			15	2,325					16	595	1	45
HUNT	153,192	234,990	237,752	24	8,145	16	20,334	73	59,953	63	49,810	69	21,101	50	11,315	38	9,509	88	18,391	8	7,252
Greenville	98,388	149,890	151,413	15	4,665	8	16,409	37	38,626	41	32,849	39	13,824	37	8,894	26	6,595	35	9,031	5	5,753
HUTCHINSON	73,548	89,269	85,390	18	3,512	8	3,500	34	26,828	35	19,072	34	6,122	35	6,402	17	2,751	47	6,593	7	3,137
Borger	65,366	79,574	76,344	12	2,941	6	3,163	22	21,958	31	18,437	26	3,017	32	6,334	15	2,627	37	5,684	6	2,969
IRION	3,520	10,745	12,635	1				4	4,403			2	8,034					3	198		
JACK	17,066	47,104	54,266	4	4,084	3	138	5	13,080	13	14,003	16	6,492	6	1,820	4	1,060	8	3,918	3	2,711
JACKSON	28,987	50,473	52,562	7	1,047	5	1,801	21	19,946	13	9,403	15	5,205	7	1,477	6	1,086	32	4,027	4	1,626
JASPER	90,121	128,844	128,265	14	5,318	13	8,847	62	41,466	34	35,037	35	10,195	19	3,356	21	3,846	38	3,673	10	4,827
JEFF DAVIS	1,224	1,839	1,852	2	53			3	498			3	582					6	345	1	74
JEFFERSON	982,211	1,783,491	1,876,352	88	84,497	43	265,273	340	438,837	198	354,748	222	131,873	127	108,848	180	89,535	446	173,320	66	54,694
Beaumont	600,739	1,092,330	1,148,543	51	57,921	27	199,215	188	209,999	103	229,503	115	73,182	86	64,032	101	64,431	258	114,762	31	25,545
Port Arthur	227,625	379,937	391,809	20	11,676	9	40,262	78	99,069	46	90,295	58	27,979	27	28,379	39	14,460	118	34,836	18	14,204
JIM HOGG	10,146	15,394	15,536	6	791	1	461	20	5,999	8	3,053	7	1,194	2	370	4	326	12	1,117	3	293
JIM WELLS	113,317	307,414	352,896	16	14,703	9	21,811	66	108,806	39	83,490	43	37,154	17	12,473	21	13,907	71	25,207	10	9,606
Alice	100,711	274,323	315,177	10	9,499	8	19,572	46	96,670	35	81,230	30	31,777	17	12,473	20	13,294	58	22,842	7	8,154
JOHNSON	160,446	207,639	202,059	27	8,971	19	12,526	70	60,720	76	52,142	60	17,333	38	9,695	50	6,647	72	14,130	17	8,958
Cleburne	103,181	130,873	126,753	13	4,937	9	10,152	25	39,483	52	42,754	25	6,719	22	7,059	22	4,489	38	10,229	9	5,194
JONES	42,361	75,408	78,913	7	5,335	8	3,904	22	20,415	20	21,756	33	9,692	11	4,053	9	1,761	23	3,147	8	2,864
KARNES	33,524	62,657	66,261	12	3,918	8	2,792	31	21,582	12	12,647	24	10,003	7	1,047	7	2,745	36	6,771	6	1,404
KAUFMAN	109,554	168,288	170,328	24	7,283	20	8,424	64	49,042	46	42,091	55	20,113	30	5,631	25	4,004	52	11,057	14	4,539
Terrell	57,296	84,754	85,032	10	2,192	10	5,290	27	24,639	18	24,829	22	7,830	12	3,797	11	1,430	19	4,882	6	2,706
KENDALL	22,547	43,917	46,897	8	2,476	5	1,429	20	14,862	12	9,209	11	8,696	6	430	8	228	27	4,938	5	1,403
KENEDY	636	916	914			1	914					1						1			
KENT	1,698	3,858	4,263	1	267	1		1	1,073	2	815	2	1,425					1	470		
KERR	82,092	213,325	242,658	12	22,438	11	17,983	42	67,435	24	34,055	34	36,474	23	12,842	19	9,117	48	16,808	8	4,327
Kerrville	68,[illegible]03	178,763	203,474	8	12,414	6	17,281	36	62,584	21	24,994	28	28,686	23	12,842	16	6,430	40	15,963	8	4,327

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TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KIMBLE	16,183	21,136	20,606	2	1,070	4	481	12	3,044	4	3,735	11	4,633	3	419	3	318	17	2,538	1	934
KING	1,192	1,276	1,188			1						4	1,009					3	90		
KINNEY	2,583	3,356	3,268	1		1	141	4	1,571	1		5	530			1		4	199	1	226
KLEBERG	95,873	170,747	178,719	10	7,938	7	5,461	46	59,097	28	36,704	29	12,635	23	10,811	15	8,601	55	18,115	8	3,184
KNOX	10,988	16,119	16,141	3	644	3	324	12	6,249	6	957	17	2,631	8	406	4	106	10	875	2	957
LAMAR	127,809	152,603	145,777	22	13,915	13	16,829	79	39,401	87	21,978	56	14,683	42	9,583	43	5,617	60	10,197	11	5,201
Paris	121,071	145,622	139,321	21	13,845	12	16,680	51	36,349	55	21,892	39	12,478	38	9,535	38	5,592	55	9,811	9	5,100
LAMB	43,858	53,236	51,051	16	1,741	7	2,322	20	15,888	34	11,593	23	5,623	24	3,601	11	1,445	24	2,562	5	1,925
LAMPASAS	32,367	86,839	99,431	6	6,251	6	6,735	14	24,964	12	22,947	17	13,742	12	5,430	10	3,328	16	6,366	5	2,565
LA SALLE	10,086	15,989	16,299	1	460	6	2,219	11	3,070	4	1,174	11	7,869	4	888	3	50	15	1,051	2	943
LAVACA	46,026	84,141	88,575	22	8,125	8	3,448	60	28,310	26	18,634	35	11,138	8	2,591	15	4,032	47	4,511	8	2,873
LEE	20,742	79,615	96,347	7	8,429	4	3,255	26	31,140	6	9,165	18	15,281	5	4,020	6	7,002	19	8,666	3	3,620
LEON	15,921	37,789	42,156	5	1,863	5	896	25	12,395	7	1,691	33	15,344	3	1,038	10	1,707	18	4,187	6	1,032
LIBERTY	139,374	325,568	346,716	22	18,371	12	12,036	82	94,660	37	121,466	51	25,763	25	8,301	27	6,982	81	20,481	13	10,026
LIMESTONE	48,875	82,994	85,930	11	4,313	6	1,760	49	37,709	23	14,188	23	6,726	18	5,342	15	1,699	32	4,262	5	2,879
Mexia	39,090	63,565	68,461	5	3,233	4	1,393	27	30,614	18	11,271	11	4,397	12	4,750	10	1,287	22	3,576	3	2,159
LIPSCOMB	7,660	19,843	22,551	3	1,201	3	199	4	3,697	9	7,646	9	2,799	4	1,235	1	84	8	1,429	3	489
LIVE OAK	21,437	127,146	162,889	9	14,658	1	897	14	42,418	7	40,796	25	40,030	3	476	2	3,256	19	11,332	2	3,206
LLANO	25,444	40,223	40,980	9	3,276	6	2,056	17	12,232	9	5,983	19	4,232	9	1,007	7	1,086	33	5,207	4	1,187
LOVING	122	133	124									1						2	124		
LUBBOCK	866,427	1,565,364	1,643,669	78	73,795	41	214,741	217	330,360	235	366,932	198	108,044	172	84,441	188	82,198	313	149,498	49	31,913
Lubbock	801,830	1,455,378	1,529,716	69	71,086	38	213,647	188	313,398	215	327,812	174	94,324	167	83,317	178	79,804	289	145,417	42	30,090
LYNN	12,767	18,454	18,247	2	658	2	349	13	4,206	5	5,911	10	3,208	4	249	6	680	13	1,152	2	1,053
MCCULLOCH	28,148	47,968	49,696	4	3,001	7	4,446	19	11,006	14	13,684	23	4,644	10	3,502	5	1,774	17	3,299	4	1,360
MCLENNAN	587,678	871,375	874,784	59	27,134	32	106,998	223	202,489	189	184,352	152	73,169	98	33,740	117	37,265	327	84,037	40	22,377
Mart	NO DATA AVAILABLE FOR THIS CITY																				
Waco	471,459	691,454	692,401	32	22,257	19	100,495	132	132,057	131	147,494	86	46,756	81	30,614	84	30,006	223	69,082	30	19,639
MCMULLEN	529	1,063	1,143					2	324	1	331	4	392					2	45		
MADISON	30,040	52,724	54,998	8	3,238	4	1,393	13	12,929	5	13,920	18	10,402	8	1,688	4	1,029	9	3,629	3	1,902
MARION	12,782	24,577	26,166	5	804	3	906	20	7,482	4	4,127	13	7,894	4	516	3	608	10	1,369	3	1,354
MARTIN	16,450	25,188	25,469	3	536	1	208	7	3,628	4	9,068	5	5,687	2	375	3	116	3	769	1	175
MASON	8,043	9,647	9,224	4	895	1	132	12	3,236	3	1,124	8	1,500	4	296	1		7	903	2	327
MATAGORDA	99,367	236,650	264,524	18	15,929	7	11,908	75	74,292	37	66,141	32	17,123	24	17,969	14	7,914	75	20,371	7	4,527
Bay City	82,714	206,285	232,574	11	15,147	3	11,656	31	59,365	29	61,112	22	14,561	20	17,249	12	7,418	48	17,239	6	4,247
MAVERICK	70,842	147,833	160,321	11	10,019	9	22,487	41	44,132	14	10,402	26	11,205	35	28,418	12	8,123	46	7,060	4	6,506
MEDINA	47,286	60,113	58,246	12	3,019	7	2,141	37	18,312	18	15,019	29	8,156	6	994	9	1,058	36	3,030	6	1,653
MENARD	2,988	4,134	4,084	3	558			6	1,805	3	542	6	272	1	50			5	239	1	97
MIDLAND	324,239	904,226	1,043,957	28	46,606	14	101,308	72	224,431	67	247,321	76	106,706	62	71,744	62	49,042	113	79,353	15	26,310
Midland	316,387	878,639	1,013,630	27	42,841	13	101,200	63	216,540	64	246,444	74	96,207	62	71,744	61	48,884	110	75,083	15	26,310
MILAM	45,713	73,258	74,862	11	4,133	14	5,800	36	23,440	22	14,787	26	9,994	14	2,588	14	1,266	43	5,717	4	1,337
MILLS	8,784	14,215	14,556	4	2,058	3	462	10	4,497	6	2,596	6	1,612	3	703	5	672	7	882	2	483
MITCHELL	24,151	51,102	55,581	4	2,141	3	1,651	8	15,337	14	9,161	26	11,223	7	4,072	8	1,473	12	4,760	3	2,332
MONTAGUE	48,954	95,980	102,627	11	7,898	7	4,625	38	31,781	34	24,109	36	9,276	23	3,201	12	3,086	22	6,462	8	3,390
MONTGOMERY	268,687	843,403	994,388	56	134,653	18	48,159	116	313,689	63	216,712	64	87,196	45	39,815	49	23,361	107	46,408	19	21,853
Conroe	224,998	720,060	851,606	34	118,209	12	38,424	63	245,987	49	206,944	42	65,830	38	39,126	33	22,694	55	35,424	14	20,300
MOORE	53,416	95,329	99,804	14	4,149	2	4,455	28	29,663	24	19,110	21	14,121	14	5,317	16	6,033	24	7,677	4	3,841
MORRIS	31,989	83,080	94,484	4	2,357	6	4,451	26	25,855	14	23,389	22	13,665	15	6,378	12	4,005	16	3,116	9	4,100
MOTLEY	3,690	5,394	5,396	3	635	2	235	5	1,291	3	482	8	1,264	1		1	186	1	252	1	131
NACOGDOCHES	133,054	192,135	191,822	25	14,264	18	14,279	75	53,480	45	30,308	43	12,891	29	14,113	28	8,177	62	15,461	10	6,614
Nacogdoches	124,504	182,477	182,714	21	12,537	14	14,151	56	50,533	40	29,540	31	11,346	27	13,397	28	8,177	57	15,247	9	6,195
NAVARRO	113,151	147,015	143,193	15	4,369	10	12,572	51	31,291	43	31,621	60	12,539	30	6,742	32	4,808	41	8,118	10	4,368
Corsicana	105,373	137,056	133,524	12	4,108	8	11,823	33	28,569	40	30,967	41	10,755	26	6,640	29	4,674	29	7,010	7	4,010
NEWTON	16,464	16,743	15,419	4	281	4	319	19	4,849	6	2,527	16	4,213	1	57			11	580	2	366
NOLAN	65,123	84,657	82,467	8	2,574	8	6,066	31	22,919	30	14,216	32	14,594	17	2,995	20	2,242	23	4,934	12	3,057
Sweetwater	56,961	73,140	71,035	6	2,567	8	6,066	24	21,227	28	13,446	23	7,415	15	2,939	20	2,242	20	4,414	9	2,409
NUECES	919,372	2,268,896	2,552,949	64	87,673	40	347,750	327	630,375	218	512,412	194	238,020	128	114,808	150	105,844	502	249,660	55	67,732
Corpus Christi	856,266	2,127,275	2,396,656	35	85,097	34	341,834	267	573,462	204	484,672	157	207,765	120	108,739	143	104,012	441	237,481	48	62,402
OCHILTREE	32,906	62,846	66,832	6	3,025	2	2,574	11	20,145	13	16,599	15	6,599	8	5,788	13	2,211	11	3,518	3	2,010
OLDHAM	4,301	6,075	6,030	1	318	1	119	2	611			11	2,697	2				9	775	1	242
ORANGE	237,040	456,728	486,654	37	26,646	14	38,254	114	140,039	51	98,732	72	64,805	32	25,209	44	16,969	99	32,124	14	14,815
Orange	147,848	295,929	317,906	13	9,464	8	28,575	61	90,401	34	80,104	36	25,190	16	20,344	27	13,278	63	23,819	8	8,447
PALO PINTO	83,303	153,296	160,747	14	8,646	7	5,314	45	52,789	31	35,838	43	17,452	17	4,887	16	5,102	64	10,395	8	6,587
Mineral Wells	58,902	115,773	123,873	8	6,341	4	412	27	49,773	29	34,045	25	4,373	13	4,810	14	4,619	42	6,406	5	5,949
PANOLA	45,366	76,038	78,498	4	3,267	8	9,153	27	23,540	19	13,842	21	11,964	9	2,320	10	1,839	21	3,700	4	3,110
PARKER	110,131	219,451	236,958	18	7,524	12	16,033	48	67,354	45	78,757	44	23,139	18	4,499	15	1,726	34	12,120	9	7,231
Weatherford	77,916	132,150	136,760	12	6,619	8	8,551	32	30,581	40	42,431	37	19,969	14	4,293	12	1,256	25	8,339	8	4,090
PARMER	20,046	24,383	23,394	7	912	4	1,889	14	7,448	10	4,049	9	1,857	4	293	3	59	11	1,058	3	2,667
PECOS	49,317	86,567	90,308	10	5,184	5	3,237	21	24,826	19	12,741	35	21,953	12	3,822	7	1,769	37	7,326	4	2,123
POLK	71,037	110,888	112,607	11	11,748	6	4,662	43	30,997	23	25,527	39	15,701	13	3,213	12	2,719	33	5,773	6	2,925
POTTER	537,066	846,957	862,288	55	41,899	25	118,611	124	143,235	143	172,984	139	71,111	94	63,026	113	41,773	282	94,450	32	22,366
Amarillo	675,627	1,192,098	1,231,762	59	73,591	47	147,842	130	232,342	152	274,910	251	89,194	117	78,917	126	60,931	282	111,797	37	28,099
PRESIDIO	15,174	24,246	24,762	4	556	5	2,321	17	7,894	7	4,274	10	2,105	7	1,541	10	421	21	1,315	2	951
RAINS	6,791	9,779	9,753	2	238	2	192	11	3,428	1	930	3	217	3	80	1	144	3	411	1	563
RANDALL	236,296	430,248	452,459	34	42,514	9	29,661	53	134,950	54	113,990	35	28,414	50	18,064	42	22,150	73	30,757	11	7,511
REAGAN	8,799	17,008	18,131	3	981	2	451	5	4,960	2	3,418	10	4,835	2		1	405	6	990	1	380
REAL	3,665	6,496	6,791	5	745	1	479	8	1,033	6	995	3	1,766	1	84			4	934	1	273
RED RIVER	36,813	60,882	62,670	8	2,997	4	2,554	40	24,342	14	6,760	22	4,682	12	2,337	12	1,331	13	1,981	6	2,058
REEVES	42,714	52,646	50,672	6	1,573	8	3,582	29	15,353	16	10,339	30	6,404	9	3,448	10	1,064	46	4,053	7	1,311
Pecos	40,054	49,790	48,009	6	1,573	6	3,516	22	14,897	15	10,329	25	4,721	9	3,448	10	1,064	39	3,688	6	1,307
REFUGIO	23,122	32,091	31,735	6	481	4	661	18	7,146	10	7,642	20	7,689	5	1,474	[illegible]	446	27	2,826	4	1,413
ROBERTS	1,484	2,927	3,134	3	877			1	257			3	439	1				2	451		
ROBERTSON	27,173	77,930	90,509	8	4,110	7	2,950	36	36,401	10	13,235	23	11,628	13	4,433	10	1,675	41	6,189	5	3,945
ROCKWALL	30,213	53,452	55,855	8	1,737	1	97	18	6,244	16	19,457	16	13,641	5	344	22	2,639	20	3,613	2	937
RUNNELS	31,037	46,553	46,856	11	2,171	5	3,792	19	13,588	17	10,113	26	4,788	9	2,811	7	1,980	23	2,466	5	1,564
RUSK	88,886	166,099	175,739	19	9,878	16	13,692	60	44,288	33	42,451	44	17,533	27	8,754	19	6,792	35	8,877	12	6,423
Henderson	72,307	134,423	142,056	17	9,225	10	12,398	48	35,692	28	38,520	25	9,431	21	7,964	15	5,432	21	5,981	7	5,071
SABINE	24,326	32,006	31,238	3	2,086	3	445	39	11,951	7	7,361	14	2,250	5	444	6	683	3	1,700	5	374
SAN AUGUSTINE	19,167	25,793	25,323	8	1,281	3	914	27	7,570	8	6,563	7	1,606	6	1,841	4	1,281	9	818	3	973

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAN JACINTO	9,615	16,770	17,469	4	338	1	67	23	8,177	6	3,818	8	2,014	1	109	2	42	6	320	2	262
SAN PATRICIO	129,390	208,367	213,171	27	6,431	14	5,743	89	78,587	46	48,615	62	31,533	29	7,496	23	3,314	93	13,834	20	6,410
SAN SABA	12,619	15,228	14,583	9	1,059	4	387	13	4,732	7	3,095	10	1,463	5	1,368	5	216	3	410	4	601
SCHLEICHER	3,506	6,213	6,495	2	165	2	352	5	2,472	1	559	3	1,789					3	113	1	198
SCURRY	60,718	92,123	92,977	6	3,966	6	5,084	27	24,083	23	18,004	32	11,970	20	5,404	20	3,224	30	7,243	5	2,586
Snyder	59,939	91,147	92,034	6	3,966	6	5,084	23	23,809	23	18,004	30	11,714	20	5,404	19	3,168	27	6,988	5	2,586
SHACKELFORD	9,880	14,173	14,118	4	1,058			7	3,280	3	4,020	13	3,074	2	445	2	399	4	567	1	142
SHELBY	60,041	151,274	170,932	15	8,349	9	8,737	53	32,652	29	35,923	31	17,817	16	8,117	11	4,581	21	4,954	7	5,214
SHERMAN	10,298	11,423	10,726	3	349	1	66	4	3,783	7	2,014	6	3,331	3	322	2	20	2	329	2	180
SMITH	463,517	1,129,920	1,268,104	58	78,738	21	172,913	133	294,700	137	213,987	148	128,321	111	80,729	98	67,679	165	88,102	38	16,830
Tyler	430,135	1,033,432	1,155,878	47	56,778	20	172,756	101	264,785	117	202,937	113	97,768	102	78,952	91	66,533	146	84,080	31	12,930
SOMERVELL	8,606	31,115	37,370	4	910	1		7	21,368	3	3,286	5	2,945	5	580	3	602	9	3,275	2	2,066
STARR	41,124	69,185	71,473	13	4,715	11	5,569	63	28,389	18	8,952	29	9,403	15	3,462	5	3,335	49	3,472	5	1,995
STEPHENS	27,972	69,245	77,950	6	1,159	5	3,425	15	23,992	18	19,591	11	3,513	17	6,060	8	2,446	25	6,850	4	4,026
STERLING	2,758	5,100	5,382					4	1,580			4	2,025					3	951		
STONEWALL	4,258	7,263	7,528	1	92	2	133	3	2,099	2	916	8	2,086	3	132	1	83	2	850	1	38
SUTTON	18,890	35,063	37,041	1	804	2	1,328	18	9,212	5	11,886	6	5,848	3	189	3	243	11	4,405	2	1,316
SWISHER	23,043	31,917	31,550	7	1,026	5	2,266	11	6,793	10	8,507	17	3,422	7	979	7	905	15	2,836	2	2,669
TARRANT	2,990,997	6,064,986	6,550,331	261	217,891	147	1,002,240	772	1,223,838	725	1,411,652	652	539,843	587	282,536	350	228,648	1,344	671,295	176	270,617
Arlington	625,951	1,417,322	1,564,727	44	38,656	25	282,125	102	280,317	105	442,422	106	129,411	112	65,630	94	37,569	192	152,396	23	33,018
Euless	43,633	137,612	120,411	1	129	4	8,900	20	43,611	8	11,961	32	15,108	6	688	10	2,788	23	20,212	3	4,166
Fort Worth	1,559,884	2,736,145	2,881,862	125	87,660	69	443,439	408	482,455	367	606,150	331	214,932	276	115,606	296	126,784	825	350,019	100	125,119
Haltom City	86,549	168,456	179,838	16	15,465	8	18,825	29	43,215	65	17,563	28	29,681	14	5,943	20	9,586	29	14,381	7	7,544
Hurst	185,068	455,675	512,482	14	23,099	11	151,935	27	61,698	19	35,803	27	25,726	72	51,924	32	18,759	47	37,308	6	24,494
TAYLOR	423,602	865,304	936,511	35	45,582	19	111,032	102	172,336	137	192,003	148	111,002	77	52,256	101	75,183	145	73,819	20	20,843
Abilene	397,120	760,301	808,182	31	35,525	17	96,432	89	162,281	124	176,530	127	84,565	73	47,265	98	52,383	126	65,007	19	11,926
TERRELL	4,330	6,641	6,718			1	460	2	911	1	1,277	8	2,861			1		8	1,045	1	
TERRY	51,834	71,605	70,721	8	1,825	6	2,317	25	17,214	19	20,936	20	13,571	14	4,321	8	1,268	14	3,198	5	2,162
THROCKMORTON	2,280	4,651	5,016	1	153			3	1,343	1	840	7	1,216					5	480	1	277
TITUS	84,398	122,907	122,886	12	9,344	7	13,179	32	26,014	26	26,422	36	12,157	27	6,630	19	4,503	30	8,323	9	3,419
Mount Pleasant	78,794	107,840	113,650	9	6,860	7	13,179	24	24,621	26	26,374	28	8,784	27	6,630	18	4,240	28	7,713	9	3,419
TOM GREEN	312,517	790,070	893,360	33	52,302	16	110,929	102	205,249	88	209,466	81	61,702	67	50,116	73	34,425	151	78,864	18	15,156
San Angelo	311,447	786,938	889,939	33	52,302	15	110,613	97	204,706	87	209,106	78	61,034	66	50,055	72	34,330	148	77,686	18	15,156
TRAVIS	1,502,851	2,372,419	2,416,498	123	123,856	54	308,949	387	530,738	263	403,373	274	216,635	255	139,826	265	107,553	791	286,491	82	59,360
Austin	1,452,928	2,278,872	2,317,477	107	109,363	54	308,949	350	500,260	243	399,294	249	196,201	252	138,039	253	101,615	733	272,199	79	57,381
TRINITY	25,154	47,250	50,049	5	1,873	3	2,025	18	13,278	7	16,880	13	7,070	4	1,168	3	193	23	2,469	3	1,671
TYLER	29,458	27,173	24,473	11	1,292	5	511	35	9,353	12	5,764	14	3,051	4	404	3	467	13	1,484	3	909
UPSHUR	53,807	99,697	105,285	12	6,539	4	3,794	37	25,509	25	22,373	37	19,939	17	3,941	9	1,527	27	3,062	5	4,111
UPTON	7,525	8,352	7,848	3	127	2	368	11	2,939	6	263	12	1,685	3	81	2	159	12	1,001	2	447
UVALDE	59,842	80,324	78,855	8	5,715	6	3,787	47	27,597	19	11,555	22	6,962	12	5,318	15	2,096	40	5,664	7	2,315
VAL VERDE	90,586	189,639	205,792	14	15,479	9	17,752	46	50,194	29	41,346	40	21,158	28	15,186	19	6,652	61	14,274	6	2,719
Del Rio	90,027	188,895	205,063	14	15,479	8	17,650	44	50,080	29	41,346	36	20,672	28	15,186	19	6,652	59	14,247	6	2,719
VAN ZANDT	73,024	103,272	102,540	25	5,102	14	1,795	44	27,868	35	36,614	43	12,457	24	3,008	17	744	39	5,041	9	2,947
VICTORIA	269,497	552,160	596,329	33	38,103	18	80,243	96	133,051	65	127,926	69	56,213	34	28,699	43	24,791	119	46,954	15	16,453
Victoria	267,490	549,490	593,714	31	38,094	15	80,003	88	132,035	64	127,917	66	55,553	34	28,699	41	24,773	111	46,319	15	16,453
WALKER	104,011	143,107	141,236	15	6,685	7	8,176	37	35,037	27	24,319	40	21,161	22	6,534	23	3,730	55	20,281	9	4,565
Huntsville	99,798	137,830	136,138	13	6,451	7	8,176	27	32,368	24	23,800	36	20,278	22	6,534	22	3,689	50	19,682	9	4,565
WALLER	74,308	101,497	112,296	10	5,739	5	4,039	28	22,661	10	40,082	17	17,116	4	258	6	1,895	24	11,484	4	1,983
WARD	39,524	99,454	112,344	4	3,622	3	4,868	23	30,299	7	19,296	29	30,072	11	5,119	7	3,578	28	7,014	5	2,007
WASHINGTON	65,196	121,734	128,794	11	5,250	8	7,280	69	49,232	20	24,629	22	8,465	22	7,593	15	4,105	45	6,943	10	3,697
Brenham	62,051	111,408	121,282	10	5,096	8	7,280	51	46,095	20	24,629	17	5,876	22	7,593	15	4,105	32	5,811	9	3,578
WEBB	356,179	1,244,501	1,365,951	32	221,500	29	246,098	177	271,643	69	257,118	82	100,864	119	138,711	60	126,088	140	67,332	22	38,677
Laredo	352,452	920,041	1,047,610	30	55,200	29	161,532	168	251,822	68	81,657	75	85,523	119	138,711	58	74,715	135	64,182	22	28,677
WHARTON	118,407	177,983	179,234	18	7,707	16	9,771	64	51,854	41	41,555	40	16,037	25	10,314	26	6,380	94	15,043	14	5,541
WHEELER	20,492	34,963	36,236	7	2,295	4	913	18	9,707	12	6,398	22	9,522	10	1,446	4	885	11	1,996	5	1,310
WICHITA	468,811	734,919	747,538	40	37,930	25	100,915	126	150,260	134	172,062	119	52,212	95	39,996	112	36,159	216	61,075	29	19,618
Wichita Falls	416,809	642,501	650,316	34	35,307	21	100,107	102	122,633	113	138,238	87	40,340	84	38,536	98	33,132	186	57,106	26	16,375
WILBARGER	46,299	120,710	137,414	10	4,132	5	14,738	20	33,083	24	30,153	30	19,997	20	7,691	14	6,098	29	9,509	2	6,099
Vernon	37,274	119,975	136,628	10	4,132	5	14,738	20	33,083	24	30,153	28	19,211	20	7,691	14	6,098	29	9,509	2	6,099
WILLACY	30,762	39,654	38,316	10	2,657	3	1,655	27	9,958	13	12,778	19	4,167	6	1,273	8	937	27	2,126	3	1,291
WILLIAMSON	131,452	241,340	254,310	39	16,819	13	8,601	61	75,708	33	38,549	64	27,973	25	9,130	33	4,732	122	24,860	14	6,759
Taylor	44,968	79,624	86,357	9	5,874	5	3,822	19	28,648	17	18,096	17	7,743	14	4,718	11	1,701	42	6,366	5	2,345
WILSON	29,244	46,486	47,[illegible]10	7	1,350	6	1,441	27	13,648	9	16,048	19	5,161	5	1,381	7	715	28	2,692	5	1,767
WINKLER	27,560	40,321	[illegible]	2	700	4	2,362	13	14,308	9	3,087	14	2,950	8	1,984	10	2,421	17	2,763	2	798
WISE	48,567	115,478	128,857	7	3,348	14	5,444	30	42,785	27	31,829	38	16,167	23	5,368	12	2,186	31	7,273	8	6,111
WOOD	35,859	73,182	73,809	17	5,826	11	2,173	44	22,149	31	15,769	35	7,358	21	3,208	23	2,118	30	4,164	7	2,706
YOAKUM	19,927	32,145	32,899	4	1,433	4	1,032	11	11,694	10	8,020	12	2,902	5	1,897	6	584	11	1,659	3	664
YOUNG	56,398	94,983	98,162	11	4,871	11	5,304	27	27,926	28	21,861	31	7,784	16	4,496	15	2,681	25	3,748	10	4,372
ZAPATA	3,978	11,567	12,335					17	4,882	3	560	9	1,732	2	1,704	1		10	1,519	1	
ZAVALA	15,446	24,609	25,111	2	1,994	3	916	17	10,006	5	1,963	11	2,937	8	1,403	5	914	28	2,052	3	356

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

UTAH RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,146,168	6,486,474	6,740,409	509	411,435	267	859,761	1,011	1,460,508	800	1,283,114	1,149	726,510	733	261,338	948	337,220	1,964	371,927	249	219,351
STANDARD METROPOLITAN STATISTICAL AREAS																					
Provo-Orem, Utah	505,041	908,305	972,645	69	68,369	34	144,512	134	205,695	111	167,089	139	95,585	95	44,690	135	52,175	203	70,098	28	33,469
Salt Lake City-Ogden, Utah	2,872,761	4,303,716	4,425,922	275	248,678	115	624,108	564	954,569	481	860,049	581	403,061	450	168,917	619	239,820	1,237	375,344	144	127,265
COUNTIES, Cities																					
BEAVER	9,200	12,353	12,354	3	782	2	207	5	2,988	3	228	20	5,447	4	170			13	1,960	2	521
BOX ELDER	77,023	165,527	184,652	10	5,100	9	7,291	32	39,130	21	44,857	36	33,738	15	4,515	21	6,165	46	20,477	8	13,674
CACHE	143,846	211,798	216,674	28	22,109	6	24,910	43	45,625	34	33,687	39	17,231	43	13,679	42	13,013	69	17,483	11	7,676
Logan	127,034	194,876	200,799	18	20,254	6	24,910	24	40,648	31	32,240	23	13,982	38	13,385	35	12,385	50	15,812	7	6,924
CARBON	63,790	96,151	98,687	12	8,041	5	5,033	21	28,601	17	20,900	24	8,411	18	7,087	16	2,464	47	7,688	5	2,564
DAGGETT	1,468	1,638	1,572					1	285	1		2	320					3	952		
DAVIS	278,746	362,423	360,084	27	19,225	13	32,271	68	86,717	65	92,508	75	40,599	45	7,424	67	25,414	120	24,184	17	10,343
DUCHESNE	31,178	59,699	64,580	5	2,804	10	6,056	17	20,967	8	13,672	13	8,540	8	444	7	1,865	21	3,148	2	1,819
EMERY	13,682	19,356	19,593	4	1,204	5	760	19	7,886	1		14	5,929	2		4	33	14	2,358	4	794
GARFIELD	6,647	12,012	12,832	2	694	7	437	7	2,762	4	617	10	2,926	2	439	1	427	14	2,346	1	775
GRAND	29,151	42,619	43,453	6	3,351	4	1,168	11	13,275	7	4,322	20	6,518	8	2,605	6	412	22	3,796	2	1,766
IRON	68,965	90,194	89,694	10	4,000	7	3,376	12	14,453	19	23,078	26	19,468	19	3,577	18	4,017	29	7,453	6	3,732
JUAB	15,717	32,481	35,716	2	1,171	2	1,050	6	5,574	7	10,149	18	10,139	1	186	2	222	17	5,392	3	1,089
KANE	11,756	15,207	15,086	4	728	3	517	8	2,537	4	258	15	5,903	5	428	2	190	13	2,084	2	1,092
MILLARD	18,724	30,835	32,271	5	1,986	5	3,399	8	4,748	7	6,226	18	6,469	1	79	6	701	14	2,813	3	1,318
MORGAN	4,491	7,208	7,501			1	629	2	1,683	5	492	5	2,715			2		4	750	1	1,108
PIUTE	814	1,758	1,952			1		1	635			2	745			1		4	494		
RICH	3,055	5,803	6,267			4	588	3	239	1	115	6	4,692			1		4	494		
SALT LAKE	2,056,557	3,182,245	3,295,604	189	178,666	77	479,541	386	692,526	295	627,109	384	292,473	328	139,084	457	185,905	878	290,094	96	89,440
Salt Lake City	895,576	1,144,171	1,131,971	62	30,514	37	142,994	190	179,213	115	221,296	165	99,318	152	57,062	183	97,325	462	136,974	44	27,068
SAN JUAN	18,013	31,889	33,911	4	708	8	1,717	14	12,466	7	7,302	13	6,098	1	22	1	163	16	2,068	2	926
SANPETE	24,017	31,646	31,517	10	1,557	8	1,260	27	10,193	7	5,866	22	6,030	5	225	10	1,718	28	2,298	4	856
SEVIER	46,782	69,749	71,046	10	5,409	8	4,337	14	13,168	7	11,935	26	12,712	14	4,696	12	1,844	26	5,941	5	2,230
SUMMIT	20,557	41,788	45,800	5	5,133	6	1,651	14	9,241	5	5,158	16	8,818	7	347	3	222	38	9,602	2	900
TOOELE	51,017	70,084	70,981	6	1,098	5	2,160	17	22,654	13	10,637	27	15,839	7	1,855	5	1,586	35	6,123	5	2,464
UINTAH	56,188	114,543	125,606	11	9,688	9	11,524	18	27,486	17	25,894	26	16,057	14	4,264	14	5,531	23	6,883	4	10,149
UTAH	505,041	908,305	972,645	69	68,369	34	144,512	134	205,695	111	167,089	139	95,585	95	44,690	135	52,175	203	70,098	28	33,469
Provo	191,867	298,742	308,756	19	20,905	5	24,042	36	68,209	34	84,369	42	23,006	30	10,983	41	16,014	72	26,271	9	10,410
WASATCH	22,946	42,920	46,192	5	3,146	3	1,172	8	10,037	6	10,775	16	11,233	3	490	1	593	19	4,805	4	2,322
WASHINGTON	76,241	131,649	139,231	26	16,447	4	3,686	18	25,475	20	30,445	35	24,004	17	4,478	23	5,645	36	14,776	6	3,306
St. George	66,506	118,736	119,210	21	13,976	4	3,686	10	20,418	19	28,869	25	17,594	16	4,453	21	5,605	25	11,299	5	3,275
WAYNE	4,115	5,630	5,655	3	330	1	373	4	790			7	3,721	1		1		4	424		
WEBER	486,441	688,964	699,253	53	49,689	20	120,136	93	152,672	108	129,795	95	54,150	70	20,554	90	26,915	204	54,943	26	25,018
Ogden	353,548	457,647	453,946	38	36,015	11	68,296	57	83,043	73	113,334	61	26,803	51	16,323	56	13,238	144	35,512	16	13,888

VERMONT RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,667,623	2,309,329	2,361,266	332	156,610	222	193,705	815	591,815	414	355,065	540	232,145	324	83,089	360	69,927	920	195,302	140	54,109
STANDARD METROPOLITAN STATISTICAL AREAS																					
Burlington, Vt.	394,215	449,303	489,352		39,620		75,550		114,706		27,693		42,668		28,982		18,963		50,779		10,969
COUNTIES, Cities																					
ADDISON	69,000	97,596	105,215	17	5,998	14	5,818	45	32,365	17	15,395	22	10,593	18	3,559	14	1,513	40	7,040	8	2,085
BENNINGTON	137,520	193,421	208,459	31	12,473	11	10,631	51	49,636	27	24,848	41	20,353	40	7,828	40	7,917	81	19,257	9	4,431
Bennington	80,133	120,644	131,709	13	6,980	5	7,905	22	36,325	16	16,789	22	12,194	22	5,239	17	3,873	38	11,904	5	3,703
CALEDONIA	87,304	116,414	124,039	19	5,952	11	11,196	50	31,815	30	26,465	25	9,444	17	5,615	27	3,752	42	8,034	11	3,092
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN	395,237	566,148	492,197	63	40,729	25	75,364	128	115,540	61	27,472	93	42,708	63	28,973	71	18,993	159	51,289	22	10,872
Burlington	166,672	253,969	277,933	14	15,920	7	63,054	49	44,057	16	20,549	30	19,549	43	26,372	38	13,209	71	28,141	8	4,768
ESSEX	5,015	6,400	6,758	1	88	7	606	10	1,934	1	284	8	1,859			2	30	9	1,068		
FRANKLIN	96,399	133,659	143,563	20	11,018	14	10,809	59	40,118	36	27,470	33	8,950	19	6,014	23	6,513	56	7,813	10	4,894
St. Albans	56,577	80,779	87,270	8	4,991	4	8,317	19	24,283	15	15,976	12	2,801	13	4,850	15	5,987	20	4,822	5	2,432
GRAND ISLE	8,465	11,896	12,809	4	207	5	933	15	3,334	6	2,741	7	1,559			2	263	10	517		
LAMOILLE	55,341	71,788	76,067	11	5,463	12	4,695	45	22,000	15	8,442	17	7,048	8	1,244	11	2,655	47	9,117	7	1,691
ORANGE	48,035	82,413	92,339	13	11,595	14	4,454	33	23,552	14	13,005	30	15,243	8	864	9	1,127	36	5,412	4	2,595
ORLEANS	58,436	74,692	78,912	13	4,139	18	8,256	36	22,704	22	16,629	25	10,093	9	1,131	16	1,623	30	3,637	8	1,906
Newport	28,394	36,934	38,643	4	1,772	3	2,563	10	10,156	9	8,523	8	5,429	6	1,059	7	1,051	11	1,737	4	1,084
RUTLAND	206,089	253,588	265,904	38	13,553	27	25,133	112	61,041	74	53,467	63	22,617	40	7,681	41	6,664	119	20,423	18	6,861
Rutland	119,658	145,512	152,210	18	9,336	7	19,999	47	35,244	22	23,717	28	12,486	27	5,455	22	4,564	58	9,345	9	2,794
WASHINGTON	180,526	272,715	297,894	31	14,552	25	25,486	83	72,374	48	53,817	58	29,612	32	6,775	41	10,719	100	23,738	16	6,978
Barre	57,223	86,186	94,091	9	4,735	7	11,599	25	22,721	10	7,010	20	10,327	13	2,519	13	4,052	18	7,377	8	4,244
Montpelier	44,571	67,814	72,464	8	4,479	3	2,199	11	11,269	9	21,220	10	6,679	11	2,341	13	2,953	27	6,174	3	1,220
WINDHAM	150,263	190,927	201,452	34	12,188	15	4,338	75	39,366	20	17,720	54	25,816	38	9,106	33	3,699	113	21,596	11	4,110
Bellows Falls	20,715	26,536	27,701	5	986	1	375	7	10,066	3	1,861	12	2,798	12	1,665	4	314	16	1,645	4	1,361
Brattleboro	84,983	108,162	114,166	15	6,209	3	1,284	37	35,514	8	11,136	20	14,078	21	6,957	17	2,898	45	10,602	5	2,113
WINDSOR	169,993	237,672	255,658	37	18,655	24	5,986	73	56,036	43	67,310	64	26,250	32	4,299	30	4,459	78	16,361	16	4,594
Hartford		47,845	57,416		3,201		980		10,762		23,673		4,801		827		1,058		2,886		1,900
Springfield	33,903	47,590	51,224	6	3,521	3	2,445	11	13,750	11	10,323	12	6,017	5	1,270	8	2,730	12	2,593	4	1,452
White River Junction	NO DATA AVAILABLE FOR THIS CITY																				

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,544,567	26,752,587	27,930,047	1,592	1,187,124	1,463	3,556,593	6,163	6,792,544	3,090	4,907,589	3,992	3,013,160	2,544	1,159,728	2,854	1,112,282	6,356	2,318,573	974	1,024,927
STANDARD METROPOLITAN STATISTICAL AREAS																					
Charlottesville, Va.	364,803	557,556	576,001	35	25,472	43	74,027	163	153,928	54	76,336	82	61,201	60	28,565	70	20,124	135	45,425	17	18,123
Danville, Va.	299,928	436,934	445,754	33	18,457	42	88,891	213	127,642	93	80,716	113	36,974	46	17,467	66	13,354	149	33,234	19	15,364
Johnson City-Kingsport-Bristol, Tenn.-Va.	1,267,612	2,020,098	2,080,693	171	138,470	117	261,072	628	474,209	352	401,650	367	184,493	251	81,852	261	72,490	429	137,888	85	90,684
Lynchburg, Va.	496,774	737,132	758,559	51	27,874	44	99,209	219	195,089	102	132,756	125	70,772	64	20,989	93	29,371	174	52,823	37	33,353
Newport News-Hampton, Va.	1,152,589	1,861,233	1,951,781	82	54,467	65	278,970	346	436,859	190	293,430	214	187,395	191	93,939	184	146,856	481	207,331	55	49,675
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	2,343,241	3,787,545	3,959,021	167	139,249	134	560,746	683	923,057	350	746,190	428	368,119	345	196,873	346	167,722	1,058	376,694	115	106,820
Petersburg-Colonial Heights-Hopewell, Va.	395,106	558,104	566,304	29	26,513	20	80,381	153	146,085	71	94,069	116	61,987	71	29,197	71	19,242	161	39,834	30	23,504
Richmond, Va.	2,186,534	3,662,989	3,856,192	147	195,668	99	566,207	541	865,192	314	400,429	406	417,804	341	165,162	342	137,351	852	335,163	134	142,611
Roanoke, Va.	840,174	1,257,823	1,295,355	73	35,876	59	173,675	273	314,338	165	187,667	189	127,179	114	57,634	144	52,489	317	103,068	52	43,280
Washington, D.C.-Md.-Va.	11,412,504	17,700,442	18,407,927	617	527,175	331	2,576,116	2,033	3,936,940	960	3,064,023	1,573	1,797,192	1,557	951,677	1,538	760,042	3,507	1,896,185	510	829,364
COUNTIES, Cities																					
ACCOMAC	65,320	101,299	104,719	15	2,772	20	8,718	75	37,043	24	8,937	43	12,286	17	3,597	18	2,931	39	7,548	9	5,265
ALBEMARLE	41,528	84,746	93,028	6	2,501	13	3,452	42	29,365	11	24,435	17	19,332	4	1,196	5	489	8	780	3	1,688
ALLEGHANY	5,206	6,993	7,002			2	1,454	4	1,157	1		1	3,381					3	436		
AMELIA	11,657	15,675	15,695	1	302	4	499	19	5,505	6	2,187	7	3,853	3	192	4	606	3	572	2	3
AMHERST	64,757	91,377	95,986	5	3,719	6	5,121	52	30,682	14	20,973	23	14,829	1	800	11	2,508	25	4,641	6	7,434
APPOMATTOX	33,129	60,623	64,984	2	1,713	8	2,490	17	17,473	7	22,500	11	7,622	3	166	6	832	12	3,121	2	2,852
ARLINGTON	633,905	1,112,659	1,182,068	27	15,508	12	110,572	102	242,057	68	350,457	76	95,725	49	27,867	74	42,077	205	152,904	28	67,006
AUGUSTA	74,227	107,038	108,882	19	6,719	7	1,300	50	26,322	28	22,416	47	19,529	7	1,365	13	2,204	36	8,609	6	1,557
BATH	9,515	17,569	18,875	1	159	7	3,308	10	4,775	2	1,935	11	3,099	3	1,036	3	1,073	10	1,053	1	6
BEDFORD	14,832	27,104	29,046	6	627	4	469	41	16,381	12	3,757	12	3,694	2	113	5	551	20	2,096	2	19
BLAND	6,458	9,898	9,950					10	2,046	4	3,797	6	3,438			2	33	2	360		
BOTETOURT	39,936	59,670	61,157	3	993	9	3,108	39	10,859	14	11,662	25	23,610			9	1,679	19	2,217	4	520
BRUNSWICK	25,256	34,008	34,070	4	1,936	21	2,187	35	11,883	15	6,947	11	3,816	9	1,982	4	727	9	796	5	264
BUCHANAN	81,192	123,431	127,042	11	5,430	19	17,394	91	31,772	31	21,724	29	11,406	21	4,796	19	5,772	29	5,521	6	4,021
BUCKINGHAM	11,438	14,787	14,680	2	104	13	1,659	16	5,067	3	1,254	9	5,101	3	107			10	861	1	2
CAMPBELL	82,270	121,673	124,464	21	6,837	11	5,086	71	36,879	27	29,875	40	17,376	8	1,046	20	6,866	27	4,832	5	4,033
CAROLINE	27,380	46,386	48,889	4	468	9	1,228	30	18,595	8	6,395	19	13,067	4	1,047	6	333	17	4,889	3	189
CARROLL	32,211	46,559	47,388	6	1,374	11	4,619	43	16,272	13	6,990	14	7,736	9	1,057	6	1,171	17	3,687	2	40
CHARLES CITY	2,257	4,881	5,320			1	116	10	3,292			3	1,472					1	126		
CHARLOTTE	16,599	23,163	23,391	3	60	15	1,505	42	8,255	6	4,433	17	4,393	5	500	8	525	16	1,546	4	708
CHESTERFIELD	327,247	799,603	912,178	32	38,982	13	152,507	69	243,234	40	119,998	57	90,203	51	42,671	59	29,091	92	70,405	14	30,884
CLARKE	17,835	46,539	53,823	5	2,947	5	1,677	20	18,926	4	3,253	10	8,993	3	587	8	1,256	14	4,773	2	411
CRAIG	3,624	5,738	5,957	3	410	4	523	4	2,068	2	184	7	1,876					2	153	1	460
CULPEPER	58,102	82,257	83,347	6	1,701	9	8,706	31	28,031	16	11,515	16	10,825	13	2,636	16	2,080	22	8,887	4	298
Culpeper	55,322	75,379	79,391	6	1,701	6	7,565	23	26,159	15	11,233	15	10,559	13	2,636	16	2,080	22	8,887	4	298
CUMBERLAND	8,346	10,790	10,709	3		2	1,775	11	3,328	1	1,044	5	1,233	2	172	1	2,099	6	920	1	5
DICKENSON	47,108	64,517	64,874	3	4,374	13	4,801	41	21,623	14	17,254	18	5,542	9	1,127	9	2,131	15	2,248	2	95
DINWIDDIE	11,317	18,505	19,349	4	1,522	3	355	20	8,551	6	1,953	17	5,572			1	119	7	599	2	561
ESSEX	36,611	53,482	54,568	5	1,454	6	2,385	16	25,246	12	8,482	14	3,705	7	2,289	6	2,533	18	4,919	3	13
FAIRFAX	1,892,034	3,155,083	3,315,110	127	118,618	53	596,670	258	720,751	137	472,911	276	343,791	257	210,287	252	139,208	448	273,727	72	159,064
FAUQUIER	78,229	122,725	127,178	21	9,741	10	2,642	35	37,260	18	17,589	29	26,257	11	3,142	14	2,810	38	10,138	5	5,511
FLOYD	18,915	31,035	32,476	6	2,367	14	2,441	18	8,542	11	11,178	6	2,881	4	192	7	1,161	8	1,179	2	38
FLUVANNA	9,942	16,975	17,923	2	219	6	389	18	8,034	6	3,100	7	2,397	2	189	2	416	5	811	1	14
FRANKLIN	54,860	72,593	72,444	7	3,004	11	4,762	64	26,836	20	9,639	31	7,095	7	1,758	15	2,556	30	3,539	7	2,983
FREDERICK	21,909	39,443	42,130	3	2,404	5	5,850	24	7,651	10	9,405	12	11,911			6	556	13	2,556	1	
GILES	50,111	94,026	101,343	5	6,935	10	3,402	41	36,262	13	21,381	27	10,764	5	2,496	13	1,958	32	4,556	7	5,484
GLOUCESTER	48,652	110,550	124,165	9	7,353	7	8,503	31	45,759	18	18,744	16	14,035	6	2,595	13	6,121	21	4,184	4	5,991
GOOCHLAND	13,169	46,395	49,153	1	21,602	3	355	11	6,436	5	5,592	9	9,709	1	49	2	819	7	879	1	610
GRAYSON	11,380	16,782	17,152	3	361	9	1,340	25	7,120	8	2,757	12	2,085	4	70	5	2,153	10	846	2	23
GREENE	9,037	19,361	21,473	1	135	5	1,305	14	8,845	2	3,005	8	6,680	1	133	6	264	6	568	1	
GREENSVILLE	2,599	4,342	4,560			1	158	2	163			5	4,239								
HALIFAX	18,717	22,917	22,476	8	2,208	17	1,663	51	7,969	9	1,740	18	3,973	2	915	2	916	16	1,004	2	141
HANOVER	132,022	264,370	288,983	16	10,271	10	4,235	54	65,650	23	42,993	32	95,232	12	4,007	17	5,617	48	28,134	10	9,706
HENRICO	708,044	1,139,802	1,188,256	35	25,928	25	237,581	140	304,346	97	176,661	128	108,433	95	55,188	95	49,458	193	89,258	38	51,408
HENRY	67,855	93,664	94,343	12	4,776	9	7,304	62	28,052	39	12,711	54	18,358	5	988	24	3,585	40	8,287	6	2,559
HIGHLAND	3,007	4,667	4,825			2	201	8	1,258	2	599	2	1,399			2	88	4	592		
ISLE OF WIGHT	43,126	89,236	98,242	8	3,409	7	1,501	33	29,945	9	28,921	20	9,538	5	1,590	8	1,490	23	6,666	4	3,295
JAMES CITY	34,749	95,205	110,856		1,133	1	4,027	9	7,431			5	6,072	1	269	10	81,265	7	3,192		
KING AND QUEEN	3,600	6,784	7,319	1	71	1	407	13	2,087	2	1,665	5	1,612			2		7	739		
KING GEORGE	14,700	28,582	31,042	3	1,475	3	1,532	12	14,642	5	4,431	12	6,543	1	237	3	294	7	1,046	2	2
KING WILLIAM	24,646	59,291	67,404	3	2,471	10	5,023	14	21,356	6	9,379	10	11,163	4	1,155	5	2,183	19	4,364	3	2,215
LANCASTER	28,278	49,608	52,693	7	1,190	7	1,071	30	14,696	14	9,039	14	9,136	15	2,338	15	4,207	15	2,634	4	2,397
LEE	45,536	75,997	79,825	16	6,950	11	2,453	52	28,480	18	14,854	26	11,045	7	1,642	8	1,452	32	3,505	3	1,634
LOUDOUN	142,597	298,352	329,304	23	16,646	9	13,926	49	94,050	35	46,785	36	44,180	28	12,176	25	7,625	53	28,642	10	18,888
LOUISA	29,197	47,040	49,032	6	2,015	10	2,795	27	20,636	7	4,123	16	10,285	2	113	5	495	11	1,127	3	1,207
LUNENBURG	21,697	35,360	36,949	7	3,618	11	2,554	21	12,276	7	4,806	12	4,819	5	689	6	1,651	10	1,241	3	1,224
MADISON	11,187	20,503	21,989	3		6	1,044	18	8,863	5	3,221	8	3,475			4	405	6	1,308	1	1,040
MATHEWS	16,340	32,512	35,495	4	1,015	4	880	15	12,438	12	5,758	9	7,839	4	948	10	992	9	814	2	134
MECKLENBURG	85,676	118,906	119,928	14	5,161	29	9,959	71	36,493	30	19,902	37	18,476	22	2,965	20	3,076	47	7,345	9	4,015
MIDDLESEX	16,731	33,697	36,887	7	3,062	7	1,587	20	14,239	13	2,634	9	4,504	5	486	8	661	13	1,660	2	106
MONTGOMERY	163,194	213,685	174,550	16	18,686	15	18,194	65	45,899	41	33,961	44	29,057	22		35	7,387	69	8,137	10	3,618
Christiansburg	72,521	157,542	174,550	9	18,686	7	18,194	32	45,899	23	33,961	19	29,057	6		19	7,387	27	8,137	5	3,618

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NANSEMOND																					
NELSON	12,772	44,578	62,450	3	7,937	8	7,463	44	14,232	9	13,108	11	10,024			4	2,903	8	1,810	2	1,585
NEW KENT	16,282	69,920	73,606	2	44,243	3	877	11	7,752	8	10,727	10	7,202	1	57			11	1,351	1	626
NORTHAMPTON	40,381	66,153	71,787	9	3,398	10	3,641	37	39,412	13	5,480	19	5,594	11	1,026	10	517	23	4,324	3	251
NORTHUMBERLAND	16,761	23,364	23,584	3	1,630	7	474	25	9,757	15	3,320	13	2,824	5	243	6	364	10	973	2	500
NOTTOWAY	38,948	52,529	52,649	7	1,030	10	2,809	31	17,602	19	11,360	17	4,519	11	1,327	11	2,437	20	3,540	6	2,257
ORANGE	49,711	82,599	86,696	9	4,474	15	3,321	22	22,504	16	16,127	27	19,500	7	2,722	10	1,778	15	3,041	6	4,392
PAGE	41,888	57,719	58,123	8	1,249	6	3,310	31	16,513	15	9,410	23	5,978	6	647	13	2,077	35	9,137	5	3,874
PATRICK	23,076	37,459	39,124	4	911	20	4,991	32	9,738	14	8,079	10	3,615	4	1,100	11	892	14	1,422	4	1,685
PITTSYLVANIA	58,059	73,003	72,027	13	3,743	29	4,918	93	27,606	22	14,916	42	7,518	11	1,294	10	1,180	46	4,197	4	2,372
POWHATAN	10,948	40,461	42,463	1	21,659	1	118	15	7,329	2	8,784	7	2,210			1	406	2	252	1	611
PRINCE EDWARD	55,279	98,949	105,546	8	3,936	8	11,079	23	28,538	10	20,885	22	10,054	7	1,110	11	11,397	21	9,317	3	102
PRINCE GEORGE	8,091	11,535	11,699	2	2,896	1	359	12	1,716			5	4,091	1	88	5	477	6	653		
PRINCE WILLIAM	401,050	722,138	771,425	38	40,698	15	83,872	80	175,680	66	148,641	83	107,654	45	26,843	56	24,843	107	63,642	16	41,411
Woodbridge	174,409	290,434	336,163	19	16,935	5	32,012	27	77,545	31	63,000	31	45,587	22	12,220	35	15,996	40	27,340	4	16,033
PULASKI	76,910	141,003	151,241	9	8,139	9	9,355	58	45,287	22	27,362	29	23,359	18	5,021	14	4,271	35	7,490	8	6,835
Pulaski	58,557	110,071	118,687	4	1,919	4	8,492	37	34,173	15	25,829	12	15,171	16	4,931	10	4,022	27	5,868	7	6,695
RAPPAHANNOCK	5,414	11,604	12,872	1	138	5	965	10	3,103	2	1,597	5	1,112			2	402	5	583		
RICHMOND	20,857	32,136	33,173	4	1,748	10	1,210	14	8,277	7	3,128	7	7,594	7	1,542	4	2,199	8	2,474	1	35
ROANOKE	160,762	325,327	356,515	21	10,014	9	33,824	64	137,948	38	19,573	48	42,975	18	11,327	33	14,311	59	39,917	13	17,339
ROCKBRIDGE	19,317	22,932	22,328	3	16	3	140	21	4,060	4	358	17	17,058	1	30	1	202	7	378		1
ROCKINGHAM	52,860	118,894	133,242	15	12,550	12	4,808	50	39,582	39	25,314	42	18,354	7	435	22	7,242	33	8,408	6	5,941
RUSSELL	43,104	70,967	74,312	12	4,783	6	3,654	49	20,129	17	16,835	24	13,046	14	2,383	20	6,178	18	2,686	4	1,670
SCOTT	42,083	69,580	72,957	8	1,924	12	2,818	69	26,624	15	17,834	14	6,328	7	564	12	3,048	16	2,551	4	2,718
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	70,326	101,253	102,950	13	7,953	16	4,564	65	28,556	28	19,633	41	21,037	13	1,436	16	2,282	39	4,743	6	2,632
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	86,613	98,463	94,986	17	4,780	13	8,292	63	35,081	41	13,769	42	9,317	21	3,147	20	2,649	33	5,369	8	3,938
SOUTHAMPTON	19,383	26,535	26,678	8	1,561	14	1,694	26	7,466	8	4,084	18	6,608	2	756	6	1,623	8	875	1	30
SPOTSYLVANIA	89,690	265,638	315,260	6	2,588	10	56,132	23	96,016	11	76,238	16	31,165	1		8	11,850	18	16,094	1	
STAFFORD	24,245	86,462	97,332	7	2,216	5	933	23	15,317	7	9,079	17	21,234	1	14,301	5	371	17	9,885		3,717
SURRY	3,747	3,550	5,679			4	280	9	3,333	2	452	5	651	2	54	1	56	5	805	1	9
SUSSEX	23,219	38,595	40,514	4	1,197	10	2,065	20	10,564	9	9,164	17	6,876	3	773	6	685	12	3,129	4	1,665
TAZEWELL	179,975	306,572	323,567	24	21,608	27	23,009	92	122,335	40	76,423	34	20,075	31	7,864	27	7,187	50	11,762	12	6,733
Bluefield	24,118	43,865	47,815	1	621	2	2,001	16	28,728	7	2,175	3	2,718	6	1,338	5	230	8	1,297	2	1,519
WARREN	62,701	92,710	94,823	10	4,642	4	10,777	38	29,627	20	12,984	22	9,666	15	3,745	18	2,874	31	7,317	3	144
WASHINGTON	86,760	131,629	135,390	24	16,513	15	5,291	52	36,022	34	19,901	48	23,993	20	3,522	18	3,395	36	9,015	6	4,811
WESTMORELAND	28,510	37,489	37,368	5	1,471	17	2,651	26	13,368	12	8,466	15	2,701	2	1,845	4	520	29	2,989	3	86
WISE	123,726	159,886	158,704	21	20,045	17	6,683	71	51,829	35	25,541	34	17,264	27	5,076	36	4,587	42	6,062	7	579
WYTHE	70,509	101,559	103,273	8	5,312	14	5,743	45	22,590	23	19,453	28	20,509	14	4,375	9	2,452	30	9,335	6	3,703
YORK	52,040	139,209	161,804	9	4,028	2	8,956	20	38,395	12	8,647	19	26,346	3	80	14	7,579	35	33,151	3	6,386
INDEPENDENT CITIES																					
ALEXANDRIA	565,131	759,983	761,204	18	8,172	15	143,520	83	161,519	42	155,319	62	55,930	88	41,594	70	24,040	157	74,130	21	24,173
BEDFORD	45,104	76,169	80,222	10	5,591	5	5,298	34	30,969	14	13,358	15	5,406	3	389	10	1,747	14	3,768	3	3,271
BRISTOL	146,894	313,477	310,437	12	24,031	6	22,501	52	29,849	19	26,529	26	25,197	33	14,761	30	6,997	47	11,212	5	40,730
BUENA VISTA	16,639	26,048	26,986	3	1,118	6	1,612	16	8,345	7	3,308	10	5,449	4	1,890	4	701	10	1,791	3	1,139
CHARLOTTESVILLE	304,296	436,474	443,577	26	22,617	19	68,881	89	107,684	35	45,796	50	32,792	53	27,047	57	18,955	116	43,266	12	16,421
CHESAPEAKE	235,974	454,470	492,612	28	30,330	13	22,224	95	155,009	44	113,643	58	79,788	17	9,822	24	5,962	109	36,517	13	15,597
CLIFTON FORGE	20,142	28,441	28,793	5	427	5	1,525	7	12,556	6	3,752	10	4,919	5	412	6	899	12	1,527	3	1,799
COLONIAL HEIGHTS	49,328	92,520	99,705	4	1,024	1	7,228	13	31,764	13	15,115	14	13,196	5	3,652	9	1,477	25	9,780	5	6,436
COVINGTON	61,975	79,205	78,422	10	6,396	9	11,282	22	17,227	15	16,250	21	7,182	9	2,880	16	3,062	30	5,426	4	3,625
DANVILLE	241,869	363,931	373,727	22	14,714	13	83,973	120	100,036	71	65,800	71	29,456	35	16,173	56	12,174	103	29,037	15	12,992
EMPORIA	52,710	73,107	73,731	7	2,425	7	3,608	29	17,602	11	14,071	23	14,215	6	3,009	11	2,896	19	7,990	6	2,625
FAIRFAX	282,455	527,525	567,988	20	26,854	5	52,223	39	106,678	32	163,389	43	59,979	27	9,943	35	24,546	62	45,765	9	22,116
FALLS CHURCH	133,656	244,219	261,671	8	9,920	5	25,114	21	38,945	10	94,512	28	30,721	8	3,845	29	16,603	34	15,107	6	11,070
FRANKLIN	46,610	71,977	74,345	4	974	6	4,167	23	22,838	10	12,997	16	9,033	10	5,266	10	3,037	11	5,272	6	5,088
FREDERICKSBURG	158,535	187,605	182,596	22	20,911	12	20,825	49	40,549	26	10,597	40	20,463	40	12,422	38	6,932	67	18,785	10	11,026
GALAX	52,942	97,650	104,862	9	6,787	7	11,847	27	29,820	26	17,766	16	7,694	15	3,324	15	5,090	25	8,527	5	4,417
HAMPTON	446,617	692,616	716,055	24	11,472	29	139,889	110	156,736	54	104,280	73	65,708	93	44,838	63	27,813	158	58,913	16	12,367
HARRISONBURG	154,370	221,656	225,235	25	15,317	11	29,091	28	57,847	41	26,688	36	23,730	27	11,599	30	11,174	57	18,371	5	6,897
HOPEWELL	93,163	120,404	119,530	8	10,126	4	8,754	41	41,135	12	17,548	22	11,395	18	7,049	16	3,889	28	6,399	8	6,177
LEXINGTON	54,439	79,671	81,307	6	1,886	7	3,353	23	20,822	8	9,315	21	26,146	10	2,938	10	1,967	27	6,458	4	2,773
LYNCHBURG	316,618	463,459	473,125	23	15,605	19	86,512	79	110,055	54	59,408	51	30,945	32	18,977	56	19,165	110	40,229	24	19,034
MANASSAS	94,341	137,862	140,626	12	18,158	7	11,161	19	35,918	17	26,702	16	13,497	5	1,131	19	4,730	17	5,818	3	5,627
MANASSAS PARK	12,332	17,350	17,552					3	8,039	4	2,831	2	2,115	3	625			3	1,700	1	1,489
MARTINSVILLE	149,308	261,003	277,001	16	11,907	15	40,028	50	65,681	37	52,907	42	21,714	25	8,599	35	9,726	59	17,229	9	10,038
NEWPORT NEWS	439,537	638,627	644,448	35	28,231	20	104,391	136	146,445	88	136,393	81	57,919	71	31,012	69	17,042	202	59,784	25	17,963
NORFOLK	916,858	1,357,393	1,389,018	46	32,741	48	226,603	228	284,254	127	237,765	139	108,065	143	96,391	131	58,287	453	148,227	45	33,238
NORTON	39,120	96,816	110,730	9	10,260	4	2,587	21	21,337	7	31,329	6	7,336	8	8,121	6	2,972	10	8,611	4	3,139
PETERSBURG	232,147	315,140	316,021	11	10,945	11	63,685	65	62,919	40	59,453	52	27,733	47	18,408	40	13,280	95	22,403	15	10,330
POQUOSON	4,400	9,288	10,271	1	259	1	168	12	3,183	4	1,614	1	8	1	113	1	997	8	3,304	1	49
PORTSMOUTH	326,095	455,431	459,991	19	12,380	22	70,635	94	124,794	55	88,090	46	25,813	54	31,055	52	18,860	120	34,884	18	13,652
RADFORD	58,388	99,321	104,799	7	3,233	10	12,904	28	24,821	14	25,118	18	6,229	15	3,286	16	6,453	18	6,387	4	3,582
RICHMOND	976,565	1,297,557	1,296,233	60	32,983	43	170,418	231	227,153	139	235,674	160	103,343	181	63,190	168	51,960	498	144,738	69	48,766
ROANOKE	467,731	615,206	613,278	31	18,941	33	127,753	126	109,265	78	103,455	83	40,175	82	43,953	82	28,108	185	46,905	24	18,494
SALEM	168,121	251,882	258,448	15	5,518	4	8,457	40	54,198	33	52,793	28	18,543	14	2,354	20	8,391	52	13,876	10	6,467
SOUTH BOSTON	62,787	103,702	108,698	10	5,334	12	13,872	38	32,406	19	17,965	19	10,097	15	2,986	19	5,967	25	5,903	9	4,837
STAUNTON	131,490	191,758	195,567	17	12,656	13	32,781	29	46,421	27	41,941	22	14,526	22	6,260	19	6,495	43	11,458	8	8,823
SUFFOLK	118,925	166,174	167,955	18	11,630	14	16,958	67	45,256	30	27,784	43	13,410	21	7,517	24	5,781	49	8,438	11	7,748
VIRGINIA BEACH	733,344	1,338,301	1,433,763	50	51,179	32	223,294	174	308,419	92	278,632	126	137,570	109.	52,036	111	78,596	313	147,660	27	36,541
WAYNESBORO	79,038	113,441	115,282	11	3,290	7	12,050	20	28,834	23	20,791	14	12,167	16	4,530	17	3,979	31	23,566	6	496
WILLIAMSBURG	106,594	173,738	184,182	4	1,991	5	13,036	28	38,910	14	23,732	19	17,307	16	15,032	14	6,039	50	44,803	6	6,919
WINCHESTER	290,323	293,332	286,961	19	19,325	16	38,551	72	61,226	46	52,626	40	28,481	36	13,600	32	9,684	89	23,735	12	16,477

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,503,242	20,399,345	21,098,305	1,776	1,215,520	586	2,386,151	3,586	4,910,305	2,640	3,542,985	3,005	1,785,699	1,815	899,896	2,917	932,344	6,296	2,350,770	819	862,019
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bellingham, Wash.	383,201	508,309	514,132	60	40,116	23	69,324	116	100,265	69	87,168	84	37.240	60	21,673	82	24,646	187	63,817	18	16,886
Bremerton, Wash.	390,746	545,992	558,656	64	49,592	15	52,567	110	152,122	83	87,992	84	38,697	63	14,376	82	23,608	166	53,193	32	35,140
Olympia, Wash.	360,166	652,709	710,482	46	46,443	15	80,920	96	185,856	70	100,026	84	59,041	35	15,606	81	38,236	154	76,797	21	34,181
Portland, Ore.-Wash.	4,516,528	7,112.773	7,422,611	464	306,257	176	1,202,379	1,069	1,497,039	689	1,301,479	808	604,816	606	311,817	828	353,292	1,982	814,393	179	216,314
Richland-Kennewick-Pasco, Wash.	464,977	741.124	780,322	51	50,563	23	106,080	108	176,608	98	127,853	92	70,497	62	32,521	93	31,677	162	71,616	29	48,777
Seattle-Everett, Wash.	5,865,981	9,867,162	10,329,160	575	519,852	191	1,184,814	1,277	2,353,532	943	1,732,909	1,027	810,205	739	466,113	1,220	449,285	2,490	1,222,866	310	406,359
Spokane, Wash.	1,212,900	1,537,115	1,539,488	143	93,211	42	218,570	267	326,012	239	272,303	235	117 880	142	69,889	258	84,100	490	152,463	67	56,100
Tacoma, Wash.	1,437,664	1,993,641	2,038,121	174	103,086	42	277,156	370	423,334	303	376,393	327	192,170	144	78,747	309	100,342	599	206,050	70	68,274
Yakima, Wash.	374,115	716,965	715,806	85	47,844	28	89,991	177	164,591	138	132,593	143	64,185	76	33,899	120	31,427	280	70,143	40	21,515
COUNTIES, Cities																					
ADAMS	37,071	60,285	63,729	12	3,491	3	1,488	14	18,760	11	10,257	23	6,643	4	1,736	11	1,199	30	10,645	7	4,620
ASOTIN	27,984	51,332	55,679	8	4,932	1	741	10	17,336	9	4,646	14	6,465	4	1,465	13	3,653	18	7,097	4	4,992
Clarkston	26,994	49,242	53,693	6	4,216	1	741	9	16,860	9	4,646	11	6,084	4	1,465	13	3,653	16	6,880	4	4,992
BENTON	334,868	541,658	572,078	40	44,043	18	68,853	84	133,619	76	89,170	63	51,458	50	26,876	67	24,618	104	47,591	22	36,403
Kennewick	213,161	443,544	374,368	22	35,457	9	65,265	42	75,648	49	57,906	26	24,340	33	21,260	30	17,393	51	26,857	9	17,331
Richland	91,964	139,546	145,295	9	7,246	6	3,588	26	43,504	15	12,495	25	20,778	11	4,351	30	6,746	36	17,417	9	15,895
CHELAN	202,879	231,425	226,495	33	18,286	17	25,867	68	50,523	43	39,636	50	19,654	33	11,129	37	6,537	110	23,082	14	12,378
Wenatchee	125,990	141,668	138,224	17	9,623	9	14,072	33	27,755	23	28,131	21	8,735	25	9,906	32	4,964	54	13,775	8	7,054
CLALLAM	175,401	236,412	239,965	35	17,562	10	14,470	50	65,828	46	31,861	38	18,355	22	11,161	38	9,705	88	28,568	10	12,005
Port Angeles	119,727	157,392	158,863	17	10,467	5	11,479	30	36,470	32	27,495	21	10,206	15	8,347	20	7,188	52	18,216	6	8,328
CLARK	451,221	658,621	680,310	61	37,505	13	88,620	151	172,651	83	108,671	114	66,416	74	28,288	101	23,767	215	79,572	25	28,621
Vancouver	200,260	279,468	285,824	16	5,397	6	28,822	52	54,839	36	54,442	37	21,236	57	25,331	51	16,455	97	40,268	9	11,037
COLUMBIA	7,600	15,218	16,820	4	1,562	4	802	9	5,965	5	2,244	5	1,864			2	1,055	10	2,053	2	292
COWLITZ	275,737	330,710	327,279	36	19,063	19	49,302	83	74,735	67	66,727	65	27,211	26	9,566	47	12,549	125	31,762	12	12,835
Kelso	39,291	46,047	45,317	7	4,347	3	503	20	18,079	17	4,311	15	5,344	3	803	13	3,720	28	3,705	1	787
Longview	205,590	250,039	248,200	22	13,279	11	47,647	41	45,782	39	56,640	32	17,516	21	8,353	28	8,665	67	22,244	8	10,244
DOUGLAS	47,483	74,893	78,638	12	4,750	2	1,755	17	26,180	11	7,765	12	12,243	9	3,547	9	2,993	22	6,254	4	8,676
FERRY	7,241	14,553	16,097	2	1,370	3	1,042	7	6,020	4	2,472	5	1,325	3	136	1	542	10	1,708	1	337
FRANKLIN	130,109	199,466	208,244	11	6,520	5	37,227	24	42,989	22	38,683	29	19,039	12	5,645	25	7,059	58	24,025	7	12,374
Pasco	123,029	190,328	199,057	8	6,319	4	36,809	15	38,637	21	38,586	22	16,515	11	5,615	25	7,044	51	23,862	6	12,356
GARFIELD	3,274	6,208	6,781	3	615	1	559	4	1,836	2	1,115	5	934			3	232	3	442	2	159
GRANT	151,440	175,920	172,150	39	17,329	12	6,567	58	52,119	45	27,071	48	13,730	23	6,787	40	5,863	101	17,808	19	6,936
Moses Lake	85,611	102,472	101,328	14	10,846	4	4,958	27	29,674	18	17,833	17	5,186	14	3,964	22	2,406	33	10,210	9	4,851
GRAYS HARBOR	245,095	296,350	293,684	49	20,918	10	12,550	89	81,395	44	49,508	80	27,283	47	15,819	53	14,139	171	33,110	19	13,748
Aberdeen	160,922	197,200	195,983	26	14,200	2	10,899	30	54,666	27	36,370	28	11,947	35	13,699	35	11,447	61	16,534	8	11,341
ISLAND	78,877	130,353	138,258	31	13,759	7	4,066	36	37,342	27	26,734	24	13,765	15	2,111	29	6,663	47	13,420	5	2,841
JEFFERSON	36,935	70,228	76,774	13	4,914	5	4,146	20	20,755	14	6,538	15	9,246	9	2,308	9	1,815	40	12,577	2	4,254
KING	4,917,695	8,148,345	8,466,533	435	398,548	156	971,001	1,037	1,895,857	751	1,376,996	809	648,834	638	426,632	998	347,417	2,101	1,036,791	263	346,509
Auburn	149,071	276,440	300,525	21	14,458	5	11,603	26	56,929	29	116,870	31	24,589	13	619	26	15,347	50	22,537	7	11,803
Bellevue-Kirkland	562,124	1,023,295	1,067,926	50	69,587	11	100,600	36	211,929	24	204,995	26	67,924	29	87,936	42	48,778	47	104,107	7	40,560
Kent	133,733	211,740	222,495	16	15,590	5	4,854	35	53,567	41	52,268	33	21,138	8	4,350	37	6,755	64	23,061	10	9,692
Renton	272,021	451,618	479,602	24	27,903	7	66,539	32	92,918	38	121,314	47	37,722	26	4,491	46	17,339	81	48,931	9	22,021
Seattle	2,248,295	3,100,386	3,163,234	153	106,247	74	416,496	493	572,295	324	484,970	305	182,833	301	199,769	445	132,433	1,195	473,154	130	104,507
KITSAP	390,746	545,992	558,656	64	49,592	15	52,567	110	152,122	83	87,992	84	38,697	63	14,376	82	23,608	166	53,193	32	35,140
Bremerton	234,259	315,201	319,818	18	12,679	7	49,842	47	67,168	41	57,889	33	13,449	32	8,765	50	16,192	91	30,805	17	24,406
KITTITAS	85,418	112,204	113,241	15	4,863	9	4,563	27	25,488	17	12,768	46	27,011	19	8,442	18	2,872	72	15,028	5	2,138
Ellensburg	67,922	87,866	88,377	8	2,736	7	3,595	11	17,643	13	11,395	30	20,591	15	8,042	15	2,846	44	11,285	2	1,302
KLICKITAT	24,076	34,416	35,375	14	3,249	3	629	19	7,055	11	8,616	15	5,902	6	1,504	6	135	28	3,843	4	847
LEWIS	187,346	249,413	252,539	34	17,360	14	36,830	65	61,098	38	39,025	61	24,117	35	9,243	44	12,420	118	24,395	12	6,506
Centralia	66,584	87,661	88,505	12	5,724	3	3,563	20	28,474	15	14,824	19	9,516	12	2,644	16	5,979	41	8,387	4	996
Chehalis	69,786	98,496	100,984	10	5,824	4	17,591	13	20,250	17	19,315	12	6,807	18	5,951	14	4,500	33	10,785	3	2,384
LINCOLN	16,787	32,350	35,467	6	870	4	849	12	11,712	11	2,982	19	7,609	6	919	1	517	27	4,660	5	2,001
MASON	67,299	96,838	99,664	20	7,764	4	2,110	27	32,648	16	13,888	30	11,883	9	1,885	15	3,145	53	11,174	6	2,647
OKANOGAN	90,048	120,139	121,664	20	5,038	11	5,309	39	40,211	28	19,552	46	15,841	23	5,790	17	3,089	73	10,804	13	4,450
PACIFIC	43,950	57,264	57,695	12	4,240	9	4,455	35	16,787	9	4,468	29	9,119	5	1,254	14	1,337	51	9,445	6	1,787
PEND OREILLE	12,163	16,115	16,290	7	591	3	698	5	3,767	12	4,403	11	2,247	2	236	2	232	20	2,261	4	992
PIERCE	1,437,664	1,993,641	2,038,121	174	103,086	42	277,156	370	423,334	303	376,393	327	192,170	144	78,747	309	100,342	599	206,050	70	68,274
Tacoma	733,111	934,663	937,444	48	22,217	17	191,690	127	139,286	130	206,566	129	69,332	81	54,379	124	44,788	297	92,474	33	29,148
SAN JUAN	17,042	34,147	37,742	10	7,225	2	1,001	11	13,519	3	1,696	6	1,199	8	740	4	264	22	5,461	2	482
SKAGIT	236,745	331,632	339,418	48	26,352	12	10,154	92	79,810	62	61,672	71	30,949	52	23,044	59	13,401	129	32,383	17	20,948
Mount Vernon	123,166	168,710	171,808	16	11,705	4	9,516	35	34,218	32	38,863	17	8,730	26	16,409	30	7,984	41	11,540	7	12,755
SKAMANIA	6,035	8,235	8,377	2	357			6	3,295	2	1,070	8	1,464	2		1	114	11	1,056	1	155
SNOHOMISH	948,286	1,718,814	1,862,627	140	121,304	35	213,813	240	457,675	192	355,913	218	161,371	101	39,481	222	101,868	389	186,075	47	59,850
Everett	328,838	530,559	559,988	32	20,918	8	108,018	77	115,868	60	100,650	61	34,901	38	16,309	63	27,171	142	56,668	17	24,990
SPOKANE	1,212,900	1,537,115	1,539,488	143	93,211	42	218,570	267	326,012	239	272,303	235	117,880	142	69,889	258	84,100	490	152,463	67	56,100
Spokane	802,214	998,778	996,441	63	32,174	28	183,517	158	183,452	139	169,091	149	70,746	105	54,094	163	53,211	332	101,812	48	35,603
STEVENS	61,067	95,172	99,666	21	9,158	13	5,506	33	26,024	17	17,421	25	11,032	16	3,573	21	4,840	46	10,413	5	3,426
THURSTON	360,166	652,709	710,482	46	46,443	15	80,920	96	185,856	70	100,026	84	59,041	35	15,606	81	38,236	154	76,797	21	34,181
Olympia	198,012	286,773	295,638	23	13,748	6	21,128	52	64,620	50	74,173	50	27,460	14	6,257	57	21,974	85	29,067	9	4,700
WAHKIAKUM	3,279	6,252	6,840	2	474	5	857	2	2,023			4	1,224			2	54	7	1,325	1	290
WALLA WALLA	138,972	180,929	182,267	16	6,030	6	20,124	33	39,236	36	33,318	36	12,736	23	11,346	32	11,373	65	20,013	13	12,588
Walla Walla	131,478	172,539	174,090	14	5,725	6	20,124	25	36,264	32	32,903	24	10,820	23	11,346	48	11,129	55	19,083	10	11,700
WHATCOM	383,201	508,309	514,132	60	40,116	25	69,324	116	100,265	69	87,168	84	37,240	60	21,673	82	24,646	187	63,817	18	16,886
Bellingham	264,747	354,186	358,937	28	24,747	14	64,180	61	62,181	44	49,450	52	21,752	43	18,218	51	16,746	115	44,494	11	15,742
WHITMAN	75,027	109,312	113,234	13	5,186	3	1,669	35	33,867	24	20,124	24	8,317	19	5,043	23	4,518	56	13,466	12	2,836
Pullman	47,958	84,737	82,971	5	3,495	1	725	10	23,595	12	14,532	7	5,214	11	4,026	11	3,627	27	10,649	3	1,861
YAKIMA	574,115	716,965	715,806	85	47,844	28	89,991	177	164,591	138	132,593	143	64,185	76	33,899	120	31,427	280	70,143	40	21,515
Yakima	358,619	465,198	468,153	33	30,829	14	69,032	80	102,913	71	82,688	65	35,568	43	21,572	66	23,215	145	48,919	22	12,497

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,676,173	7,900,243	8,081,274	710	481,264	708	1,058,861	2,662	2,137,880	1,189	1,490,723	1,818	853,402	913	322,343	1,062	332,644	2,727	559,864	397	258,637
STANDARD METROPOLITAN STATISTICAL AREAS																					
Charleston, W.Va.	1,047,482	1,760,423	1,871,629	90	94,715	69	283,744	270	437,596	108.	397,459	220	178,121	127	78,662	153	71,457	366	147,128	48	57,332
Cumberland, Md.- W.Va.	315,197	388,032	385,369	43	18,751	31	50,708	145	103,590	66	53,199	101	40,791	72	18,698	70	16,131	194	33,089	31	16,948
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,277,119	1,295,972	106	77,264	69	188,797	388	340,338	212	208,6[illegible]0	261	126,624	137	58,468	178	64,866	369	92,000	69	42,954
Parkersburg-Marietta, W.Va.-O.	568,088	733,239	737,590	74	36,555	51	128,612	173	176,868	126	124,059	165	78,870	79	31,174	95	28,949	248	55,106	28	20,116
Steubenville-Weirton, O.-W.Va.	480,398	626,925	636,892	48	33,972	35	89,464	221	178,687	100	101,256	139	63,770	80	23,609	92	26,857	355	50,515	34	29,720
Wheeling, W.Va.-O.	601,633	898,425	952,650	70	38,527	46	116,571	215	262,616	101	155,292	148	113,373	89	26,686	111	37,635	369	94,079	37	25,894
COUNTIES, Cities																					
BARBOUR	27,358	36,898	37,355	6	3,696	7	2,169	30	11,984	9	6,507	24	6,417	6	1,313	7	1,075	20	3,105	3	37
BERKELEY	118,755	142,639	140,791	16	4,641	8	14,878	54	42,640	35	23,134	35	15,966	22	6,368	33	3,730	67	9,633	7	6,177
Martinsburg	97,385	116,988	115,472	12	3,456	6	11,076	25	34,786	23	20,154	22	12,134	21	6,003	27	3,509	47	6,617	7	6,177
BOONE	63,487	87,773	89,359	14	8,852	20	8,548	40	33,352	11	11,042	37	11,206	5	3,905	13	4,220	43	4,375	5	2,748
BRAXTON	31,234	43,950	44,908	9	4,078	15	2,838	37	14,544	13	8,597	20	7,667	7	1,089	5	1,191	24	2,426	4	1,142
BROOKE	64,026	81,059	80,943	6	1,172	5	2,250	31	22,063	17	18,054	23	12,858	13	2,326	9	4,212	70	10,050	6	4,064
CABELL	434,333	544,013	542,344	35	36,325	27	79,858	138	134,276	68	84,411	100	45,874	59	30,438	75	27,215	195	47,891	32	19,639
[1]Huntington	347,483	419,832	414,976	20	25,792	17	61,372	96	97,032	52	67,835	63	26,382	49	27,771	64	24,187	162	37,974	26	16,100
CALHOUN	12,604	15,792	15,734	5	1,413	8	1,569	21	5,410	8	2,214	12	2,530	3	208	2	935	11	780	1	26
CLAY	11,397	15,432	15,638	2	84	9	1,715	26	7,115	3	2,005	16	2,744	4	415	2	220	13	603	1	
DODDRIDGE	5,802	7,292	7,268	2	82	5	348	9	4,087	3	342	5	1,358	1	245	3	456	5	316	1	2
FAYETTE	141,447	184,233	185,102	18	10,902	30	12,585	91	52,355	31	38,883	61	25,680	29	4,959	27	7,859	65	9,898	14	7,941
GILMER	10,148	16,368	17,232	2	187	6	1,213	18	8,399	5	2,954	10	2,048	1	144	3	498	8	1,061	1	3
GRANT	18,216	29,580	31,188	2	1,328	7	1,279	15	10,384	8	4,678	14	5,216	2	2,419	5	623	16	2,790	1	46
GREENBRIER	113,863	187,658	198,530	23	10,169	19	19,511	55	57,230	30	39,402	50	27,392	18	4,537	19	3,427	65	11,016	11	6,161
Lewisburg	NO DATA AVAILABLE FOR THIS CITY																				
Ronceverte		27,782	33,340		2,033		2,156		7,127		3,623		8,927		1,484		406		2,098		649
White Sulphur Springs	17,629	30,675	33,285	5	2,035	2	2,014	7	7,124	3	3,866	6	8,923	7	1,484	2	354	12	2,098	1	551
HAMPSHIRE	23,822	31,101	31,260	7	3,247	13	2,023	21	8,025	15	6,071	12	5,044	5	635	7	960	13	1,356	3	109
HANCOCK	110,087	195,604	210,555	10	12,825	9	28,100	48	62,[illegible]	22	35,542	30	16,872	14	5,581	25	9,848	89	14,742	10	11,949
[2]Weirton	108,373	172,871	184,563	8	12,362	8	27,739	30	53,861	20	31,229	21	12,149	13	5,358	20	9,076	65	10,014	7	10,784
HARDY	18,065	30,770	32,777	5	3,778	5	906	23	12,764	9	4,612	13	4,845	5	998	2	678	19	1,972		
HARRISON	245,747	346,804	354,711	25	20,993	16	34,787	116	95,436	62	80,078	66	33,937	27	9,929	46	16,665	127	28,975	19	12,008
Clarksburg	136,119	184,323	186,789	13	11,116	6	22,310	57	41,527	34	47,203	26	13,915	16	8,872	22	11,650	62	13,572	9	4,952
JACKSON	62,004	97,291	101,807	15	5,995	11	6,540	34	33,838	24	12,793	29	24,616	13	3,568	12	2,106	28	4,614	6	4,273
JEFFERSON	57,281	110,468	109,439	9	9,630	3	7,542	30	18,398	12	9,487	22	9,960	9	2,202	14	2,877	40	10,310	9	9,261
KANAWHA	973,212	1,659,238	1,768,971	77	91,706	62	276,617	242	409,210	97	375,971	189	150,145	116	77,053	141	70,027	342	143,597	43	54,657
Charleston	504,997	877,166	847,517	26	30,557	27	203,805	84	140,259	36	174,212	72	60,277	66	51,709	54	28,811	176	67,675	20	22,601
LEWIS	43,833	56,376	56,499	8	2,763	6	7,830	33	19,407	13	6,788	19	5,145	8	3,339	15	3,086	33	4,055	5	2,246
LINCOLN	27,771	35,002	34,921	4	557	13	2,445	41	12,793	10	8,541	25	6,817			7	430	22	1,745	3	691
LOGAN	148,770	165,887	161,137	17	12,860	22	16,797	94	50,526	32	25,377	62	18,780	25	6,044	23	5,445	46	7,221	8	5,434
Logan	83,270	90,746	87,694	4	3,461	8	11,904	21	26,128	21	13,616	12	5,277	16	5,209	11	4,757	20	4,244	6	4,190
MCDOWELL	111,651	123,001	119,173	10	8,454	25	8,329	111	40,210	21	21,128	46	14,471	20	5,185	25	5,557	57	5,838	7	2,538
Welch	35,423	52,015	55,334	5	3,062	4	4,150	18	17,236	10	11,415	15	4,341	12	4,470	9	2,015	20	3,817	3	1,735
MARION	234,537	285,481	282,664	23	15,397	23	65,583	100	72,392	49	42,409	57	24,410	35	13,983	42	10,370	104	15,979	15	7,913
Fairmont	177,700	214,230	211,659	14	13,287	14	38,298	58	56,287	39	34,428	32	15,550	29	13,526	32	6,892	75	14,260	12	6,355
MARSHALL	115,764	117,969	112,447	14	4,182	13	21,829	40	34,086	21	16,722	28	9,537	16	3,058	23	4,843	62	7,745	9	3,682
Moundsville	68,068	65,216	61,293	6	632	6	8,527	20	20,660	13	10,381	18	4,279	13	2,240	12	3,033	37	5,435	5	2,251
MASON	50,307	59,381	58,397	13	4,722	6	4,893	44	17,783	17	10,587	24	7,507	6	930	15	1,588	30	2,612	5	3,019
Point Pleasant	36,594	40,956	41,829	5	2,577	4	4,243	12	11,267	11	8,653	14	4,630	6	930	13	1,502	15	1,783	4	2,778
MERCER	247,195	304,892	302,797	28	18,845	24	39,395	99	71,269	52	55,342	62	32,757	45	13,411	47	15,430	90	23,061	19	8,983
[3]Bluefield	132,376	166,628	166,175	11	6,237	8	15,621	36	34,576	28	43,187	23	13,559	25	9,155	27	11,637	38	11,485	8	5,074
MINERAL	39,647	59,292	61,411	9	3,159	9	6,181	39	15,321	16	9,820	20	8,018	14	3,215	16	2,486	41	4,707	4	1,548
Keyser	30,500	43,739	46,387	8	3,068	5	5,467	16	11,434	9	7,841	12	5,067	10	2,502	13	2,059	17	2,270	3	1,448
MINGO	127,363	163,882	164,234	16	8,908	14	13,259	91	53,527	27	32,745	41	12,711	31	10,928	28	12,490	56	4,703	8	4,752
Williamson	66,170	82,303	85,530	4	2,636	6	9,743	13	23,598	13	13,257	11	5,270	19	8,425	12	9,079	24	2,410	6	4,157
MONONGALIA	219,385	216,185	204,398	26	16,066	13	26,891	72	53,530	40	23,776	64	19,897	51	12,395	41	10,555	101	16,303	16	7,779
Morgantown	195,835	193,713	183,302	20	13,046	10	26,470	59	50,018	32	22,196	44	14,940	48	12,280	31	8,667	84	14,562	14	6,260
MONROE	13,068	29,068	32,775	5	832	9	2,673	20	7,979	5	8,310	14	7,511	3	471	7	1,605	5	395	2	115
MORGAN	12,331	15,415	15,351	8	2,349	2		16	2,947	6	1,977	12	3,602	2	565	3	806	11	2,036	2	14
NICHOLAS	76,953	94,956	94,278	12	3,453	19	11,397	27	28,136	24	16,429	42	11,208	12	2,260	10	1,485	33	3,939	5	1,644
OHIO	267,933	278,868	266,989	20	9,774	14	38,156	75	41,915	35	47,961	41	31,870	40	13,845	47	22,239	155	31,040	13	8,120
Wheeling	239,612	251,765	239,818	15	6,788	13	34,637	67	39,168	31	43,410	35	25,988	40	13,845	44	20,401	141	26,551	13	8,120
PENDLETON	12,502	13,805	13,378	3	291	10	1,073	8	4,430	5	3,510	9	1,498	3	640	2	495	10	1,063		
PLEASANTS	15,041	14,881	14,078	3	772	2	243	8	5,125	9	4,101	8	1,908	3	439	3	135	9	715	2	7
POCAHONTAS	18,676	23,124	22,975	5	1,206	9	977	28	7,729	7	6,055	15	3,526	2	563	1	550	17	1,322	2	7
PRESTON	56,310	81,761	84,125	14	8,883	12	5,719	44	23,924	20	20,291	31	11,355	10	1,553	12	1,672	41	3,640	3	2,929
PUTNAM	74,270	101,185	102,658	13	3,009	7	7,127	28	28,386	11	21,488	31	27,976	11	1,609	12	1,430	26	3,531	5	2,675
RALEIGH	321,132	572,856	616,726	34	49,151	25	98,346	116	153,643	40	112,362	73	53,020	55	27,622	54	29,620	83	30,344	19	17,960
Beckley	247,460	455,480	493,485	23	38,924	15	95,170	49	108,010	25	83,113	31	34,737	47	27,168	40	26,643	52	26,410	15	15,418
RANDOLPH	86,560	119,449	121,574	7	8,681	15	16,497	36	31,959	29	22,818	45	13,873	15	2,694	11	2,994	43	6,709	5	4,611
Elkins	71,318	93,809	98,308	7	8,681	8	15,403	16	26,973	20	17,082	22	6,420	15	2,694	9	2,585	24	5,136	5	4,611
RITCHIE	19,423	30,472	31,886	8	1,776	8	1,409	23	11,232	9	9,999	11	3,134	3	608	4	1,315	11	736	4	1,129
ROANE	28,588	39,410	40,087	3	3,432	9	3,170	22	13,205	15	9,168	14	3,792	5	996	6	340	13	2,025	5	2,566
SUMMERS	27,499	44,909	47,405	6	1,709	9	3,208	29	17,589	10	6,445	14	4,302	8	1,892	8	1,771	19	4,115	2	1,608
TAYLOR	31,987	36,781	35,966	8	3,425	3	2,771	23	11,421	13	5,223	16	3,908	8	1,418	10	1,421	26	3,198	3	1,486
Grafton	30,825	33,953	34,579	8	3,425	3	2,771	12	10,609	11	5,069	15	3,862	7	1,384	10	1,421	25	3,175	3	1,486
TUCKER	13,231	19,107	19,636	5	600	6	454	11	7,985	5	3,644	7	2,892	5	584	4	321	12	1,976	2	9
TYLER	16,345	27,273	28,925	5	2,667	6	2,180	15	9,399	5	6,091	14	4,997	6	594	4	460	13	1,338	3	13
UPSHUR	38,659	110,745	120,620	19	12,138	10	11,916	34	36,454	18	24,902	17	9,405	16	4,387	13	3,127	31	8,794	4	3,692

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		*Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	74,491	93,221	92,846	10	5,149	8	7,763	61	31,207	23	13,814	29	10,382	10	1,226	23	3,363	43	4,942	5	3,485
WEBSTER	22,147	37,239	39,554	5	4,699	11	4,221	16	10,186	4	6,478	13	5,197	5	901	4	633	15	1,446	4	1,200
WETZEL	65,559	72,482	70,279	14	4,809	10	7,780	26	23,849	20	10,905	26	6,119	13	1,639	20	2,567	36	4,999	8	2,641
WIRT	4,531	5,972	6,016	3	108	3	592	5	1,077	2	749	9	2,603	4	118	1	52	5	253		
WOOD	374,563	491,604	495,151	32	20,732	25	102,775	100	109,801	72	88,336	71	44,778	49	22,893	60	19,675	144	35,787	18	12,117
Parkersburg	274,469	345,387	344,458	23	14,020	14	51,099	66	90,643	63	77,863	49	32,177	24	8,971	38	10,808	108	24,279	14	9,716
WYOMING	75,263	94,349	94,006	12	4,603	23	9,706	48	33,366	19	19,655	40	12,121	15	2,006	11	3,446	24	2,022	5	1,781

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,930,207	20,113,780	20,491,715	2,307	1,166,274	1,125	2,511,148	4,310	4,576,418	2,549	3,410,046	4,043	2,062,657	2,396	722,260	2,846	830,870	12,889	2,312,047	938	536,978
STANDARD METROPOLITAN STATISTICAL AREAS																					
Appleton-Oshkosh, Wis.	934,358	1,391,574	1,448,281	130	79,694	59	184,880	209	309,042	177	264,406	211	138,356	140	35,733	182	62,047	715	156,775	53	36,747
Duluth-Superior, Minn.-Wis.	916,105	1,049,623	1,029,156	149	67,125	63	128,335	272	226,768	151	132,825	224	110,806	153	48,005	175	39,732	561	105,719	55	27,095
Eau Claire, Wis.	421,549	581,021	596,511	59	64,699	36	80,034	117	110,454	96	102,423	126	66,095	50	16,810	83	20,793	327	67,305	21	16,100
Green Bay, Wis.	651,053	887,559	903,592	65	50,688	37	153,148	145	185,437	79	158,987	122	80,490	91	27,348	122	45,859	420	95,459	29	15,748
Janesville-Beloit, Wis.	483,599	633,925	640,402	56	32,878	35	104,672	119	146,725	76	101,226	117	73,579	88	21,931	83	24,718	283	64,723	32	17,718
Kenosha, Wis.	340,956	506,003	524,470	44	16,903	18	68,865	108	134,297	68	62,947	98	63,615	33	11,984	70	19,389	324	69,168	18	12,588
La Crosse, Wis.	353,052	536,925	559,588	37	36,388	19	81,470	87	104,110	52	88,737	70	44,499	60	21,389	63	28,296	251	75,525	14	15,752
Madison, Wis.	1,221,180	1,573,055	1,582,345	119	90,680	66	189,484	275	292,576	125	267,494	257	161,889	190	64,916	184	80,290	610	186,469	63	46,039
Milwaukee, Wis.	4,790,854	6,297,577	6,405,726	434	223,404	214	1,003,730	1,001	1,436,851	507	1,069,334	925	539,603	673	269,400	784	294,247	3,174	646,153	272	174,222
Minneapolis-St. Paul, Minn.-Wis.	7,459,945	11,678,930	12,151,597	779	710,417	238	2,006,418	1,508	2,311,508	617	2,068,150	1,307	1,159,651	1,158	503,123	1,342	482,648	2,681	1,173,713	338	318,290
Racine, Wis.	531,580	674,360	675,653	59	34,494	34	73,487	148	178,157	87	108,043	128	70,627	67	17,088	106	31,743	366	69,832	33	19,057
Sheboygan, Wis.	286,544	386,185	392,035	42	25,750	22	67,442	81	95,424	51	62,136	72	34,169	40	8,972	47	12,001	246	39,574	18	11,897
Wausau, Wis.	330,144	390,829	385,760	62	35,757	27	48,350	92	87,978	68	64,398	75	33,908	54	17,356	65	17,342	290	39,570	23	8,017
COUNTIES, Cities																					
ADAMS	20,113	32,098	33,797	8	3,004	4	592	15	5,566	5	9,457	11	3,685	2	360	8	985	35	5,234	2	501
ASHLAND	57,510	68,805	68,074	14	2,806	5	5,609	32	16,475	10	10,332	27	8,461	15	3,544	11	1,597	99	6,723	5	1,799
Ashland	49,515	56,211	57,550	7	1,196	4	5,500	18	14,463	9	10,143	14	4,834	14	3,432	11	1,597	51	4,832	3	1,480
BARRON	118,933	168,745	173,225	27	16,749	14	11,440	43	36,557	42	33,344	45	23,549	23	7,353	32	4,778	122	19,206	12	4,777
BAYFIELD	23,001	26,448	25,934	9	2,911	5	828	14	6,211	4	946	20	3,042	5	407	2		68	7,229	3	869
BROWN	651,053	887,559	903,592	65	50,688	37	153,148	145	185,437	79	158,987	122	80,490	91	27,348	122	45,859	420	95,459	29	15,748
Green Bay	444,968	584,662	590,263	41	29,372	23	115,347	94	117,012	48	86,943	75	50,232	75	23,164	82	30,604	249	57,224	23	13,824
BUFFALO	27,090	41,772	43,656	10	2,913	6	3,390	18	6,388	12	7,995	11	3,843	1	253	8	4,000	50	7,143	3	1,302
BURNETT	26,229	40,150	41,897	12	5,463	5	1,290	18	13,003	5	3,261	15	6,837	4	213	5	149	48	7,815	2	979
CALUMET	62,975	76,060	75,369	19	5,460	6	1,832	31	23,086	15	16,045	24	5,480	14	2,371	17	2,154	91	13,042	6	1,693
CHIPPEWA	140,847	224,484	236,512	35	26,714	19	8,922	48	48,029	50	62,140	50	31,204	13	5,585	27	5,720	159	22,099	9	5,211
Chippewa Falls	76,892	132,272	141,552	14	16,276	7	3,359	17	31,294	25	35,403	20	19,307	7	5,123	18	4,286	52	10,656	5	3,206
CLARK	69,551	79,570	77,935	35	9,722	18	2,398	41	17,792	29	14,458	38	13,104	16	1,224	28	2,058	123	8,382	7	1,800
COLUMBIA	136,022	171,149	171,171	35	14,450	10	3,643	52	41,001	24	32,530	58	22,769	35	6,050	30	4,245	178	21,247	12	4,685
Portage	53,533	62,800	64,654	13	6,219	3	1,743	9	11,261	13	16,239	16	7,525	18	4,437	9	2,710	38	4,895	5	2,902
CRAWFORD	48,747	63,660	64,180	14	4,613	11	6,071	24	14,863	14	15,214	24	6,130	10	2,506	14	2,898	65	7,027	3	1,213
DANE	1,221,190	1,573,055	1,582,345	119	90,680	66	189,484	275	292,576	125	267,494	257	161,889	190	64,916	184	80,290	610	186,469	63	46,039
Madison	795,156	1,002,634	1,003,009	50	42,991	42	173,764	155	152,095	55	162,657	131	75,182	153	56,251	103	57,552	356	123,058	38	30,652
DODGE	164,825	247,287	257,520	44	23,886	15	27,541	64	67,754	40	42,400	54	25,469	37	10,229	48	8,571	214	25,333	11	3,872
Beaver Dam	77,672	133,019	142,217	13	9,025	6	26,113	14	32,761	16	25,866	14	11,234	20	7,706	14	5,618	46	11,034	3	3,793
DOOR	80,140	117,280	121,183	25	10,325	8	9,422	47	30,377	18	19,931	33	12,275	21	2,817	13	1,132	118	20,119	4	1,903
DOUGLAS	133,452	190,159	195,375	24	15,806	11	12,189	50	41,437	19	25,755	47	27,273	16	6,988	25	3,515	177	28,072	10	5,480
Superior	114,023	161,878	166,187	15	11,053	8	11,574	29	34,796	17	25,222	31	22,215	15	6,903	19	3,255	94	20,355	10	5,480
DUNN	80,104	122,431	128,286	12	6,950	13	14,005	28	29,747	19	21,729	28	15,053	16	3,456	16	2,966	83	16,255	6	4,441
EAU CLAIRE	280,702	356,537	359,999	24	37,985	17	71,112	69	62,425	46	40,283	76	34,891	37	11,225	56	15,073	168	45,206	12	10,889
Eau Claire	271,054	325,611	322,380	20	33,065	12	67,301	58	57,159	36	35,997	61	30,019	36	10,921	48	13,947	125	39,278	11	5,158
FLORENCE	6,022	8,072	8,183	2	691			1	817	6	1,621	4	471					26	2,839	1	245
FOND DU LAC	270,418	370,187	377,047	41	19,952	27	52,868	88	82,000	59	59,954	68	29,210	47	14,404	68	15,867	232	46,543	20	14,630
Fond du Lac	145,561	202,485	206,942	18	11,769	13	34,824	33	42,912	25	33,810	28	14,304	21	8,252	32	6,119	77	21,060	12	9,516
FOREST	14,156	17,397	17,310	11	1,283	2	425	16	4,985	5	1,411	18	4,024	4	163	1	284	53	2,449	2	721
GRANT	137,600	176,135	176,808	40	13,598	21	9,733	56	45,100	36	31,803	74	24,526	29	4,413	34	5,689	172	21,445	15	4,564
GREEN	152,627	212,532	217,684	23	12,338	10	8,560	41	28,569	26	31,372	27	12,161	24	5,674	24	6,841	83	14,574	8	3,560
Monroe	112,755	167,946	174,240	8	10,267	7	8,149	20	18,926	13	21,560	14	7,957	18	5,262	8	4,281	35	9,332	4	3,026
GREEN LAKE	69,029	86,786	86,774	18	5,137	10	12,539	29	21,815	19	21,690	24	5,079	14	3,754	10	2,076	65	8,568	5	1,423
IOWA	44,101	68,968	72,296	13	5,880	5	1,148	31	19,682	17	15,246	32	8,476	13	1,671	15	3,846	57	9,442	3	1,334
IRON	15,987	17,383	16,842	7	1,707	3	279	10	4,586	3	245	16	3,025	2	306	1	209	69	3,745	2	389
Hurley	7,232	15,292	16,904		4,270		161		2,504		645		1,195		77		136		4,120		400
JACKSON	49,173	60,213	59,852	18	7,623	4	2,470	24	13,563	13	8,961	32	14,305	9	1,292	7	912	56	6,006	3	1,713
JEFFERSON	168,860	255,186	265,596	31	9,980	16	25,560	47	69,956	31	41,038	60	33,000	32	12,034	42	10,213	188	37,852	12	6,905
Fort Atkinson	43,664	62,917	66,769	10	4,517	3	2,364	11	22,637	7	8,041	11	9,165	10	3,279	10	1,213	35	8,189	2	1,277
Watertown	72,290	107,004	112,143	8	2,450	8	20,753	13	29,950	7	17,866	17	7,212	14	7,404	14	3,625	68	10,033	5	3,478
JUNEAU	62,338	91,664	94,824	20	9,027	8	4,062	28	17,219	18	11,957	41	24,601	10	1,224	9	1,689	88	11,899	7	2,166
KENOSHA	340,956	506,003	524,470	44	16,903	18	68,865	108	134,297	68	62,947	98	63,615	33	11,984	70	19,389	324	69,168	18	12,588
Kenosha	263,411	393,418	408,316	27	10,141	14	64,022	80	104,489	46	56,891	68	44,310	29	10,891	55	16,958	203	48,895	13	10,069
KEWAUNEE	42,212	60,727	62,518	11	8,732	9	3,799	21	16,170	16	8,140	14	6,442	8	1,024	15	3,288	80	6,612	2	1,480
LA CROSSE	353,052	536,925	559,588	37	36,388	19	81,470	87	104,110	52	88,737	70	44,499	60	21,389	63	28,296	251	75,525	14	15,752
La Crosse	299,514	461,762	482,619	23	27,457	17	80,568	65	82,779	37	74,942	47	34,742	52	20,096	54	27,310	202	65,463	10	12,027
LAFAYETTE	25,402	30,199	29,827	14	1,835	5	599	15	9,136	14	6,938	22	3,693	9	831	6	429	54	3,645	3	594

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LANGLADE	68,756	89,037	89,595	17	6,746	9	3,810	35	25,607	18	17,177	28	10,876	17	4,033	16	1,123	97	9,454	3	1,372
Antigo	54,674	68,837	71,670	11	4,321	6	3,510	22	23,933	14	12,298	20	8,584	16	3,979	13	1,074	42	5,085	3	1,372
LINCOLN	74,091	77,096	73,982	19	4,261	11	3,220	35	20,458	20	12,649	32	10,321	18	2,060	22	2,482	123	9,058	8	1,601
Merrill	44,971	44,344	44,219	9	1,953	8	2,786	15	12,593	7	8,643	19	6,075	10	1,182	16	1,755	48	4,542	5	1,305
MANITOWOC	217,163	280,041	281,715	36	11,073	22	44,213	80	67,588	46	52,493	65	26,158	40	6,944	43	9,713	272	31,929	14	9,340
Manitowoc	138,982	212,098	189,943	17	6,670	14	42,616	33	37,868	22	34,068	32	15,452	25	4,662	22	5,466	128	19,700	7	6,890
Two Rivers	39,118	50,002	50,173	5	1,340	4	1,067	16	16,972	16	8,666	16	7,074	8	1,752	7	2,148	48	5,612	4	2,201
MARATHON	330,144	390,829	385,760	62	35,757	27	48,350	92	87,978	68	64,398	75	33,908	54	17,356	65	17,342	290	39,570	23	8,017
Wausau	177,929	219,218	218,229	18	8,686	16	43,170	40	39,058	22	36,049	28	13,788	44	14,986	35	10,992	108	17,796	15	6,436
MARINETTE	108,710	168,083	175,788	30	12,197	13	13,165	48	46,368	31	30,920	43	16,310	16	6,825	25	5,161	172	24,252	6	3,301
Marinette	56,549	86,347	90,072	8	4,623	6	5,984	14	26,054	11	14,923	12	5,555	11	6,125	13	3,701	56	9,902	5	3,136
MARQUETTE	19,658	24,176	24,056	9	1,575	4	432	21	7,858	7	2,540	14	4,076	2	96	4	244	53	5,678	2	233
MENOMINEE	1,721	3,677	4,120			1	919	2	1,877			1	720					6	604		
MILWAUKEE	3,453,803	4,223,661	4,229,357	254	106,768	139	717,788	744	890,719	324	649,495	638	344,131	518	208,126	528	207,468	2,417	459,688	208	120,157
Milwaukee	1,960,630	2,015,839	1,929,178	145	54,212	80	231,547	543	458,337	185	246,184	399	169,854	314	85,433	331	109,492	1,763	273,165	129	60,074
MONROE	93,926	132,759	136,172	28	13,160	11	4,686	41	28,587	22	18,519	49	34,811	20	4,971	19	4,427	91	15,525	7	3,393
OCONTO	54,773	63,512	62,381	21	12,192	11	1,449	50	16,739	14	9,955	41	6,585	8	453	11	845	156	9,383	5	1,393
ONEIDA	140,498	177,399	177,515	30	15,778	13	10,389	37	36,368	31	29,944	46	20,295	29	7,643	36	7,261	170	19,395	12	6,080
Rhinelander	77,792	97,897	97,886	13	5,686	7	10,103	16	22,986	13	17,517	24	9,902	16	5,336	18	4,375	68	7,714	6	3,062
OUTAGAMIE	478,260	818,621	875,198	62	53,638	31	135,799	99	184,310	80	179,063	95	74,963	60	19,573	84	39,633	306	81,041	21	18,826
Appleton	239,601	473,373	435,945	25	18,261	16	82,414	46	96,721	36	47,347	48	34,146	45	16,509	56	26,814	128	30,974	11	12,731
OZAUKEE	175,756	216,923	216,255	28	14,131	7	2,088	43	54,619	31	47,114	46	24,472	30	5,106	49	6,972	148	24,537	8	4,750
PEPIN	20,485	29,484	30,352	3	2,545	2	626	6	4,256	7	7,367	11	5,601	4	652	6	943	21	3,585	3	666
PIERCE	74,147	90,654	90,073	24	6,329	5	1,656	39	21,171	25	18,517	29	11,545	19	2,371	16	3,111	88	13,319	7	3,348
POLK	89,425	131,103	135,516	33	12,874	12	4,272	46	32,042	33	19,019	44	24,727	18	2,126	26	3,294	89	16,015	9	4,492
PORTAGE	169,212	295,683	317,550	26	15,333	16	31,800	42	64,341	24	41,246	42	21,730	27	18,410	34	14,009	153	41,494	9	9,545
Stevens Point	141,266	250,977	270,453	14	5,444	10	27,267	23	55,878	16	35,489	30	17,000	27	18,410	28	13,863	91	31,738	9	9,545
PRICE	39,748	60,202	62,674	15	4,743	8	3,402	27	20,235	12	9,882	21	7,675	9	1,561	17	1,655	81	6,439	5	2,096
RACINE	531,580	674,360	675,653	59	34,494	34	73,487	148	178,157	87	108,043	128	70,627	67	17,088	106	31,743	366	69,832	33	19,057
Racine	325,916	404,885	403,796	26	14,465	20	64,812	97	111,012	37	42,225	73	40,940	46	12,834	67	17,791	193	40,174	23	13,026
RICHLAND	37,878	46,875	46,700	14	4,329	5	2,611	17	9,184	11	9,690	18	4,455	13	3,812	13	2,285	37	4,143	3	1,185
ROCK	483,599	633,928	640,402	56	32,878	35	104,672	119	146,725	76	101,226	117	73,579	88	21,931	83	24,718	283	64,723	32	17,718
Beloit	160,549	218,026	221,703	14	9,263	12	37,240	37	55,071	21	41,776	32	23,561	26	5,790	22	7,291	87	21,048	10	7,668
Janesville	251,229	342,768	348,860	23	13,061	13	66,857	47	74,419	32	49,729	53	39,518	46	14,126	48	15,782	115	35,006	14	8,515
RUSK	37,312	50,505	51,312	12	6,051	8	2,202	19	12,893	15	6,203	26	9,248	11	2,032	7	1,138	61	3,995	3	879
ST. CROIX	104,761	151,792	156,517	23	12,455	9	5,955	32	34,460	22	33,275	42	27,929	15	3,193	24	2,991	94	16,816	8	5,582
SAUK	151,170	209,734	214,238	40	19,012	12	8,857	49	53,973	33	32,044	51	28,480	28	6,557	29	7,210	160	31,500	13	4,524
Baraboo	51,027	65,881	68,852	12	7,547	6	7,334	10	18,833	12	9,204	9	3,404	14	3,375	6	4,182	33	5,768	4	3,449
SAWYER	42,298	64,430	67,154	13	5,709	6	980	26	18,911	11	11,892	13	7,309	9	1,365	4	621	84	8,421	3	1,997
SHAWANO	89,971	120,264	121,874	32	13,945	13	11,437	41	30,690	24	18,887	37	11,697	14	2,594	23	4,798	183	16,490	7	2,417
Shawano	60,139	76,199	79,412	14	9,924	9	10,712	18	21,276	11	12,777	13	4,222	12	2,392	13	2,507	55	6,447	5	2,041
SHEBOYGAN	286,544	386,185	392,055	42	25,750	22	67,442	81	95,424	51	62,136	72	34,169	40	8,972	47	12,001	246	39,574	18	11,897
Sheboygan	196,671	259,000	261,601	13	8,268	12	57,321	41	66,306	31	38,631	43	19,087	31	7,550	16	8,399	133	22,022	14	9,788
TAYLOR	43,104	68,325	71,844	16	6,063	5	10,048	22	16,227	9	12,864	15	7,790	7	1,592	11	3,089	77	8,100	4	922
TREMPEALEAU	63,210	73,158	71,825	24	6,274	14	1,848	42	18,652	20	14,800	33	9,246	15	1,073	12	1,063	98	9,024	8	1,221
VERNON	46,323	66,013	67,826	26	5,702	11	1,763	35	17,943	15	9,043	31	9,976	16	4,402	18	2,871	60	8,513	6	2,406
VILAS	57,200	82,133	84,529	31	7,101	7	1,649	40	31,145	18	8,133	35	7,418	17	2,112	9	767	116	12,727	3	1,201
WALWORTH	209,091	250,425	247,748	46	19,596	23	8,512	66	62,422	52	38,862	68	29,570	40	8,558	51	6,341	242	42,925	17	6,122
WASHBURN	48,470	46,008	43,282	13	3,588	8	2,974	27	12,892	16	7,202	24	5,350	5	337	8	541	80	5,049	3	1,906
WASHINGTON	203,444	310,675	324,112	38	28,575	17	25,293	54	83,969	41	43,318	53	38,281	28	9,870	60	16,402	183	33,597	11	9,329
West Bend	98,025	155,658	163,754	14	9,025	10	21,208	18	44,491	17	17,092	21	17,344	19	7,465	31	8,658	52	12,213	5	4,974
WAUKESHA	957,851	1,546,318	1,636,002	114	73,930	51	258,561	160	407,544	111	329,407	188	132,719	97	46,298	147	63,405	426	128,331	45	39,986
Waukesha	170,183	250,423	259,071	16	11,996	11	32,964	28	71,686	21	45,394	37	22,785	17	4,890	35	9,726	90	24,321	11	8,963
WAUPACA	118,607	150,789	151,104	37	8,197	23	10,252	59	37,579	43	26,653	45	17,580	30	4,283	41	6,774	178	19,081	12	3,405
WAUSHARA	40,768	58,548	60,252	16	5,580	10	2,267	23	11,721	15	8,780	25	9,870	5	418	6	311	68	8,829	3	956
WINNEBAGO	393,123	496,893	497,714	49	20,596	22	47,249	79	101,646	82	69,298	92	57,913	66	14,789	81	20,260	318	62,692	25	16,228
Menasha	37,663	44,791	44,237	6	2,843	2	1,068	7	9,882	9	12,649	9	5,339	3	307	4	760	42	6,222	3	701
Neenah	72,705	83,418	81,755	10	3,225	3	3,943	17	26,517	11	12,044	19	8,372	20	3,418	16	2,885	53	8,275	8	4,153
Oshkosh	224,931	285,675	286,298	19	8,040	13	40,321	38	54,252	36	33,968	44	27,811	42	10,728	42	9,983	141	31,425	12	9,752
WOOD	279,220	367,856	371,844	46	15,150	21	39,732	68	72,411	55	73,631	70	27,867	56	16,670	56	10,840	170	44,347	16	8,165
Marshfield	118,885	151,907	152,432	16	4,184	9	19,459	18	7,798	22	30,006	16	10,278	24	8,436	19	4,393	54	23,985	4	3,418
Wisconsin Rapids	131,236	169,336	170,282	15	7,620	8	19,877	23	39,189	27	39,720	36	13,086	28	8,079	27	5,874	65	12,490	10	4,397

WYOMING RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,634,015	2,842,370	2,992,152	307	229,443	151	230,912	331	610,847	357	508,032	647	464,479	334	133,565	331	108,843	866	291,748	109	88,852
STANDARD METROPOLITAN STATISTICAL AREAS																					
Casper, Wyo.	319,228	473,199	478,826	42	40,259	9	53,150	44	94,582	47	104,134	77	43,421	47	20,895	66	26,826	92	39,906	12	14,188
COUNTIES, Cities																					
ALBANY	98,055	121,386	117,354	20	8,291	5	3,064	14	24,869	20	16,920	41	20,088	24	7,135	25	5,853	47	13,938	4	4,472
Laramie	96,605	117,209	113,318	19	8,243	4	2,995	11	24,276	19	16,860	37	18,322	24	6,771	23	5,519	42	13,369	4	4,145
BIG HORN	21,518	28,320	27,887	12	2,136	5	795	12	9,068	4	3,648	18	3,681	8	1,483	7	1,132	34	3,906	5	753
CAMPBELL	81,421	162,401	175,578	9	20,451	5	9,335	13	34,893	14	32,164	15	21,047	13	7,409	10	2,652	34	16,927	3	4,144
Gillette	73,365	144,573	158,818	7	17,700	3	7,067	11	31,646	12	29,383	14	19,646	13	7,409	10	2,652	28	13,325	3	4,144
CARBON	81,299	177,880	196,228	15	13,905	8	8,049	17	33,944	18	35,237	51	48,114	15	8,530	13	3,650	46	20,320	5	9,081
Rawlins	59,113	126,627	140,133	6	9,898	4	7,503	6	24,648	11	26,619	28	31,074	11	7,488	9	3,172	22	13,809	3	7,540
CONVERSE	40,482	66,228	68,508	10	9,828	4	2,476	9	15,734	11	11,908	19	12,625	10	2,011	10	1,389	21	7,704	3	822

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1982 estimate	E&P 1983 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CROOK	9,726	16,607	17,341	5	1,265	2	504	10	3,033	3	334	8	6,304	3	691			14	2,779	2	144
FREMONT	119,499	180,570	183,471	22	17,883	14	11,947	25	39.970	21	30,060	50	20,840	28	9,471	25	6,228	73	16,269	9	6,549
Riverton	67,322	94,192	99,567	13	10,417	7	6,075	9	21,607	16	22,464	13	6,642	15	5,271	15	4,571	25	6,585	3	3,659
GOSHEN	36,675	46,811	45,777	16	4,962	5	3,669	18	12,440	15	7,176	14	2,826	11	2,559	7	476	26	3,082	3	1,763
HOT SPRINGS	16,226	27,515	28,694	5	2,708	3	720	5	7,602	7	4,540	9	3,664	5	1,274	2	368	17	3,563	2	1,541
JOHNSON	21,289	36,847	38,587	6	2,829	4	1,733	8	7,682	8	5,727	16	8,882	4	1,269	6	499	14	4,357	2	1,770
LARAMIE	262,532	396,367	402,671	37	24,551	9	40,623	33	64,219	58	65,059	79	64,084	42	21,739	54	17,354	92	37,509	10	10,922
Cheyenne	237,978	356,723	361,787	26	16,833	7	34,975	26	53,876	52	63,617	68	57,280	41	21,343	52	16,861	81	34,909	9	10,088
LINCOLN	40,398	80,406	86,864	5	2,834	9	2,987	10	19,763	11	19,240	24	21,217	9	3,812	4	450	35	7,454	4	3,378
NATRONA	319,228	473,199	478,826	42	40,259	9	53,150	44	94,582	47	104,134	77	43,421	47	20,895	66	26,826	92	39,906	12	14,188
Casper	293,390	440,998	447,453	32	33,671	9	51,967	33	89,063	43	104,059	62	34,962	47	20,895	61	26,685	75	36,019	11	12,996
NIOBRARA	11,917	16,689	16,662	3	502	2	430	5	2,303	6	1,985	8	6,471	4	1,010	2	115	8	1,738	1	669
PARK	79,392	136,472	142,730	22	12,830	19	20,925	11	23,382	22	25,533	30	17,557	23	6,457	20	4,007	48	13,357	8	3,543
PLATTE	29,063	44,445	45,267	12	2,710	5	2,370	8	12,217	9	7,740	16	11,674	9	1,181	6	452	20	3,697	3	692
SHERIDAN	87,399	193,688	214,290	15	13,553	7	23,419	16	46,783	14	36,802	34	21,866	14	9,041	16	9,724	55	22,769	9	6,710
Sheridan	81,876	180,515	199,484	13	13,061	6	22,824	11	42,798	14	36,802	22	19,178	14	9,041	16	9,724	42	18,386	8	6,509
SUBLETTE	14,136	27,044	28,961	4	885	6	453	6	5,924	4	1,247	13	13,364	4	835	2	664	19	3,702	2	442
SWEETWATER	132,330	316,215	355,499	16	28,150	10	23,600	20	87,873	25	54,747	49	52.180	23	15,050	25	17,853	69	35,460	7	6,149
Rock Springs	100,107	238,924	268,536	10	14,664	7	18,348	14	65,514	19	45,267	26	34,866	15	13,550	23	16,644	42	25,258	6	5,405
TETON	54,978	79,541	80,034	10	6,905	9	2,047	16	15,925	9	5,381	26	9,389	14	3,739	11	821	39	11,658	4	2,179
UINTA	41,484	134,107	159,886	7	6,011	5	13,785	13	28,811	8	20,997	27	45,494	7	2,993	7	6,441	21	14,672	5	6,846
WASHAKIE	30,575	47,396	49,268	6	2,714	4	4,147	7	11,525	11	13,743	10	3,703	10	2,952	9	1,224	20	3,799	3	1,075
Worland	29,776	43,200	45,886	5	2,616	4	4,147	6	11,170	10	13,470	7	2,034	10	2,952	9	1,224	16	2,943	3	1,075
WESTON	24,393	32,236	31,769	8	3,281	2	684	11	8,235	12	3,710	13	5,988	7	1,929	4	665	22	3,182	3	1,020

CANADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

1983 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1982 estimate	E&P 1983 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
CANADA TOTALS	32,681,075	109,349,028	118,432,702	16,952,635	5,932,581	2,565,286	27,895,133	912,406	10,676,190	22,019,451	8,534,475	3,677,492
CANADIAN METROPOLITAN AREAS												
Calgary	767,104	3,737,659	4,162,024	813,220	231,258	116,071	780,280	8,165	316,436	888,301	226,300	96,101
Chicoutimi-Jonquiere	189,542	560,849	613,893	75,958	50,867	20,752	182,717	3,944	40,512	104,301	44,526	13,083
Edmonton	921,464	4,365,839	4,857,893	1,060,975	236,147	109,648	848,491	19,899	312,542	1,037,228	229,231	133,440
Halifax	400,042	1,062,387	1,157,008	160,715	72,054	20,915	272,858	5,229	121,881	219,816	64,279	55,135
Hamilton	797,791	1,970,688	2,138,245	331,423	99,144	50,358	561,606	11,360	161,000	371,731	164,723	71,906
Kitchener	608,784	510,915	525,505	170,979	35,877	13,229	47 538	1,852	42,391	117,144	40,900	1,386
London	499,891	1,356,124	1,478,443	223,147	75,584	31,388	353,460	5,695	141,315	251,212	115,071	49,546
Montreal	4,127,742	12,882,448	14,133,120	1,599,938	920,336	335,466	4,075,649	179,724	1,536,389	2,172,031	947,903	394,149
Oshawa	174,738	69,905	54,929	2,627	2,798	489	13,852	622	4,023	7,908	11,415	2,342
Ottawa-Hull	1,008,308	2,507,069	2,721,178	401,583	136,026	57,472	703,899	17,157	291,718	412,293	187,483	85,222
Quebec	822,351	3,251,177	3,598,123	396,426	261,332	88,029	947,285	40,296	355,983	623,461	218,758	76,551
Regina	311,601	1,026,376	1,128,487	142,606	35,309	321,084	153,330	4,030	59,284	194,356	43,362	26,460
St Catharines-Niagara	499,715	363,272	343,780	111,600	38,061	4,579	75,079	2,752	719	57,371	18,279	786
St John	160,867	427,079	465,109	75,269	23,340	6,332	124,449	1,646	36,358	92,916	30,753	14,589
St John's	226,104	705,500	773,985	·114,120	51,131	17,567	177,233	1,377	49,061	184,844	59,125	41,812
Saskatoon	227,243	761,983	838,374	149,725	51,392	28,088	132,742	2,361	77,964	171,199	42,481	30,277
Sudbury	287,814	624,699	672,825	81,007	38,171	15,217	186,850	2,916	58,674	122,530	49,399	18,992
Thunder Bay	199,335	492,176	534,010	86,751	19,933	7,432	139,145	1,541	61,323	78,405	35,798	19,200
Toronto	4,557,563	14,096,133	15,458.786	1,898,514	856,109	338,779	3,727,435	74,504	1,782,755	2,734,058	1,105,507	569,617
Trois-Rivieres	141,796	316,864	341,874	36,667	30,323	6,661	97,959	11,701	29,550	66,597	4,051	10,161
Vancouver	1,937,706	685,798	506,954	195,643	6,946	2,963	31,103	324	6,674	167,281	59,544	20,447
Victoria	341,157	433,717	446,940	103,971	20,617	12,055	78,517	1,747	39,189	65,128	19,088	15,689
Windsor	425,065	1,064,873	1,156,274	173,061	65,650	33,388	278,850	5,007	110,114	206,462	84,034	40,799
Winnipeg	851,980	2,474,419	2,706,196	572,430	109,041	57 563	665,280	7,818	209,183	440,438	144,597	85,129
PROVINCES, Cities												
ALBERTA	2,675,088	12,249,230	13,616,965	2,601,677	688,939	289,365	2,439,019	88,994	1,114,529	3,106,728	775,651	390,366
Calgary	767,104	3,737,659	4,162,024	813,220	231,258	116,071	780,280	8,165	316,436	888,301	226,300	96,101
Edmonton	871,784	4,128,389	4,593,618	1,052,829	229,861	107,210	780,807	17,471	302,469	937,914	202,775	127,941
Fort McMurray	50,083	340,317	381,779	13,196	2,807	514	13,986	532	325,726	9,434	2,227	2,267
Grande Prairie	35,678	171,384	190,771	43,861	7,695	2,839	25,217	2,223	17,118	43,213	13,162	7,750
Lethbridge	106,513	366,368	403,490	67,324	29,840	13,369	75,582	2,574	29,339	93,961	15,502	11,520
Medicine Hat	53,519	206,502	228,357	32,758	16,852	7,693	45,952	2,436	12,035	55,129	12,178	7,662
Red Deer	79,426	338,854	375,915	60,164	16,317	6,968	43,126	2,967	22,178	133,210	9,432	9,270
BRITISH COLUMBIA	3,743,512	13,758,802	15,189,557	2,611,274	583,556	298,394	3,104,188	105,125	1,534,891	2,800,942	885,461	595,706
Cranbrook	32,703	199,557	223,393	21,492	12,877	5,107	43,727	2,502	14,116	44,724	15,782	18,074
Dawson Creek	29,265	170,734	190,932	23,828	6,622	1,541	39,931	5,198	17,813	62,231	11,395	8,486
Fort St. John	24,934	145,494	162,717	30,994	5,276	1,757	24,165	4,556	20,295	44,346	8,103	9,667
Kamloops	83,445	87,622	88,219	9,476	5,465	1,978	13,446	351	19,080	17,971	3,481	2,533
Kelowna	34,812	70,683	72,950	7,445	5,009	2,233	13,792	481	6,270	13,445	3,904	5,842
Kimberley	12,806	59,036	65,663	9,084	3,206	2,253	19,229	1,098	2,900	9,338	3,278	4,374
Nanaimo	53,930	38,765	36,599	6,870	1,927	979	6,902	273	3,586	7,196	1,433	908
Nelson	27,970	141,605	157,839	20,473	9,337	4,174	34,565	1,820	8,590	24,560	9,107	12,963
New Westminster	128,569	585,901	651,234	181,142	24,167	10,554	45,361	1,410	60,252	169,096	41,667	33,708
Penticton	44,801	29,903	27,775	2,331	1,587	568	5,112	371	3,153	5,583	1,890	2,056
Port Alberni	41,235	220,581	246,202	70,940	10,173	7,785	38,896	4,634	12,764	43,627	8,565	9,836
Prince George	108,877	519,699	578,388	118,156	18,937	15,190	82,317	1,969	44,334	154,795	23,689	10,750
Prince Rupert	30,273	26,426	25,876	3,369	1,848	542	5,601	71	3,182	3,193	775	2,095
Terrace	15,287	89,191	99,749	27,238	3,879	921	20,440	1,930	10,693	18,983	3,475	4,778
Trail	28,136	128,009	142,276	27,950	7,450	2,906	25,319	825	6,702	35,406	6,877	8,263

CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS)			1983 ESTIMATE OF SALES (THOUSANDS)								
	E&P 1971 estimate	E&P 1982 estimate	E&P 1983 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
Vancouver	945,456	469,103	401,053	72,574	19,721	12,441	39,545	1,248	55,986	71,086	13,396	20,881
Vernon	45,192	49,781	50,436	8,053	2,102	1,111	8,055	396	3,632	13,263	2,106	3,361
Victoria	230,645	298,860	308,605	87,672	17,638	10,011	33,803	825	28,637	48,851	8,018	10,764
MANITOBA	1,346,444	3,963,620	4,337,502	884,307	176,234	89,682	1,031,369	25,420	335,866	807,810	260,208	141,349
Brandon	62,765	163,825	178,262	39,292	11,055	5,122	30,012	737	10,730	44,756	6,700	5,015
Dauphin	20,607	58,565	63,988	14,173	4,135	1,085	10,656	151	4,746	15,034	4,232	1,663
Flin Flon	11,883	29,954	32,536	12,455	2,645		6,361		2,750			
Portage La Prairie	25,116	67,708	73,792	7,844	4,628	1,963	18,836	430	6,741	16,204	4,908	2,083
Roblin	1,133	3,557	3,903	494	278	28	889	186	134	1,374	324	55
Swan River	13,307	37,846	41,351	13,134	2,137	587	5,431	290	2,615	8,031	3,547	947
Thompson	31,959	79,899	86,748	13,601	2,298	680	22,865	187	9,846	13,891	4,952	3,132
Winnipeg	553,450	1,577,499	1,723,792	484,460	91,001	43,787	317,163	5,950	134,386	275,699	68,960	51,499
NEW BRUNSWICK	851,489	2,531,569	2,771,580	456,127	124,509	52,053	667,445	18,973	196,190	552,600	255,935	112,393
Fredericton	88,344	280,405	307,842	67,513	20,245	4,677	32,251	1,421	18,088	73,338	19,024	14,171
Moncton	110,900	369,792	406,776	83,404	26,476	8,768	88,250	522	28,722	70,431	21,800	20,009
Saint John	153,715	407,477	443,729	74,342	22,889	6,047	115,841	1,331	35,215	92,916	26,288	13,593
NEWFOUNDLAND	599,435	1,833,181	2,009,430	413,770	106,201	39,793	507,315	4,639	159,951	330,924	190,484	91,574
Corner Brook	47,136	129,192	140,914	21,616	7,272	3,730	33,957		11,687	27,720	15,878	5,459
St. John's	180,111	561,515	616,001	108,299	50,356	16,463	140,490	1,241	40,583	120,789	32,847	36,709
NOVA SCOTIA	1,122,563	3,242,236	3,545,046	540,874	165,297	65,882	924,382	33,575	302,678	632,836	269,613	148,979
Amherst	21,278	63,447	69,471	10,467	3,368	1,025	19,539	935	3,367	13,781	6,865	3,004
Halifax	246,804	654,474	712,713	119,885	53,367	13,523	150,440	2,989	83,984	126,565	33,414	32,324
New Glasgow	37,133	106,155	116,015	16,706	9,092	2,499	28,319	2,817	5,417	24,738	10,665	4,676
Sydney	78,441	186,222	201,619	33,610	14,893	5,193	57,873	643	10,487	43,784	8,189	5,001
Truro	38,930	111,307	121,646	20,187	5,814	3,584	22,866	1,404	6,753	26,860	12,136	6,538
ONTARIO	12,605,695	38,109,993	41,753,461	5,340,260	2,083,560	889,302	10,206,393	249,705	4,100,786	7,669,821	3,430,891	1,391,573
Barrie	86,035	307,000	338,566	36,597	12,200	6,636	70,209	3,280	24,933	96,859	23,986	9,476
Belleville	82,589	228,150	248,944	22,940	14,500	7,301	54,571	1,490	20,670	61,737	12,971	8,976
Brampton	108,207	422,780	457,719	38,853	23,252	9,380	134,359	2,340	23,076	105,786	54,244	17,353
Brantford	101,063	293,591	321,095	31,863	23,228	10,174	92,883	1,449	24,353	65,579	20,288	9,541
Brockville	45,876	127,138	138,770	16,356	6,417	2,259	30,615	1,031	14,080	22,291	14,546	7,080
Cambridge												
Chatham	84,557	300,672	331,546	56,294	21,650	10,354	75,869	1,361	29,574	55,925	20,281	11,900
Cobourg	28,696	80,381	87,765	12,098	5,657	2,466	25,424	819	8,740	10,297	4,596	3,423
Cornwall	85,051	188,662	203,463	27,945	10,893	4,858	52,808	657	17,258	35,478	13,508	5,238
Fort Frances	22,600	57,541	62,533	4,080	3,834	1,309	15,437	500	7,471	11,383	5,201	3,025
Guelph	109,148	300,843	328,228	38,291	18,884	6,873	91,701	1,048	21,526	65,311	22,761	11,615
Hamilton	538,778	1,315,046	1,425,941	261,176	70,129	41,199	345,555	6,824	108,525	238,449	100,650	69,446
Ingersoll	17,080	49,348	53,958	1,823	1,123	1,011	9,674	289	9,631	15,576	5,773	2,056
Kenora	42,273	112,323	122,330	4,734	4,422	912	19,416	616	53,678	10,205	8,262	4,562
Kingston	117,595	293,390	318,503	37,905	24,796	9,299	79,754	1,136	30,645	46,152	23,247	11,682
Kirkland Lake												
Kitchener	226,542	565,518	613,943	182,914	36,894	14,160	93,695	1,970	39,338	123,098	37,347	12,003
Lindsay	33,695	94,690	103,403	7,994	5,100	2,473	26,164	1,065	5,972	21,435	10,263	5,207
London	408,680	1,107,025	1,206,788	193,209	66,853	25,560	291,440	4,178	115,160	197,523	79,807	41,010
Niagara Falls	124,831	298,645	323,476	25,364	13,333	6,374	73,926	1,054	71,552	45,438	22,428	14,534
North Bay	94,969	273,363	298,848	45,119	13,105	7,053	71,123	1,820	29,901	54,994	24,826	4,654
Orillia	49,837	138,565	151,240	18,725	6,457	3,176	37,822	1,629	12,500	23,728	12,654	7,845
Oshawa	155,171	395,767	430,138	91,890	21,657	10,388	102,754	3,753	29,779	68,939	23,009	15,734
Ottawa	636,858	1,588,876	1,724,878	269,519	111,990	39,950	364,523	4,967	199,809	297,337	88,927	57,726
Owen Sound	41,949	121,615	132,996	12,307	9,515	3,528	36,484	1,589	7,218	25,026	11,338	5,905
Pembroke	41,324	101,109	109,650	16,722	8,392	2,263	27,595	871	5,811	18,745	7,660	4,905
Peterborough	129,359	318,942	345,997	49,032	19,173	9,845	85,458	1,378	23,021	71,280	16,495	9,800
Port Colborne	29,724	77,521	84,349	8,813	4,347	1,469	27,731	490	7,528	13,816	6,167	3,178
Port Hope	15,290	44,983	49,225	2,284	2,433	445	12,593	541	3,498	6,876	10,378	2,311
St. Catharines	213,400	820,258	906,952	160,556	66,966	18,713	227,503	4,076	61,465	161,797	62,564	25,582
St. Thomas	53,409	155,957	170,607	14,737	9,138	3,209	40,490	983	10,050	39,636	19,390	7,488
Sarnia	89,857	261,827	286,394	36,112	17,636	9,475	70,967	1,377	22,322	66,310	18,856	8,457
Sault Ste. Marie	131,344	565,062	627,022	102,239	32,376	12,957	168,444	3,943	50,043	100,942	42,953	12,141
SimcOe	34,744	101,235	110,734	9,840	9,515	2,962	26,925	1,058	4,798	21,608	8,140	5,877
Sioux Lookout	8,205	23,600	25,799	5,334	475	326	6,089	221	4,716	2,140	1,735	1,084
Stratford	51,328	147,282	160,990	22,057	7,632	2,660	39,318	779	13,159	29,887	12,389	7,518
Sudbury	222,365	478,666	515,280	76,504	53,646	12,050	127,977	1,843	41,122	100,678	30,663	14,606
Thunder Bay	189,897	460,699	499,385	86,289	19,933	7,416	136,500	1,541	34,246	78,253	33,038	18,919
Timmins	53,155	176,722	194,374	22,147	14,962	4,715	63,148	1,259	20,766	23,008	9,103	8,369
Toronto	1,534,094	4,749,253	5,208,561	866,807	386,083	132,776	1,093,246	24,606	772,620	621,532	191,323	216,829
Waterloo	61,547	215,371	237,346	37,874	9,176	4,557	63,661	857	15,313	43,703	14,168	10,907
Welland	74,311	206,607	225,506	18,878	13,374	6,884	59,855	585	16,968	52,052	18,876	8,633
Whitby	58,815	174,331	190,833	32,402	3,875	1,523	44,129	1,391	11,016	50,816	21,115	5,578
Windsor	365,351	909,205	986,898	167,879	62,894	30,204	242,308	3,385	94,376	153,137	67,453	33,763
Woodstock	59,709	167,452	182,844	20,924	8,429	3,892	41,448	728	22,230	44,422	11,787	3,681
PRINCE EDWARD ISLAND	146,763	446,904	489,780	109,255	15,216	3,154	93,569	1,865	42,447	89,139	53,433	15,206
Charlottetown	53,162	159,298	174,460	45,749	9,334	1,580	31,350	277	17,212	26,194	8,976	5,903
Summerside	23,916	63,806	69,504	19,301	3,316	579	13,764	755	1,994	14,392	7,113	1,534
QUEBEC	8,324,718	25,228,603	27,643,442	2,992,336	1,782,511	695,171	7,973,718	342,246	2,562,167	4,822,586	2,110,064	637,473
Chicoutimi	77,551	228,785	250,390	24,618	30,876	6,355	59,325	1,208	13,895	65,329	12,738	5,192
Granby	56,978	130,968	141,538	18,359	12,243	4,096	40,327	1,043	11,200	30,261	5,499	2,746
Montreal	2,085,284	6,520,067	7,153,607	890,770	559,906	199,959	1,870,425	91,683	958,222	841,336	373,939	227,817
Quebec	429,267	1,703,912	1,886,004	223,060	159,976	42,994	478,987	9,502	182,815	336,968	72,526	43,549
Rouyn	39,614	110,136	120,210	14,127	13,758	3,007	28,197	409	7,687	32,780	9,738	1,321
Sherbrooke	141,587	326,551	352,986	27,641	36,755	9,789	89,107	2,458	25,918	70,580	25,223	8,458
Trois Rivieres	91,434	202,975	218,909	27,908	24,408	5,021	57,637	4,059	19,830	37,160	10,448	5,646
SASKATCHEWAN	1,187,559	4,296,176	4,740,264	861,464	200,544	140,799	882,256	37,880	323,714	1,157,755	295,253	152,205
Lloydminster	10,463	41,766	46,238	8,737	1,567	1,027	9,203	963	2,115	14,393	3,370	800
Moose Jaw	55,213	190,675	210,027	42,033	8,557	8,932	38,414	1,861	12,604	49,908	8,288	4,949
Prince Albert	52,396	168,017	184,506	25,489	9,183	8,127	34,521	390	9,593	53,623	8,622	4,901
Regina	239,519	753,012	826,368	142,606	35,309	32,108	153,330	4,030	53,237	194,356	42,476	25,508
Saskatoon	222,243	740,106	814,086	149,725	51,392	28,080	132,742	2,361	53,676	171,199	42,481	30,277
YUKON NW TERRITORIES	77,809	2,053,443	2,335,476	141,291	6,014	1,491	65,479	3,984	2,971	48,310	7,482	668
Whitehorse	27,475	692,373	787,358	42,886	1,802	213	33,401	1,682	356	39,086	2,453	293

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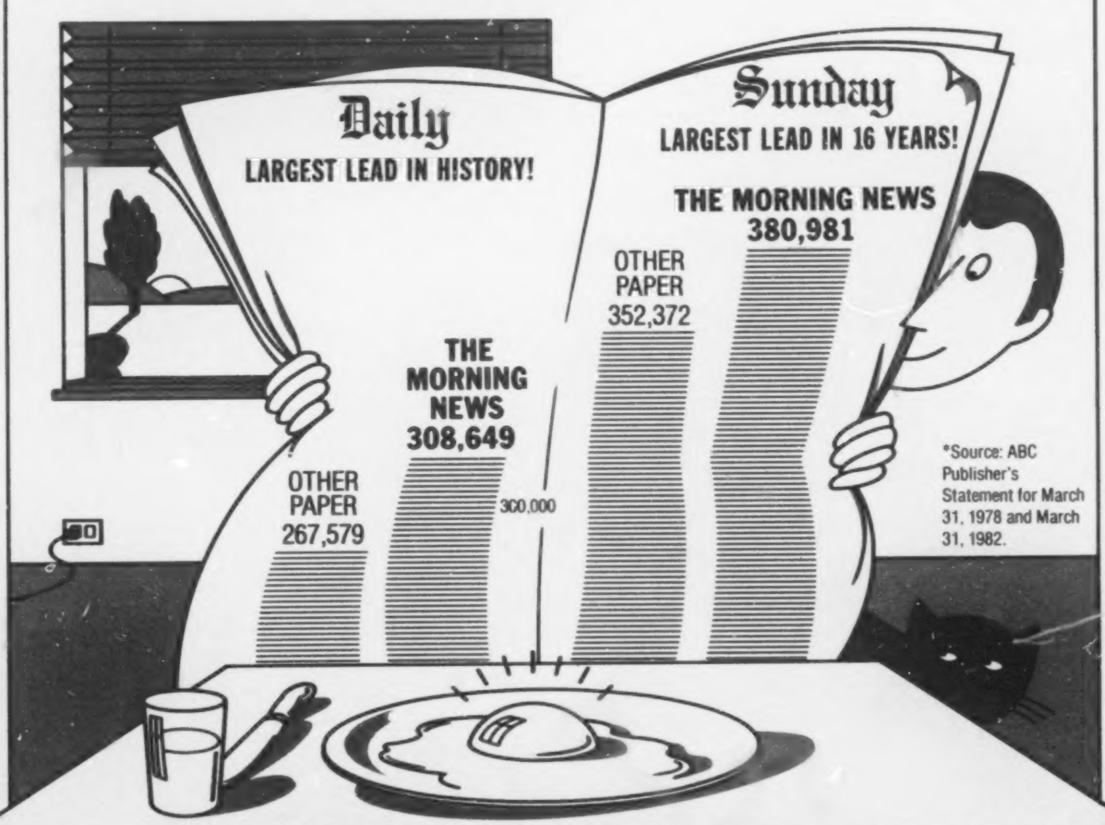
Chart by Nigel Holmes



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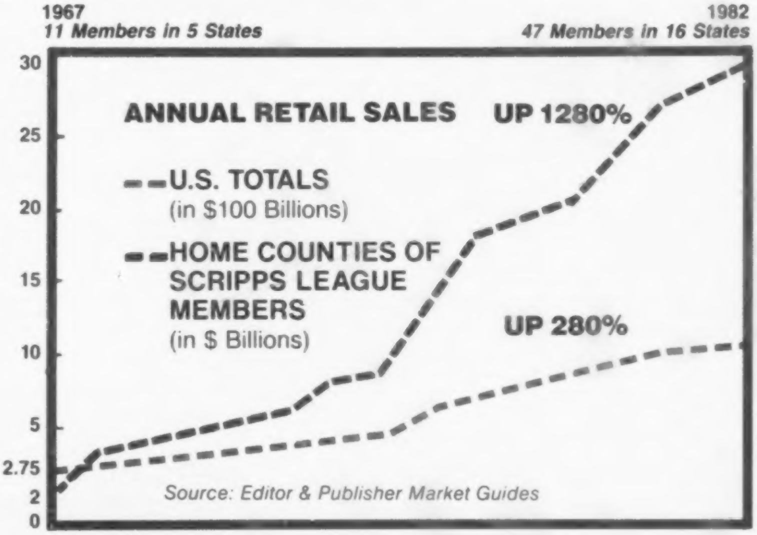

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"Proclaim liberty through all the land unto all the inhabitants thereof."
[Lev. 25:10]

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